



# Tui Trust welcomes new members to help tackle poverty that affects education

October, 2021  
 Press Release: Tui Trust

Photo: The Tui Trust AGM 2021, from left Mandeep Sidhu, Piki Knap, Rerewha I. Te Rangi Pita, Tania Simpson and Raewyn Kirkman.

**T**ui Trust - the Child Well-being Charity, has recently appointed a new Board Member and an Associate Manager to its team to help shape the organisation's future direction towards supporting whānau to ensure all children have access to education. Both Fran and Elsa came to us through PwC On Board—a Board Placement Programme that supports the not-for-profit sector by placing PwC people in governance roles to help build capacity in the sector.

With more than 50% of children supported through their projects being from a Māori or Pacific Island background, Tui Trust recognised the need for the board to reflect the community it supports. Our new members were appointed due to their active leadership and extensive backgrounds and their desire to improve social outcomes for children and young people, and their commitment to improve educational, social, environmental and cultural development improving child wellbeing in New Zealand.

Known for her strong skills in analysing and reporting on data and strong strategic thinking we are honoured to welcome our new Board Member Fran Mitchell, Manager at PwC Waikato, Audit & Assurance. Whilst Fran's strength is financial management and analytical skills, we also welcome her experience with large not-for-profits and private equity companies, which offers commercial insight and demonstrates her financial capability. It also brings a network across the region. "I am a proven clear communicator and, as an auditor by profession, I am able to raise a challenge and have seen what best practice policies, controls and processes looks like," says Fran. Fran has a an amazing network of highly talented professions with a wide range of skill sets to leverage expertise from the PwC network. Combining this with her experience in finance accounting, business strategy and her passion and energy we are honoured to have Fran on our team and looking forward to working together to improve outcomes for low-income families.

Elsa Wrathall, Senior Manager at PwC has over 12 years of financial and management experience and we are delighted to welcome Elsa to our Associate Management team. Elsa has always admired the charities that support and encourage children of New Zealand to learn and grow and is currently a part of the Flying High Charitable Trust. "The opportunity to be able to utilise the skills I have for something purposeful and valuable alongside my empathy and desire to make a difference in children's lives really excites and drives me" says Elsa. From Te Ati Awa iwi in Taranaki she is a member of Manukura Māori Business team, "I am grateful to work in an organisation that actively supports our culture and allows me to work closely with Iwi across New Zealand to promote and improve the wellbeing of future generations through supporting the governance team," says Elsa. We are looking forward to working with Elsa.

Covid-19 means the financial struggle for low-income families has never been as tough as it is, so we are thrilled to have these incredible women join our team. Our aim is to continue to provide essentials for children and families who come to us for support particularly those needing help with the costs associated when children turn five and start school. With Christmas only weeks away this means making sure that we ensure all children in our scope are celebrated at this time. We are inviting all New Zealanders' interested in supporting our work to contact us [www.tuitrust.com](http://www.tuitrust.com)

