

National NFP Conference 2019

February 2019



SPCA
The journey
so far....





The SPCA has been protecting New Zealand's animals for over 140 years - animals who are sick, injured, neglected, abused or simply abandoned.

Only charity in NZ with the power to protect all animals including prosecuting people under the Animal Welfare Act.

Rely entirely on the generosity of the community to do our work as we receive under one percent government funding.



Why change?





Why One SPCA

- Structure was not fit for purpose nor sustainable
- Needed 'one' voice
- We needed to better position the SPCA for the future:
 - help more animals in need across the country
 - top of the cliff activities versus ambulance at the bottom
 - sustainability



Inconsistency Reigned.....













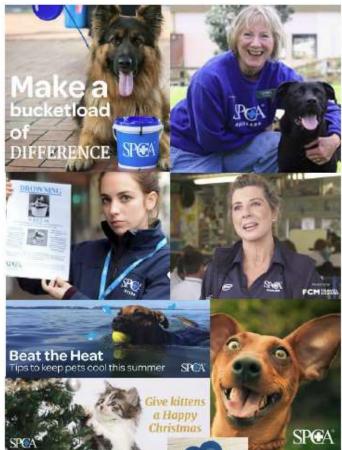








GRADAL





































Every centre was different

Operations

Remuneration

H&S practices

Center Standards

Animal Welfare Beliefs & Practices

Competencies

Education practices

Finance & Support

165 Bank accounts

Multiple databases and systems

Limited technology

Poor data

42 payrolls

42 sets of accounts

Marketing & Fundraising

27 websites

9 Neighbourly

12 Instagram

9 Twitter

16 YouTube

4 LinkedIn

17 TradeMe

27 Give-a-Little

62 Facebook pages



One SPCA





The One SPCA Proposal – June 2017

- One legal entity, constitution, vision, one strategy, one voice for the animals
- Each Centre's assets/liabilities transferred into SPCA
- Centre legal entities cease to exist
- Centres will operate without Centre Committees/Boards
- All staff will continue their jobs as normal, but with SPCA as their employer
- Our volunteers will also transfer to SPCA
- Local Supporter Groups will be established to engage with our communities and drive fundraising at a local level
- We will have one Board, and for a transition period of two years, Regional Sub-Committees of the Board



By working together as one team, we have:

- One vision, one strategy, one voice
- Best care for the animals in our Centres
- Stronger Inspectorate
- More money to spend on the animals
- The right people for the job
- Improved governance one legal entity, one Board



In 2017 the NZ public helped us achieve:

39 SPCA centres

from Kaitaia to Invercargill

53 SPCA Op Shops

raise much-needed funds for the animals

It costs \$42 million to run SPCA

We receive less than

government funding to do this vital work



An animal in need arrives at SPCA every

30 minutes

SPCA investigated animal welfare complaints in 2017

Every day our team respond to



Animal welfare prosecutions filed by SPCA Inspectors



4,500 volunteers help at SPCA centres, op shops, events and community programmes

600 paid staff around New Zealand



Our GRCK confired

We rehome a variety of species including: goats, pigs, birds, rabbits, mice, horses, ducks and goldfish





2,541

New Zealand schools given free, unlimited access to SPCA's education programme

Transition & Beyond





Challenges

- Change Fatigue
- People attrition, attract, & retain
- Building credibility science based
- Donor retention
- Fiscal challenges



Risks

- People attrition
- Supporter attrition
- Funding challenges
- Maintaining Centres and meeting Centre standards Health & Safety
- Brand/reputational



Opportunities

- Greater share of voice in NZ and beyond
- Changing hearts & minds of NZ'ers on abuse
- Sharing with and from SPCA's around the world
- Global SPCA community
- Social enterprise to aid funding challenges



Thank you & Questions



