



North Shore
NZRDA

Reach More Riders. Change More Lives.

Corporate
Sponsorship
Prospectus
**50 Years of
Changing Lives**

EST. 1975

northshorerda.org

Willow Farm · Stillwater, Auckland



WELCOME

A half-century of changing lives, one rider at a time.

Since October 1975, North Shore Riding for the Disabled has provided therapeutic horse riding to children and adults across Auckland's North Shore and Rodney districts. Fifty years on, we remain a community-based, volunteer-led organisation, and we have never received a dollar of government funding.

What began with a small group of volunteers and a few willing horses has grown into an 18-acre facility at Willow Farm in Stillwater, with a covered all-weather arena, a sensory trail, around 80 active volunteers, a small paid staff, and a team of horses and ponies that delivered more than 900 rides last year.

We are independently certified by NZRDA, a registered charity (CC38923), and every dollar we raise goes directly into delivering and improving the rider experience.



Our coaches and side-walkers work alongside every rider.

“

Every \$1 invested in the NZRDA programme delivers \$3.20 of measurable benefit to New Zealand society, across mental health, physical health, and academic achievement.”

ImpactLab GoodMeasure Report, June 2022 · six NZRDA groups including North Shore

More than 50 years of changing lives

Align your brand with a story that began in October 1975, and is still growing.

THE CHALLENGE

Demand grows. Government funding stays at zero.

We are funded entirely by grants, donations, modest rider fees, and the goodwill of our community. We receive no government funding whatsoever.

Grants are getting harder to win. More charities chase a shrinking pool, and funders increasingly prefer one-off project grants over operational support, yet operational costs (staff, horses, feed, vet care, insurance, maintenance) are exactly what keep the lights on and the riders riding.

Our governance board has set a clear strategic priority: secure long-term corporate sponsorship to underwrite operations, give us financial certainty, and let us focus on growing rider numbers and outcomes, not the next grant deadline.

That's where you come in.

\$0

GOVERNMENT FUNDING

BY THE NUMBERS

906 rides delivered in 2025**80** trained volunteers**18** acres at Willow Farm**50** years of service

WHERE YOUR SPONSORSHIP GOES

- Coach salaries and training
- Facility maintenance and insurance
- Volunteer support and certification
- Horse welfare, feed and vet care
- Specialist equipment and safety gear
- Programme expansion and outreach

SOCIAL IMPACT

The numbers behind the smiles.

In June 2022, ImpactLab, co-founded by former Prime Minister Sir Bill English, published an independent GoodMeasure Report using New Zealand's Integrated Data Infrastructure, the Treasury Living Standards Framework, and global academic literature. It quantified the social return on investment of NZRDA's therapeutic riding programme across six groups, including North Shore.

\$3.20

RETURNED FOR EVERY \$1 INVESTED

\$3,980

social value generated per rider

320%

measurable benefits as a proportion of cost

\$1.93M

total social value (6 months, six groups)



Mental Health

Improved confidence, reduced anxiety, better social interaction, and a meaningful sense of achievement.



Physical Health

Improved core strength, balance, posture and motor control, with less reliance on clinical intervention.



Academic Achievement

Children show better focus, communication and engagement at school, outcomes that compound across a lifetime.

Behind every figure is a rider: a child sounding out their first words from the saddle, a young person meeting someone's eye for the first time, a family seeing their child included and thriving. **That is what your sponsorship makes possible.**

And the real-world impact runs deeper still, with gains in self-esteem, independence and belonging that the numbers can't yet fully capture.

HOW WE WORK

Tailored, expert-led therapeutic riding.

Every rider's journey is individual. Our coaches, supported by therapists, around 80 trained volunteers, and a carefully matched team of horses and ponies, design a programme around each rider's goals, abilities and aspirations.



EDUCATION

Children referred from specialist or mainstream schools.

Activities embed reading, numeracy, colours, life-skills and the goals from each rider's Individual Education Plan.



THERAPY

Riders working alongside physiotherapists and occupational therapists.

Movement, posture, sensory and behavioural goals. The horse's gait directly mimics human walking, building core strength and balance.



SPORTS & RECREATION

From Special Olympics aspirants to riders who simply love being on horseback.

Independent riding skills, social connection, and the simple pleasure of getting outdoors and having fun.

WHY PARTNER WITH US

What's in it for your business.

Sponsorship of North Shore RDA is more than a donation. It is a genuine partnership that delivers real value to your business, your people, and your standing in the community.

**Purpose your team feels**

Align with a positive, socially valuable service. Your staff feel proud of how the business gives back to its community, a powerful driver of engagement and retention.

**Brand awareness & credibility**

Visibility through on-site signage, branded communications, our website and social channels, and the positive word of mouth that comes with backing a trusted cause.

**A trusted reputation**

Enhance your standing with customers, staff and peers by supporting a nationally recognised, 50-year-old, socially responsible organisation.

**Community reach & engagement**

Connect with our rider families, around 80 volunteers and their wider networks, many of them business and community connectors in their own right.

“

We have partnered with North Shore Riding for the Disabled on several projects in the past and believe they provide an outstanding service and contribution to our community, so it was a logical next step for us to partner as a Corporate Sponsor.”

Bert Denée, Managing Director, Kalmar Construction • Gold Sponsor

SPONSORSHIP

Three ways to stand alongside us.

Sponsorship funds underwrite our operational costs: staff, horses, facilities and the daily work of changing lives. In return, we offer real visibility, genuine engagement, and a partnership with a 50-year-old trusted community institution.

NAMING PARTNER • 1 ONLY		
Platinum EXCLUSIVE • ONE SPONSOR \$20,000 per year • 3-year term	Gold TWO SPONSORS \$10,000 per year • 3-year term	Silver FIVE SPONSORS \$5,000 per year • 2-year term
● Naming rights on Arena or Barn (subject to agreement) ● Signage on Barn detailing sponsorship level ● Sponsor flags displayed at all NSRDA events ● Profile on website, social media and Newsletter ● Quarterly meetings with senior governance ● Term-by-term morning teas with the team ● Awards presentations to riders and the NSRDA team ● Financial Membership of NSRDA	● Signage on Barn detailing sponsorship level ● Profile on website, social media and Newsletter ● Term-by-term morning teas with the team ● Invitation to all rider events ● Recognition in the Annual Report ● Authority to use the NSRDA logo in your communications ● Awards presentations to riders ● Financial Membership of NSRDA	● Agreed signage on premises ● Logo on website and social media ● Acknowledgement on website and Annual Report ● Annual morning tea with the NSRDA team ● Invitation to all rider events ● Authority to use the NSRDA logo in your communications ● Awards presentations to riders ● Eligible for Financial Membership of NSRDA

Sponsor-supplied signage. Packages can be tailored. Talk to us about what would suit your business best.

EVERY GIFT COUNTS

Smaller and one-off ways to give.

A multi-year package isn't the only way to stand with us. Whether it's a single gift or a lighter ongoing commitment, every contribution goes directly to rider outcomes and to the health and wellbeing of our horses. As a registered charity (CC38923), gifts attract a 33.33% IRD rebate.

YOUR GIFT IN ACTION

\$100

ONE-OFF OR MONTHLY

Covers a week of essential care (feed, grooming and vet checks) for one of our horses.

\$370

ONE-OFF OR TERMLY

Covers a full term of riding sessions for one rider.

\$2,000

ONE-OFF

Trains and certifies one of our coaches through their 18-month qualification.

\$3,000

HORSE CARE DONATION

A year of care for one of our horses and ponies, with updates on their progress.



SCAN TO DONATE

Suggested amounts: any gift, large or small, is warmly welcomed. Give once or set up a regular contribution, and scan the code to give securely online in under a minute.

OTHER WAYS YOUR BUSINESS CAN HELP

- Corporate working bees: a hands-on team day
- Horse care donations: a year of care for a horse
- Capital projects: sheds, drainage, equipment
- Signage sponsorship at Willow Farm
- Gifts in kind: materials, services, expertise
- Event & awards support · workplace giving

A TAX-SMART WAY TO GIVE

Supporting us can be tax-effective for your business. **Sponsorship** is generally deductible as a business expense where it promotes your business and is connected to your income-earning activity. **Donations** to NSRDA, a registered charity (CC38923), are tax-effective too: a company can claim a deduction for donations to a donee organisation (up to its net income), and an individual can claim a 33.33% donation tax credit (up to their taxable income). *General information only, not tax advice. Please confirm your situation with your accountant or at ird.govt.nz.*

LET'S TALK

Sponsorship is a conversation, not a transaction.

We'd love to host you at Willow Farm, walk you around the facility, introduce you to our team and our horses, and design a partnership that makes sense for your business and is meaningful for our riders.

CALL THE OFFICE

(09) 426 8110

Our friendly office team knows North Shore RDA inside out and will either help you directly or connect you with exactly the right person.

EMAIL info@northshorerda.org

WEB northshorerda.org

VISIT 79 Aubrey Road, Stillwater,
Silverdale, Auckland 0993

POST PO Box 448, Silverdale,
Auckland 0944

FOR A BIGGER CONVERSATION

Sponsorship is a conversation, not a transaction. Whether it's a partnership, a visit to Willow Farm, or a chat about the future of North Shore RDA, our team, from our office through to our President and Chairman, will make sure you're talking to the right person.

Were you referred to us?

If a supporter or friend pointed you our way, let us know who. It helps us thank them and keep our records up to date.

Referred by:

Not ready for sponsorship? Donate instead. We're a registered NZ charity (CC38923). Donations attract a 33.33% IRD rebate: donate \$3,000, get \$1,000 back. Bank to Kiwibank **38-9027-0164209-00** (Account: North Shore Riding for the Disabled Association Inc - Reference: Donation) and email us for a receipt.