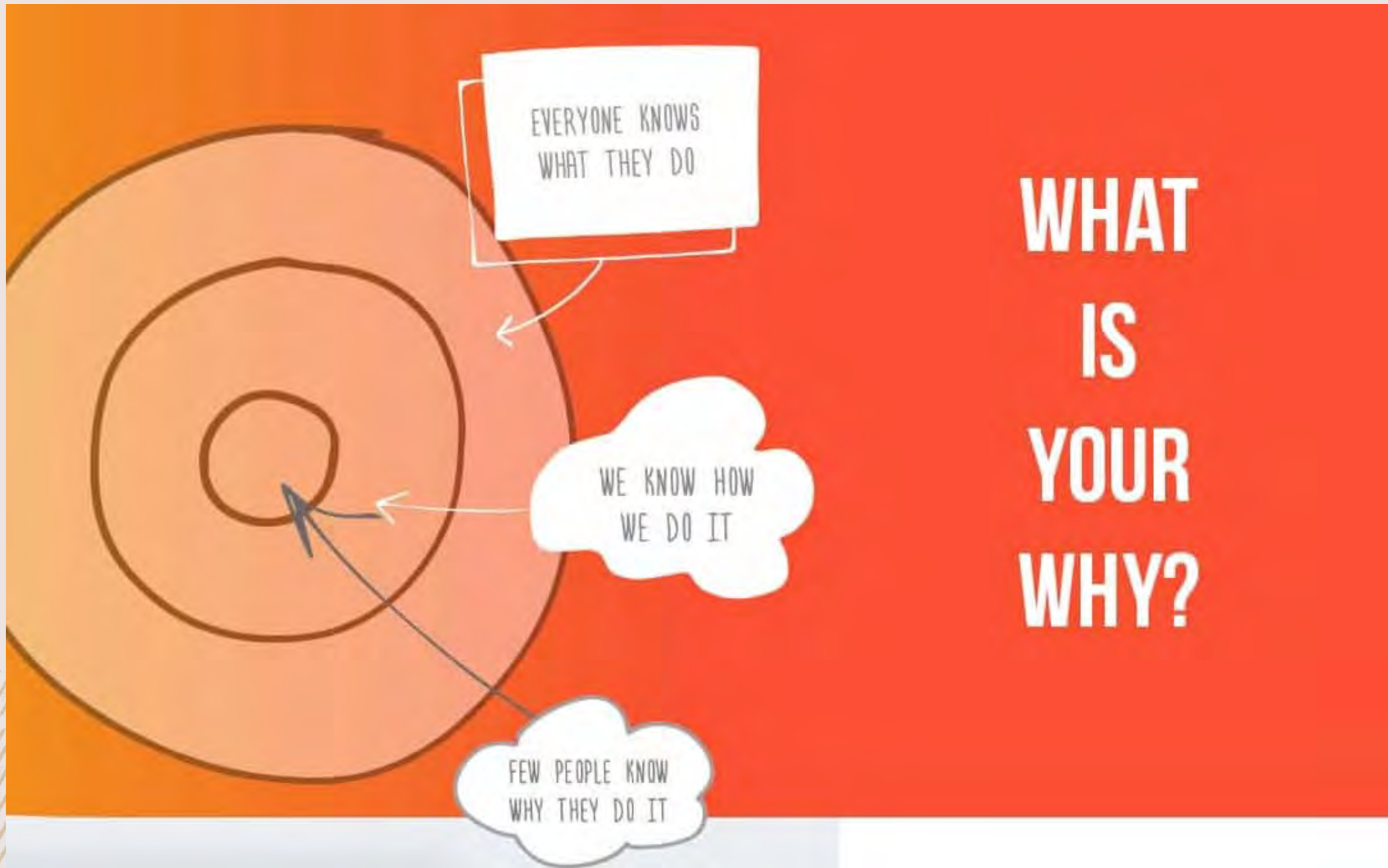


Welcome!

Part 1: Finding your “Why”

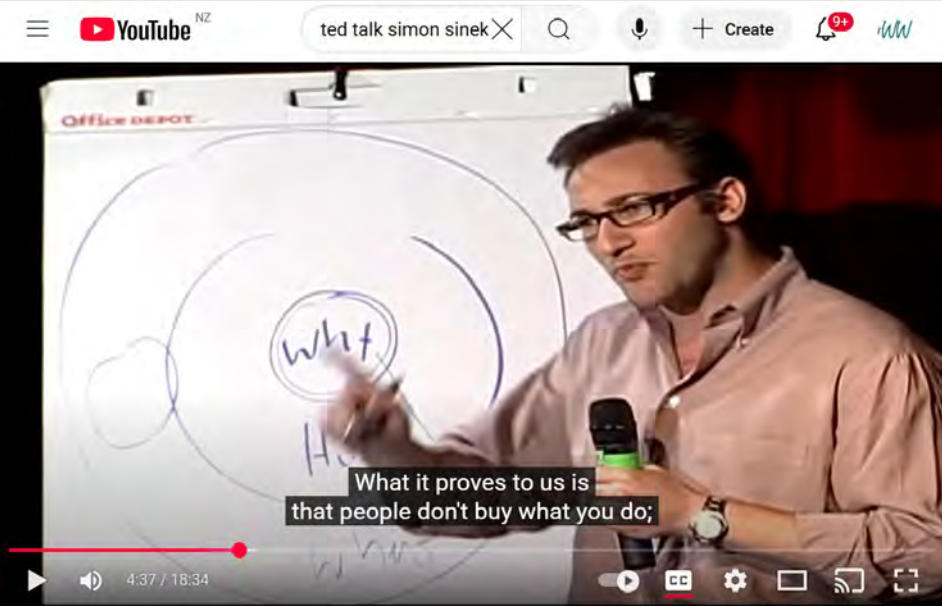




Planning Step 1: Why?

In corporate speak, your “Why” could be a “Mission” or “Vision”.

As Simon says, your “Why” is the purpose, cause or belief that drives you and your organisation.



The image shows a YouTube video player interface. At the top, the YouTube logo and search bar are visible. The video content shows Simon Sinek, a man with glasses and a light-colored shirt, standing in front of a whiteboard. He is pointing at a diagram on the whiteboard that consists of three overlapping circles. The word "Why" is written in the center circle, "How" is written in the bottom-left circle, and "What" is written in the top-right circle. A subtitle at the bottom of the video reads: "What it proves to us is that people don't buy what you do;". Below the video player, there is a sponsored advertisement for Bunnings Kitchen Range with a "Shop now" button. Below the ad, the video title "How Great Leaders Inspire Action | Simon Sinek | TED" is displayed, along with the TED logo, subscriber count (26.8M), and buttons for "Join", "Subscribe", "Like" (332K), "Share", and "Ask".

<https://youtu.be/qp0HIF3SfI4?si=3N-lj4Xs87m5uD-H>

Watch 2:11 to 5:14

**CCC and ECan don't fund what you
do, they fund WHY you do it**



What vs Why examples

WHAT

1. Suppress possums to a low level
2. Eradicate rats
3. Plant native trees

WHY

1. Protect food sources to allow native fauna to thrive
2. Provide a safe environment for our native birds to reproduce
3. Create new food sources that support an increased population of native species

Funders want your “Why” to match theirs ...

Interested in ...

1. Protecting areas of significant ecological value
2. Protecting & enhancing indigenous biodiversity
3. Raising awareness & understanding of indigenous biodiversity
4. Stronger communities – engaged & resilient
5. What else?

Less interested in ...

1. Trapping for the sake of trapping
2. Areas where there is low biodiversity
3. Anything that is a “What”
4. What else?

Example: reWild Wainui

WHY? The purpose, cause or belief that drives us is ...

“Enhancing Wainui as a haven in which nature and people thrive.”

WHAT? We do this by ...

Collaborating with the community and landowners to ensure our natural environment supports the regeneration of native flora and fauna.

HOW? We achieve this by ...

- *Reducing weeds - so native plant species can thrive*
- *Removing pests – so that our trees can flourish, and our native fauna are under less threat from predators*
- *Replanting natives to create a better habit for our insects, invertebrates and birds*



Bringing the Wild back to Wainui

Giving mother nature a hand, enhancing Wainui as a haven in which nature and people thrive

[LEARN MORE about weeds in the valley](#)

[Report a sighting of Banana Passionfruit >>](#)

Living in or visiting Wainui, you might have walked out your door, smelt the bush or the sea, heard the birdsong of the local bellbird, or felt the whoosh of the Kereru flying past. Or you might have been for a walk on the beach, in the bush, or outdoors and felt a sense of peace and relaxation. The environment around us, nature, is calming and restorative, and research confirms that it benefits our mental health and wellbeing. Nature is good for humans.

Together we can work towards further enhancing Wainui as a haven, in which nature and people thrive.

Together we can help nature by ...



reducing Weeds

Weeds outcompete native plants, depriving our native birds and the bees of important food sources.



removing Pests

Introduced predators such as rats, stoats and possums are our native birds' worst enemies as they have no natural defense.



replanting Natives

Our native birds love habitats where they can easily find food and water and build a nest.

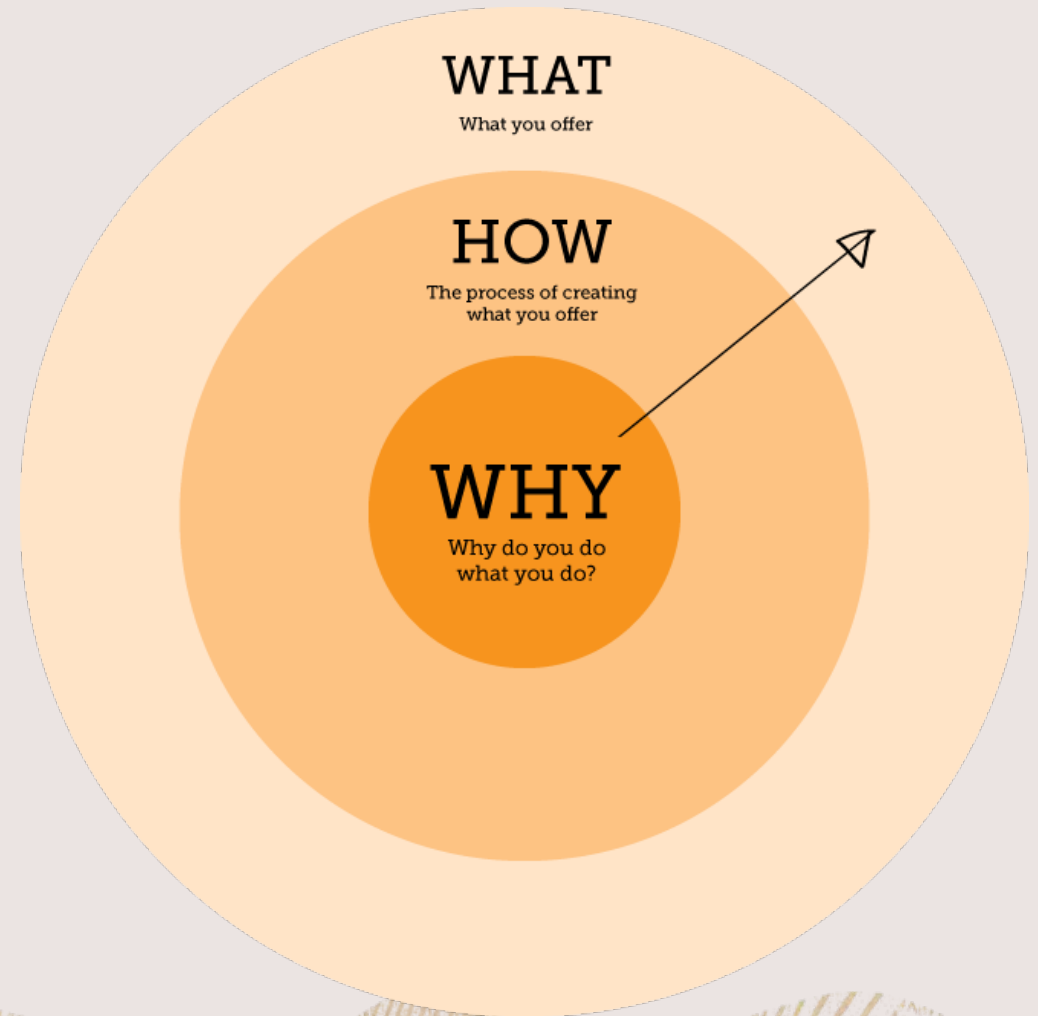
Exercise: What, How, Why?

Take 5 minutes to think about ...

1. What you do?
2. How you do it?
3. **WHY** you do it?

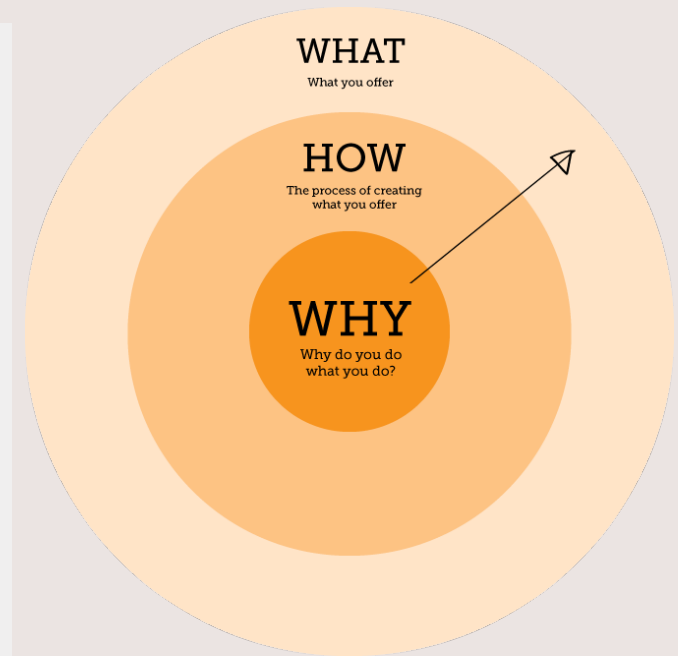
(The purpose, cause or belief that drives us is ...)

If you get stuck, let's say on " We trap possums ... or plant trees" ... keep asking "Why do we trap possums" until you can go no further!



But, your Why is just part of a wider plan ...

- **Have a plan.** It doesn't need to be long or complex.
- **A template.** Your plan is basically your funding template, most of the information for a funding application should be in your plan. (Makes applications easier!)
- **Resources.** Have a folder of resources, such as images, testimonials, landowner permissions, that you can include if required, which demonstrate your capability.
- **Data.** Funders love data, and graphs are the best way to demonstrate success or actions. You'll need this data for reports but it's equally useful in funding applications.
- **Budgets.** This is public money, so you need a well costed, realistic budget .



Results to Date – June 2025



CATCHES: 1 Jan 2023 to 1 June 2025



Mustelids: 18



Feral Cats: 65



Hedgehogs: 180



Rats: 1238



Possums: 1164



Hares: 407

Total Catches: 3074

* Some pest species not included

** These pest counts are only from the project area; the actual community number will be hundreds higher

*** This also doesn't include pests removed using toxins

MONITORING: 2-year comparison,

- We have a number of locations benchmarked using Cacophony thermal cameras
- The cameras record and analyse all thermal heat signatures using AI, they are close to 100% accurate
- Here's the first comparative result for location RWW1062. Others are currently in progress
- As you can see, a stunning result, driven by the network of automated AT220 traps

15 March 2023 – 20 April 2023:

BEFORE trapping

1. Rats - 360 visits
2. Possums – 109 visits
3. Mustelids – 0
4. Rabbits – 2 visits
5. Hedgehogs – 2 visits
6. Cats – 1 visit.

8 May 2025 – 6 June 2025:

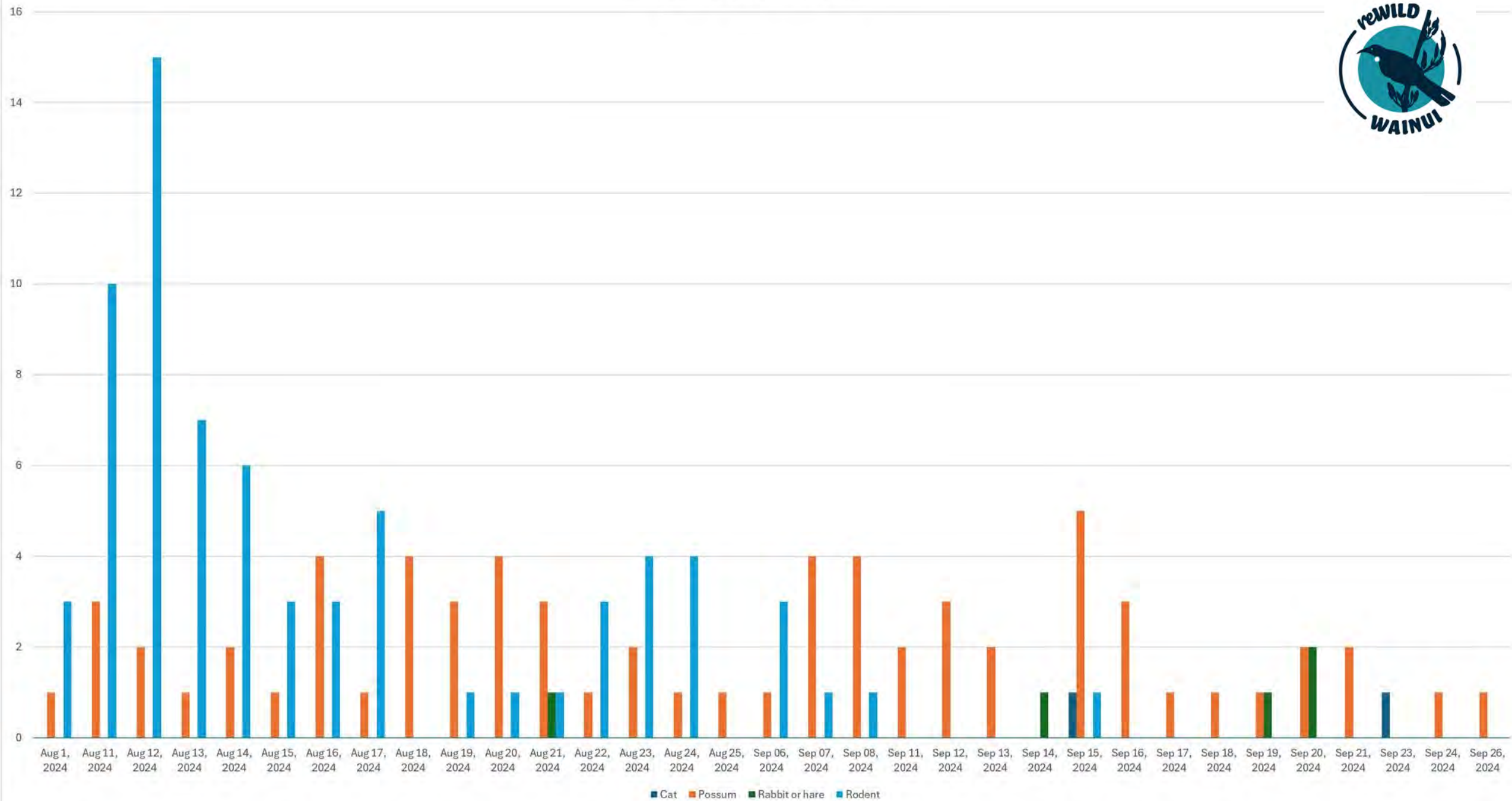
AFTER trapping

1. Rats - 21 visits
2. Possums – 8 visits
3. Mustelids – 1 visit



For more information on mustelids, visit www.rewildwainui.nz/help-and-guides/stoats-and-ferrets

Number of Observed Visits



Part 2: Applying for Success



What makes a great funding application?

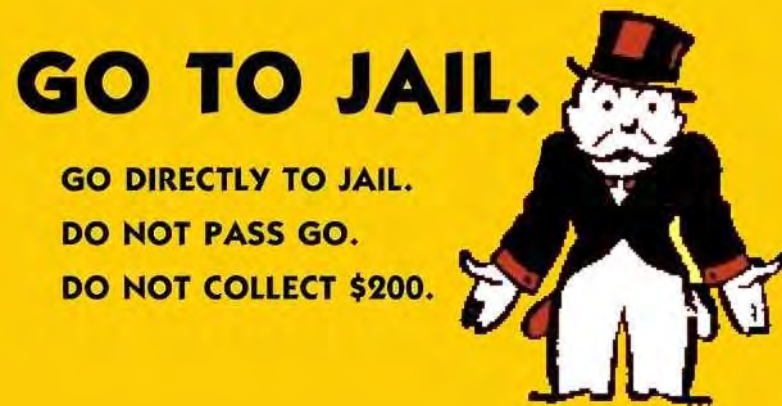
Invariably funds are oversubscribed, so yours needs to stand out.

But most importantly a great funding application must **align with the funder's priorities.**

Read the application guidelines again and again, and (genuinely) ensure your project meets these.

Your project might save the world, **but if it doesn't meet the fund requirements, you won't get to pass go ...**

It's important then that we understand what each fund is targeted at and only apply for those that match your project goals.



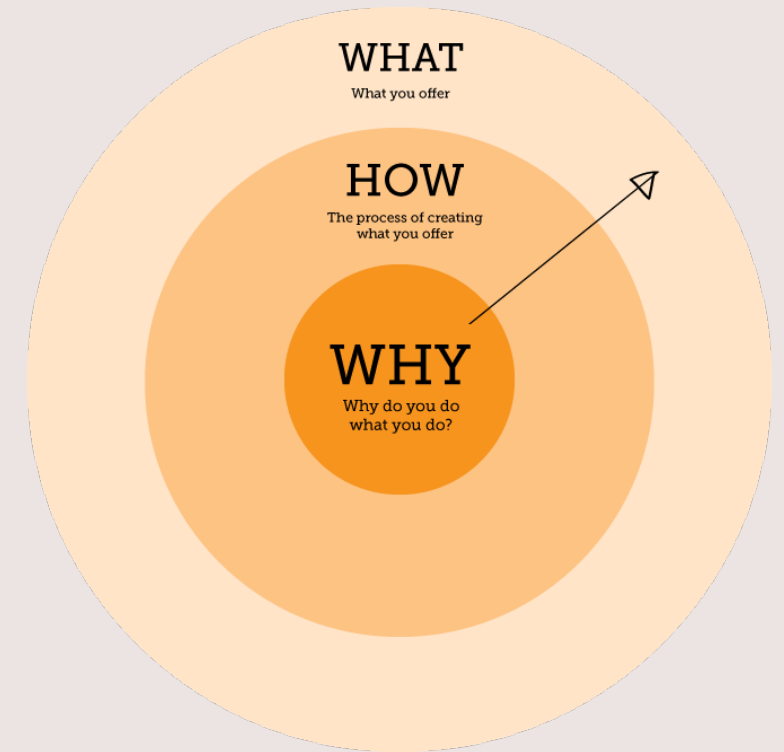
Key elements of a great funding application

- 1. Alignment with funder's priorities:** Tailor your application to the specific funder's goals and criteria, focusing on how your project meets their priorities.
- 2. Clear and specific project description:** Clearly state your project's goals, target audience, timeline, and methods.
- 3. Strong statement of need:** Provide evidence that your project is necessary and explain how it will address a genuine need and improve things for the community or environment.
- 4. Demonstrate competence and capacity:** Prove that you have the experience and capability to deliver the project. Highlight past achievements and show you have a realistic plan.
- 5. Measurable outcomes and evaluation:** Define specific, measurable goals and explain how you will track progress and evaluate the success and impact of your project.
- 6. Realistic and justified budget:** Provide a detailed and realistic budget that includes all necessary costs.



Things Funders Love

- **A good plan.** It starts with your Why, What, How ...
- **Outcomes, not outputs.** The number of birds or lizards is more important than trees planted, or pests removed.
- **A track record.** Tough when you're new, highlight any small wins you can! And crow about your track record once you've got one!
- **Relationships.** Have you talked with anyone in CCC or ECan, maybe sought their advice or direction? Some funds you **can't apply for** unless there is a relationship. **Know thy ranger!**
- **Partnerships.** The "environment" extends past your patch, so work with those around you. Funders look favourably on projects that collaborate.
- **A team.** Lone wolf groups (a sole founder or leader) often aren't sustainable. Agencies want to back long-term winners.
- **Risk mitigation:** Identifying potential risks and how you'll mitigate them shows that you have thoroughly planned your project.



Example points from the CCC Biodiversity Strategy:

As sent to me by a ranger, these are the minimum requirements for ensuring your project aligns with the fund ...

- **Goal 1: Conserve and restore Christchurch's and Banks Peninsula's indigenous biodiversity**
 - Objective 1.2: Ecosystems, sites and habitats supporting biodiversity are protected and restored.
 - Objective 1.4 Plant and animal pests are managed to minimise their impact on biodiversity.
- **Goal 2: Raise awareness and understanding of indigenous biodiversity**
 - Objective 2.2: Opportunities are promoted to inform and enhance community understanding of biodiversity values, issues and management.

If groups are wanting to target certain plant or animal pests that are on the Canterbury Regional Pest Plan, that would also be worth mentioning in an application.

Housekeeping

- Follow instructions precisely and stick to any specific guidelines, such as page limits or requested formats, or risk disqualification.
- Specifically address all grant requirements and provide all information requested.
- Use clear and simple language and explanations - avoid overly jargon or emotive language & check for typos. Stick to word limits.
- Ensure your budget is realistic, reflects value for money, and that the figures add up correctly. Check the funders criteria and only ask for allowable expenses.
- Be specific and realistic in requests. They have seen and heard it all before!
- Define any abbreviations or acronyms the first time they are used and avoid jargon.
- Give concrete examples supported by data where appropriate



Part 3: Local CCC and ECan Funds



Fund source	Details	Dates and Funding	Open/closing dates	Region
<p>Environmental Partnerships Fund, Christchurch City Council</p>	<p>This fund supports proactive partnership work between Council and community groups for environmentally focused activities and projects on publicly accessible land and waterways.</p> <p>They are looking for projects with legacy values and must be sustainable in the long term.</p> <p>Must show you have discussed with or are already working with Council staff eg rangers or 3 Waters staff.</p> <p>Judging panel includes CCC parks staff, 3 Waters, climate change and funding, plus input from rangers or ecologists, who may have worked with you.</p>	<p>Total fund of \$1,000,000, with \$500,000 contestable in 2025.</p> <p>Min grant: Not stated Max grant: Not stated Multi-year funding? 1-3 years Co-funding: 50% required Time limit: Within 12 months of receiving grant</p>	<p>Opens on 6 October 2025 and closes on 7 November 2025</p>	<p>Rating boundary of Christchurch City Council.</p> <p>Publicly accessible land.</p>
<p>Christchurch Biodiversity Fund, Christchurch City Council</p>	<p>Providing support to custodians of biodiversity, to protect areas of significant ecological value on private land within the boundaries of Christchurch City Council. To support and encourage initiatives that protect and enhance indigenous biodiversity on private land.</p> <p>Projects should have significant ecological values that will be protected and/enhanced. Grants can be up to \$60k for projects but there is an expectation that there will be an equivalent in kind contribution.</p> <p>Note that a management plan is required.</p>	<p>Total fund of \$500,000</p> <p>Min grant: Not stated Max grant: \$60k Multi-year funding? TBC Co-funding: Max 50% of project costs Time limit: Within 5 years of receiving grant</p>	<p>Opens on 22 September 2025 and closes on 31 October 2025</p>	<p>Rating boundary of Christchurch City Council.</p> <p>Private land.</p>

<p>Sustainability Fund, Christchurch City Council</p>	<p>The purpose of this fund is to encourage community, school, social enterprise or business projects that help meet our climate change objectives and targets. Note that emission reduction targets are a key driver for the council for this fund, and while predator control can help this (possums) I'd expect that the predator control component would need to be part of a wider initiative, probably involving planting also.</p> <p>Projects with an education component will have a higher chance.</p>	<p>\$400,000 in 2025.</p> <p>Min grant: Not stated Max grant: \$40k Multi-year funding? Yes Co-funding: Max 60% of project costs Time limit: Within 12 months of receiving grant</p>	<p>Opens on 1 December 2025 and closes on 23 January 2026</p>	<p>Preference will be given to Christchurch-based organisations or partnerships involving Christchurch organisations.</p>
<p>Community Waterways Partnership Fund, Christchurch City Council</p>	<p>This fund encourages collaborative/community-scale initiatives that help meet the charter of Community Waterways Partnership to improve and protect our urban waterways.</p>	<p>\$60,000 contestable in 2025/2026</p> <p>Min grant: \$5K Max grant: \$30K (2024) Multi-year funding? 3 years Co-funding: 70% max Time limit: Within 12 months of receiving grant</p>	<p>Closed for 2025, open again in 2026 (August probably)</p>	<p>Preference will be given to those who have signed up for the Community Waterways Partnership</p>
<p>Waitaha Action to Impact Fund Environment Canterbury</p>	<p>A contestable fund to support community organisations to deliver projects that align with our work and priorities through community engagement and action.</p> <p>Applications will be weighted towards those with community involvement. More weighting given to youth involvement too.</p>	<p>\$310,000 contestable in 2025/2026</p> <p>Min grant: Not stated Max grant: Not stated Multi-year funding? Yes Co-funding: 30% min from other sources Time limit: TBC</p>	<p>Opens late Nov/early Dec, and closes mid-February 2026</p>	<p>Canterbury Public or private land.</p>

<p>Christchurch Biodiversity Targeted Rate Fund, Environment Canterbury</p>	<p>The targeted rate seeks to enhance landscape-scale indigenous biodiversity outcomes in the district. It focusses on doing more work with the community and local groups to protect priority habitats across freshwater, coastal and land-based ecosystems.</p>	<p>Total fund of \$1,000,000, with \$300,000 contestable in 2025.</p> <p>Min grant: \$20K Max grant: \$100K Multi-year funding? TBC Co-funding: TBC Time limit: Within 12 months of receiving grant</p>	<p>Opens late Nov/early Dec, and closes mid-February 2026</p>	<p>Rating boundary of Christchurch City Council.</p> <p>Public/private TBC</p>
<p>Canterbury Water Management Strategy (CWMS), Environment Canterbury</p>	<p>A new chapter on freshwater and land management in Canterbury is now underway with a transition from water zone committees to local leadership groups.</p> <p>Details of the fund should be announced soon.</p>			<p>Canterbury</p>



**Predator Free 2050.
That's about killing things right?**





Actually, it's about saving things!

And about building a community.



Thanks!

Resources available:

- Canterbury Funding Options – 2025 CCC and ECan (Word)
- Funding Spreadsheet (Excel)
- Health and Safety Plan (soon)



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