



What is One Percent Collective?

One Percent Collective is a Wellington-based charitable trust that supports smaller New Zealand-based charities to grow and makes it easy for New Zealanders to donate to charity.

How does One Percent Collective work?

One Percent Collective is an online community where members register to donate 1%¹, choose one of our six supported charities to support, and gain access to discounts and deals at Wellington's most interesting cafes, shops, bars and music events. The website provides rich multi-media content for members and non members to read stories, watch videos and peruse photos of the fantastic charity work being done here and abroad across the six areas of charity work including: 1) health and wellbeing, 2) the environment, 3) arts and culture, 4) animal welfare, 5) international aid and 6) education & community development.

Who's behind One Percent Collective?

Pat Shepherd is a freelance photographer and designer, creator of [Exposure Lifestyles](#), and the founder and director of One Percent Collective. In 2009, as part of his project, [The Good Karma Project](#), Pat travelled to Mae Sot, Thailand on the Burmese border to teach refugee children art and photography and it changed his life. He returned again in 2010 to run [Little Lotus Project](#). He came back to New Zealand to focus his lens on charity work and realised there was a place for One Percent Collective in the market.

Shelly Mansfield sits on the board of One Percent Collective alongside Pat and supports the governance and strategic direction of One Percent Collective. Shelly is the values and communications manager of The Body Shop in New Zealand and the National Manager of Children on the Edge, a charity founded internationally in 1990 by Dame Anita Roddick and established in New Zealand in 2006.

The advisory board of One Percent Collective is a scattering of brilliant minds; each of whom has been handpicked by Pat because they inspire him. Their role is to advise on the management of One Percent Collective to ensure it is achieving its aims and objectives. Advisory board members include: Starfish founder and fashion designer Laurie Foon, Rippon Festival director Lynne Christie, Managing Director of The Body Shop in New Zealand Barrie Thomas, Chairman of Wise

¹ This looks different for different members. Businesses, bands, artists and individuals can join as members so while Joe Public donates 1% of his annual income, a local artist might donate 1% of an upcoming auction of their work, while the clothing shop down the road might donate 1% profit from their latest fashion range, and a local band might donate 1% of their gig proceeds.

Counsel and jobs.co.nz Ben Irving, and entrepreneur and businesswoman Melissa Clark-Reynolds.

Why do you need a Founding 40?

We need to get the right people on the One Percent Collective bus to make her mission sustainable in the long term, to build credibility and to focus on growing a membership base. We are dead set on as close to 100% as possible of the members' donations going directly to the chosen charities and not to the running of One Percent Collective.

What does Founding 40 membership entail?

We want this to be a low cost and low maintenance membership. Obviously, if you want to be more involved in One Percent Collective, provide counsel and share expertise that would be amazing. It's why we approached you. But for the most part, we want this membership to be easy and mutually beneficial. It is as simple as each Founding 40 member donating \$20 NZD a week for 52 weeks to secure enough funding to get One Percent Collective off the ground and cover start up and running costs for her first year of life. After the first year, running costs will be covered by grants, corporate partnerships, and in kind donations.

This equates to a total one-off investment of \$1,040 NZD, which can be paid in one lump sum or in weekly instalments of \$20 NZD. We will kick off Founding 40 donations on April 1st 2011, to align with the new tax year. Your Founding 40 membership will conclude 365 days from your first donation and will involve a brief final review. One Percent Collective has donee status, so you can claim a third of your donation back at the end of the tax year.

What does Founding 40 membership provide?

Founding 40 membership gains you instant access to One Percent Collective membership and the discounts and deals this entails. As a Founding 40 member, you will be given high profile content exposure on the website and blog should you wish to showcase your support and the work you do. You will be first to receive invitations to all One Percent Collective events and we will keep you in the loop on all One Percent Collective news, updates, growth figures and media exposure.

We need you

We can't do this without you and we believe that this is a rare opportunity to support a newborn charitable trust that can make a real difference in the world and create long-term sustainable change towards the way New Zealanders donate and support charities.

Thank you for taking the time to read this.

Pat Shepherd
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