

**Partnering with
you for a
better
community**



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where everyone gets a bargain

**The Warehouse Limited
Community Partnerships**

Thanks for your interest in becoming a national partner with The Warehouse's community programme through the TW Group Foundation. Supporting our communities has always been an important part of our heritage as we believe that strong businesses and strong communities are mutually dependent. Our Core Purpose reflects this belief:

The Warehouse will make a difference to people's lives by **making the desirable affordable** and **supporting New Zealand's communities and the environment**. **By putting the customer first**, we will succeed. Everything we do flows from this principle. We enjoy success through **working together as one team**. People choose to work for us because we care about and recognise individuals.

To help you decide whether to progress with your application and to ensure that we each have clarity on our expectations of each other we thought it would be helpful if we provided you with details about our community partnership programme and also covered what you could expect from us and what we would look for from you in any relationship.

We hope this helps and we look forward to receiving your application.

Kind regards



Paul Walsh
Executive General Manager – Community and Environment

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Our Community Partnership Vision

To be known as an enduring, caring and responsible member of the communities we serve.

We will continue to achieve this by enhancing the lives of families and young people throughout New Zealand through a combination of national initiatives supported locally and local initiatives operating within a provided framework.

Our Community Programme

Here at the Warehouse we believe we have a responsibility to both New Zealand and New Zealanders. We have built our business on three key elements; *People, Planet* and *Profit*. We strive to ensure that all our stakeholders - customers, team members, shareholders, suppliers and the wider community - benefit from our retail activity. The Warehouse, with the support of its customers and suppliers raised and distributed over \$3 million to New Zealand community service groups and national charities during the 2012/13 financial year.

As you can imagine, the company is approached on a regular basis to provide support to community organisations. However, we are not in a position to provide assistance to everyone. We appreciate that each organisation is unique and supports many different aspects of the community and believe all are equally important. However, we have decided that The Warehouse will focus its relationships with

organisations who support families and young people within our philosophy of giving a ‘hand up’ rather than a ‘hand out’.

The Warehouse generally facilitates fundraising opportunities through leveraging its scale, store distribution network and iconic brand rather than providing sponsorship, funding or product donations.

The Warehouse runs three levels of community partnerships: Local, Regional and National:

Local Partnerships

Local partnerships are undertaken through our store network. We have established fundraising facilities in our stores to support local organisations. These facilities are the community BBQs (note: not all stores have community BBQs due to lease or mall restrictions), point of sale coin collection boxes and our Bags for Good programme where the proceeds from the 10 cent charge we make for plastic shopping bags go back to local community organisations that our customers can vote for.

Regional Partnerships

Our store network is divided into nine regions. Each region partners with a community organisation that is focussed on families and young people within that geographic area and works with that organisation to raise funds for a specific project. For example, our Canterbury region recently ran an “Add a Dollar” campaign for their community partner, the Christchurch Children’s Hospital.

National Partnerships

National campaigns are undertaken in conjunction with our financial year and run from 1 August - 31 July. During this calendar period we run five national fundraising campaigns through our store network, raising money for organisations for specific projects which will enhance the lives of families and young people. Campaigns involve the organisation providing a small item to sell at the checkouts e.g. pens or scratch and win tickets (or something similar). For our part we will manage the campaign, distribute the product, market the campaign through our mailer, in-store radio and social networking sites and promote and sell the product at the checkout. All money taken at the checkout goes directly to the community partner; we do not deduct any costs.

Each year we invite New Zealand based organisations which operate throughout the country and which support families and young people to apply for and be part of a selection process to be considered as a national partner with a "spot" on our fundraising calendar. We commence this process in late January with the first campaign of the new financial year kicking off on 1 August.

In particular we look at organisations which fulfil the following criteria:

1. The organisation must qualify according to the Preliminary Assessment Form (PAF)
 - *If you are on our database you will receive this form as part of the selection process. If you complete and return this PAF to us within the allotted time, you have fulfilled this requirement.*

2. The organisation must “enhance the lives of families and young people throughout New Zealand”.
 - *Partnerships must be for a specific project which will provide tangible benefits directly to those people who the charity supports with specific emphasis on how this will enhance the lives of young people and their families. The Warehouse will not consider applications where funds raised would go to the daily running costs of the organisation.*

3. The organisation must be in line with TWL brand profile - national, “Kiwi”, offering a wide benefit with links into communities:
 - *Almost everyone in the country visits The Warehouse at some point. The majority of New Zealanders shop with us regularly.*
 - *We prefer to have community partners which benefit as many Kiwis as possible who would connect with our brand.*
 - *The Warehouse has 92 stores across New Zealand. Therefore, the community partner must conduct activities that will engage everyone, from Kaitaia to Invercargill.*
 - *We are looking for an organisation that is compatible in terms of personality and scale and who will have the resources to be able to run a national campaign through our stores. With 92 stores you must be able to supply enough product for sale to cover the duration of your campaign, for example, approximately 80,000-100,000+ single units or tickets.*

4. There should be an overall potential to raise the profile of both TWL’s community programme and the partner’s activities:

- *We know from our research that the public expect organisations like The Warehouse to support the community. We need the help of our partners to ensure the public are aware of our community activities. As such;*
 - *The ability of the community partner to market/communicate your cause and engage our team members/customers in order to generate ongoing future support (and for TWL to be acknowledged for that support, thus creating a true partnership) is vitally important.*
5. The organisation must be prepared to work with us to minimise disruption to trading:
- *The primary purpose of The Warehouse is to help New Zealanders save more every day through an easy shopping experience.*
 - *Our team is busy keeping our stores running smoothly so the fundraising campaign has the greatest chance of success if it is easy to understand, administer and expedite.*

National community partners cannot apply to be regional or local store partners as well.

What Community Partners Can Expect From Us?

1. Recognition

We know that recognition of our partnership is important for you and for us. Using our Community and Environment website we will:

- Highlight your organisation as one of our national community partners
- Provide a short description of the work your organisation does (provided by you and mutually approved)
- Provide a link to your website

2. Publicity

We will ensure your organisation receives publicity by:

- Enabling you to promote activities not directly associated with The Warehouse on our Community and Environment website (content must be mutually approved)
- Highlighting your organisation and our promotion with you during the course of and immediately following on the Community noticeboard in every location across New Zealand. This has the potential to be seen by over 1,000,000 New Zealanders every week
- Provide you with “reach” on “Red Radio” (our in store radio) and national mailer which reaches 1.38 million New Zealand households every week during the course of your national promotion

- Coverage to all our in store teams explaining your organisation and how the funds raised from our partnership will be spent to support New Zealand communities (provided by you and mutually approved)

3. **Promotional Activity**

We will provide you with the opportunity to fundraise through our store network by:

- Providing an annual fundraising opportunity of four weeks each year which, historically, is likely to generate between \$130,000 and \$230,000 for your organisation
- Apply to be the recipient of the annual Suppliers' Dinner which last year generated nearly \$600,000 for the recipient organisation
- The potential to propose or be offered additional promotional activity at other points through the year

4. **Buying Privileges**

We will provide your organisation the opportunity to purchase products from The Warehouse, Warehouse Stationery and Noel Leeming Group at special discounted prices. In return we would expect your organisation to purchase your normal business requirements from one of the above companies where these are appropriate to your needs.



5. **Partnership**

The Warehouse will view any relationship as a year round partnership and not just a once a year fundraising opportunity. We will explore how we can work with you at various points of the year beyond the fundraising promotion to create a more sustainable association. Part of this will be a six monthly meeting to review progress of the relationship and our agreed programme and to identify and work through any issues or concerns.

To ensure both parties have clarity over the goals and deliverables of the partnership we will provide you with a Memorandum of Understanding which will cover key objectives and the way we will work together.

What We Expect From Our Community Partners



1. Recognition

From surveys we have undertaken we know that the public of New Zealand expect The Warehouse to be a good corporate citizen and to be supporting our communities. We will need your help so that the public know we are meeting their expectations. We will work with you to best decide how this can occur but we would look to you to:

- Highlight The Warehouse as one of your major community partners in a prominent and easily seen place on your website
- Provide a paragraph (supplied by The Warehouse for your approval) on our community principles on your

website with a link to The Warehouse's Community and Environment website

- Work with us to provide physical recognition of the partnership where this is possible and appropriate

2. Publicity

To help the public understand how we are supporting our communities we would like you to:

- Issue agreed media releases at the time of announcement of our partnership and upon conclusion of any major programmes we undertake together
- Provide coverage of any partnership activities between us in your newsletters (hard and/or soft as applicable)

3. Promotional Activity

To help us maximise the opportunity to fundraise through our store network we would like you to:

- Provide us with material explaining how your organisation supports New Zealand communities and, in particular, how our partnership will make a difference
- Provide ideas as to how you can engage our store teams with your organisation (they are the ones who will be asking for support from our customers)



Partnership

We would expect you to work with us on creating a programme at various points of the year beyond the fundraising promotion to create a more sustainable association. As part of this we would expect you to meet with us upon confirmation of the partnership to ensure clarity of expectation for both parties and then to participate in a six monthly meeting to review progress of the relationship and our agreed programme and to identify and work through any issues or concerns.

We would also need your attendance at an introduction meeting of all five national partners as soon as practicable after the confirmation of the partnership to ensure all parties have a clear understanding and to explore possibilities of collaboration between the partners.

4. Governance

We will be facilitating the collection of significant sums of money for your organisation on behalf of and through the public of New Zealand. We would expect you to provide us with a reasonable demonstration that the funds we provide you have been spent for the agreed purpose no later than 12 months from the date of endowment.



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