



# 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.....





Protecting Auckland's Animals





SPCA<sup>®</sup> **kids**  
EDUCATION



SPCA  
**Doggy  
Daycare**



SPCA<sup>®</sup>  
**guardians**  
TAKING ACTION FOR ANIMALS

Will you be  
my Guardian?





# 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 Kaitiaki to Invercargill

**53 SPCA Op Shops**  
raise much-needed funds for the animals



It costs  
**\$42 million**  
to run SPCA

We receive less than  
**1%**  
government funding  
to do this vital work



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

● **600 paid staff**  
around New Zealand

**41,156**  
animals sought shelter  
in an SPCA centre

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



SPCA investigated  
**15,584**  
animal welfare complaints in 2017



An animal in need  
arrives at SPCA every  
**30 minutes**

Every day our team  
respond to

**42** animal  
cruelty  
concerns



**62** Animal welfare prosecutions  
filed by SPCA Inspectors



**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





