



★The PJ project★ 2025 IMPACT

OUR WHY

Why Pyjamas?

It may seem like a small thing, a brand-new pair of winter pyjamas – but for many children receiving a pair means so much more than just staying warm.

For some, it's the first brand new item of clothing they've ever owned. It can mean a better sleep, fewer winter illnesses, and a sense of comfort during the coldest months.

For parents and caregivers, it's one less thing to worry about especially when finances are stretched and the cost of living keeps climbing, knowing their child will be warm at night can bring real relief.

With one in three children living in hardship in New Zealand, this simple gift makes a real difference!

“The PJs received have made a truly positive impact on children with health needs whose families are facing financial hardship. For many, these were something they simply could not have afforded otherwise.”

One parent recently shared: “we were going through a really tough time, and when we received pyjamas for the whole family, I honestly cried. It wasn't just the warmth of the clothes - it was the kindness behind them. It meant more than we can say”.

Gabby's Starlit Hope, Taranaki

Source: Child Poverty Action Group, cpag.org.nz (Latest official child poverty measures: 2023/24, February 2025)



OUR IMPACT



28,173

pairs of pyjamas delivered



217

Community Partners supported



81

regions, cities and towns reached across Aotearoa

Once again, our community rallied together to make a real difference in The PJ Project's fifth year. From donating and collecting, to packing and delivering, thousands of people supported in countless ways.

This year was our biggest year yet! Thanks to our partnership with The Warehouse Group, PJ collection bins were placed in stores across the country, donations could be made at checkout and online, giving customers the opportunity to be part of the campaign, working together to keep kids in need warm over winter.

Schools, businesses, volunteers, community partners and donors all played a vital role in delivering the magic. We are incredibly grateful to everyone who helped make it happen.

Together, we delivered 28,173 pairs of warm, winter pyjamas to children across 81 towns and cities, wrapping children in warmth, care and kindness.

Ngā mihi nui ki a koutou, it takes all of us.

"This morning our tamariki walked in to find these snuggly surprises awaiting them. They were excited to find their name on a pair and many hugged them close! One child immediately changed into his PJs".

ECE Teacher



WARM FUZZIES



The Warehouse Group continues to play a huge part of the PJ Project.

In 2025, customers and staff from The Warehouse, Noel Leeming, and Warehouse Stationery once again wrapped their arms around the campaign, helping us deliver warm fuzzies across Aotearoa.

From PJ donation bins in every Warehouse store to in-store fundraising across all three brands, the support was incredible.

Customers gave generously at the till, raising \$227,576.54, while store teams decorated collection bins with creativity and brought real heart to the campaign.

This partnership is about more than fundraising, t's the genuine care shown by The Warehouse Group teams nationwide.

They bring energy, aroha, and fun to the campaign, knowing the difference a simple pair of warm pyjamas can make for a child.

We're grateful to The Warehouse Group's teams, leadership, and customers for once again standing with us to give children in poverty relief from the cold.



\$227,576

raised by customers for the PJ Project



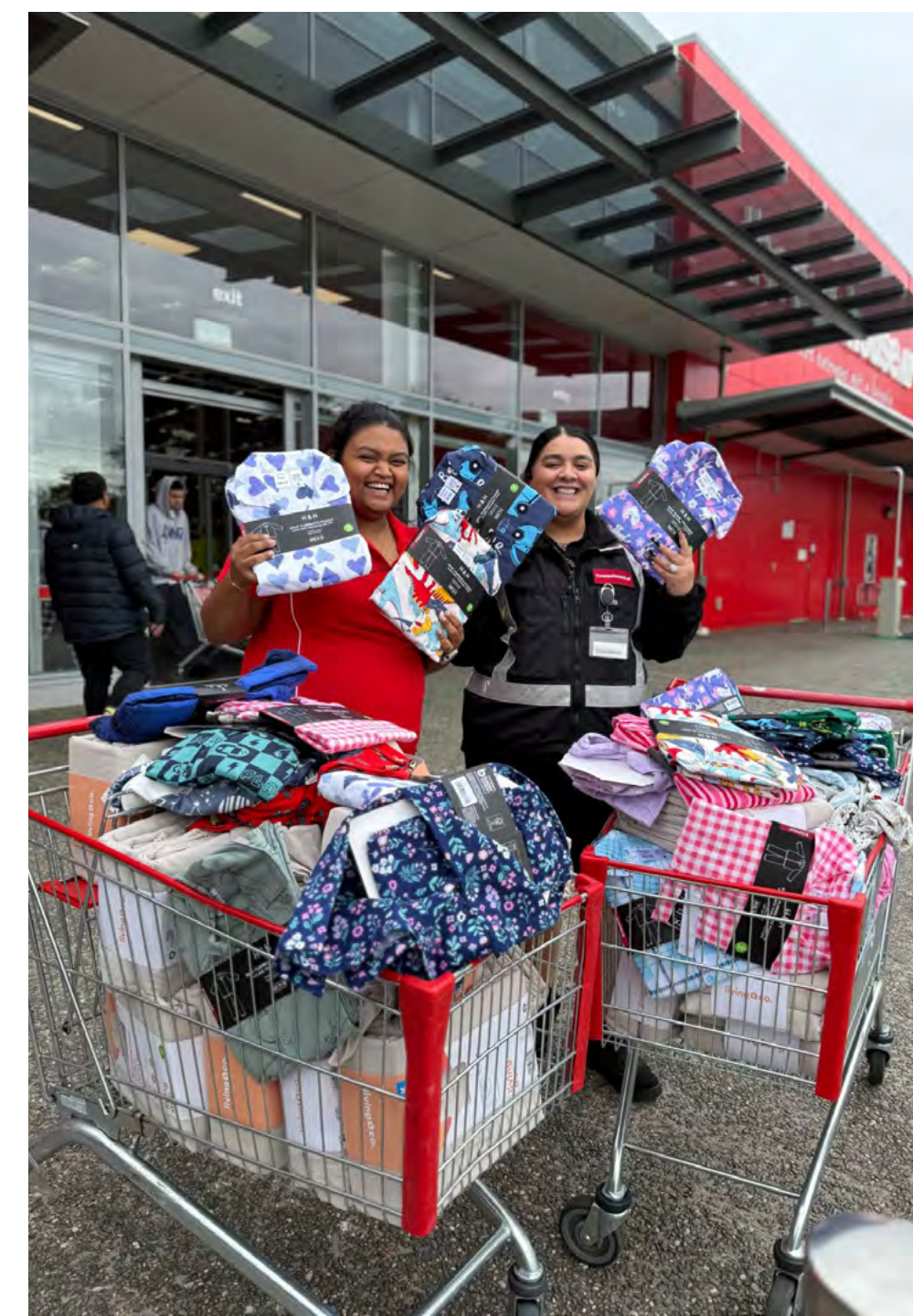
10,063

pairs of pyjamas donated at The Warehouse stores



217

community partners supported across 81 regions, cities and towns across Aotearoa



COMMUNITY FEEDBACK

“We would like to thank you for these generous gifts for our tamariki. The Warehouse staff were amazing assisting me with our purchase. This year we are celebrating Matariki with a sleep over. These items will be perfect for our event. We plan to have a PJ fashion parade at our sleep over. Ngā mihi mō tō manaaki me tō tiaki ki Ngā tamariki o Te Kōhanga Reo o Ngāti Ruanui. Mauri ora.”

Tara Bachop, Te Kōhanga Reo o Ngāti Ruanui

“Our whānau were so appreciative of these taonga. They express how thankful they were, as some are one of multiple tamariki within their whānau and that they very rarely received newly brought clothing. Again our most sincere thanks from all of our whānau from Mātai Whetū Te Kōhanga Reo.”

Delain Wright, Matai Whetu Te Kōhanga Reo

“The nurses were so excited to receive the PJs. They said they are seeing so many kids that don’t have the basics and as we left we could hear them excitedly talking about what child would get each pair of PJs. Thanks so much.”

Sarah Devine, Gabby’s Starlit Hope

“We have loved seeing the kids’ smiling faces and mums, nanas and dads feeling the relief of knowing their kids will be warm tonight. It is such a great project.

Our town is small but our rural community has been blessed by your PJ’s, and we are so happy to have been able to be a part of it.”

Bronwyn O’Sullivan, Ezekiel Trust

“A lot of students expressed their thanks, and we had a few tamariki who said this is the first PJ’s they’ve ever owned. So your mahi to provide such essentials for struggling families and communities is much appreciated by our tamariki and their whānau, especially as we head into cold winter months.”

Social Worker, Glendene Primary School

“Some of the smiles were priceless. The tamariki were so grateful and the staff and whānau appreciated the koha of warm pyjamas for our kids.”

Shelley Couper, Ranui School



HIGHLIGHTS OF 2025



Diocesan School for Girls

Dio continues to hold the largest donation, topping their record from last year with a massive 1,067 pairs of pyjamas donated! Thank you so much to Lucette, the students, and their families for organising such an impactful fundraiser.



PJ Delivery with Flava Breakfast

Dance battles, sing-alongs and PJs! The Flava crew put on a surprise visit and joined us for a PJ drop-off. Not only delivering the PJs but also the hype and fun! Thank you for making it such a special day for all.



On Air with Breakfast

Tuning in live, Breakfast on TVNZ One captured the first day of the PJ Project as Lucy Bendell visited our community hub to share the message and help gather support as we kicked off the campaign.

BID FOR GOOD

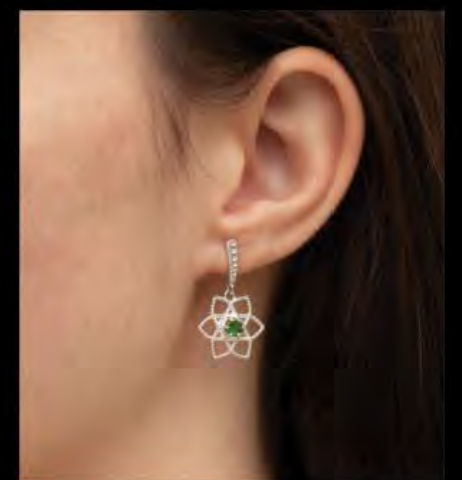
To help launch the PJ Project, we brought back our 'Bid for Good' campaign for its second year, raising an incredible \$30,108, kicking things off strong!

Huge thanks to our generous business community for donating over 100 epic prizes, including luxury getaways, a Weber barbecue, Synthony tickets, signed books from Dame Jacinda Ardern, rare LEGO, and more.

With this year's success, we're already eyeing 2026 – stay tuned!



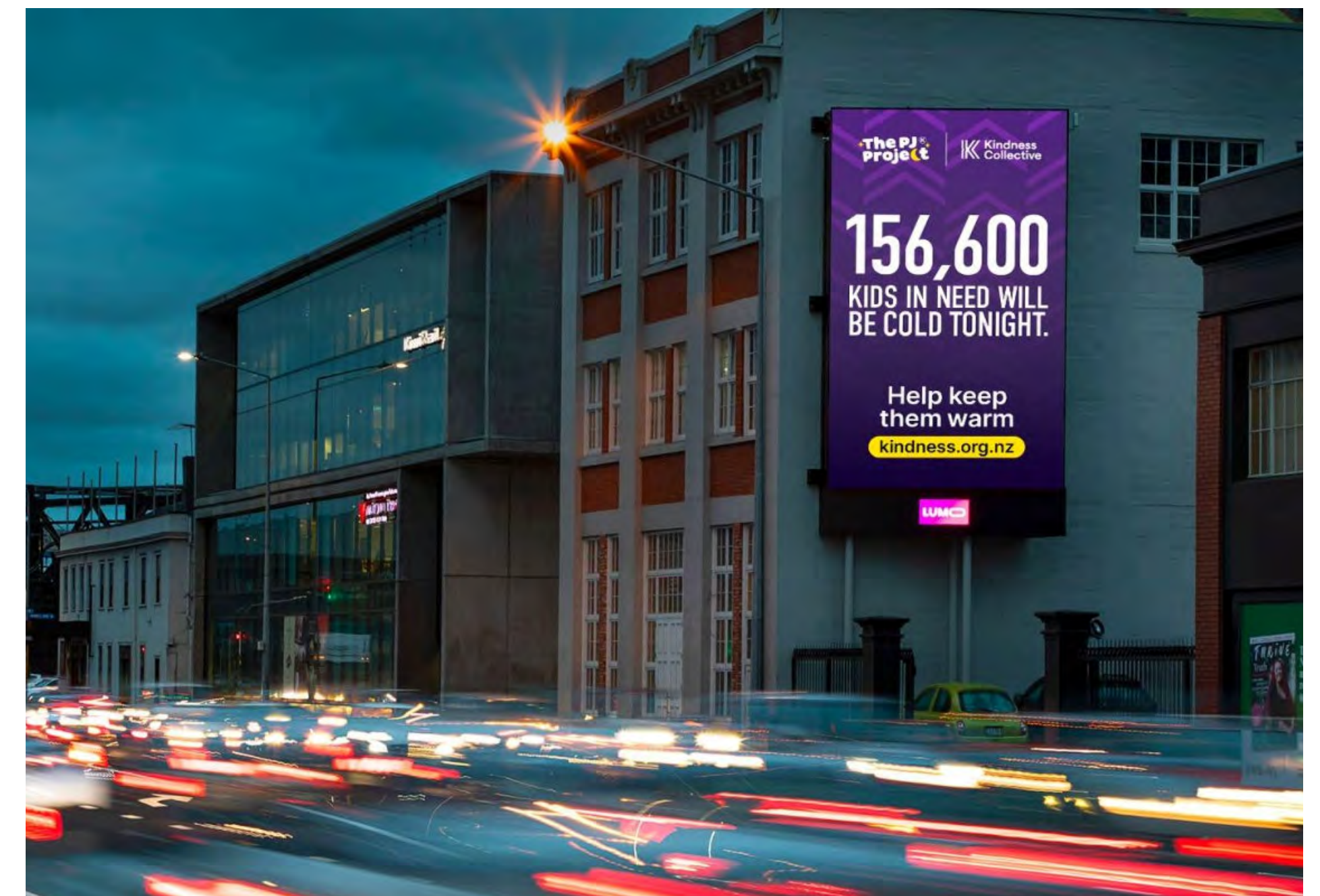
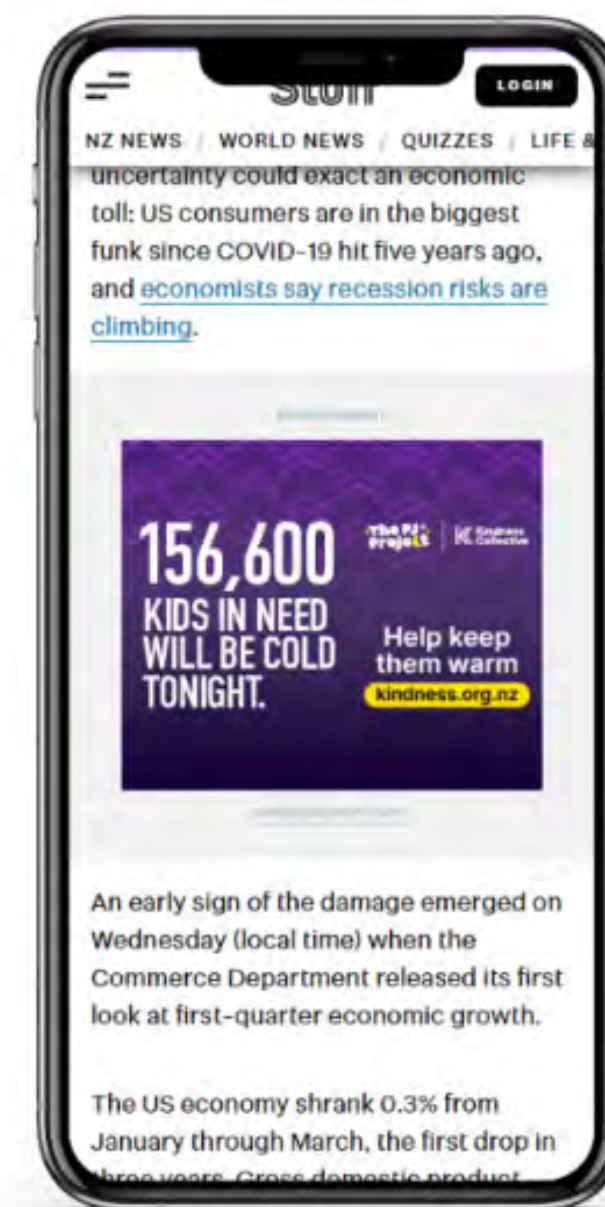
BID FOR GOOD



IN THE MEDIA

The PJ Project was seen all over New Zealand, thanks to our generous media and agency partners! Through their support, we reached over 2.5 million New Zealanders, helping share our community's message of keeping kids in need warm in winter.

Ngā mihi nui to Pead and PHD for their hard mahi behind the scenes, working alongside an incredible community of people and media partners to share the PJ Project with Aotearoa.



phd pead.

LUMO GO Media mediaworks. JCDecaux ooh!

sky THE ATTENTION AGENCY NZME. UnLtd: Discovery NEW ZEALAND

SHOUT? Stuff VMO VAST Billboards tvnz



National charity 'genuinely concerned about the amount of need'



THANKS TO OUR COMMUNITY

Businesses and organisations across the motu came together to support the project, collecting PJ donations and hosting PJ Days!

Over 6,829 pairs of PJs were donated by 181 businesses, schools, ECE's and community groups showing incredible generosity across many sectors – a few of the many supporters are listed below:

AB Equipment Ltd, Albert's Post Bar & Eatery, All Souls Anglican Church Merivale, Amma's Kitty, AMP, Anderson Lloyd, Anytime Fitness Cashmere, Anytime Fitness Golden Sands, Anytime Fitness Rotorua, Anytime Fitness Shirley, Anytime Fitness St Johns, Anytime Fitness The Sands, Aorere College, Are Media, Auckland Radiology Group, Baycorp NZ / Collection House NZ, Bear Park Mt Eden, Belmont Intermediate, Belron NZ, Best Start Ponsonby, Bluecurrent, BNZ Auckland Corporate, Botany Rotary, Bunnings Support Centre, Capsule NZ, CBRE, Cheal Consultants Limited - Taupo, Cherrys Early Learning Centre, Cherrys Preschool (Maryhill), Christ Church Anglican, Coatesville School Friends of the School, Columbus Coffee Glen Eden, Columbus Coffee Levin, Columbus Coffee M10 MEGA Invercargill, Columbus Coffee Mega Oamaru, Columbus Coffee Timaru, Columbus Coffee Wānaka, Compass Plumbing, Contact Energy - Hydro, CS & Co, Department of Corrections, Devonport Library, Diocesan School for Girls, Direct Couriers (Auckland) Limited, Discovery Junction Early Learning Centre, DUAL New Zealand, Dynamix Recruitment, DKSH New Zealand Limited, ecoPortal, Endeavour Consumer Health, Every Nation Auckland City, Exceed, F45 Howick, Farm Cove Intermediate, Flava/NZME, Forsyth Barr, Forsyth Barr Custodians Limited - Dunedin branch, Forsyth Barr Hamilton, Forté Health, Franklin Hospital, Future Focus Early Learning, Gracelands Retirement Village, Green Bay Community House, Harcourts Group Ltd, Hato Hone St John Aoraki District, Health Equity Team - Te Whatu Ora, Hello Darling, Hesketh Henry, Humm Group, Humphries Landscaping, ICU/CCU Health NZ, ICT, Inspire Real Estate, Jani King East Tamaki, Jani-King Hamilton, Jani-King New Zealand, Jean Tomkins, John Franich Jewellers, Just Kidz Flatbush, Kāinga Ora - Porirua Office, Kapiti Hot Yoga, Kids Reserve, Kindercare Silverdale, KPMG, Laura Fergusson Brain Injury Trust, LEGO, Little Treehouse Kindergarten, Lotto NZ, Lower Hutt SDA Church Adventurer Club, Lynette Toma, Mad Butcher Fenton Street (Rotorua), Mad Butcher Upper Hutt, Marlborough Kindergarten, Mastercard, MEDTECH LTD, Met Life Care Takapuna, Minh Nguyen, Mitre 10 MEGA Ferrymead, Mitre10 Head Office, MMC Law Limited, Mondelez International, Mt Pleasant School, Murray's Bay Primary School, Naylor Love Canterbury, Newbies Early Learning Centre, Nokia NZ Ltd, Northern Distribution a division of NZI, Nukumea School, NZ College of Chiropractic, One NZ, Orbit Travel Auckland City, ORIX NZ, Pam Rogers, Papamoa Sunshine Probus, Pinehurst School, Pie Funds, PKF Kendons, Premier Heating, Property Brokers Timaru, RCP, Refugee Status Unit, RSM Albany, RSM New Zealand, Sanford Bluff, Sealord Auckland, Secret Garden ECE - Huapai, Sharp Tudhope Lawyers, Smith and Smith Head Office, Smith and Smith Napier, Southwell School, St Bernard's College, St Bernard's College (second Collection), St Lukes Church Tauranga, St Michael's Church School, Stacey Croucher, Stats NZ, Stem Montessori, Tax Management NZ, Taupo Budget House, Te Awakairangi Health Network, Te Puna Wai o Waipapa Hagley College, Te Whatu Ora Waitemata, Team Pashby - Ray White Paraparaumu, Tend - Tauranga clinic, Tend Christchurch Clinic, The Beauty Lab Collective, The Conference Company, The Fire Station Early Learning Centre, The Number One Kindy, The Warehouse Group - Head Office, TMNZ, Toi Ohomai, Totara Park Playcentre, Trident Highschool, TSB Bank, University Kids - Victoria University, Vincent Street Auto Centre, Waikato hospital ward M7, Watercare Services, WBOP Methodist Church, Westfield Newmarket, Westfield St Lukes, Westpac Hastings Branch, Whakatane Kahui Ako, Whanganui District Council.



THANKS TO OUR PJ PACKERS

Distributing thousands of pairs of pyjamas simply wouldn't have been possible without the generous support of our incredible volunteer community, who gave over over 800 hours to support kids in need across Aotearoa.

Alongside our amazing individual volunteers who joined us each week, we were also supported by teams from The Warehouse Group, PHD, Tegel, Foodstuffs, Mitre 10, TMNZ, AMP, Cadbury, Caci, DKSH, and Endeavour Consumer Health - all of whom visited the hub to help pack and send out warmth to our Community Partners.

“Ngā mihi nui! Thank you, Kindness Collective. We are deeply grateful for the generous donation of pyjamas for whānau.

For many we support, daily life is a struggle - especially during colder months when warmth and comfort are hard to come by. These pyjamas may seem like a small gift, but they mean the world to those who receive them”

School Teacher





NGĀ MIHI NUI

For your kindness and generosity,
helping to keep kids warm this winter.



@kindnesscollectivefoundation

