



# Te Pā Harakeke

## Donor programme

A pā harakeke (flax plantings) is often used as a metaphor for a flourishing whānau (family). In a flax bush, the rito (centre shoot) is symbolic of a child, protected by the awahi rito (surrounding leaves) that act as parents, and the tūpuna (outer leaves) as grandparents. There are also other key parts of the harakeke plant that signify initial growth, nurturing and flourishing.

If we apply this thinking to our donor programme, the Living Pā can be conceptualised as our rito, supported and protected by our university staff and students. But we can't do it alone. We need all parts of the harakeke and the hāpori (wider community) to join together and contribute to its the development and prosperity of the rito—the Living Pā.

**The importance of koha (gifting), reciprocity, and working collectively to support a fairer and more equitable society are embedded throughout the Living Pā project. For example, for every dollar of the total project cost invested a half cent or more will be set aside to support student scholarships or other charitable enterprises.**

### LEVELS OF GIVING

**Kuruwaka**—the seed capsule of the plant, without which the harakeke could not grow  
**\$1,000,000+**

**Puāwai**—the blossoming flower of the harakeke that signals accomplishment, maturation and fullness  
**\$500,000+**

**Kōrari**—the stem of the harakeke flower is a critical marker of growth  
**\$100,000 to \$500,000**

**Pakere**—the outer leaves of the harakeke that are key to protecting the rito from damage and aiding its development  
**\$20,000 to \$100,000**

**Pūtake**—lower part of leaf, roots. The base of the plant that helps to connect the harakeke to the whenua (land)  
**Up to \$20,000**

*Mō te āpōpō  
For tomorrow*



# He Pā Anamata He Pā Harakeke

While relationships, terms and bookings can be negotiated, this table provides a basic framework for donor recognition.

Donor benefits	Te Pā Harakeke				
	Kuruwaka	Puāwai	Kōrari	Pakere	Pūtake
Access to private event spaces	● <i>As agreed, free hire</i>	● <i>As agreed, free hire</i>	● <i>Priority guest</i>	● <i>Priority guest</i>	
Appreciation gift	●	●	●	●	
Donor acknowledgement video	●	●	●		
Invitations to special events	●	●	●	●	
Membership to Te Herenga Waka Benefactors Circle	●	●	●	●	
Name recognition on building installation, such as a giving wall	● <i>Most prominent</i>	● <i>Prominent</i>	●		
Named in commemorative recognition publication	●	●	●	●	●
Naming rights to a performance standard, such as, energy or equity	● <i>Most prominent</i>	● <i>Prominent</i>	●		
Opportunity for a representative(s) to speak at opening ceremony	●				
Opportunity to provide proprietary educational material for building	● <i>Support-specific</i>	● <i>Support-specific</i>	● <i>Support-specific</i>		
Public acknowledgement in media coverage	● <i>All releases</i>	● <i>All releases</i>	● <i>Support-specific</i>	● <i>Support-specific</i>	
Public recognition on through website, annual donor report and newsletters	●	●	●	●	
Special invitations celebration dinner in the Living Pā	●	●	●		
Welcome packet and special event	●				

Contact Claire Carruthers, on [claire.carruthers@vuw.ac.nz](mailto:claire.carruthers@vuw.ac.nz), to discuss potential partnerships or if you are considering a donation.

🔗 [wgtn.ac.nz/living-pa/get-involved/support](https://wgtn.ac.nz/living-pa/get-involved/support)