



## INFORMATION ABOUT KOANGA FUNDRAISING MISSION

**We are at risk of losing our New Zealand heritage seed and tree collection on 29 June 2014 without your help.**

### **The problem:**

At present, Koanga Institute leases both the land it holds its heritage organic seed and tree collection on and the adjacent hill block which supplies all the water for our plants. We need to raise \$705,000 by 29 June and another \$250,000 by the end of September 2014 to buy **both** pieces of land and secure the future of the collection.

The current landowners want to sell the property and clear their debts. Local forestry companies who use toxic spray are interested in buying the land to place it in an industrialised monoculture forestry system. This will mean there will be no way that we can continue on this piece of land. The landowners have agreed to hold off until 29 June to sell, as long as we can prove we are steadily bringing in the money required.

### **The consequences:**

We either need to buy the land or move. The latest 'growout' of our New Zealand heritage organic seed collection will be ready to be harvested in June 2014. This cannot be moved before this time and we cannot afford to lose it. In addition our collection of fruit trees cannot be shifted without losing a lot. We believe that it is better to buy the land and secure the future of the collection rather than trying to rent/ lease again because:

- We have made a huge investment in time and money in developing the gardens and soils to a point where they are producing high quality seeds. It would take at least another five years to get to this stage again if all went well.
- We spent several years finding this property with the characteristics that we needed. It is not easy to find another one and it is likely to cost a similar amount to have all the characteristics we need for healthy trees and seeds.
- It will cost a lot to shift and set up again elsewhere and there is no guarantee that we can find another quality piece of land in a time to get the seeds growing.
- Regardless of these issues, it is obvious that the seed and tree collection need a permanent secure home.

### **The solution:**

We need to raise NZD \$705,000 by 29 June 2014 to buy the land to save the seeds. We have a comprehensive fundraising strategy including:

- A national speaking tour by Kay Baxter carried out in May and June 2014
- A Koanga Institute travelling workshop tour in June 2014
- An online fund-raising campaign
- Business memberships
- Adopt a square metre, acre or hectare campaign
- Online auction
- One week Film Festival in three major cities in New Zealand
- Gala fundraising dinner