



One Percent Collective Trust

There's a group of cool kids in Wellington flipping the funding model and we reckon it's a story you should hear about. We sat down with Pat Shepherd, founder of the registered charity One Percent Collective Trust and "Chief doer of things" to find out what makes them tick.

"Creativity and generosity blended into one," says Pat. One Percent Collective exists to simplify generosity and regular giving by inspiring people to give 1% of their income to Kiwi-based charities on a regular basis.

It all started as an idea in the shower after a volunteering stint on the Thai/Burma border where Pat says he saw the challenge of securing long term funding for charities and engaging a younger generation to give. "No one wants a phone call over dinner, a key ring in the mail or to be hassled on the street to sign up to a charity," he thought. "There must be a better way!" Pat had an idea that you don't need to be a superhero to save the world – you just need regular people to give a little regularly so charities can spend less time fundraising and more time doing their mahi (work).

Pat set about encouraging his creative friends to give 1% of their time, mates to give 1% of their income and businesses to give 1% of their profits to charities and the collective was born. Five years later, they've got over 400 people giving 1% to 11 Kiwi-based causes they support and have raised over \$600,000 dollars, plus a posse of awesome humans and businesses giving time and mana to their mission.

Future proofing

One Percent Collective Trust couldn't make its magic without cold hard cash. How do they do it? Their Future 50 contribute \$20 a week, that's \$50,000 a year. It's kept in a separate bank account and it's used solely for the administration of the Trust.

Support from the Future 50 and corporate sponsors means 100% of the money donated by people giving 1% goes to their chosen charities (with the help of some clever Xero accounting software). **Check out One Percent Collective's partner charities** and how their partnership works here.



One Percent Collective's tips for other charities

- Do you know 20 people who love what you do? Would they give you \$20 every week towards your mission? Why not start with your Dad?
- Flip the model – Pay it forward and back. Instead of selling tickets to a fundraising event, hold an event for your regular donors to keep them engaged and loyal.
- Don't be afraid to ask for favours even if it's just an hour of someone's time. Chocolate is currency!
- Read this article for inspiration.
- Be open, be human and be real. Share your stories, warts and all.

