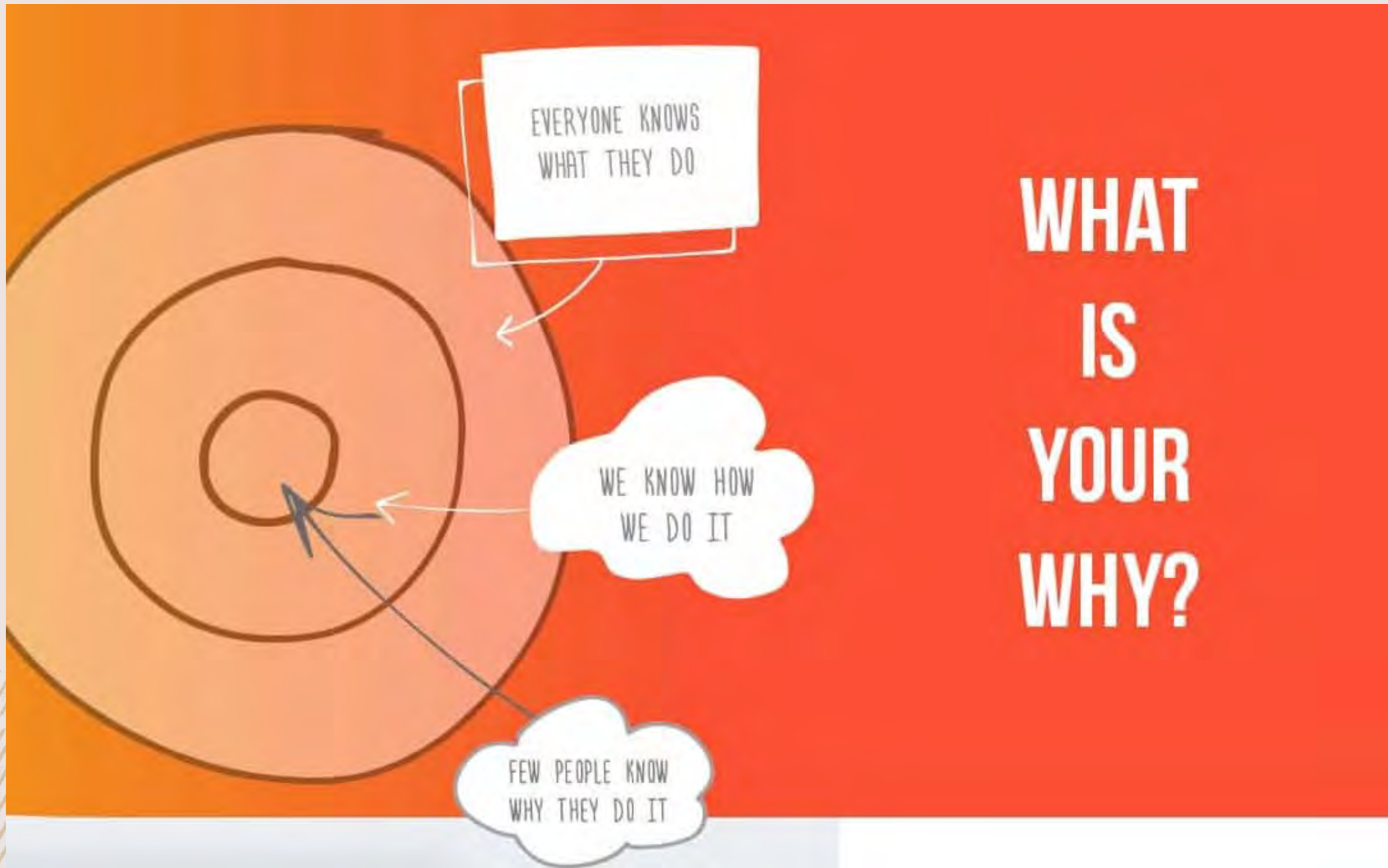


**Welcome!**

**Part 1: Finding your “Why”**

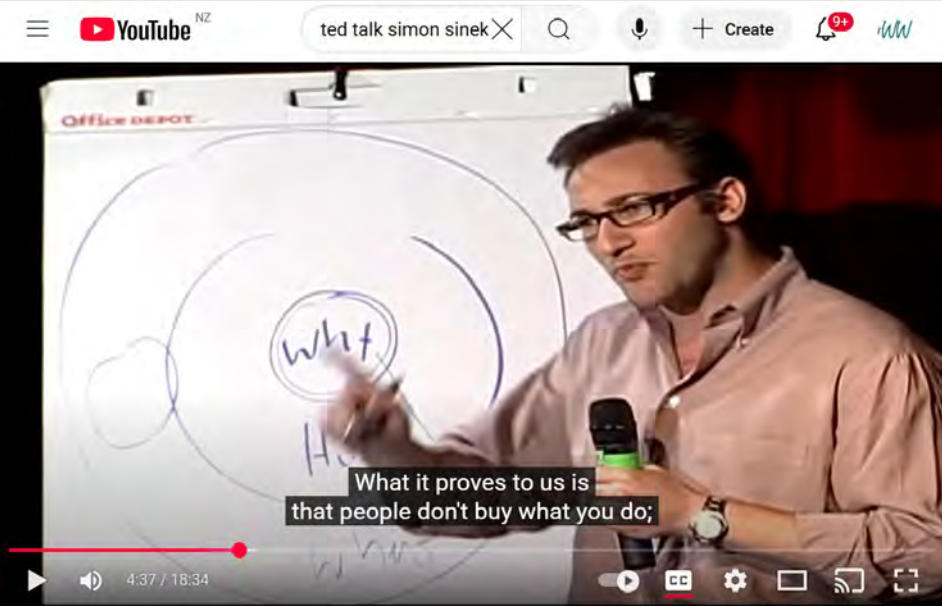




# Planning Step 1: Why?

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" in the bottom-left circle, and "What" 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?

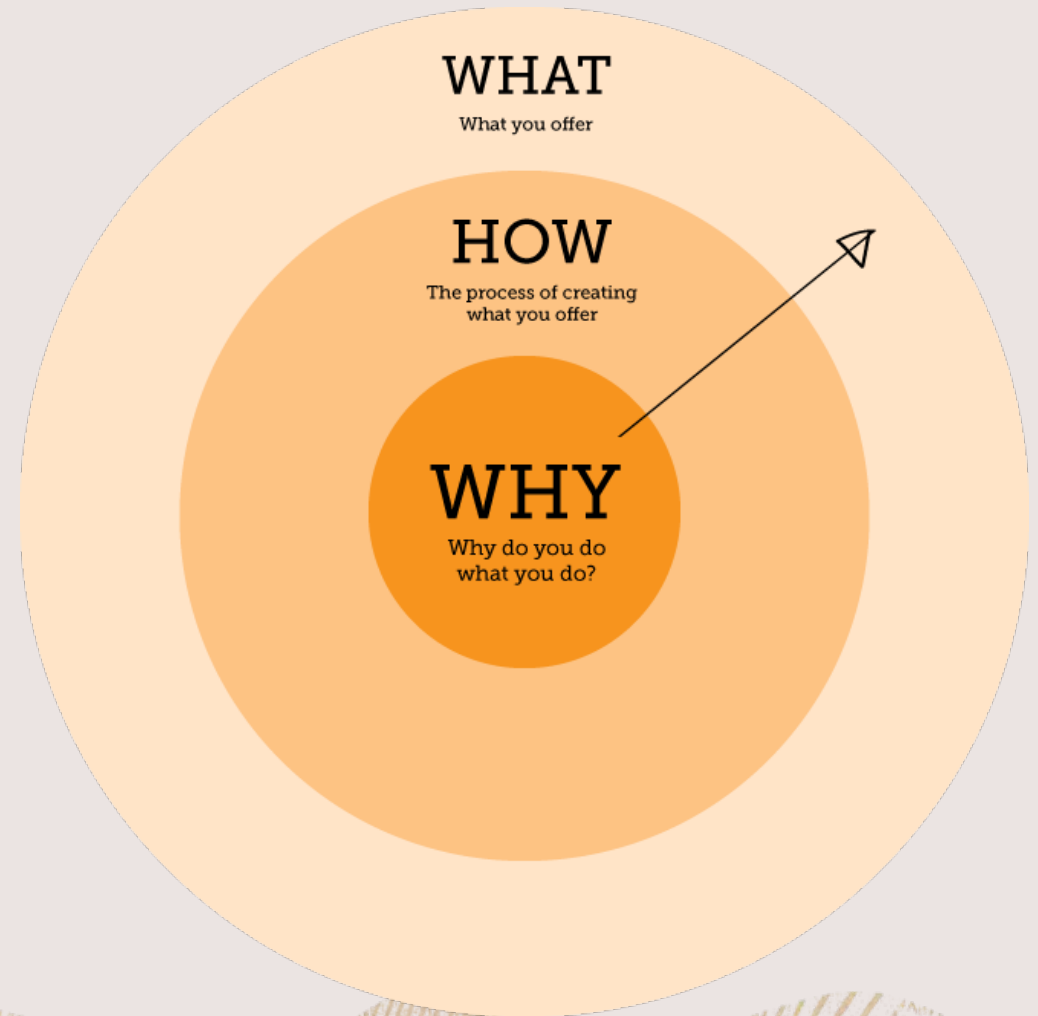
# Exercise: What, How, Why?

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!



## **Part 2: Local CCC and ECan Funds**



Fund source	Details	Dates and Funding	Open/closing dates	Region
<p><a href="#">Environmental Partnerships Fund</a>, 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 <b>legacy values</b> 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><b>Min grant:</b> Not stated  <b>Max grant:</b> Not stated  <b>Multi-year funding?</b> 1-3 years  <b>Co-funding:</b> 50% required  <b>Time limit:</b> 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><b>Publicly accessible land.</b></p>
<p><a href="#">Christchurch Biodiversity Fund</a>, 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><b>Min grant:</b> Not stated  <b>Max grant:</b> \$60k  <b>Multi-year funding?</b> TBC  <b>Co-funding:</b> Max 50% of project costs  <b>Time limit:</b> 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><b>Private land.</b></p>

<p><a href="#">Sustainability Fund</a>, 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><b>Min grant:</b> Not stated <b>Max grant:</b> \$40k <b>Multi-year funding?</b> Yes <b>Co-funding:</b> Max 60% of project costs <b>Time limit:</b> 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><a href="#">Community Waterways Partnership Fund</a>, 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><b>Min grant:</b> \$5K <b>Max grant:</b> \$30K (2024) <b>Multi-year funding?</b> 3 years <b>Co-funding:</b> 70% max <b>Time limit:</b> 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><a href="#">Waitaha Action to Impact Fund</a> 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><b>Min grant:</b> Not stated <b>Max grant:</b> Not stated <b>Multi-year funding?</b> Yes <b>Co-funding:</b> 30% min from other sources <b>Time limit:</b> TBC</p>	<p>Opens late Nov/early Dec, and closes mid-February 2026</p>	<p>Canterbury <b>Public or private land.</b></p>

<p><a href="#">Christchurch Biodiversity Targeted Rate Fund</a>, 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><b>Min grant:</b> \$20K  <b>Max grant:</b> \$100K  <b>Multi-year funding?</b> TBC  <b>Co-funding:</b> TBC  <b>Time limit:</b> 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><a href="#">Canterbury Water Management Strategy (CWMS)</a>, 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>



# **Part 2: Applying for Success**



# What makes a great funding application?

Invariably funds are oversubscribed, so your story needs to stand out.

And, 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 make it past go ...**

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



# Firstly, what are some things we must must do?

## 1. Align with the funder's priorities

Clearly show how your project aligns with their strategic priorities and delivers outcomes that matter to them. Read the funding application, read their biodiversity plans.

## 2. Funders want to invest in success

Have a plan, demonstrate how you'll make it happen, and use past experience or wins to prove you're reliable and worth backing.

## 3. Develop a relationship

For some funds you must have talked with a ranger or council staff

## 4. Tell a great story

Think back to your "Why". Why are we doing this, why is it important, why should they fund us?

## 5. Keep it short, punchy and to the point

200 word limits, you've got limited space to tell that great story!



# Example points from the CCC Biodiversity Strategy:

- **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.

**Let's look at a couple of funds.**



# Key Questions - Christchurch Biodiversity Fund

## 1. Contact Details

1. NZ Charity Registration Number (CRN) or Incorporated Society / NZBN Number
2. Landowner details

## 2. Funding Request Details

1. Tell us about the project you are seeking funding for. Aims (Briefly describe the work you plan to do). 300 words
2. What are the expected outcomes of the project? (Describe three things you want the project to achieve in terms of benefits for participants). 200 words.
3. What other sources of funding have you applied for?
4. Expenditure - of entire project. (Landowner Contribution. In-kind or cash)

## 3. Biodiversity Management Plan

Biodiversity Application Form 2025/26  
Form Preview

Applicant Details

\* indicates a required field

Who is applying?

**Organisation, Group or Individual Name \***

Individual  Organisation

Organisation Name

First Name Last Name

This name must be the same as on the bank account that the funds will be paid into

**Project Title \***

Please give the project/activity you would like funded a name.

Funding Request Contact

**Application Contact Person \***

First Name Last Name

**Application Contact Phone Number \***

Must be a New Zealand phone number.

**Application Contact Email \***

Must be an email address.

**Is this person the landowner? \***

Yes  No

# Key Questions - Environmental Partnership Fund

## 1. Funding Request Details

1. Tell us about the project you are seeking funding for (briefly describe the work you plan to do). 200 words
2. What are the expected outcomes of the project? (Describe three things you want the project to achieve in terms of benefits for participants). 200 words.
3. What other sources of funding have you applied for?
4. Have you discussed this project with a Council staff member?
5. If YES, please name who you have discussed it with
6. Has the staff member(s) indicated they are willing to partner on the project?

Biodiversity Application Form 2025/26  
Form Preview

**Applicant Details**  
\* indicates a required field

Who is applying?

**Organisation, Group or Individual Name \***  
 Individual  Organisation  
Organisation Name

First Name Last Name

This name must be the same as on the bank account that the funds will be paid into

**Project Title \***

Please give the project/activity you would like funded a name.

**Funding Request Contact**

**Application Contact Person \***  
First Name Last Name

**Application Contact Phone Number \***

Must be a New Zealand phone number.

**Application Contact Email \***

Must be an email address.

**Is this person the landowner? \***  
 Yes  No

# Key Questions - Environmental Partnership Fund

## 1. Strategic Alignment

- 1. Environmental** - How will your project help the environment in Christchurch or Banks Peninsula? What specific problem or opportunity does it address? 200 words
- 2. Partnering Capacity** - Have you worked with the Council or other groups before? If not, how do you plan to work with the Council in this project? 200 words
- 3. Deliverable** - Please describe your experience, skills, support and resources that will enable you to successfully deliver your project. 200 words
- 4. Measurable** - Describe what benefits will your project bring to Christchurch? How you will measure and report project success and share learning? 200 words

Biodiversity Application Form 2025/26  
Form Preview

**Applicant Details**  
\* indicates a required field

Who is applying?

**Organisation, Group or Individual Name \***  
 Individual  Organisation  
Organisation Name

First Name Last Name

This name must be the same as on the bank account that the funds will be paid into

**Project Title \***

Please give the project/activity you would like funded a name.

**Funding Request Contact**

**Application Contact Person \***  
First Name Last Name

**Application Contact Phone Number \***

Must be a New Zealand phone number.

**Application Contact Email \***

Must be an email address.

**Is this person the landowner? \***  
 Yes  No

**Let's breakdown some of those questions**



## Q: Tell us about the project you are seeking funding for. Aims

### AI Example

Our project aims to strengthen community-led predator control and biodiversity restoration across Christchurch and Banks Peninsula. By supporting local trapping groups, schools, and residents, we'll build capability, share tools and data, and increase native wildlife populations in both urban and rural areas.

The project focuses on:

- Expanding coordinated predator control efforts in priority areas.
- Providing practical training, resources, and mentoring for volunteers.
- Increasing community awareness and participation in protecting native species.
- Gathering and sharing data to measure environmental impact and guide future action.

Ultimately, the aim is to **empower local people to take effective, lasting action for native biodiversity**, helping Christchurch move closer to becoming predator free.

### Clear and Specific Project Description

Provide a concise overview of your project — what it will achieve, who it will benefit, how it will be delivered, and over what timeframe. Avoid vague statements and ensure each element connects logically.

Include:

- What the project is
- What it aims to achieve
- Who benefits and how
- Why it matters

## Q: What are the expected outcomes of the project?

### AI Example

#### Expected Outcomes:

- 1. Increased biodiversity:** Noticeable reduction in predator numbers and improved conditions for native birds, insects, and plants across Christchurch and Banks Peninsula.
- 2. Stronger community networks:** More local residents, schools, and community groups actively involved in predator control and habitat restoration.
- 3. Improved skills and confidence:** Volunteers gain practical knowledge and access to tools, enabling them to lead ongoing conservation efforts.
- 4. Better data and coordination:** Shared monitoring and reporting systems that help track results and inform future planning.
- 5. Lasting environmental stewardship:** A more connected, informed, and motivated community working together towards a predator-free and resilient local environment.

### Measurable Outcomes and Evaluation

Set out clear, specific, and measurable objectives. Explain how you will monitor progress, evaluate success, and report on outcomes and impact.

# Q: Provide your Biodiversity Management (Action) Plan

Biodiversity Management Action Plan			
Aim	Action(s)	Measures of progress	Month/Year
Map key weed species by location and extent	Compile a map from iNaturalist, community reporting, roadside surveys, drone surveillance (with appropriate permissions).	Map of key weeds to control. Use Cams Weed app to create map of weeds to control.	By September 2024
Co-ordinator to liaise each year with agencies to co-ordinate weed control in catchment. Co-ordinator to liaise with Residents Association. Co-ordinator to liaise with individual landowners to arrange access and appropriate weed control techniques.	Record, map and report back on weed control plans in the catchment each year.  Raise awareness of potential for weeds to spread from gardens.  Encourage weed control.	Map of weed control completed each year. Use Cams weed app to record control outcome.	By September 2024 each year.
Run two weeding days with the community per year and end with afternoon tea in the Community Hall.	Plan the day's work.	At least 10 volunteers. Map of weed control achieved.. Facebook post of event.	October and April each year.
Clear major weed sources.	Use contractors to clear major weed infestations or weeds in difficult terrain for volunteers or landowners or requiring PPE.	Reduction in new plants.	One week a year, at optimal time of year to kill weed species.
Active weed control ongoing in catchment.  New weeds reported to agencies.	Ongoing mop-up and surveillance after project completed. Community volunteers trained to report using Weed Cam, iNaturalist, and Find a Pest.	Continuation of volunteer weed control group.	August 2030.
A model of catchment-wide weed control.	reWild Wainui consulted by other Banks Peninsula Catchment groups.		August 2030.

An overview of how the applicant intends to protect and enhance biodiversity at the project site over a longer time.

Can be a plan, or an action plan featuring:

- Aim
- Action
- Measure of Progress
- When

## **Q: Environmental - How will your project help the environment in Christchurch or Banks Peninsula? What specific problem or opportunity does it address?**

### **AI Example:**

“Our project supports native biodiversity in Banks Peninsula by reducing predator pressure on native birds, reptiles, and invertebrates. Introduced predators such as rats, possums, and mustelids are a major threat to species like korimako (bellbird) and pīwakawaka (fantail).

We will expand community-led trapping networks, provide training and resources, and coordinate data-sharing through the Trap.nz network. This coordinated approach increases trap coverage and efficiency, restoring habitat health and supporting Council goals for a Predator Free 2050. The project strengthens local stewardship and contributes to a thriving, resilient environment across the Peninsula.”AI

### **Alignment with Funder’s Priorities**

Tailor your application to the specific funder’s goals and criteria. Clearly show how your project aligns with their strategic priorities and delivers outcomes that matter to them.

### **Include:**

- Start with the goal
- Describe the problem or opportunity
- Explain your action
- End with the benefit

## **Q: Partnering Capacity - Have you worked with the Council or other groups before? If not, how do you plan to work with the Council in this project?**

### **AI Example:**

“We have an established relationship with Council through previous environmental projects, including the [name of project or group, if relevant]. Council staff have provided valuable support with logistics, communications, and technical advice.

This project will continue that partnership, aligning with Council’s biodiversity goals and community engagement priorities. We plan to maintain regular updates with the relevant Council team and collaborate closely to ensure the project meets both community needs and Council standards.”

**Evidence of collaboration** – that you can work well with others, particularly Council staff or community partners.

**Trust and communication** – that you understand how to coordinate, report, and stay aligned with Council expectations.

**Realistic plans** – if you haven’t worked with them before, demonstrate that you have a practical plan to build a productive relationship.

## **Q: Deliverable - Please describe your experience, skills, support and resources that will enable you to successfully deliver your project.**

### **AI Example:**

The project will be delivered by an experienced coordinator with a proven background in biodiversity management, predator control, and community engagement. Over the past two years, I have worked closely with trapping groups, landowners, and Council biodiversity staff to build local capacity and align community efforts toward Predator Free 2050 goals. I have strong networks across Banks Peninsula and Christchurch, access to established communication channels, and familiarity with trap data systems such as TrapNZ.

Support from the Council and Environment Canterbury strengthens the project's credibility and reach. Using proven trapping equipment, mapping tools, and volunteer networks ensure efficient delivery, while strong administrative systems enable accurate reporting and accountability. These combined skills and resources mean the project can be delivered effectively, collaboratively, and to a high professional standard.

### **Demonstrated Competence and Capacity**

Show that your organisation or team has the experience, expertise, and structure to successfully deliver the project. Highlight relevant past achievements, partnerships, and resources that strengthen your capability.

#### **Include:**

- Experience
- Skills
- Support
- Resources

## A quick comment on AI and Digital Tools ...

### AI

- AI is a great way to help rewrite your content, but watch for “AI speak”. It must be yours. Risk disqualification if it’s not.
- Write your content, then submit into an AI tool, maybe along with a command such as “make it more succinct”.
- Some funders may actually like AI, as it makes their job of reading your application easier!

### Funding Tools

- **Fundsorter.com.** “We make funding easy. Fundsorter helps New Zealand charities find and apply for contestable grant funding.”
- “A tool that writes excellent draft funding applications based on information from the funder and the fund-seeker.”
- But, \$35/mth ...



**What else?**



# Budgets

1. You need to accurately calculate project and in-kind (or cofunding) costs
2. Develop a budget and upload it, rather than using their basic input boxes. Shows you have thought this through!
3. You'll need written quotes
4. For some funds, wages and salaries can be funded. But not yours if you're the one applying.
5. Don't forget shipping, bait, screws & mesh, or tools and volunteer supplies
6. You may need to supply annual accounts. This gets tricky if you're using an umbrella entity ...
7. Think about applying for a multi-year grant; reduces annual workload, provides certainty. But, harder to win ...

## **Realistic and Justified Budget**

Provide a detailed, accurate, and transparent budget. Include all essential costs, justify each item, and demonstrate value for money. Make sure your figures add up correctly and align with the funder's eligibility criteria.

# Budgets: In-kind or Cofunding

## 1. Cofunding or in-kind contributions

- a. Volunteer time (number of hours and equivalent hourly pay rate) (ten volunteers @ 8 hrs per day for 7 days  $-(10 \times 8) \times 7 = 560$  with an hourly rate of \$28.95/h (the current living wage) = \$16,212
- b. Use/donation of equipment
- c. Cash contributions
- d. Funding from other sources
- e. Donated or discounted material costs or services

### In Kind Contributions - for entire project

Estimated in-kind contributions:

- Volunteer time (number of hours and equivalent hourly pay rate), (ten volunteers @ 8 hrs per day for 7 days -  $(10 \times 8) \times 7 = 560$  with an hourly rate of \$28.95/h (the current living wage) = \$16,212
- Labour
- Use/donation of equipment
- Cash contributions
- Donated materials costs

Contribution description	Total of in-kind Contribution (\$)
	Must be a number.

### Budget Totals

**Total Income including In Kind contributions \***

This number/amount is calculated.

**Total Project Cost \***

This number/amount is calculated.  
What is the total budgeted cost (dollars) of your project?

**Total Amount Requested \***

What is the total financial support you are requesting in this application?

**% of Total Cost Requested**

This number/amount is calculated.

### Multi-year Funding

**How many additional years are you requesting funding for?**

2 Years

3 Years

If one year, we will use the Total Amount requested above. If applying for multiyear funding we need to know how much you need each of the years of funding.

### Year 2 Funding

**Amount Requested Year 2**

Must be a dollar amount.

What is the amount (in dollars only) of the total requested funds committed in the second year?

# Supporting Documents

You must attach the following supporting documents:

- Recent Bank Statement
- Any Quotes for Services
- Quotes for Purchase of Capital items
- Full Project Budget (Including items not included in Council Request)
- Annual accounts - please supply the most recent (if more than 12 months old also supply a recent financial update)

If applicable to your project also attach:

- Job description (if applying for salary or wages)
- Volunteer description/duties
- Other supporting documents

If you do not attach the above supporting documents before submitting, we will not be able to process your application

## What else?

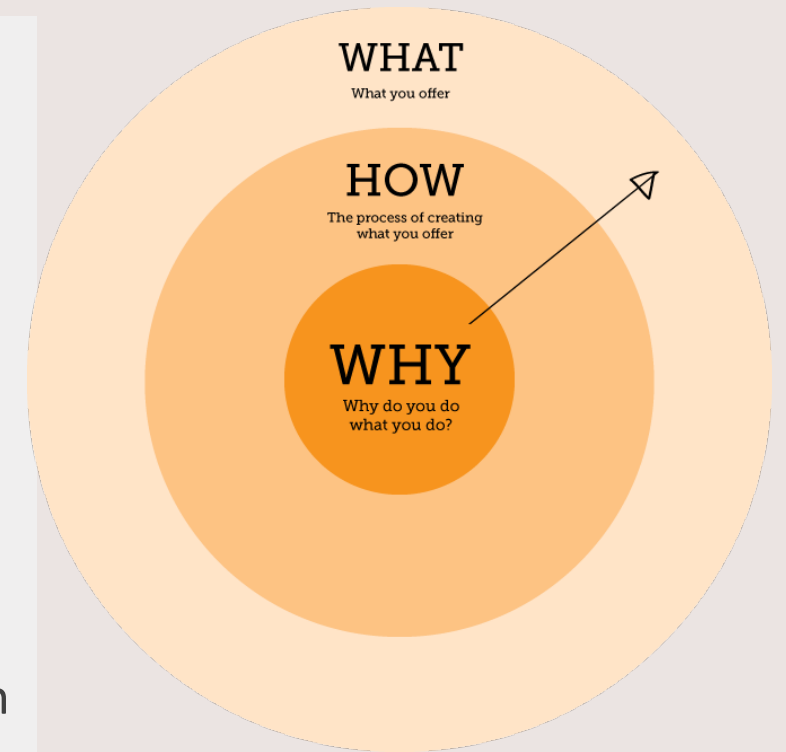
- A letter of agreement to umbrella an organisation must be uploaded in the attachments section.
- Photos of project success – in a single document
- Letters of support – in a single document

# Suggested Workflow?

1. Compile all the documentation required, well before starting your application. Things such as landowner permission can take a while. Try to remember to take photos and store them during the year.
2. Setup your Smarty Grants (CCC) profile, before applying.
3. If you have any questions, call or email the funding team, or your ranger.
4. Compile your application “offline”. Download the “preview form”, cut and paste questions into a (Word) document.
5. Make a folder such as /Biodiversity Application 2025. Store all your documents there, removes confusion, makes it easier next year to review. Recommendation of 5MB max for documents
6. Write at your own leisure, observing the word limit. Maybe use AI to make it more succinct, and spell check.
7. Then once you’re happy, login (Smarty Grants) and upload all your answers, and the supporting documents.

# 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.



# Housekeeping

- **Follow instructions precisely** and adhere to any specific guidelines (e.g., page limits, formats).
- **Specifically address all grant requirements** and provide all information requested.
- **Use clear and simple language** — avoid jargon, overly emotive language, and spelling or grammar errors. Stick to word limits.
- **Ensure your budget is realistic**, reflects value for money, and that all figures add up correctly.
- **Check the funder's criteria** and only request allowable expenses.
- **Be specific and realistic** in your requests — funders have seen and heard it all before.
- **Define abbreviations or acronyms** the first time they are used and avoid unnecessary jargon.
- **Provide concrete examples** supported by data where appropriate.



# Thanks!

Resources available:

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



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