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Mindful Money |
Pūtea Whai Whakāro:
Impact Report



Our Mission:
Make
Money
a Force
for Good



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Influencing Finance

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Mobilising Investors, Influencing Finance



Chair

Graeme Clark

Chair of Trustees for
Sustainable Initiatives
Aotearoa, parent charity
for Mindful Money

This fourth year of operation for Mindful Money saw a further extension of core activities. It has been particularly pleasing to see the progress in reaching more members of the public and empowering them to invest ethically. This power of consumer demand has been complemented by the influence of our CEO and the team on the finance sector, calling out greenwash and celebrating good practice.

We welcomed two new part time staff members to our small but highly energetic and effective team. I want to recognise their contribution, the time and skills of the many volunteers and the contributions of our Trustees and advisers.

We have exciting plans for the future. Mindful Money aims to ramp up outreach to new public audiences, add a wider range of ethical investment measures provided as free information on the website, and to use corporate governance to hold companies accountable for their impacts on climate change, the environment and communities. To do so, Mindful Money needs more financial support. We hope you will appreciate the huge impact that this small organisation is achieving and help us as we scale up. Together we can make money a force for good.



CEO

Barry Coates

Founder and CEO,
Mindful Money

The role of investment in climate change has been a particular focus for Mindful Money over the past year as the impacts of climate change have become more severe. We aim to reduce the level of emissions in the funds of New Zealand investors and accelerate investment into climate solutions. There is no pathway to net zero that does not depend on a massive shift of investment away from pollution to clean energy and a circular economy.

New Zealand investment in the production and use of fossil fuels globally has increased after the Russian invasion of Ukraine. We are engaging and educating New Zealanders who have KiwiSaver and investment funds to enable them to understand the scale of their investment in fossil fuel companies, and seek alternatives to investing in the worst companies.

Mindful Money also joined with partners to undertake the second annual survey of climate action undertaken by the New Zealand investment sector. Despite some leading practices, the survey showed the overall level of NZ action lags Australia and is significantly behind the EU. As the climate crisis accelerates, we will re-double our efforts to catalyse the flow of funds away from fossil fuels into clean energy.

In the year ahead, we will seek to grow the movement for change. We will continue to call out greenwash and damaging investment, encourage responsible stewardship and promote investment that supports climate solutions and positive impacts. Together we can mobilise finance for a more sustainable and climate safe world.



Meet the Team

Mindful Money Team



Barry Coates
Founder and CEO



Karen Swainson
Operations Manager



Olive Coulson
Marketing Manager



Liam Milbank
Data Scientist



Shannen Barns
Research Analyst

Volunteers:

Mindful Money benefits from a large cohort of volunteers (including trustees and advisers) who are passionate about the mission. During the first four years of Mindful Money's development, volunteers have been essential in supporting operational tasks including data analysis, advocacy, graphic design and research. In return, Mindful Money enables volunteers to develop skills and gain work experience.

Trust Board



Graeme Clark
Chair



Kate Vennell
Treasurer and
Deputy Chair



Paul Richardson
Chair of the
Investment
Committee



Angela Spain



Bridget Coates



Jonathan Staples

Advisory Board



Matthew Mimms



Binu Paul



Glen Saunders





80,000+
unique website visitors

.....



98
news stories covering the Putin regime, weapons, Myanmar military, and investment in fossil fuels producers

.....



3
major research reports released

.....



30,000
New Zealanders reached through our seminar series

.....



8
major events held

Highlights for the Year



500,000
New Zealanders reached on social media

.....



27
new Mindful funds released

.....



800
KiwiSaver and Managed funds researched, twice!



Timeline of Impact

April 2022 – March 2023

Mindful Money followed up on previous research into NZ investments in Russian government and companies aligned with the Putin regime, ensuring that fund providers divested as promised

The annual survey of the NZ public 'Values to Riches 2022: Charting consumer demand for responsible investing in Aotearoa New Zealand' showed continued strong demand for ethical investing and growing public support for investing for positive impact

Mindful Fund badges launched, highlighting the funds that exclude companies of most concern to the NZ public

Amidst growing concern over greenwashing, including from the Financial Markets Authority, Mindful Money research revealed that \$11bn of KiwiSaver and retail investment funds was being invested in issues that consumers want to avoid

Mindful Money's Ethical Investment Guide was launched, helping Kiwis to understand more about how their money is invested and empowering them to make informed choices

Alongside Mindful Money seminars educating the public on how they can reduce the climate impact of their investments, new research showed that \$2.4bn of KiwiSaver and investment funding was being invested in companies producing fossil fuels

On the second anniversary of the Myanmar military takeover, Mindful Money research found that 88 KiwiSaver funds were invested in the companies that are the most serious offenders in supporting the Myanmar military regime

APRIL

APRIL

APRIL

JUNE

JUNE

JULY

AUGUST

NOVEMBER

NOVEMBER

NOVEMBER

DECEMBER

DECEMBER

FEBRUARY

FEBRUARY

MARCH

MARCH

17 new funds that meet the Mindful Money criteria for ethical investment were added to the Mindful Funds platform, including the first fund managed under te Ao Māori principles, TAHITO Te Tai o Rehua

Mindful Money's annual conference and awards celebrated the leaders and innovators in ethical and positive impact investing, financial advice and media reporting

Website data was updated to March 2022 data for 354 Kiwisaver funds and 440 retail investment funds

The third season of the Money for Good seminars started, with 20 seminars held during the year

In the run-up to the climate summit, Mindful Money joined with the Centre for Sustainable Finance and the Investor Group on Climate Change to undertake the second annual survey of climate action by the investment funds sector. It provided guidance on climate action and showed that New Zealand investors are lagging Australia and Europe

Website data was updated to September 2022 data for 349 KiwiSaver funds and 453 retail investment funds

Launched updated website, improving user experience and understanding, plus integration of extra ethical investment data

Mindful Money added ten more funds to the platform as Mindful Funds, including funds from Booster, Devon, Generate and Harbour

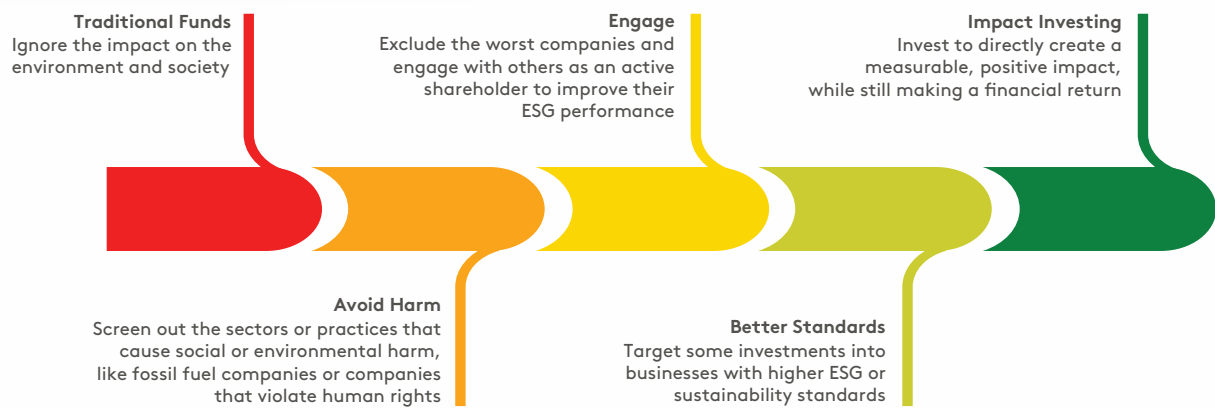
Mindful Money seminars addressed the crucial topic of KiwiSaver funds scaling up their investments in companies that generate or support a positive social or environmental impact, kicking off a new research project



Change that Needs to Happen:

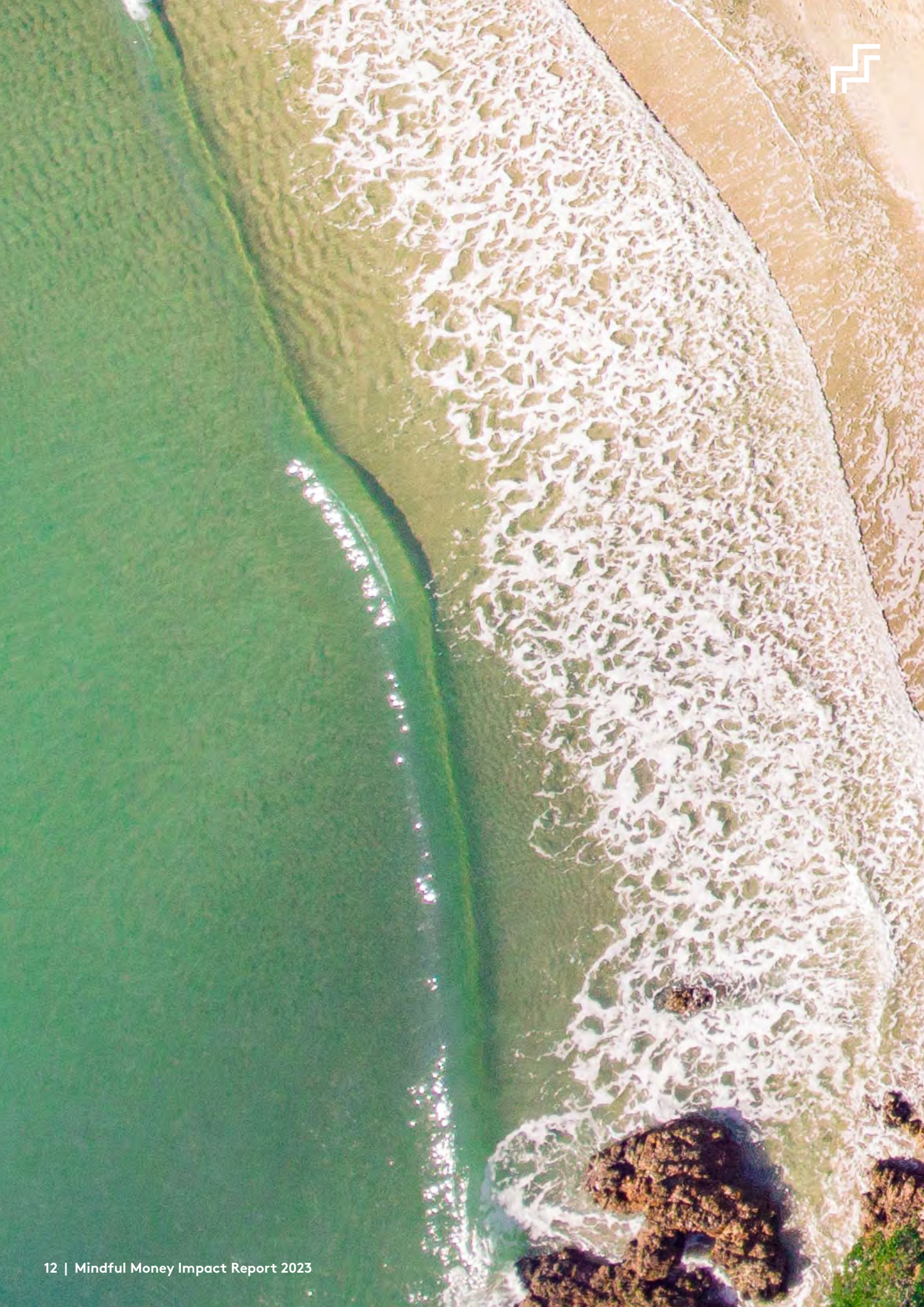
Shifts Along the Impact Spectrum

Mindful Money uses an impact spectrum to show the ways in which investment approaches can create investment impact.



These four domains of change are the key mechanisms that Mindful Money aims to influence through our interventions:

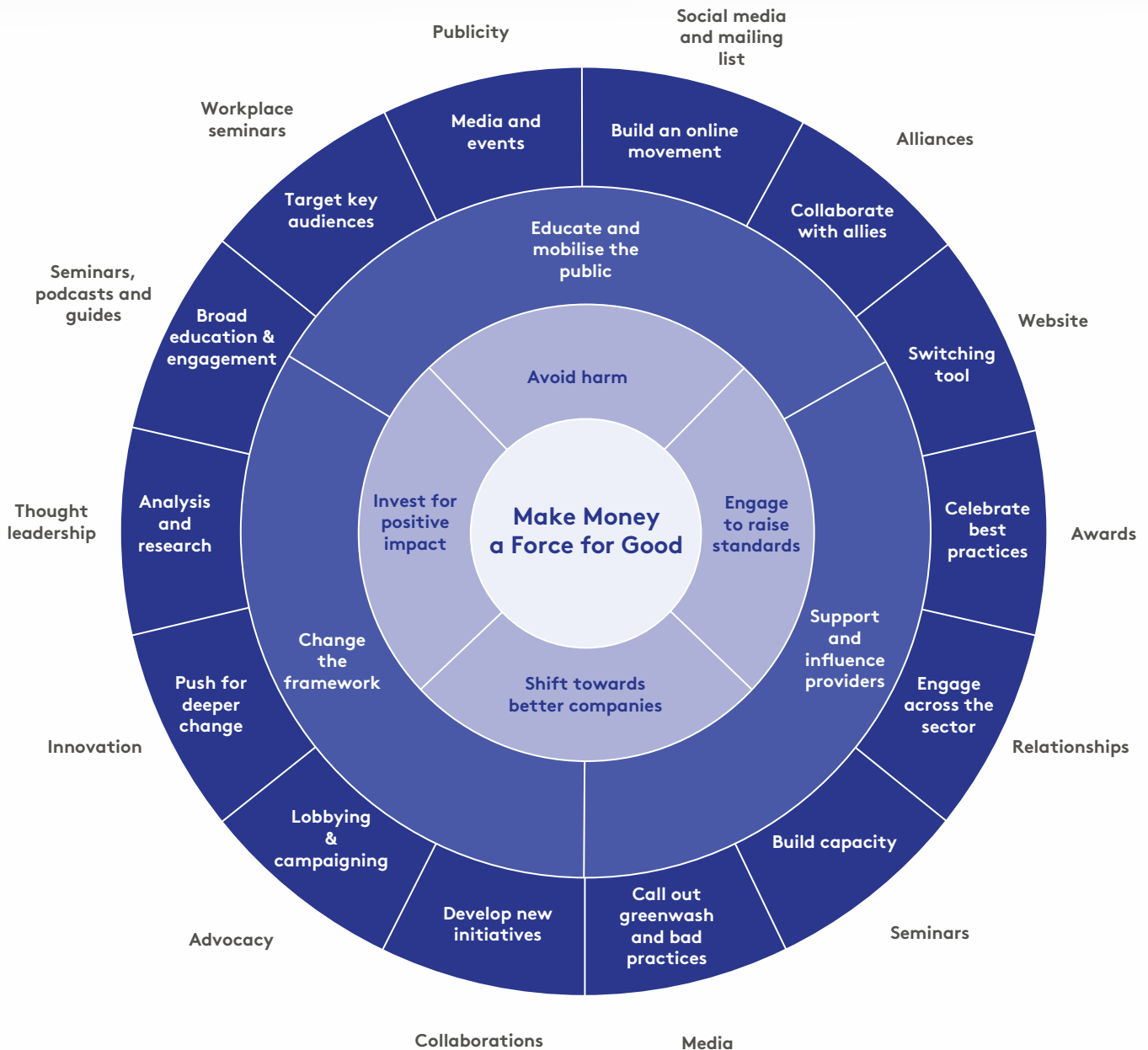
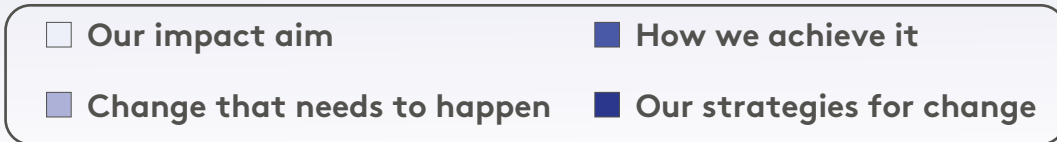
- 1** Avoid investments in companies that cause harm
- 2** Engage with companies to raise standards
- 3** Invest in companies that create positive impact
- 4** Shift mainstream portfolios towards companies with higher standards





Our Strategy

Making Money a Force for Good





Strategy 1:

Educated & Engaged Public





Educated & Engaged Public

A unique platform for ethical investing

- By March 2023, Mindful Money's data analysis covered 350 KiwiSaver funds and 450 retail investment funds. The Mindful Money website had over 80,000 unique users during the year.
- We relaunched a more user-friendly version of the Mindful Money website, noting that most of our users were accessing the website from their mobile device. We made the website mobile friendly, simplified the areas of concern, introduced an easy-to-navigate and filterable resource section. This has seen a decrease in bounce rates and an increase in time on page.

Up to date information

- The website featured four quarterly financial updates and two semi-annual portfolio updates.
- Mindful Money published regular articles, blogs and media commentary on topical issues such as investment in Russia, nuclear weapons, fossil fuels and the Myanmar military.

Outreach through media

- Mindful Money featured in 98 stories in print, radio, TV and online media, including coverage on TVNZ, RNZ, Newshub, the Herald, NBR, Good Returns, BusinessDesk, Stuff, Spinoff and Newsroom.
- Issues covered included investment in Russia, Myanmar military, climate change, deforestation, fossil fuels and net zero, Impact Investing and the Mindful Money Ethical and Impact Investment Awards.

Outreach through social media

- We increased our social media content production and reached over 500,000 New Zealanders through Facebook, Instagram and LinkedIn.

Finding an ethical fund

- Mindful Money's Fund Finder tool enabled 557 direct investments during the year, with 33,168 new ethical funds found through our Fund Finder.



Undertook broad education and engagement

- Held two major conferences, with thought leadership keynote speakers, panel discussions, politicians and finance sector leaders.
- Delivered 20 seminars and podcasts, engaging 30,000 New Zealanders with interviews and panels on topics such as human trafficking, Russian investment, nuclear weapons, te Ao Māori perspectives and nature-based investing.
- Initiated a programme to educate New Zealand high school students on ethical investment, with our video content now in 39 schools across NZ, reaching 42,000+ students daily.

Targeted engagement with key audience

- Organised or presented at 13 events at universities, festivals, government departments, and with NGOs.
- Sent 31 direct mailing newsletters to a database of over 3,000, with a high open and engagement rate.
- Gave talks at 10 events on topics ranging from climate action to financial advice and ethical investment.

Collaborated with allies on aligned issues

- Developed and continued to deepen relationships with a broad range of organisations like: Sustainable Business Network, The Curve, Girls that Invest, Money Hub, Auckland Climate Festival, Consumer NZ, Sorted, Festival for the Future, Ethically Kate, Forest and Bird, Vegan Society, Sharesies, NZ Climate Action Network, NZAVS, 350 Aotearoa, Centre for Sustainable Finance - Toitū Tahua, Fair and Good, Impact Investing NZ, Climate Club, Climate Action Conference, Responsible Investment Association of Aotearoa (RIAA), Whakatupu Foundation, Organic NZ, Cooking the Books and more.



Feedback from our Volunteers



“After listening to Olive on The Curve, I felt empowered to take an active stance in understanding how my fund provider invests and their engagement with particular companies. The financial sector’s potential to drive positive change resonated deeply with me. Mindful Money played a pivotal role in my realization that the kind of future I envision can be shaped by how I invest my money.”

“This led me to undertaking the Financial Services (Level 5) certification so I could further understand the industry, and solidify my commitment to championing both values and financial wellbeing in the industry. My involvement with Mindful Money as a volunteer this year has been a transformative experience. Being involved in a wide variety of projects has helped me gain invaluable practical insights into the industry whilst contributing to my growth.”

“Working alongside Barry, Olive, and Karen has been profoundly inspiring. Their dedication to Mindful Money’s mission is truly infectious, and they set an incredible example. The collective effort of their entire team speaks volumes about the significance of their work in Aotearoa. Witnessing the impact that Mindful Money facilitates - whether that be awareness, transparency, engagement, support, or education - serves as a reminder as to why I’m proud to contribute. The impact in the sector is truly tangible, and it continues to drive my commitment towards making money a force for good.”

—Lydia, Mindful Money volunteer



Feedback from the community

“ Mindful Money
have made this
process **so easy!** ”

“I have been wanting to switch my KiwiSaver to a fund much more aligned with my values for a while now but have put it off as I’ve dreaded delving into it due to the (for me) overwhelming complexity of the murky waters of defining and comparing ‘ethical’ and weighing this up against other important factors such as returns and fees + actually finding reliable sources for all of this information!

“Mindful Money have made this process so easy!

Thank you for your hard work in putting together what I have found to be the most comprehensive, up-to-date and easy-to-use source for understanding ethical investment options for kiwis!”

—Felix, Mindful Money user





Feedback from the finance community



Striving for
good over
avoiding **harm**



“Te ngana ki te pai ki te karo i te kino – Striving for good over avoiding harm”

“Mindful Money is one of the few organisations encouraging the transition of capital from the minimal Responsible Investment practice of avoiding harm to the higher influential level of investing for good toward measurable positive outcomes. TAHITO supports this drive for change.”

—Temuera Hall, TAHITO



“.....Mindful Money plays a valuable role in connecting the funds management industry with Kiwi investors who want to understand more about where their money is going. Transparency is vital for the growing number of investors who want to make sure their investments align with their ethics and values. We all know the saying that ‘sunlight is the best disinfectant’. Mindful Money shines a light on ESG (environmental, social and governance) issues in a way which makes them more accessible and understandable for Kiwi investors, empowering them to feel more confident in the decisions they make about their money....”

—Ainsley McLaren, Executive Director of Harbour Asset Management



Strategy 2:

Supported and Influenced Investment Providers





Supported and Influenced Investment Providers

Celebrated best practice: Held the second Mindful Money NZ Ethical and Impact Investment Awards event

- 200+ attendees
- 53 entries in 8 categories
- 32 experienced judges
- Profiled the leaders in seminars

Engaged and influenced the financial sector: Worked with fund managers to deepen ethical and impact investing practices

- Followed up to ensure that fund managers divested from Russian companies aligned to the Putin regime
- Undertook research and published surveys on the NZ consumer market survey and climate action survey

Built capability in Responsible Investment: Worked with leaders in the sector to scale up ethical investing

- Organised and ran 20 online seminars during the year
- Spoke at investment sector events and met frequently with fund managers
- Recruited and appointed Data Scientist, Liam Milbank, to provide enhanced data analysis

Called out greenwashing and harmful investments: Used portfolio analysis to show the scale of investments in issues of concern to the public

- Exposed an 80% increase in NZ fossil fuel investments in the year to September 2022, driven by oil price rises from the Russian invasion of Ukraine
- Revealed that NZ investments in issues of concern had risen to over \$15 billion by September 2022



Strategy 3:

Changed the Framework through Thought Leadership





Changed the Framework through Thought Leadership

Thought Leadership

- Published 5th annual survey of the NZ public, jointly with Responsible Investment Association of Australasia (RIAA), showing a big increase in demand for investments with positive impacts
- Published the second annual survey of climate action by the NZ investment sector, showing slow progress compared to Australia and the EU and providing guidance on pathways to net zero
- Published new research on NZ investment in companies collaborating with the Myanmar military regime
- Recruited and appointed Shannen Barns to the part-time role of Research Analyst

Innovation

- Initiated a new project, with leading fund providers, to ramp up investment in companies generating positive social and environmental impacts
- Used public feedback to design new features on the website, improving user experience

Influence

- Lobbied for more focus on impacts in the climate disclosure regime and consistent measures to support comparability
- Provided input to the NZX review of Code of Conduct and lobbied to strengthen sustainability
- Engaged with the Minister of Disarmament to broaden the definition of nuclear weapons in legislation and to prohibit NZ financing of nuclear weapons production by KiwiSaver funds

Collaboration

- Undertook joint work with Responsible Investment Association of Australasia, Centre for Sustainable Finance and Investor Group on Climate Change
- Joined with consumer-facing organisations on public education, including Sorted and media commentators
- Worked with sustainability and climate-oriented organisations including Sustainable Business Network, NZ Climate Action Network, Oxfam Aotearoa and Forest & Bird
- Joint work with international and NZ research organisations, including University of Otago Centre for Sustainable Finance, Carbon Tracker Initiative and Global Canopy



Outcomes from Mindful Money's Work



Outcome: Continued rapid growth in ethical investment, shown in survey and reports

MM contribution: Grew awareness through website, media, research and outreach



Outcome: Reduction in harmful investments such as investment in Russia after the invasion of Ukraine, shown in portfolio data

MM contribution: Used transparency and direct lobbying with fund providers to reduce holdings in harmful companies



Outcome: Deepened public understanding about ethical investment, shown in annual survey

MM contribution: Initiated and managed public events, education and engagement with investment providers



Outcome: Built support for more impact investment and investment action on climate change

MM contribution: Initiated impact directory, climate survey, NZ investor net zero coalition and started a project on mainstreaming Impact Investing in New Zealand



Outcome: Improved the policy framework for ethical and impact investment

MM contribution: Built relationships, undertook research and collaborated to change the rules



Outcome: Raised standards for ethical investment practice, shown in annual awards

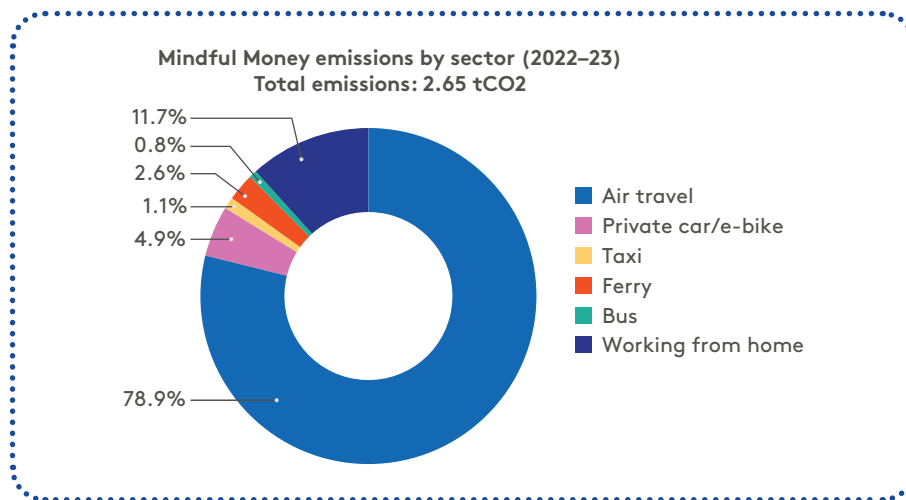
MM contribution: Held awards to celebrate best practice and raised criteria for Mindful Funds

Our Carbon Footprint



At Mindful Money, sustainability is at the heart of our mission. We are committed to reducing emissions and our footprint, while enhancing outcomes for people and the environment.

We calculated our carbon footprint for the first time for the financial year 2022-23, which gives us a benchmark against which we can track our ongoing yearly emissions. Our total emissions for the year were 2.65tCO₂.



Measuring our greenhouse gas emissions:

- Since we have no physical office space and own no vehicles, Scope 1 and Scope 2 emissions are zero for the organisation.
- We have included the following for our Scope 3 (indirect emissions):
 - Business Travel by:
 - Air
 - Ferry
 - Taxi
 - Private car/e-bike
 - Working from Home
 - Waste
- Key emission hotspot identified for the company: Air travel

Ongoing practices to reduce emissions:

- 1. Minimising environmental impact:** With employees and volunteers working remotely, we actively contribute to reducing our carbon footprint related to commuting and office space utilisation.
- 2. Food waste reduction:** Our commitment extends to responsibly managing leftover food at our events. Surplus food is shared with our employees and volunteers, or gifted to homeless individuals in need.
- 3. Empowering climate action:** We've taken significant strides by spearheading a collaborative coalition targeting New Zealand's asset owners, wealth managers, and fund managers. This alliance facilitates the acceleration of climate action by endorsing internationally recognized Net Zero initiatives.
- 4. Low carbon footprint for KiwiSaver funds:** Being aware of ethical investment, all employees are educated on low carbon footprint KiwiSaver funds and given the tools to change.

Finances

FY 2022 - 23

Income (FY2022-23):		(Rounded to \$00)
Contributions from Mindful Funds		99,500
Sponsorship of events		159,100
Donations & grants		67,400
Income from services		43,200
Investment income		800
Total		370,000

Expenditure (FY2022-23):	
Employee and volunteer related costs	315,300
Operations	25,900
Marketing	35,100
Website & data	23,300
Research	16,700
Total	416,300

In addition to the monetised costs above we are deeply grateful for the support from more than 20 volunteers over the year contributing 639 hours with a estimated value of \$24,175.

Supporters

As shown in this report, Mindful Money achieves a lot with a small amount of funding.

We are deeply grateful to our supporters:

- The Mindful Funds (those that meet our high ethical standards) for their contributions to website costs
- Grants, especially from the Whakatupu Foundation for the mainstreaming impact investment project
- Investment fund providers and others for corporate sponsorship of events, notably seminars/podcasts and the annual conference/awards
- In-kind contributions and partnerships
- Donations from generous individuals
- The extraordinary contributions of expertise and unpaid time from our Board and advisers

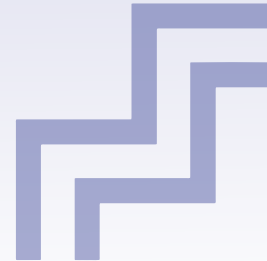
Please consider contributing to Mindful Money. We could achieve so much more with additional funding.

A huge thanks to our sponsors





Plans for the Future



Scale up public engagement

We will use seminars, events and collaborations to engage and activate a far wider public audience

We will launch a new campaign to activate and grow the Mindful Money movement

Build investor capability

We will add new measures on the website with information on key ethical investment strategies - stewardship, investing for positive impact and climate action

Climate action

A major new report will highlight the opportunities in renewable energy and the risks of investing in fossil fuels

We will work with the investment sector to accelerate climate action and publish the third annual survey of progress towards net zero

Mainstreaming Impact Investment

We will work with mainstream providers to allocate more of their portfolios towards impact investing

Credible standards

We will continue to advocate in the finance sector and with government to extend disclosure beyond climate emissions to also cover social and environmental impacts

We will continue to challenge greenwashing, and to highlight the authentic leaders through the annual awards and seminars

Value added services

We will provide a deeper level of information and analysis to financial advisers, asset owners and financial institutions

Shareholder action

We will use shareholder engagement to strengthen climate action by New Zealand listed companies

Undertaking these plans will require additional funding. We welcome partnership with individuals and organisations to help us achieve our mission of Making Money a Force for Good.



Mindful Money | Pūtea Whai Whakāro:
Impact Report
April 2022 – March 2023

**This report has been approved by the
trustees of Sustainable Initiatives
Aotearoa (Mindful Money)**
for the year ended 31 March 2023

A rectangular white box containing a handwritten signature in black ink that reads "Kate Vennell".

Kate Vennell, Treasurer
29/9/2023

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info@mindfulmoney.nz