

8 August 2013

Keith Bolland

Via: [fyi-request-987-a7e9a4e0@requests.fyi.org.nz](mailto:fyi-request-987-a7e9a4e0@requests.fyi.org.nz)

Dear Mr Bolland

**Re: request for information relating to the ‘Alternative Giving’ campaign.**

Thank you for your email to the Council received on 10 July 2013 in which you requested information relating to the ‘Alternative Giving’ campaign. Your request was forwarded to the Issues Resolution Office to respond.

As you asked a number of questions I will address these in the order of your email.

**1) “...the creative brief or briefs for the ‘Alternative Giving’ advertising campaign...”**

Please find this information attached as Appendix 1.

**2) “Any documents and/or correspondence...relating to the creation and development of the campaign, with a particular focus on how the message was arrived at”**

Please find this information attached as Appendix 2.

**3) “Any documents and/or correspondence on the selection process that led the Council to select the ‘Pushpay’ application for use in the campaign”.**

There was no formal selection process in relation to the Council choosing to utilise the ‘Pushpay’ application and as such no information is held by the Council.

Whilst the Council was the coordinator of the campaign, there was no direct relationship with ‘Pushpay’ beyond the initial negotiations and set up costs. The contractual relationship is between ‘Pushpay’ and the participating organisations with any money donated being paid by ‘Pushpay’ directly to the participating organisations.

The Council is currently also considering more direct options for donations such as text to donate and on street donation points.



**4) “How the participating charities were selected, including whether any other charities were approached”.**

A number of organisations that receive funding from the Council; work closely with the Council in providing support to vulnerable residents on the streets, and who contributed to the ‘Te Mahana’ draft homelessness strategy were approached by the Council.

The organisations approached were: Wellington City Mission, Downtown Community Ministry, Wellington Women’s Homeless Trust, Wellington Nightshelter, The Soup Kitchen, and the Catacombs.

Depending on the success of the campaign, further organisations may be approached in the future.

**5) “Any information which gives more detail about the role of the Police in the campaign”.**

The Police are a strategic partner of the Council in working to make Wellington a safe city and providing a responsive service to vulnerable people on the street. The role of the Police in terms of the Alternative Giving campaign extends as far as endorsing the campaign as an appropriate response to the increase in begging in the city.

If you have any further questions please contact me.

Yours sincerely



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