



# FY25 Social Impact Report



# What's inside

01	Our Story	04
02	Our programmes	08
03	Payroll giving	11
04	National allocation	12
05	Top up Fundraising	13
06	Meet the team	14



## Commitment to depth of impact

### Social impact

At PwC Aotearoa, social responsibility is woven into the fabric of our culture, guiding how we engage with our communities and conduct our business. We recognise that as a PwC professional, we have a duty to contribute positively to society by leveraging our skills, networks, and resources to support meaningful change. This commitment reflects our broader purpose to build trust in society and solve important problems, particularly by focusing on initiatives that improve the wellbeing of our tamariki through quality education and strengthen governance in the not-for-profit sector. We strive to uphold the principles of Te Tiriti o Waitangi in all our work, fostering inclusive, equitable, and sustainable outcomes for all kiwi's.

The PwC Foundation serves as the whakaka, the catalyst, that breathes life into our social responsibility aspirations. It provides a framework to coordinate and amplify our community engagement, ensuring alignment with our strategic priorities and values. Through the Foundation, we empower our people to follow their passion and utilise their capabilities to create impactful programmes such as Aho Kōrero and On Board, enabling sustained partnerships that maximise social impact. The Foundation not only supports the collaboration of our volunteer effort and fundraising initiatives but also nurtures innovation, learning, and collaboration within and beyond PwC, strengthening our collective contribution towards a more equitable and thriving Aotearoa.

### Vision

Our vision is to leverage our skills, and our relationships with other businesses and the wider community to positively impact children's wellbeing through quality education, and to advance governance in the NFP sector in Aotearoa.

Started in 2004, the PwC Foundation is our community involvement programme. The Foundation provides the opportunity to bring together PwC's activities and involvement with the community to focus efforts and make a significant and lasting contribution by leveraging the enormous talent, enthusiasm and generosity of PwC whānau across Aotearoa.



Act with integrity



Make a difference



Care



Work together



Reimagine the possible



# Letter from the Co-Trustees

## Welcome to the PwC Foundation!

In the financial year of 2025 (1 July 2024 – 30 June 2025), we continued to see the strength and resilience of our people and the impact that comes when our PwC whānau work together for our communities.

The Foundation remains the whakakā, the spark that brings our firm's social responsibility aspirations to life, connecting our skills, networks, and resources to deliver meaningful change across Aotearoa.

This year, our programmes have deepened their focus and impact. Through Aho Kōrero, our in-house literacy initiative, we reached 2,505 tamariki, supported 28 partner schools, and delivered over 5,000 journals celebrating student voices. We are proud to have transitioned fully to Aho Kōrero, our internally published literacy journal. Enabling us to provide tailored educational resources and volunteer led reading experiences that empower young learners across the motu.

Our On Board and On Board Shadow programmes also continued to strengthen governance capability in the not-for-profit sector. In FY25, we maintained 215 governance placements, formed 52 new relationships with community organisations, and contributed 2,888 volunteer hours to NFP boards. Our shadows added a further 226 hours, gaining valuable governance experience and contributing fresh perspectives to community boards.

Alongside these programmes, our people continued to give generously through payroll giving, national allocations, and top-up fundraising. Collectively contributing more than \$140,000 in donations across health, wellbeing, and education causes. Altogether, 389 unique volunteers gave 8,954 hours of their time, representing an estimated \$2,068,167 of community impact.

As we reflect on this year's achievements, we're reminded that our purpose, 'to build trust in society and solve important problems', is realised every day through the passion and commitment of our people.

We are proud of what has been achieved and look forward to continuing to deepen the Foundation's impact in the years ahead.

Thank you to every PwC volunteer, champion, school and Not For Profit who made this year possible. Together, we are helping shape a more equitable and thriving Aotearoa, one story, one volunteer hour, and one act of kindness at a time.

**Jonathan Kirby and Lara Bennett**

Co-Chairs, PwC Foundation



# 02

## 215

governance placements maintained

## 2,888

volunteer hours dedicated to governance roles

## 52

placements across the motu, forming 52 new relationship with community organisations and boards

## 11,837

Total volunteer hours since launch (including On Board and shadows)

## On Board

### Strengthening governance for Aotearoa's not-for-profit sector

PwC On Board connects our people across the firm with meaningful board and advisory roles within New Zealand's not-for-profit (NFP) community. This programme embodies our commitment to social responsibility by leveraging professional skills to foster stronger, more sustainable organisations that support communities throughout Aotearoa. It aligns with our purpose: to build trust in society and solve important problems by bridging corporate expertise and community needs.

In FY25, the programme maintained 215 active governance placements, contributing an impressive 2,888 volunteer hours directly to NFP boards. Over the past year, PwC On Board has deepened its impact by focusing on long-term governance capability and sustainable leadership within the not-for-profit sector while ensuring alignment with strategic goals and cultural community needs.

Our board members and shadows support organisations embedding culturally responsive and inclusive governance practices, strengthening Aotearoa's diverse community fabric.

'Being a board shadow with the New Zealand Ukulele Trust through the PwC Foundation's On Board programme has been an incredibly rewarding and inspiring experience. It's given me the opportunity to contribute to a purpose-driven organisation that brings music and joy to thousands of tamariki across Aotearoa, while learning what effective, community-led governance truly looks like.

I've come to appreciate that good governance isn't one-size-fits-all – it's about tailoring your approach, committing your time and skills, and working alongside passionate people to drive meaningful impact in our communities.'

**Kane Evans**

(Senior Associate - Transformation Design and Delivery)

## On Board Shadow

## 8

board shadow roles supported

## 204

volunteer hours contributed by shadows

## 88

hours dedicated to On Board governance training and upskilling

The PwC OnBoard Shadow programme remains a cornerstone of our broader OnBoard initiative, designed to cultivate emerging governance talent by pairing junior staff with shadowing opportunities on not-for-profit (NFP) boards. This initiative addresses the experience gap for skilled early-career professionals seeking practical governance exposure.

In FY25, the programme supported 8 board shadow roles, with participants contributing over 226 volunteer hours. These experiences provide invaluable real-world insight, enabling shadows to develop governance capabilities while bringing fresh perspectives and youth voice to NFP boards. This engagement is critical in preparing tomorrow's leaders for sustainable governance in Aotearoa's social sector and provide NFP with succession planning and building high performance boards.

### Benefits of the On Board Shadow programme include:

- Bridging the governance experience gap for emerging professionals
- Adding diverse, innovative viewpoints and energy to boards
- Aligning skills and sector experience to board needs
- Developing future governance leaders within New Zealand's not-for-profit sector
- Amplifying youth perspectives in decision-making at a governance level



# Reading programmes

2,505

tamariki reached

186

PwC volunteer coaches engaged

709

volunteer hours in the delivery

28

partner schools involved

84

classrooms supported

5,220

journals donated

## Toitoti and Aho Kōrero – Depth of impact

Over the past five years, PwC has proudly partnered with Toitoti to deliver an engaging reading programme in high equity index schools across Aotearoa. Toitoti, a quarterly journal showcasing writing and artwork by children aged 5–13, has offered a wonderful platform for young voices to be celebrated. PwC volunteers regularly visited schools to share the journals and discuss the creative contributions, fostering a relaxed and interactive reading environment.

In FY24, 27 schools participated in the Toitoti programme. Each term, schools received journal copies for every child plus additional copies to share amongst the wider school community. The programme also encouraged tamariki to submit their own creative works for publication, nurturing aspiration and creativity in the classroom. Alongside this, PwC provided teachers with tailored resources to support literacy and artistic activities.

As we move through FY25, PwC is concluding the Toitoti partnership to focus our efforts entirely on Aho Kōrero, our in-house literacy initiative, which has grown in impact and reach. This strategic shift enables deeper engagement and tailored resources aligned with our vision for empowering tamariki voices through quality education.

## Aho Kōrero

Aho Kōrero offers tamariki a dedicated platform to share their unique perspectives through writing and artwork, partner schools are exclusively published in the PwC Schools Journal. Each edition includes curriculum-aligned literacy activities, kahoots, and answer keys designed to support classroom learning and engagement. This journal has become the cornerstone of our volunteer reading programme from FY25 onwards. With 28 schools including 5 running facilitated virtual reading sessions and 38 receiving funded journals that include their very own student stories, we are proud of the work being done to support literacy in schools.

This transition to a focused Aho Kōrero programme reflects our commitment to supporting our local kura and developing opportunities that celebrate and amplify the voices of tamariki throughout Aotearoa.

‘I first joined the Reading Programme as an intern and was immediately inspired by the PwC Foundation and the team behind it. It’s been incredible to be part of such meaningful initiatives that highlight PwC’s lasting impact in our communities. It’s also been awesome to have my own teams join as reading volunteers – not only as a great team-bonding experience, but also as a reminder of the meaningful opportunities the Foundation offers.’

**Salvis Laurenson**  
(Auckland Assurance champion and Aho Kōrero Lead)

03

\$56,000

donated

31

schools who received grants

At PwC, payroll giving is more than just a donation; it’s a commitment to making a difference. Through this initiative, PwC staff can seamlessly contribute a portion of their salary to selected charities, supporting causes close to their hearts. This program embodies our core values of community engagement and social responsibility, enabling employees to amplify their impact by collectively driving change. By integrating philanthropy into our workplace culture, PwC empowers its staff to contribute towards a brighter, more equitable future.

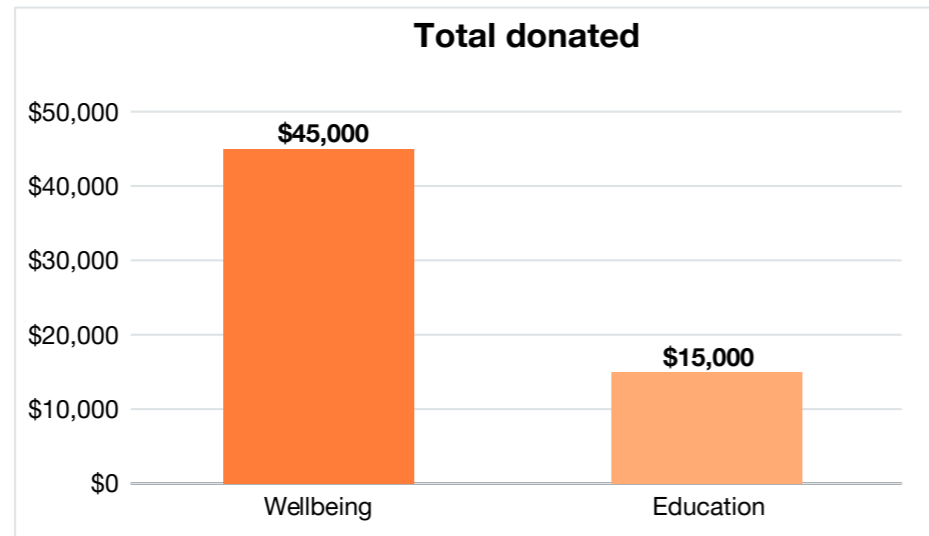


# 04

## \$60,000

total donated

In FY25, we spent \$140,000 on cause areas that resonated with our people and our partners schools across all our offices: Tāmaki Makaurau (Auckland), Kirikiriroa (Hamilton), Ahuriri (Napier), Te Whanganui-a-Tara (Wellington) & Ōtautahi (Christchurch).

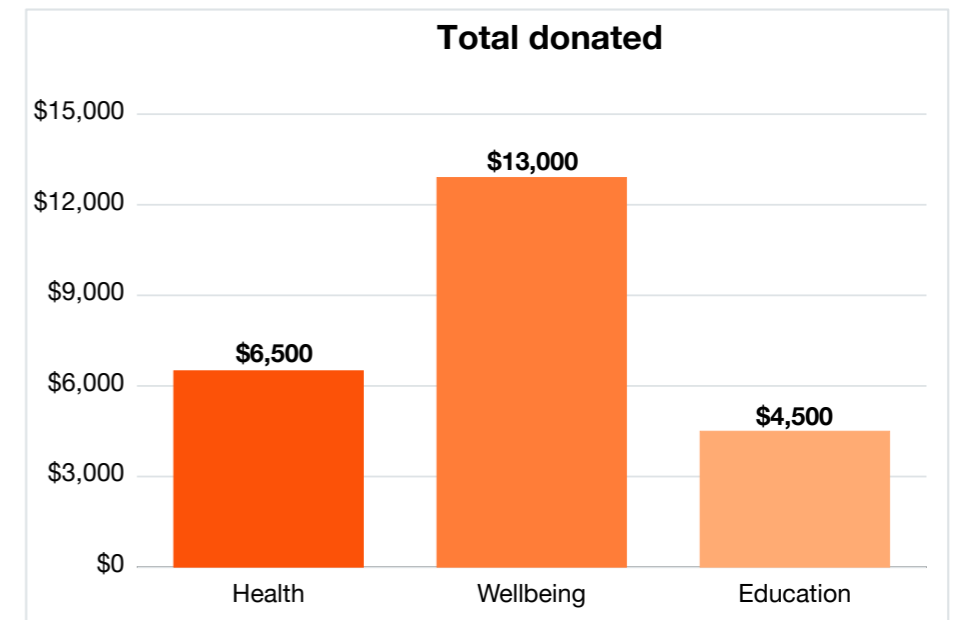


# 05

## \$24,000

total donated

The PwC Foundation supports the fundraising of our people by topping up the money they raise by 25%. Whether they are completing a sponsored run or walk, growing a moustache for Movember, joining the Sleepout for Lifewise, coordinating a Pink Breakfast for Breast Cancer Society or coming to work in Dungarees to support child cancer society. PwC Foundation can top up their efforts to significantly increase their contribution to a charity they are passionate about.



## \$2,068,167

estimated value of volunteer time

## 389

unique volunteers

## 8,954

total volunteer hours

‘Child Cancer Foundation was delighted to connect with Tod Cvetanov and Nathan Wylie (PwC Christchurch) to support their deep desire to involve PwC in a fundraiser for our charity. Dungarees Day is a prime example of what impact organisations can make when you combine strong intent, senior leadership backing and a great idea. Over \$15,000 was raised by the Christchurch office, and we look forward to working together to grow Dungarees Day into a national PwC campaign in the years ahead.’

**Team from Child Cancer Foundation**

## PwC Foundation Trustees



**Lara Bennett**  
Co-chair



**Jonathon Kirby**  
Co-chair



**Nathan Jones**



**Emma Richards**



**Simoli Aati**



**Wendy Sommerville**

## PwC Foundation team



**Chelsey Roos**  
Foundation Lead



**Zara Feeny**  
Foundation Advisor

With a special mention to Elle Tweedie, Erica Mackie, Naomi McRae, Nikki Ive and Rochelle Lohrentz for their contribution to the year's achievements.



