

75,000 New Zealand children to benefit from Robin Hood Foundation's first partnership

The Robin Hood Foundation, a 'marriage broker' between New Zealand business and non-profit organizations, has announced its first partnership – an arrangement that will see up to 75,000 children enjoying physical activity programmes over the next 18 months.

The National Association of Out of School Care (OSCAR) has signed an agreement with Coca-Cola, creating a partnership to provide physical activity programmes to more than 500 out of school groups around New Zealand.

OSCAR programmes reach one in four New Zealand children between the ages of 5 and 14 years old, via a national network of community-based care groups and half of these children will participate during the first year.

NAOSCAR Executive Director, Sandy Thompson, says that the organisation's primary concern is quality care for children when they are not at school.

"The agreement with Coke will allow us to appoint an activity co-ordinator who will develop a nationwide programme to ensure the children in OSCAR groups can enjoy physical activity that is fun and that will teach them about the value of exercise," said Ms Thompson.

"We envisage more than 75,000 children being part of this programme over the next twelve to eighteen months."

Jude Mannion, founder of the Robin Hood Foundation, says that the agreement is a good example of how business and non profits can work together and learn from each other.

"Corporates and non-profits often think they have very little in common but through dialogue and realistic objective setting, programmes can be developed that have a hugely positive impact on New Zealand society."

Coca-Cola Amatil and The Coca-Cola Company see the relationship as one that can make a real difference to the lives of young Kiwis.

"Health and wellbeing come from balanced diets and active lifestyles – this is a message we are keen to promote," said Region Corporate Affairs Manager Alison Sykora.

"Partnering with OSCAR and providing the resources needed to promote and encourage physical activity in children is a wonderful opportunity," she said.

OSCAR's national physical activity programme will be launched in September.

Ends

Background information:

National Association for OSCAR:

A network of more than 1,000 community programmes provide out of school care (in the mornings, afternoons and during school holidays) to 150,000 New Zealand children between the ages of 5 and 14. The National Association for OSCAR represents these groups and is a vital source of information and ideas for care givers. NAOSCAR promotes standards for out of school care facilities and assesses programmes for their eligibility for funding from the Ministry of Social Development. OSCAR's mission is to 'Make a difference to kids' by providing quality, safe, affordable out of school care and recreation.

Robin Hood Foundation:

Established to enable successful and sustainable partnerships between New Zealand's business and non-profit sectors. Focusing on areas of maximum social impact to the lives of New Zealanders Robin Hood Foundation performs due diligence on the Youth, Health and Welfare sectors, registering individual non profit agencies prior to seeking appropriate business partners for them. Robin Hood also brokers partnership between businesses to businesses and the non-profit sector.

Coca-Cola Oceania (CCO):

Auckland-based regional branch of The Coca-Cola Company (TCCC) which manages Coca-Cola brands in New Zealand and the Pacific

Islands. TCCC owns numerous trademarks of non-alcoholic beverages internationally, and produces beverage concentrates and syrups.

Coca-Cola Amatil NZ (CCANZ):

Authorised bottler of TCCC brands in NZ, also manufactures and distributes Pump, L&P and Deep Spring. CCA employs around 800 people and has plants in Christchurch, Auckland and Putaruru. The Coke system (CCO & CCANZ) manufactures, distributes and markets a range of beverages including soft drinks, juices and juice drinks, sports drinks, waters, energy drinks and iced tea.

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