



**ARCTIC
DEFENCE
STARTS
HERE**
GREENPEACE

**STOP
SHELL**
#SaveTheArctic
GREENPEACE

2012
Impact Report

GREENPEACE

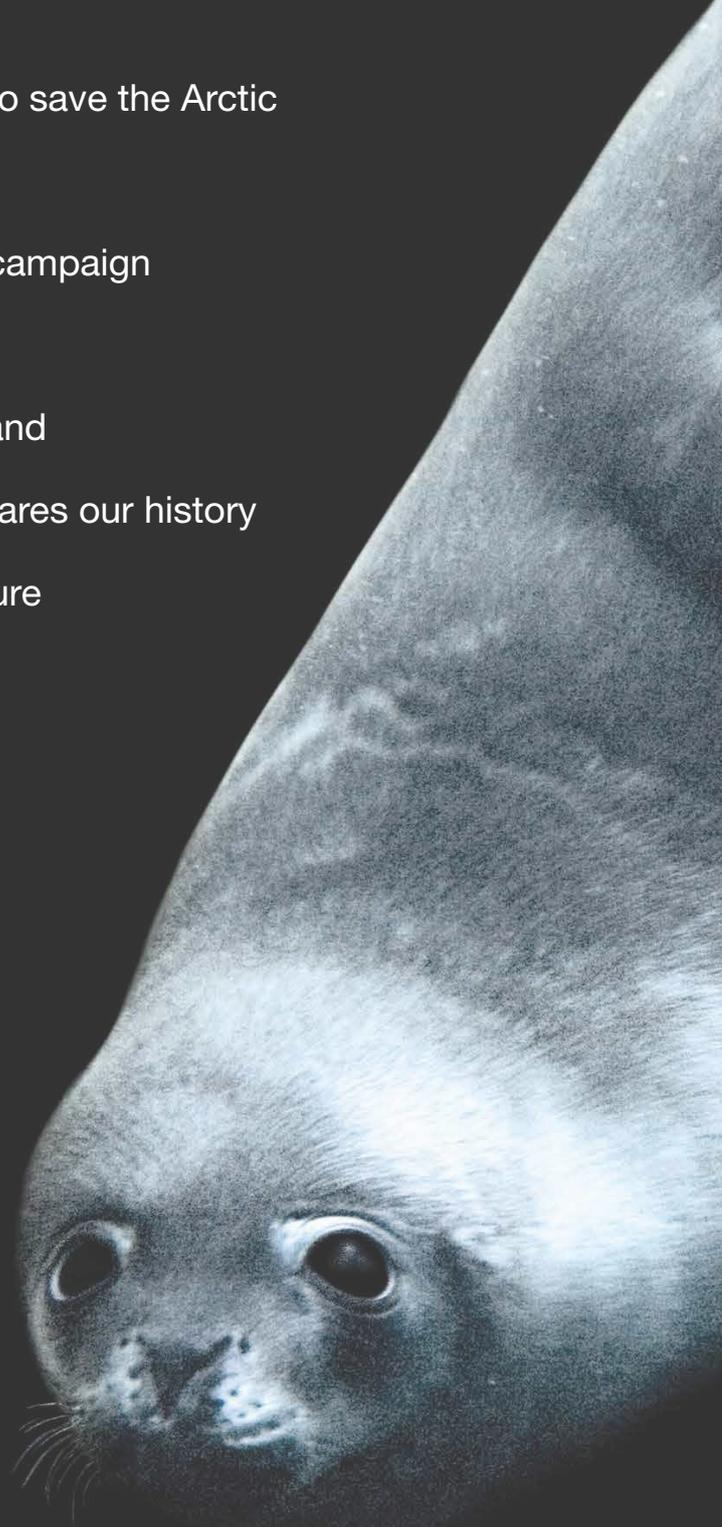
New Zealand

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This page © John Weller

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Our Vision

is for a green, ecologically healthy and peaceful planet.

Our Mission

Greenpeace stands for positive change through non-violent action.

We champion environmentally responsible and socially just solutions, including scientific and technological innovation, to protect the ability of the earth to nurture life in all its diversity.

We investigate and expose environmental abuse by governments and corporations.

Greenpeace works in several key areas to further our vision. Our campaign goals include protecting the climate, defending ocean life and ancient forests, and exposing nuclear, chemical and biological threats to the environment and human health.

Looking back over 2012



Greenpeace
New Zealand
Aotearoa
Executive Director
Bunny McDiarmid,
looks back
over 2012.

Welcome to our 2012 Impact Report. As the year ended the new *Rainbow Warrior* arrived in New Zealand, reminding us of our strong tradition of standing up in defence of the land and waters that we love. For what is right.

Across the world more than three million of us stood up to defend the Arctic from risky and dangerous oil drilling and tens of thousands of Kiwis stood up to tell our Government that we do not want deep sea drilling in our precious waters and that there is a much better, cleaner and smarter way for us to do business:

[Click here to see *The Future Is Here* report](#) 

The *Warrior* was also a reminder of one of the strong drivers for our success: the global reach of Greenpeace. Being able to connect places on the frontline of destruction with countries such as our own, whether it's China, India, the USA or Indonesia, is what enables us to campaign so effectively for change.

Early in 2013 one of the world's largest paper producers, Asia Pulp and Paper and owner of New Zealand-based company Cottonsoft, committed to ending the clearing of natural forest.

And that was thanks to people like you, all around the world.

Action does speak louder than words; it's at the heart of what Greenpeace does.

The right to peacefully protest or engage in advocacy is one of the measures of a healthy democracy. This has been one of the drivers behind our legal challenge of the narrow definition of what a charity can do. Just how far we have managed to expand that definition will be decided finally this year.

Over the last year our Government has been aggressively moving to strip away much of our environmental protections, advance the interests of deep sea oil companies, and to criminalise protests at sea for getting in the way of 'legitimate business'. At the same time more and more of us, from the board

room to the surf club, from the protest boat to the think tank, are working together to demand a more sustainable way of doing business - one that values and protects what we love and want to pass onto the next generation.

None of what we have done over the past year could have happened without our supporters, our cyber activists, our volunteers and our collaborators. It's the 'we' that is the magic ingredient. Your support is essential in maintaining our independence from government and companies, giving us the ability to take action and campaign in the unique way that we do. Thank you for giving us this strength and I know you will continue to stand with us.

A handwritten signature in black ink, reading "Bunny McDiarmid". The signature is written in a cursive, flowing style with a large loop at the end of the last name.

New Zealand kicks off global campaign to save the Arctic



The campaign to save the Arctic has spanned the globe, from the ‘Naki to the North Pole, and reached millions of people, explains Simon Boxer, the head of our energy team.

Shell’s sloppy stumblings in the Arctic in 2012 saw the oil giant slip from one safety blunder to another.

One of the Anglo-Dutch behemoth’s oil rigs ran aground. Another caught fire. Equipment designed to deal with an oil spill was “crushed like a beer can” during testing. The US Coast Guard found serious problems with safety management and pollution control systems. Criminal investigators were called in.

And then, at the start of 2013, Shell announced that they were ditching their Arctic drilling plans for the rest of the year.

Shell’s Arctic blunderings were seen across the world. A light was shone on their dark Arctic antics.

But they would never have faced such scrutiny if it wasn’t for us.

That doesn’t just include the teams of Greenpeace campaigners and investigators. It also includes, very importantly, the millions of people around the globe who joined the campaign to protect the Arctic.

There are now over three million Arctic Defenders.

By the end of the year, a team of young explorers was being gathered to take a flag to the furthest reaches of the Arctic in 2013.

The flag was attached to a custom-designed glass and titanium capsule and, on behalf of the millions of Arctic Defenders, was planted on the seabed beneath the North Pole with a call for this beautiful region to be declared a global sanctuary.

This global campaign started right here in New Zealand, when seven activists, including

actor Lucy Lawless, occupied the Shell-chartered Noble Discoverer in New Plymouth. They climbed the drilling tower and managed to stay on the ship for almost 80 hours.

And now the campaign to save the Arctic has reached across the world. What kicked off in Taranaki has stretched around the globe, and reached the wonderful icy top of the world.

The Arctic is not saved yet. Last summer saw sea ice levels plummet to the lowest ever level recorded. Shell and other oil giants will return. With your help, we'll be there to stop them.

© Greenpeace / Jiri Rezac



Shell's drill rig, the Kulluk, runs aground after being towed from the Arctic back to Dutch Harbour in Alaska.
© The United States Coast Guard



Kiwis want clean energy future



Steve Abel, our Energy Campaigner, tells us about jobs, prosperity and a clean economy boost for New Zealand.

We all want our children to have clean water to swim in. We want to go fishing in healthy seas. We want to breathe fresh air. And we want our country to have a prosperous future.

We can have all of the above.

That's what a comprehensive new piece of work we produced during the year showed. Bristling with facts, stats and real dollar values it reveals the stellar economic boost our home-grown clean energy industry can give to New Zealand.

The Future is Here report, based on scientific modelling carried out by experts in Europe, Australia and New Zealand, shows that our clean energy sector could give the economy a multi-billion dollar lift and create tens of thousands of new jobs.

Penguins saved from the Rena disaster.
© Greenpeace / Natalie Robertson



© mychillybin.co.nz / Meg Lipscombe

We don't need to risk the unspoiled oceans and coastlines that are integral to the Kiwi way of life by inviting foreign oil companies like Anadarko to drill the first ever extreme deep sea wells here in our waters.

In fact, as the report shows, our prospects for future prosperity are stronger by staying true to our clean green values.

When Petrobras, the Brazilian oil titan, abandoned its plans to drill in some of our deepest seas at the end of 2012, our coastline and our economy celebrated.

The campaign against Petrobras' plans involved working together with a host of others, especially local East Coast iwi Te Whānau-ā-Apanui.

A whole host of methods were used by scores of people who didn't want Petrobras drilling here. It included flotillas at sea for 43 days, legal challenges and a petition signed by over 100,000 New Zealanders.

New Zealand belongs at the forefront of providing the solutions our world is crying out for. We have the people, the skills and the industry to power our economy in a clean and clever way. Yet our Government is content to make us just another contributor to the pollution problem and, in the bargain, risk an unthinkable oil spill on our precious shores. With your help, we can stop that happening.

Regional approach gets results for tuna campaign



Working closely with Greenpeace Australia Pacific we made an impact on our domestic tuna campaign, says Oceans Campaigner Karli Thomas.

When we started our canned tuna campaign in 2011 there were no options for shoppers wanting more sustainably caught tuna. At that point, all five of New Zealand's big canned tuna brands were sourcing tuna caught using a fishing method that killed sharks, turtles and baby tuna.

By the end of 2012 supermarkets were stocking 'greener' alternatives with three of the big brands promising to phase out tuna caught using fish aggregating devices (FADs) and purse seine nets. As the year ended Countdown was preparing to do the same with its own brands in early 2013.

On World Oceans Day, June 8, we acknowledged Foodstuffs and Fish 4 Ever for being the first to bring FAD-free and more sustainable pole and line caught tuna to New Zealand.

Further changes in New Zealand during 2012 were a direct result of the success of our campaign in Australia. John West, one of Australia's largest tuna brands, responded within six weeks to our high profile campaign urging it to change its sourcing policy for all its canned tuna sold there and in New Zealand. Other Australian retailers and brands were quick to follow, which was also reflected on supermarket shelves here.



© Greenpeace / Nigel Marple

This meant that Sealord, New Zealand's largest canned tuna brand, was the lonely cheerleader for a fishing practice rejected by all its local competitors and by tuna brands around the world. However, with the mounting pressure of our campaign we were confident it would soon take that first vital step towards protecting the marine environment and halting the decline of Pacific tuna stocks.

Our campaign urging Sealord to change its tuna received mass media coverage when we released a spoof of its 'We live for the sea' television advert offering an alternative view to the company's hype. Our overall tuna campaign received a massive boost with 338,000 viewers tuning into a one-hour prime time television documentary looking at our work in the Pacific.

Stop Press: As this report was going into production Sealord announced it would be phasing FAD-caught tuna out of its supply chain by early 2014 making New Zealand the third country to reject this destructive fishing practice.

Diversity builds strong campaigns

Oceans Campaigner Karli Thomas says the diversity of people we worked with in 2012 was the key to building strong campaigns.

Two international victories in 2012 demonstrated the power of diverse collaboration and the importance of standing up for what's right.

West African fisheries are an issue Greenpeace has been working on for many years. After our relatively new Greenpeace office in Senegal worked to raise the fisheries issue during the election campaign, one of the first acts of the new President, Macky Sall, was to expel all large foreign fishing trawlers from Senegal's waters. This immediately improved the catch for local fishermen.

The second win was the result of working together with other environmentalists, communities and fishing groups to stop the super trawler Abel Tasman fishing in Australian waters. The Government responded to the campaign to protect Australia's fish stocks, marine wildlife and fishing communities, by banning monster ships for two years.

Here, in New Zealand, we worked closely with the Antarctic Ocean Alliance, and the director of The Last Ocean documentary Peter Young, to push for the Ross Sea - often described as the most pristine ocean left on the planet - to be protected as a marine reserve. While the multi-government group charged with the conservation of Antarctic waters deferred a decision to 2013, the New Zealand and USA Governments put forward a joint proposal (although far from the perfect solution) for the areas to be safeguarded.

With the help of artist Sheyne Tuffery we presented 55 original artworks, representing the estimated remaining number of adult Maui dolphins, to a select group of 55 Members of Parliament with a message that the future of this critically endangered dolphin is in their hands. The Government received more than 70,000 submissions on what measures it should take to protect the dolphins and is expected to announce any plans to do so in mid-2013.

We also helped establish the New Zealand Shark Alliance to campaign for a ban on shark finning in New Zealand waters. Finning is contributing to a severe decline in shark numbers globally. While 98 countries have already banned shark finning this wasteful practice is still legal in our waters. The Government plans to review the issue in 2013.

The New Zealand Shark Alliance launch. Kari Thomas (Greenpeace), left, Matt Watson (TV host) and Katrina Subedar (Forest and Bird). © Greenpeace / Phil Crawford

Senegalese fishermen are now catching more following the ban on large foreign trawlers. © Greenpeace / Clément Tardif



Environment and economy go hand in hand



Robust environmental laws will benefit New Zealand's economy, says our Chief Policy Advisor Nathan Argent.

Good, clean and smart economic policy must be based on good, sensible environmental safeguards. It's the only way we can look forward to a more prosperous future.

Yet the Government is risking our future prosperity by systematically dismantling the very laws that underpin our identity, our values and our clean nation.

In the last year the Government has abandoned New Zealand's commitment to do its bit to tackle climate change. It has gutted our laws designed to reduce pollution. It has introduced weak regulations to open up our coastlines to dangerous deep water drilling. It has cracked down on our proud tradition to protest at sea. It is negotiating to give foreign investors the right to sue New Zealanders for introducing new laws to stop pollution. And it's now riding rough-shod over the laws that helped define our global reputation for being good custodians of our land and rivers.

It seems that across the board, whether it's about pokie machines in Sky City or writing laws to suit overseas oil companies like Anadarko and Shell, the Government is putting the interests of big business ahead of ordinary New Zealanders.

The nation is falling victim to the failed policies and outdated mindset of yesterday which pits the economy against the environment. And we will be poorer for it.

But it doesn't need to be this way.

Our great little nation is uniquely placed to seize the opportunities that are arising from a global shift to a cleaner, smarter way of powering our businesses and homes. We have all the best cards in the pack. And that's because good environmental and democratic laws have shaped our identity and fine-tuned our know-how.

We are rich in the clean energy expertise that the world wants and we could play a leading role in delivering the solutions to our greatest challenge – climate change. And we could create many tens of thousands of jobs and build a more prosperous future by doing so.

This is our vision for New Zealand and we think you'll like it.

Here is one sure way to get there:

[Click here to see *The Future Is Here* report](#)





The art of survival. One of 55 original Sheyne Tuffery artworks given to Members of Parliament who hold the fate of Maui's dolphin in their hands as they consider laws to protect the species. © Greenpeace / Fraser Crichton

New Zealanders support the ship that shares our history



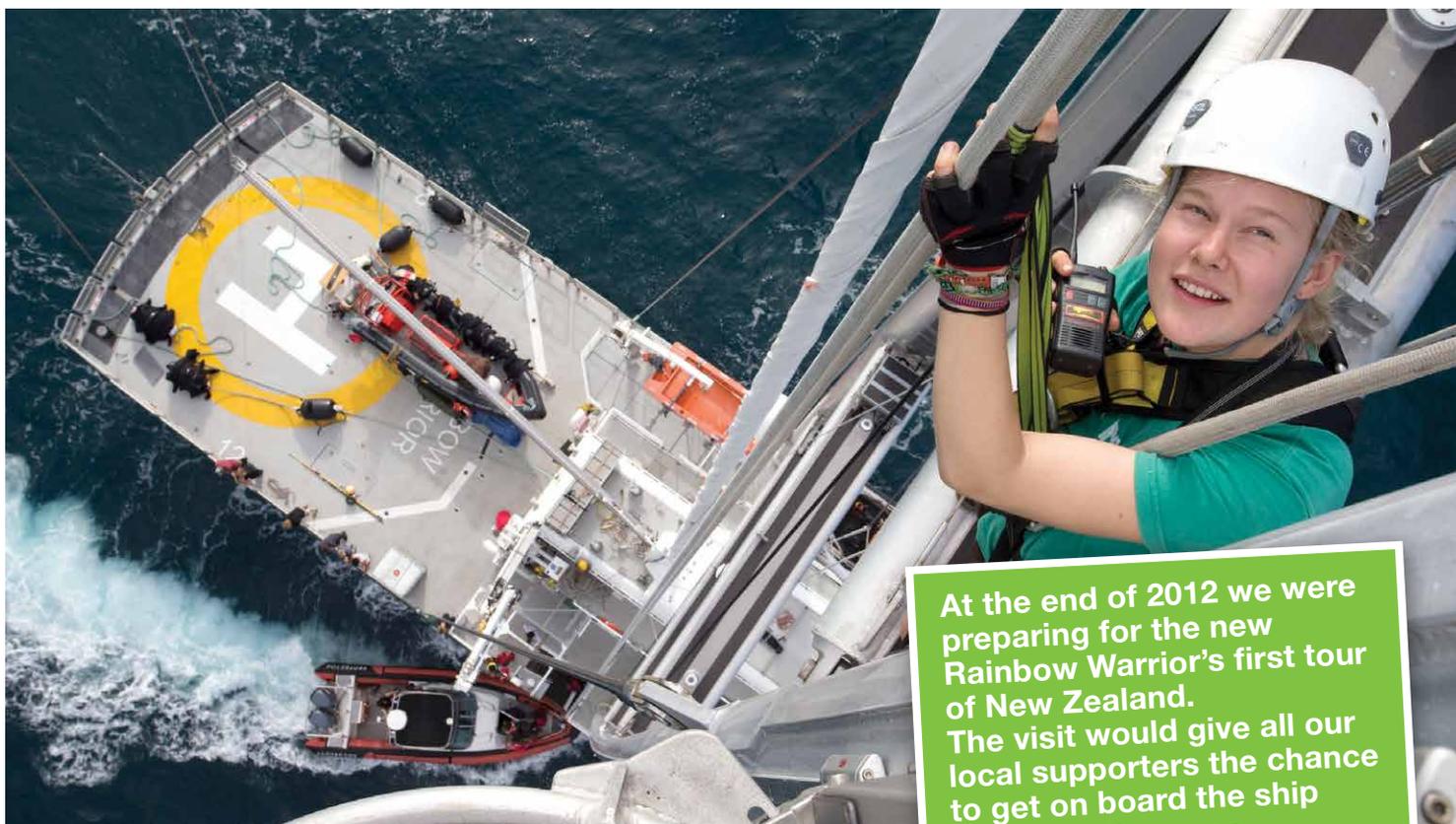
Our supporters help fund the new Rainbow Warrior's work around the globe, says our Relationship Marketing Manager Fenella Humphreys.

When the new *Rainbow Warrior* launched in October 2011, Greenpeace supporters around the world felt a sense of satisfaction at what we had created. Like her predecessor, she was built and funded through the vision of individuals – a larger group than the founding crew of the first *Rainbow Warrior* in 1978 – but she remains a people's ship.

In recognition of gifts made by ordinary Kiwis, a room in the new ship was dedicated to supporters of Greenpeace in New Zealand. The rapid response room stores safety equipment and life-jackets in readiness for crew, research teams and activists.

To continue the close link to the new ship we set up a new programme after her launch that offers supporters the chance to contribute to the campaigns and maintenance of the new *Rainbow Warrior*. In exchange for significant long-term gifts, we update the group on *Rainbow Warrior* activities and invite them onto Greenpeace ships when they are here. This special group of supporters has contributed more than \$85,000 towards the ship's campaigning power. Thanks to those generous and passionate individuals, the new *Rainbow Warrior* has enjoyed significant successes.

- 1 Quit Coal tour of US east coast communities** The *Rainbow Warrior* travelled down the east coast challenging the coal and chemical industries and their effect on the environment and public health. The Quit Coal campaign continues to motivate people across America to join in the fight against coal in their communities.
- 2 Protecting the Amazon rainforest** Brazil's pig iron industry agreed to strong measures to rid their supply chain of illegally logged old-growth rainforest after activists from the *Rainbow Warrior* occupied a pig iron shipment, and the *Rainbow Warrior* blocked a ship from loading pig iron.
- 3 In the Amazon and at the Rio Earth Summit** In preparation for the Rio Earth Summit, the *Rainbow Warrior* sailed from the Amazon rainforest down the Amazon River to Rio de Janeiro. The expedition was designed to highlight the importance of the rainforest, expose those responsible for its destruction and champion solutions to achieve zero deforestation.
- 4 Policing the Indian Ocean with local authorities** The *Rainbow Warrior* toured the Indian Ocean to expose overfishing, unsustainable and illegal fishing practices and to promote pole and line fishing methods over the use of destructive Fish Aggregating Devices (FADs). We found two illegal Sri Lankan fishing boats inside the Chagos marine reserve and worked closely with Mozambican fishing authorities to carry out inspections.



At the end of 2012 we were preparing for the new Rainbow Warrior's first tour of New Zealand. The visit would give all our local supporters the chance to get on board the ship and meet the crew.

Leaving behind a green and peaceful future

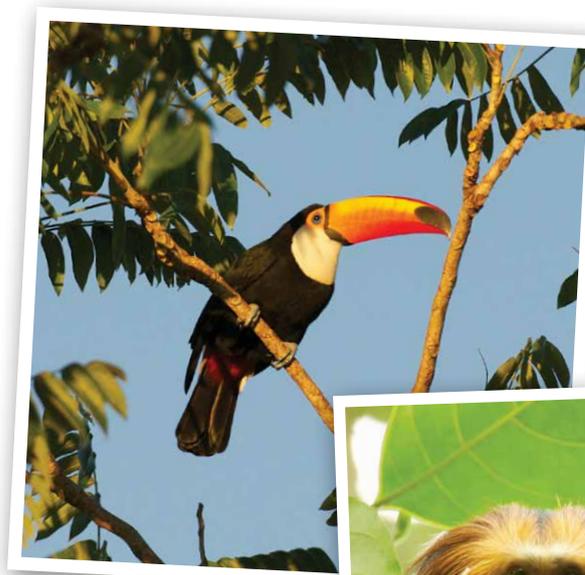
Gifts, left by generous and thoughtful supporters in their wills, helped us to protect the Amazon rainforest from the destructive Brazilian pig iron industry.

Millions of people from around the world and New Zealand have contributed financial resources to protecting the planet through Greenpeace's work.

A growing number of supporters are also deciding to leave a gift to Greenpeace in their will. This is a particularly special commitment towards a green and peaceful planet for future generations. Many find they are able to give gifts in their will that they would not be able to give during their lifetime. This commitment can allow some people to relax knowing they're still helping the cause when they're not able to make regular donations.

In 2012, seven supporters left us a gift in their will, 25 supporters pledged to leave a gift and 22 supporters told us they were considering leaving a gift to Greenpeace. We are very grateful to everyone who makes the decision to leave such a special and thoughtful gift to our children's and grandchildren's futures.

The gifts will go to the campaigns that need them most and through this, the voices of those who gave them will continue to be heard.



© Greenpeace / Markus Mauthe



© Greenpeace / Markus Mauthe



Together we're making the difference



Our volunteer networks are making a visible impact around New Zealand says Volunteer Co-ordinator Jo McVeagh.

In 2012 we had more than 2,500 registered volunteers. Some were frontline campaigners while others worked behind the scenes to help deliver our campaigns.

The year started with seven of our volunteer activists, including actor Lucy Lawless, stopping an oil exploration ship leaving New Plymouth. The action, lasting close to 80 hours, successfully launched our international campaign to stop Shell drilling in the Arctic.

Many of our volunteers belong to networks that have been established in centres around the country to bring people together and improve co-ordination of a wide range of campaign activities. Set up in 2010, these networks are extending their reach into local communities and raising awareness of environmental issues.

In 2012 the Government's plans to start drilling for deep sea oil was a key issue. Our volunteers helped gather more than 100,000 signatures for our 'No New Oil or Coal' petition and took part in events, including 'Hands Across the Sand' and 'Love your Beach' to raise awareness of the threats deep sea drilling poses for our precious coastlines.

Other campaigning activities included:

- Promoting and curating our Oil on Canvas exhibition highlighting the loss of birdlife caused by the Rena oil disaster in 2011;
- Encouraging thousands of Kiwis to see the documentary *The Last Ocean* and to call on our Government to take the lead in protecting the world's most pristine ocean, the Ross Sea in the Antarctic;
- In Nelson volunteers took action against a toothfish vessel that was heading for the Antarctic, swimming in front of the ship with a banner reading 'Save the Ross Sea';
- Educating shoppers about the unsustainability of some canned tuna products at tuna swap events outside supermarkets around the country;
- Co-ordinating and taking part in events around the 'Aotearoa is Not for Sale' hikoi, and the Trans-Pacific Partnership Agreement (TPPA) negotiations.

Our activist training programme also had a busy year. In May we hosted our sixth, three-day, Non-Violent Direct Action training for 25 new activists. Our specialist climb and boat teams continued to develop their skills, which included a first aid course for team leaders.

Working bees also featured in the 2012 calendar with our volunteers joining us to clean up the office at the start of the year and to prepare the track to the Matauri Bay memorial ahead of the *Rainbow Warrior's* visit in 2013.



Greenpeace and members of Te Whānau-ā-Apanui celebrate the withdrawal oil giant Petrobras which had planned to drill for deep sea oil off East Cape. © Greenpeace / Nigel Marple

Greening Greenpeace

Greenpeace New Zealand governance

One of Greenpeace's key strengths is the ability to work across borders whilst running its national offices and campaigns in a way that is relevant and appropriate to the local context. Our governance structure has been critical to Greenpeace's success as a global campaigning organisation and to Greenpeace's success in New Zealand. We sometimes get questions from supporters about how Greenpeace New Zealand is governed, so here is an explanation of how it works.

Greenpeace New Zealand Incorporated (GPNZ) is an independent, not for profit organisation which is affiliated with Greenpeace International (GPI, based in the Netherlands) and 28 other Greenpeace offices around the world.

The GPNZ Executive Director is responsible for overall management of the organisation. She reports to, and is hired by, the GPNZ Board.

The Board is comprised of six directors, who are elected at our Annual General Meeting held in June each year, each for a term of three years. They ensure that the organisation is being managed in an effective and ethical manner, in accordance with Greenpeace's objectives. The Board is elected by the Voting Assembly, a group of 35 GPNZ supporters or staff from other Greenpeace offices (or GPI) and 10 former Greenpeace NZ staff.

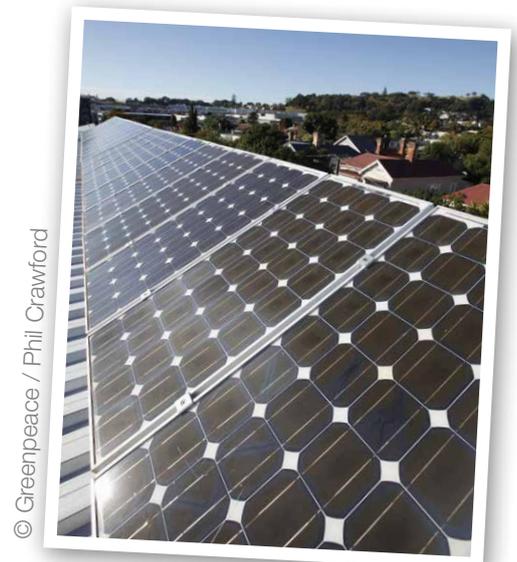
While GPNZ is an autonomous organisation, our campaigns, fundraising and administration aligns with the framework and policies agreed by the organisation globally. This is what makes us a strong international campaigning organisation.

The Executive Director and other senior managers at GPNZ work collaboratively with GPI, and with their counterparts in other Greenpeace offices, to develop and implement global strategies and plans.

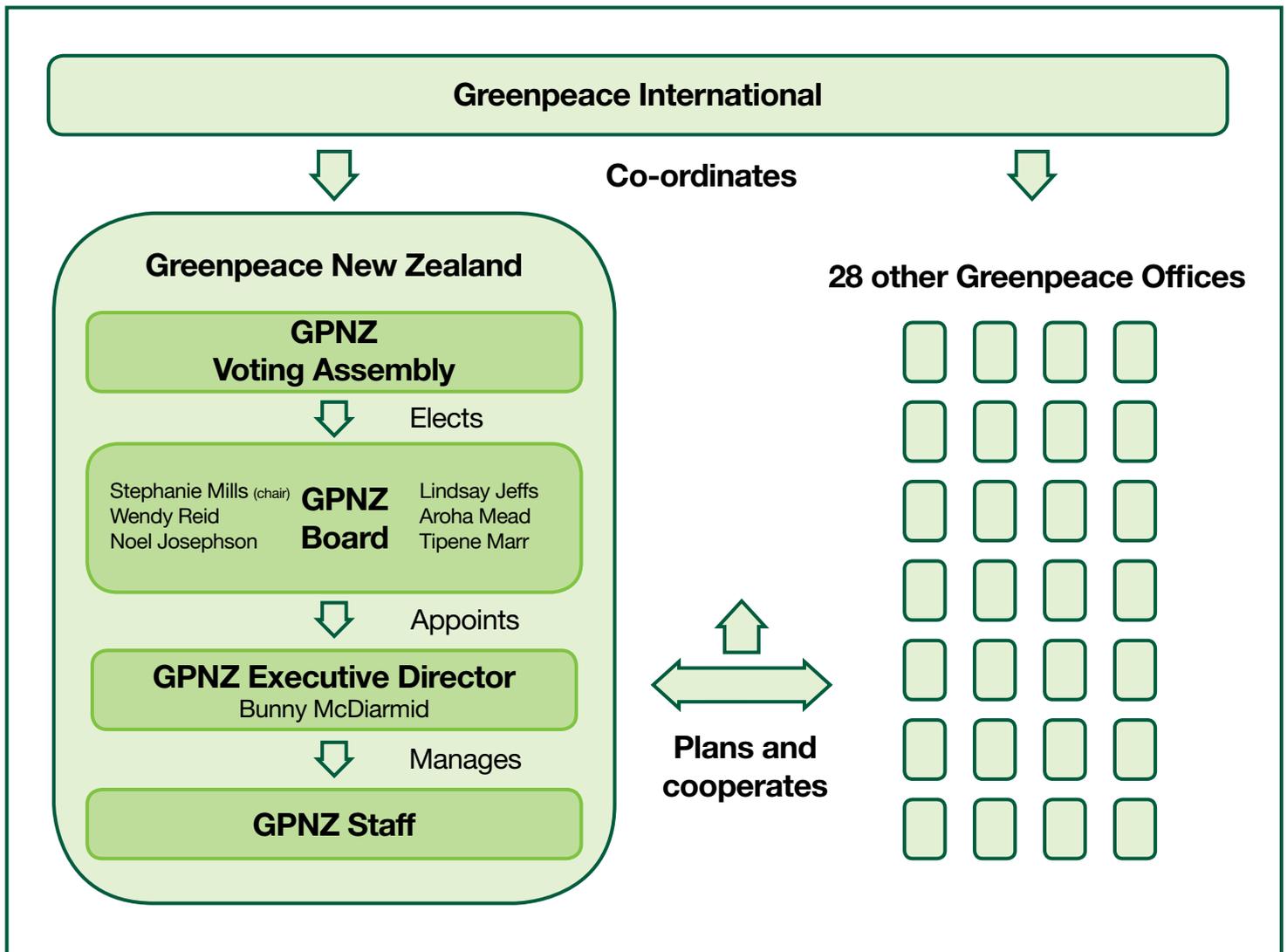
As a global organisation and as GPNZ we have signed up to the INGO Accountability Charter: a global cross not for profit sector accountability framework that aims at quality reporting in this sector to all stakeholders including donors, and we report each year on governance, our community and campaign impact and our carbon footprint.

Environmental statement

As an organisation that defends our global environment, it is important that we lead by example. Many of the day to day activities of Greenpeace do have an environmental impact. For instance, our commitment to effective direct action means we use ships, inflatable boats and road vehicles that run on fossil fuels. Our computers and office need electricity, and being a global organisation, meeting face to face is sometimes required, which (when you are in New Zealand) means flying.



© Greenpeace / Phil Crawford



We are committed to:

- Continuously reducing the use of fossil fuels and greenhouse gases in our operations;
- Minimising our use of energy;
- Altering our transport use to reduce our contribution to greenhouse gas emissions;
- Purchasing products and using suppliers that meet strict environmental criteria in line with our campaign objectives, including using 100 per cent post-consumer recycled paper;
- Separating our waste streams, re-using, recycling and composting materials wherever possible and working with suppliers to continuously move towards the goal of zero waste;
- Altering our work practices to reduce our greenhouse gas production.

These goals will be achieved without compromising our ability to campaign beyond national borders and continue our use of non-violent direct action. These changes will also be balanced against ensuring that we make the best use of our supporters' donations.

GPNZ financial report

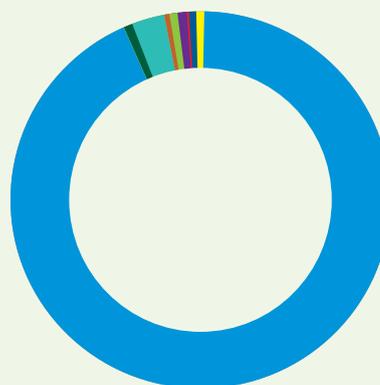
2012 Income & Expenditure NZD\$000

| Income | |
|--|----------------|
| Regular giving (direct debit) supporters | \$8,394 |
| Other supporter contributions | \$518 |
| Bequests | \$24 |
| Other income | \$127 |
| Total Income | \$9,063 |
| Expenditure | |
| Campaign activity | \$2,519 |
| International campaigns, co-ordination & ships | \$2,260 |
| Organisational support & governance | \$861 |
| Fundraising | \$2,698 |
| Depreciation | \$184 |
| Total Expenditure | \$8,522 |
| Surplus/(deficit) | \$541 |
| Net Fundraising Income | \$6,238 |

Statement of Financial Position as at 31st December 2012 NZD\$000

| | 2012 | 2011 |
|---|----------------|----------------|
| Current assets | \$3,808 | \$3,252 |
| Non-Current Assets | \$69 | \$130 |
| Fixed assets | \$813 | \$838 |
| Total Assets | \$4,690 | \$4,220 |
| Current liabilities | \$816 | \$826 |
| Non-Current Liabilities | \$69 | \$130 |
| Total Liabilities | \$885 | \$956 |
| Accumulated Funds Balance | \$3,805 | \$3,264 |
| Total Liabilities plus Accumulated Funds | \$4,690 | \$4,220 |

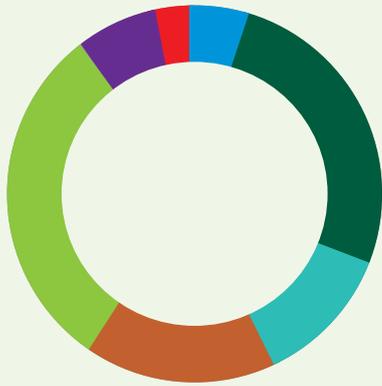
Where the money comes from



- 92.6% ■ Gifts from Regular (Direct Debit) Donors
- 0.3% ■ Membership renewals
- 3.1% ■ Campaign Appeals
- 0.3% ■ Bequests
- 0.7% ■ Merchandise sales (calendar and SO Shop)
- 1.0% ■ Unprompted one-off gifts
- 0.6% ■ Major gifts and gifts in kind
- 0.3% ■ Grants from Greenpeace International
- 1.0% ■ Interest income
- 0.1% ■ Fees for admin services to other NGO's

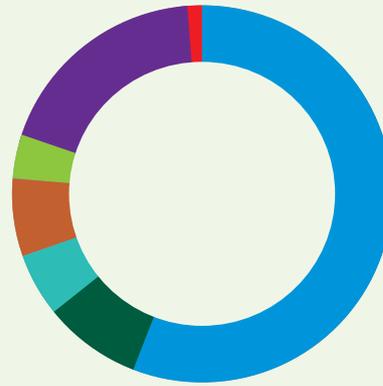
The information in this report has been summarised from the annual accounts of Greenpeace New Zealand for the year ending 31st December 2012. The full financial statements have been audited by Hayes Knight. Further information relating to the annual accounts including our auditors report, statement of financial position and performance, movement of equity, and our accounting policies can be found on the Societies website www.societies.govt.nz.

New Zealand campaigning costs breakdown



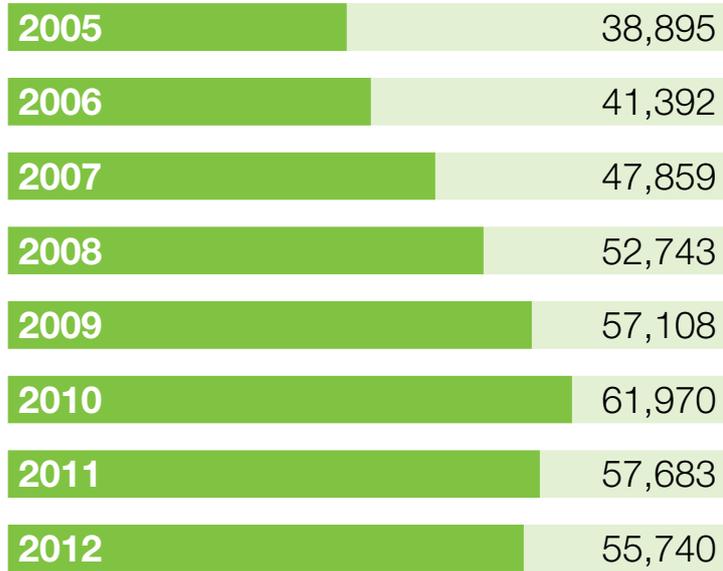
- 7% ■ Oceans Campaign
- 23% ■ Climate Campaign
- 9% ■ Campaign coordination
- 17% ■ Media and Campaign Communication
- 32% ■ Public information and outreach
- 9% ■ Actions support
- 3% ■ Political

Fundraising costs breakdown



- 53% ■ Recruiting new supporters
- 11% ■ Supporter Care
- 3% ■ Info to Supporters
- 7% ■ Database (licenses and management)
- 4% ■ Bank Fees
- 21% ■ Other Fundraising
- 1% ■ Merchandise costs

Supporter numbers reduce slightly



There was a slight decline in donor numbers in 2012, partly due to market factors which have made the face to face fundraising environment more challenging. Total donations, however, increased significantly due to the increasing generosity and loyalty of existing Greenpeace supporters. We have continued to successfully diversify the way we recruit new supporters to ensure we can grow donor numbers in the future.

Income is still growing - NZD\$000



Our income has increased since last year. This is thanks to Greenpeace supporters who continue to be dedicated and generous in their contributions to making our campaigns and achievements possible.

The numbers

338,000

Estimated viewers watched Karli Thomas and the *Raiders of the Last Tuna* on prime time television.

272,000

The approximate number of Kiwis our Face to Face and Phone Outreach teams talked to about our campaigns in 2012.

100,000+

People signed our 'No new coal or oil' petition which was presented to Parliament.

39,500

Views of New Zealand Story, making it our most popular web video of the year.

52,290

Supporters made regular (direct debt) donations in 2012.

13,386

New supporters joined Greenpeace New Zealand in 2012.

840

The sentence, in total hours, of community service that our activists received for scaling the Arctic-bound drill ship *Noble Discoverer*.

7

Wonderful supporters left a gift in their will to Greenpeace, in 2012.

\$3.30

The return for every \$1 spent on fundraising.

© Greenpeace / Roger Grace



Thank you

to everyone who gave us a gift in 2012

To all the generous supporters who make a regular donation, who sponsor the work of the *Rainbow Warrior* or a particular area of our work, those who respond to our urgent appeals and who send us a cheque every year, those who have fundraised for us through events or purchased a Greenpeace calendar and those amazing people who left us a gift in their will, thank you.

None of the positive changes documented in this report would be possible without you.

With your help we give this fragile planet a voice.

GREENPEACE

Greenpeace is an independent global campaigning organisation that acts to change attitudes and behaviour, to protect and conserve the environment and to promote peace.

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© Greenpeace / Karan Vaid



Greenpeace activists, dressed as polar bears, demand immediate global action to protect the Arctic.

© Greenpeace / Francesco Alesi



© Greenpeace / Elizabeth Dalziel



© Greenpeace / Igor Podgorny



© Greenpeace / Micha Patault



© Greenpeace / Wu Di

