



# FRANK.

BRAND INFORMATION



**WE BELIEVE EVERYBODY  
DESERVES TO GAIN AN  
EDUCATION.**





FRANK.

# OUR STORY

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After seeing poverty at its most intense during their overseas travelling, married couple Jason And Jess both knew that they wanted to be involved with something in their life that helped others who were “doing it tough”.

After discovering the Buy-One-Give-One model, where for-profit companies gave away the same item every one sold, Jason and Jess were sold on the idea that businesses can make a lasting and consistent impact by providing for people in need.

When they viewed a documentary on child poverty in NZ, Jason and Jess went to visit some low decile schools to see if the documentary’s claims of children going without was true. Never believing that children in NZ would go without the basic school resources’ like a school backpack and exercise books, they met the principle of a primary school in Auckland where approximately half of the 400 juniors would show up to school every day with no bag on their back and no school book to write in.

They found that when children showed up with no books, they were instead given a piece of paper to work on. These bits of paper would often get lost or thrown away, making it difficult for teachers to track student work and for students to retain information and be invested in their education. A lack of stationery means they cannot record and revise information, resulting in that child falling behind the other children in their class. Jason and Jess found that a lack of school resources was just one of the trials that many children were experiencing. Those living in extreme poverty come to school with no or little food, live in damp and crowded homes and often miss out on extra-curricular activities like school trips as they could not afford the extra costs.

They focus on stationery because they see education as the pathway for disrupting the poverty of cycle within communities. Syncing Jason’s passion for business and Jess’s love for all things creative, they knew that they could combine their skills to make a difference. They both believe in the power of education and how it can change a childs future. FRANK. is a solution to a small part of a multi-faceted issue that is poverty. Jason and Jess hope to not only provide stationery to children in need, but to encourage other businesses in a range of fields to adopt a similar model, whereby collectively the business community can make a sustainable flow of resources to the people who need it most.



“We hope you feel inspired to bring change through being more creative and realising that you, as one person can make a difference that matters.”

**Jason & Jess**

# FAQ's

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## **Why Stationery?**

Currently there are approx 270,000 children living in poverty in New Zealand. 10% of these children live in serve poverty. Many of these children and families experience material hardship including lack of basic school resources.

Without access to basic educational resources, its becomes extremely difficult for children to learn and complete their education. Without stationery it is difficult for teachers to track progress and for students to retain information. Providing students in need with stationery provides them with the means to learn, create and develop critical skills that will set them up for a good future. The simple act of providing a child with stationery can change their future.

## **Where did the name FRANK coming from?**

FRANK Stationery was named after Jason's grandfather, Francis John Plume. Francis was an architect but made art his hobby. Jason would often sneak into his work room, play with his paint brushes and stare at his wonderful illustrations. Francis could draw a perfect circle free hand.

In honour of his love for creativity, our business was named.

## **Defintion: frank**

adjective;

1. Open, honest, and direct in speech or writing, especially when dealing with unpalatable matters.

“a long and frank discussion”

## **synonyms;**

candid, direct, forthright, plain, straight, straightforward, straight from the shoulder, explicit, unequivocal, unambiguous, unvarnished, bald, to the point, no-nonsense, matter-of-fact;

### **Who do you give to?**

We give to children living in poverty in New Zealand. Our goal is to see all kiwi kids get the best chance at an education. We believe in looking after our own backyard before tendings to others, and we have a great passion for New Zealand.

### **How do you find the children who need stationery?**

We have partnered with a school in Auckland where a large portion of students lack basic needs such as, notebooks and backpacks. Our passion is to see this school equipped with all the stationery they need on an ongoing basis. We aim to give sustainably to them through community leaders who know them best.

### **Where are your products made?**

All of our products are New Zealand designed. Our notebooks are illustrated and designed by talented artist throughout New Zealand. The rest of our stationery is designed by us, and manufactured overseas in ethically certified factories. We also support an organisation that works to eliminate unethical practices in factories.

### **Do you give the exact same product away to the children in need?**

We are passionate about inspiring both users of our stationery to be invested and excited about their education. Therefore we give the same designs/colours/product etc away to children in need. Sizes will vary, as many schools don't require laptop cases or A6 notebooks. This will be stated on the product. eg: For every laptop case you buy, we give a notebook set to a child in need. Rest assured knowing that we work with schools and their needs to ensure they are receiving exactly what they need.



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