



THE ADASTRA FOUNDATION STRATEGIC PLAN 2024

Background

- From the Latin phrase meaning "to the stars", the Adastra Foundation was established in 2007 to provide financial and mentoring support to extraordinary young New Zealanders in their pursuit of excellence.
- Operating on a roughly breakeven annual basis, the Foundation has had an average turnover of \$237k since inception.
- Recent emphasis on helping overcome inequities, and pressure on Class 4 Gaming funds implicate a strategic refresh.



Purpose

To support extraordinary young New Zealanders on their pathway to excellence in sport and performing arts.



A young woman and a young man are performing on a small outdoor stage at dusk. The woman, on the left, has long dark hair and is wearing a light-colored, short-sleeved button-down shirt and denim shorts. She is playing a light-colored acoustic guitar. The man, on the right, has short dark hair and is wearing a grey t-shirt and cargo shorts. He is also playing an acoustic guitar and is positioned in front of a microphone stand. The stage is built with wooden planks and has a black speaker on the left. In the background, there are trees, a brick building with a white door, and a person in a blue shirt and black skirt standing near the door. A string of colorful triangular bunting hangs across the scene. The overall atmosphere is casual and artistic.

Vision

Opportunity is open to all, regardless of barriers.

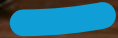
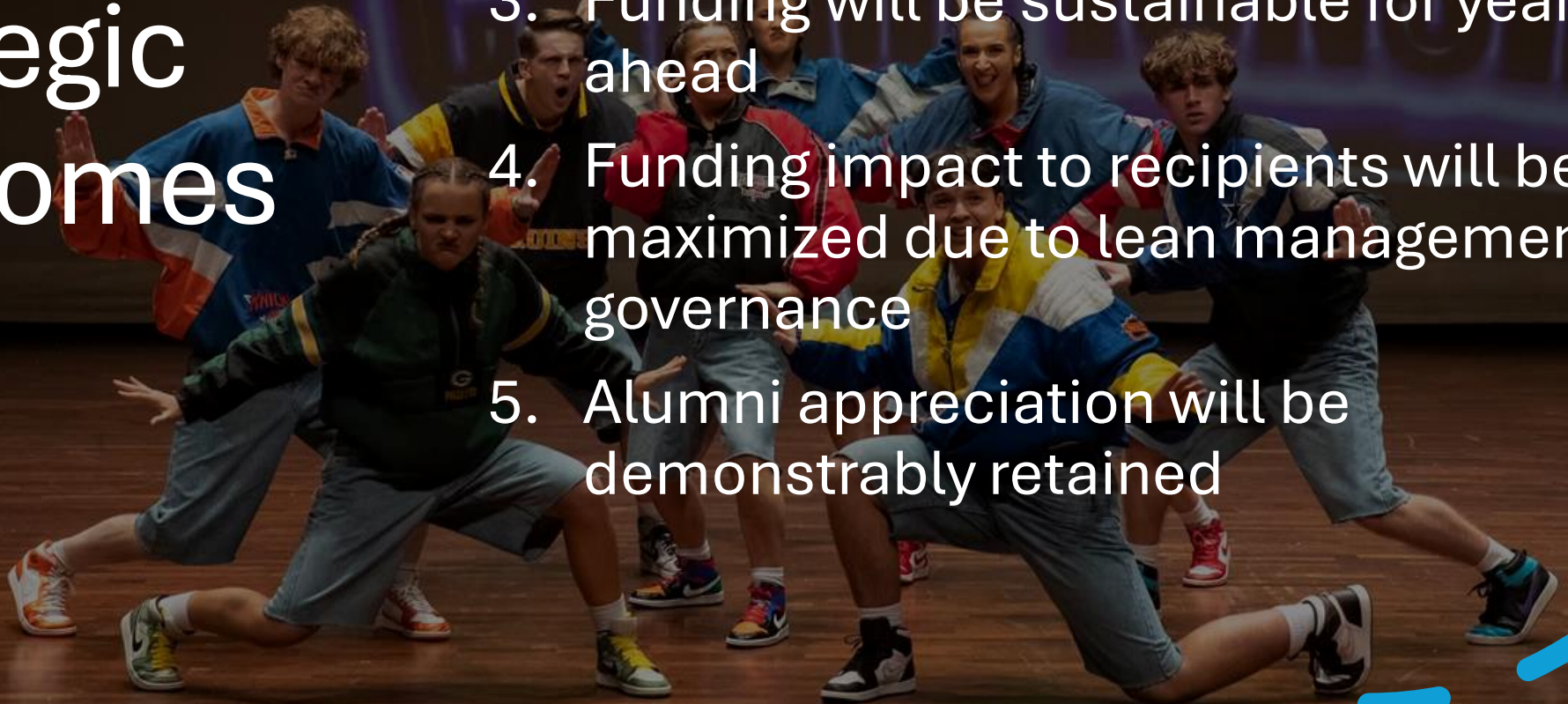
Mission

To add value and help overcome financial barriers on the pathway to excellence for young sports people and performing artists from Waikato and the Bay of Plenty.



Strategic Outcomes

1. The target audience will be attracted to our programme
2. Our programme will add value to recipients
3. Funding will be sustainable for years ahead
4. Funding impact to recipients will be maximized due to lean management & governance
5. Alumni appreciation will be demonstrably retained





Strategy

- **Why?** To support extraordinary young New Zealanders on their pathway to excellence in sport and performing arts.
- **Who?** 16-21 year olds representing Waikato and Bay of Plenty, pre professional and committed to excellence, disadvantaged by financial hardship.
- **What?** Growth opportunities through grants and personal development, lifeskills and mentoring.
- **How?** Raising funds, communicating and fitting governance.

Strategy

Our People	Our Programme	Our Platform
<ul style="list-style-type: none">• Target low decile schools, including rural schools• Use appropriate due diligence to interrogate financial hardship (e.g. application form, references, interview)• Establish clear expectations to set up for success, including recipient agreement and reporting	<ul style="list-style-type: none">• Provide:<ul style="list-style-type: none">○ Cash grants○ Recipient-led personal development workshops promoting cross pollination○ Individual mentoring and personal development support○ Partner-provided services• Maintain cultural relevance• Develop alumni retention mechanisms to enable reciprocity	<ul style="list-style-type: none">• Target available grant applications• Recruit and retain corporate and VIK partners, including tiered partner servicing plan• Maintain effective communications and IT platforms• Ensure compliant governance in relation to changing rules• Ensure fresh and relevant governance through trustee review



Principles

- Recipient-centric
- Diverse and culturally relevant
- Creative
- Impact in everything we do
- Value our partners