



ADHD New Zealand

Impact Statement

June 2021

Meet the team

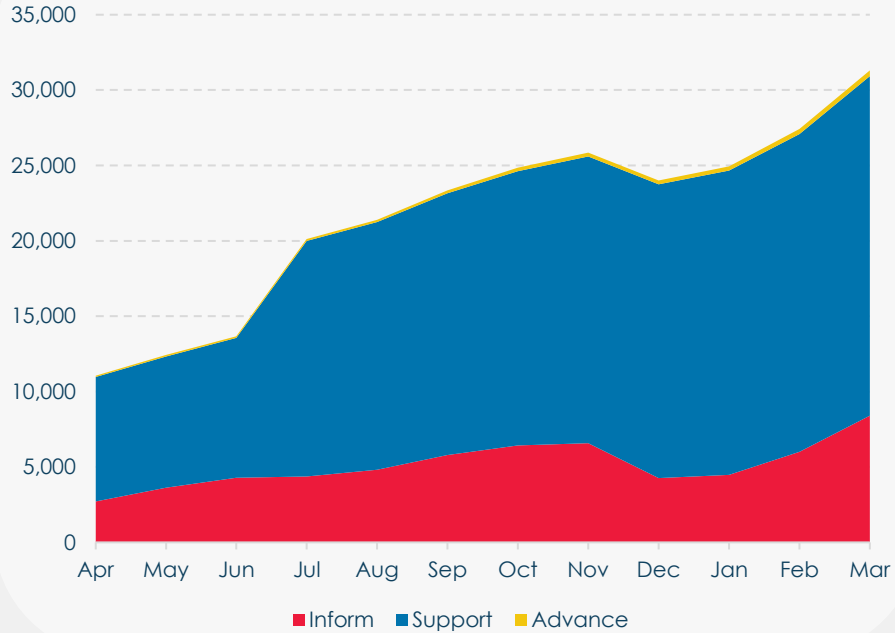


Impact statement



Our impact in the 12 months to 31 March 2021

Our community grew 283%



27

Participants in inaugural online "Everyday with ADHD" parenting course



33

Participants across 2 in-person "Everyday with ADHD" parenting courses



70

Participants in our 1st ever online-only annual conference



200

200 teachers have seen ADHD training module during teacher training course



KiwiSport

50

Average participants enrolled in weekly basketball programme



17,788

members on ADHD NZ Facebook groups



5,457

accessed adhd.org looking for healthcare professionals



+1,549

ADHD adult meetup members (support in Akld, Wgtn, Chch)



46

Wellington parent support attendees. Other support groups emerging elsewhere.



20

Junior participants in Wellington Lego club. Additional attendees on waitlist.

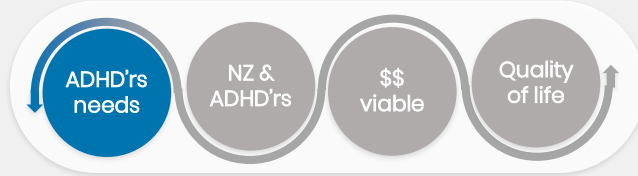


122

Junior participants in Wellington Minecraft club. Additional attendees on waitlist.

Delivering on our impact statement: our strategic pillars



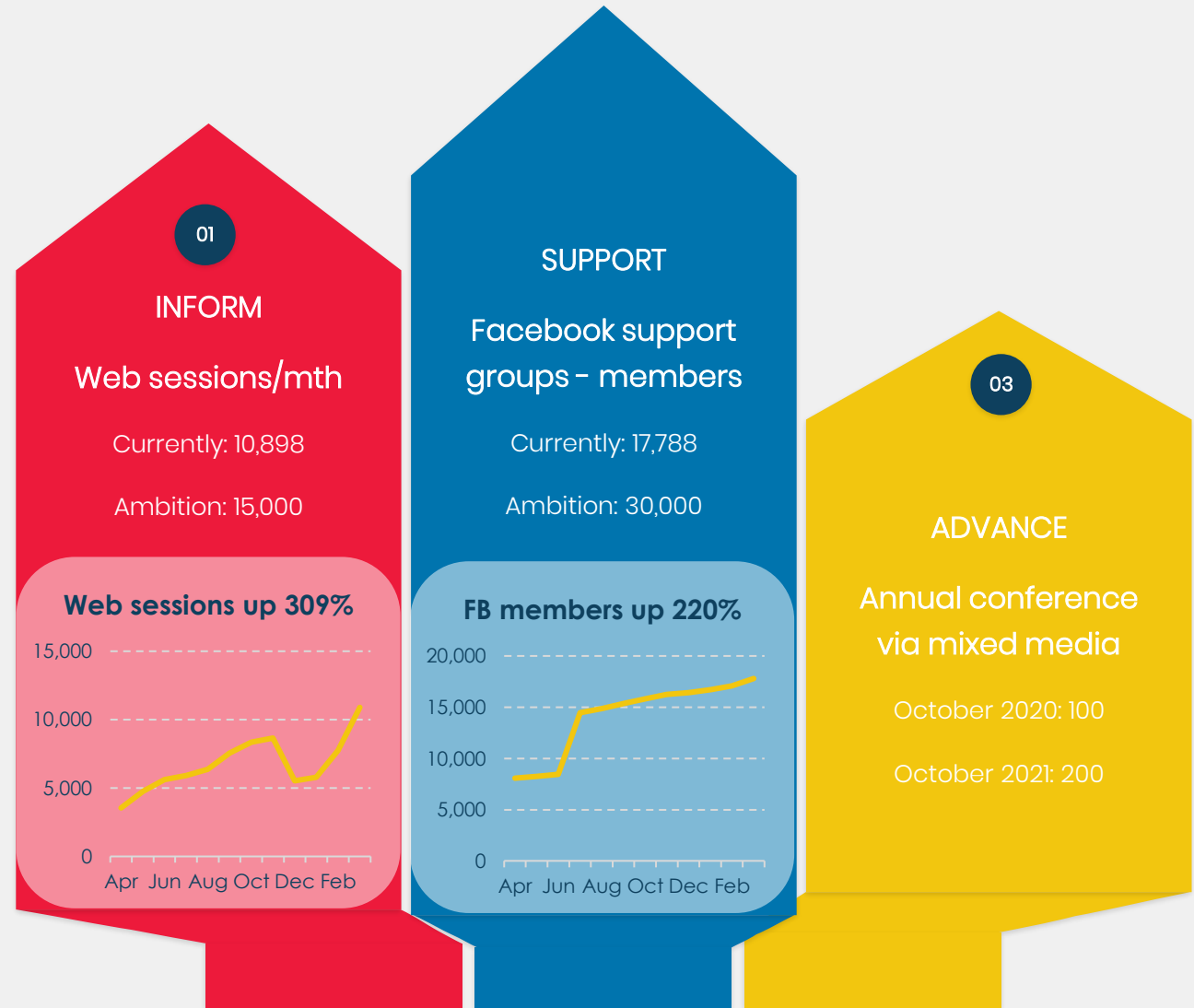


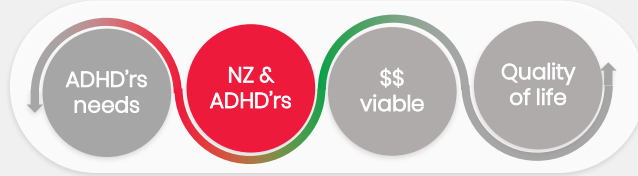
2020 achievements

- 1st digital-only conference with radio campaign, and
- 309% increase in website sessions.
- 220% growth of Facebook members
- education of Supreme Court members on how to manage people with ADHD in the justice system
- growth of impact in Wellington:
 - 31 new financial members
 - 14 new non-financial members, and
 - 50 attended ADHD NZ-hosted events.

2021 key deliverables:

- work with policy makers and agencies to facilitate greater ease of diagnosis and support.





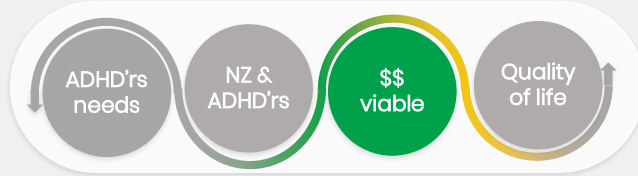
2020 achievements

- established 4 research partners (incl. MoH)
- 100% growth of strategic partnerships, and
- 367% growth in media presence.

2021 key deliverables:

- 20 articles (online, paper, radio), and
- 1 front page story.



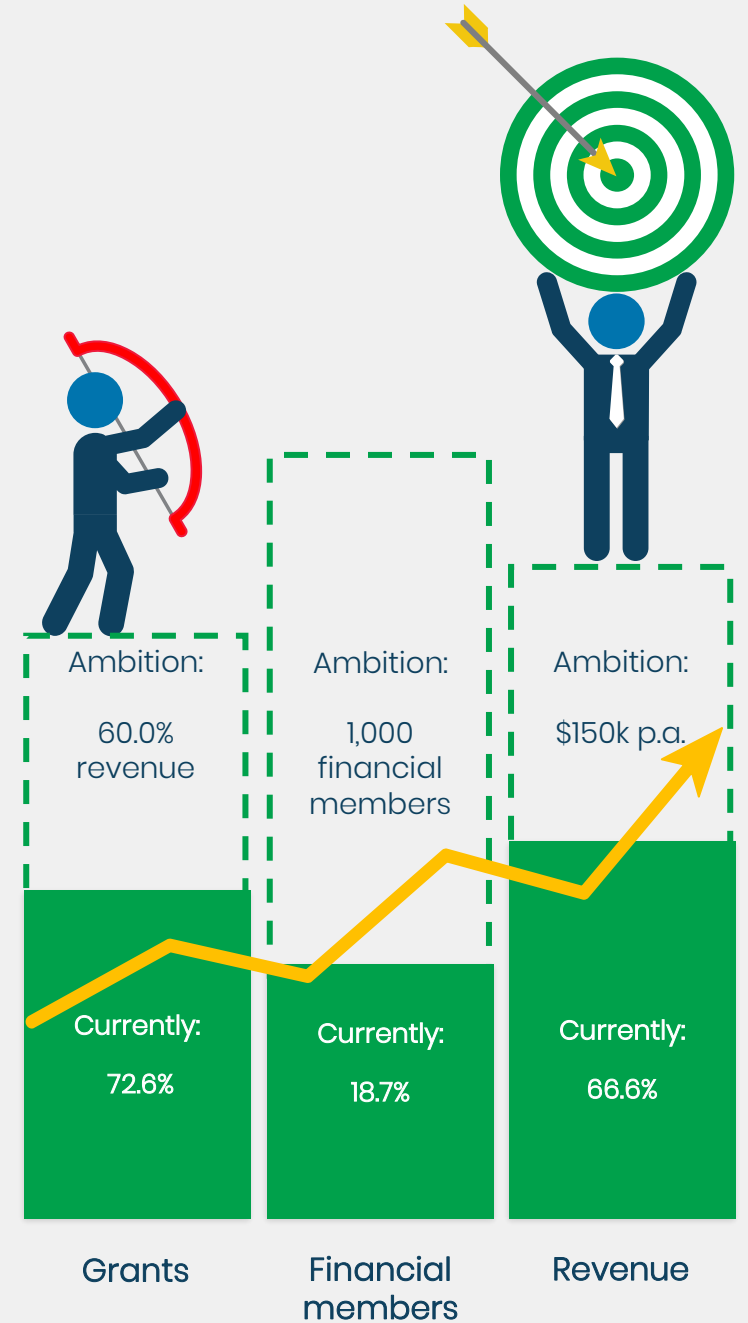


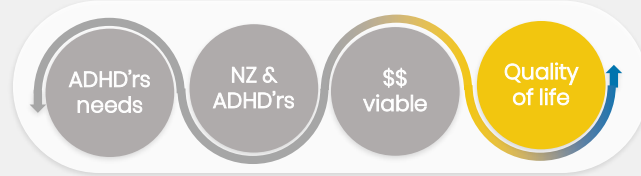
2020 achievements:

- 414% increase in online transactions
- 37% increase membership revenue
- 4% increase in grant revenue, and
- 11% total revenue increase YoY.

2021 key deliverables:

- membership lead generators in place
- use data to discover/promote value
- establish membership portal, and
- establish CRM system.



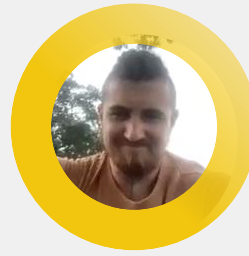


2020 achievements:

- ADHD segment for inclusion in teacher-ed papers
- 2 key surveys to understand ADHD community
- Auckland children's basketball programme
- Everyday with ADHD (online and in-person)
- inaugural online annual conference
- adult meetups (nationwide), and
- Minecraft programme.

2021 key deliverables:

- + education of managing ADHD in schools
- + Everyday with ADHD parenting courses
- + support of adult meetup groups, and
- Wellington basketball programme.



Thanks to our sponsors

