

9 August 2013

Jackson Wood

Via: fyi-request-995-5eaa3b34@requests.fyi.org.nz

Dear Mr Wood

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

Thank you for your email to the Council received on 12 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) “A budget breakdown of the overall costs associated with the Alternative Giving Fund...”

- \$25,000 Posters and advertising – placement and installation
- \$2,000 Design, layout and print
- \$3,000 Tri View Stands installation
- \$1,500 Students (1 week) on-street promotion
- \$500.00 Video & editing
- \$500.00 Railway Station billboard
- \$3,800 ‘Pushpay’ set up costs
- \$4,000 Street posters for August – December (placement & installation)

2) “The cost to date of the Alternative Giving Fund”

Please refer to the information provided to question 1 above.

3) “The Cost to date of developing and implementing the Alternative Giving Fund”

Please refer to the information provided to question 1 above.

4) “Any budget documents related to the development or operation of the Alternative Giving Fund”

Please find attached a copy of the information requested.



5) “A forecast of revenue for the Alternative Giving Fund”

The Council does not hold this information. Any revenue received via the Alternative Giving programme is entirely dependent on contributions from the public.

6) “Any information or advice the Council has received regarding the effect the Alternative Giving Fund will have on people who ask for money on the streets of Wellington”

The Council did not commission any specific information or advice in relation to Alternative Giving and as such the Council does not hold this information.

However, there are international examples of Alternative Giving which the Council referred to in establishing the Wellington programme. Further information is available via the following links:

<https://www.cambridge.gov.uk/alternative-giving-campaign>

<http://www.thamesreach.org.uk/welcome/>

www.aberdeencity.gov.uk

<http://www.pncc.govt.nz/yourcouncil/newsandviews/give-wisely-pedestrians-encouraged-to-give-to-charities-not-beggars/>

If you have any further questions please contact me.

Yours sincerely



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