

Max Foundation for New Zealand Women Charter

Developed by Max Fashions Ltd

1 July 2009

Foundation scope

With a brand that touches hundreds of thousands of NZ women, and an employer of over 300 women throughout the country, Max proudly declares itself: the Women's Republic of NZ.

Max has been operating for 23 years over which time it has supported various social causes and organisations that benefit women. It has given freely to organisations and individuals on a consistent basis over the years to directly or indirectly enhance the wellbeing of women.

In this spirit, Max has created a charitable trust, known as the Max Foundation for New Zealand Women, under which its sponsorship and support strategies will fall. Rather than align to one specific non-profit organisation, the Max Foundation for New Zealand Women is accessible to all NZ women wherever they are, wherever they are.

The key stakeholders are Max Shoppers not only whose donations help to fund the Foundation, but also who make up a significant proportion of the Women's Republic of NZ.

Aim

To support individuals and initiatives whose actions enhance and inspire the wellbeing and advancement of New Zealand women.

Philosophy

We are for rewarding initiative and encouraging achievement
We are for inclusiveness and involvement
We are for generosity and giving
We are for fun, optimism and inspiration
We are for less talk more action
We are for women changing the world for everyone

In this spirit, the Max Foundation for New Zealand Women aims to involve as many women as possible in the Foundation by

- a) Making the Foundation open to all women who, provided they are Max VIPs, can nominate themselves or organisations and groups in which they are involved as recipients.
- b) Giving them an opportunity to donate through the purchase of specially designated Max merchandise, a gold coin donation upon purchase instore and special events.
- c) Allowing any individual/organisation to donate funds to the Foundation directly



**MAX FOUNDATION
FOR NEW ZEALAND WOMEN**

Stakeholders

Max Customers
Max VIPs
Max Staff
Max Trustees
Women in NZ

Trustees

The Foundation was established by a trust deed, and is administered by trustees. The current trustees are:

Mary Devine – CEO, Max Fashions Ltd
Sandy Burgham – Marketing Director, Max Fashions Ltd

Advisory Trustees

The Foundation also has advisory trustees. Their role is to consider applications for funding, and to recommend recipients to the trustees. The current advisory trustees are:

Ella Henry
Adine Wilson
Kerre Woodham
Megan McChesney

Foundation Objectives

To donate around of \$75,000 per annum to a range of individuals, organisations and groups for actions/events that meet the specific funding requirements.

Max will review financial objectives and funding strategies annually.

Funding Specifics

Any person, who is a Max VIP, may request Foundation funding. [The funding can be for themselves or for an organisation or group in which they are involved.]

The only prerequisite for application is Max VIP status (Applicants are able to sign on as a Max VIP through the Max website).

Applications must be made online via the Max website in the first instance. Due to the number of applications expected, the Foundation will not always acknowledge receipt of applications. However, the Foundation may request further information in relation to an application, to be given in writing or at a face to face meeting.

There are two funding "rounds" per annum:

Summer January 1st- June 30

Winter July 1st – December 31st

Applications received during a round will be considered by the Foundation, and successful applicants notified, within six weeks after the end of the round.

All applicants, whether successful or not, are welcome to apply for funding in a later round.

Funding per round is likely to be around NZ \$35k and Max aims to disburse these funds amongst 4 – 6 recipients depending on the nature of the applications and the level of funds available at that time.

Funding Criteria:

- Funding will fall within one of the following five categories (although the Foundation is not obliged to spread funds evenly amongst these categories)
 - Creative Arts
 - Sport/leisure
 - Work/study
 - Special Event/Initiative/Organisation
 - Personal dream/goal
- Applicants must demonstrate actionable initiatives with tangible results i.e. the Foundation does not donate \$ to general fundraising causes but there is a possibility it can help fund a specific initiative for that cause providing it meets the overall criteria.
- All applications must reflect the Foundation's charitable aim and philosophy (see above) and thus inspire and enhance the wellbeing and advancement of NZ women in some way either directly or indirectly.
- Funding must be used for a specific initiative that occurs within 12 months of receipt of funding. Funding requests must be for future spending, and not for expenditure already incurred.

Other matters:

Trustees and advisory trustees will not respond to personal approaches, and no correspondence will be entered into regarding funding decisions.

There is a preference that Applicants reside in NZ.

Payment arrangements and terms will be established at the time funding is disbursed. Successful applicants will provide such information in relation to their use of funding, including copies of invoices, receipts and other documents, as the Foundation may request from time to time.

Successful applicants must be available, upon request, for publicity purposes in relation to the Foundation e.g. their achievements will be posted on websites www.maxfoundation.co.nz.

Under the trust deed relating to the Foundation, the Trustees may establish, and subsequently vary, such protocols and procedures, including in relation to applications for funding, as they consider appropriate having regard to good governance and the purpose of the Foundation.



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