

# WHY DO PEOPLE GIVE?

In the heart of the Eastern Bay of Plenty a powerful energy is at play – the spirit of giving. In my role at the Eastern Bay Community Foundation, I have conversations with people who want to give now or as a gift in their will. It's about being part of building a better community, responding in a heartfelt way to a crisis or need in our community, or supporting a charity or causes close to your heart.

The donations are more than a transaction, it feels like more of a transformative relationship.

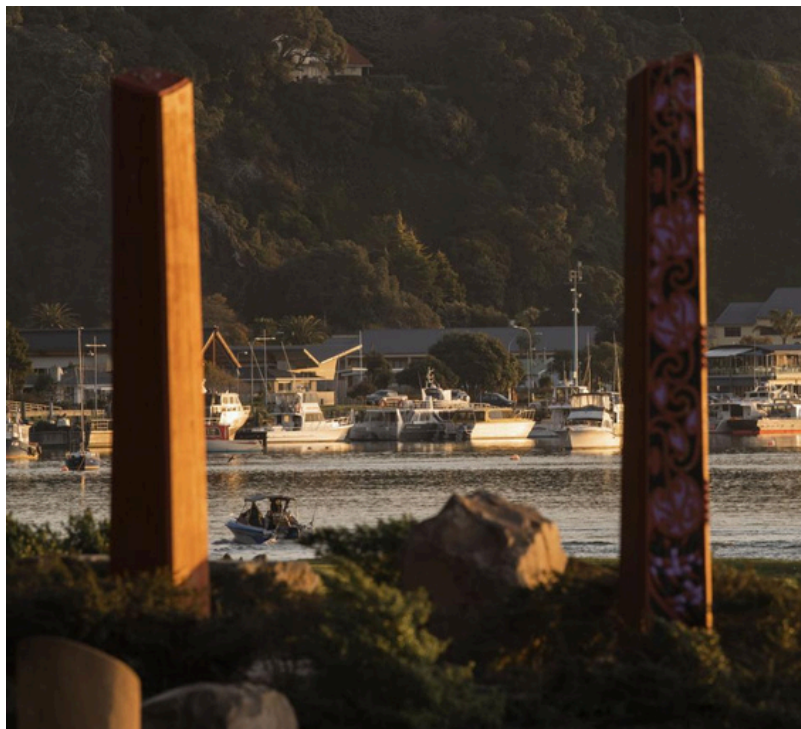
The answer to why people give is often deeply personal and complex. People give, or donate, for various reasons including generosity and kindness, the emotional satisfaction and deep sense of fulfillment that comes from knowing you're making a difference, the desire to set an example for others and inspire a ripple effect of generosity in our community and tax benefits.

Beyond personal motivation, your background plays a significant role, that is, if you were raised in a family that gives back you are more likely to give yourself.

Community Foundations exist to build a pool of donated funds and to distribute that fund as the donor requests, it's a transparent, cost effective and efficient method of local giving. The unique Community Foundation model is designed to ensure donations can continue to grow and keep distributing for generations to come.

Last year the Eastern Bay Community Foundation distributed over \$190,000 to our local community thanks to the generosity of our donors, with over 50 funds giving back to the community forever and 6 scholarships.

Being part of a community, many feel a duty to help others, believing it's simply the right thing to do. Donors are drawn to organisations they trust and where they can see the ripple effect of their donations.





Be part of that energy.

One of the Funds held by the Eastern Bay Community Foundation is the Eastern Bay Women's Impact Fund.

The Eastern Bay Women's Impact Fund for 2025 is calling for applications from interested groups and organisations who have an impactful project or initiative that helps women and children in the Eastern Bay of Plenty. We have \$50,000 this year to award to a project or projects in the Eastern Bay of Plenty.

The Women's Impact Fund is more than a donation - it's a movement. Donors to the Eastern Bay Women's Impact Fund aren't just giving money - they're joining a giving circle of women who believe in collective action. The donors collectively wish to create a better future for women and children in the Eastern Bay of Plenty.

To find out more about Eastern Bay Women's Impact Fund or the Eastern Bay Community Foundation go to [www.ebcf.nz](http://www.ebcf.nz)

**Eastern Bay**

**Women's**  
*Impact Fund*

