



IT TAKES ALL OF US

Kindness Collective Foundation
Impact Report for the year
ending 31 March 2025



**KI TE KOTAHI TE KĀKAHO KA WHATI,
KI TE KĀPUIA, E KORE E WHATI**

**WHEN A REED STANDS ALONE IT CAN
EASILY BREAK, BUT WHEN BOUND
TOGETHER IT IS UNBREAKABLE**

- Kingi Tāwhiao

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FROM OUR BOARD

It is a pleasure to share our annual report with you and to have this opportunity to thank you for your support. We acknowledge that the past year has been particularly difficult for many of our communities. The rising cost of living, housing pressures and ongoing economic uncertainties have pushed more families into hardship and stretched many to capacity. Despite this, we have been privileged to see a collective and collaborative response to support those most impacted by these complex problems – generous donations, countless volunteer hours, advocacy, professional expertise, and unwavering aroha.

At the heart of everything we do is a commitment to being community led and to collaborating across sectors – from social services and government agencies to corporate partners, local businesses, iwi organisations, and grassroots community groups.

By combining diverse support, knowledge, and networks, where the sum is greater than the parts, we can respond more effectively, share resources, and maximise impact. We are proud to work in partnership with others who are equally committed to equity, dignity, and opportunity for all whānau.

Over the past year we have supported over 118,179 people across 80 regions, cities, and towns in Aotearoa through our key programmes: Everyday Essentials, PJ Project, Christmas Joy Store, Manaaki Ora, and the Kindness Cup. Delivered in collaboration with 287 Community Partners, these programmes ensure tamariki and whānau who need support receive not only the basics, but also dignity, care, and connection.

As we continue to grow, we remain focused on strengthening the foundations of the Kindness Collective. We invest in our people, our community,

and our partnerships. We ensure our systems are resilient and adaptable so that we remain agile and responsive to the evolving needs of our communities.

The core purpose of the Kindness Collective remains the same as it was when we first started as a small community group – providing wraparound support to those living in poverty or experiencing hardship, by harnessing the power of kindness in our communities, so that everyone thrives.

Thank you to our incredible partners, donors, supporters, Community Partners, team, volunteers, volunteer trustees and advocates - it takes all of us.

Melody Mobsby,
Chair



Melody Mobsby



Jesse Boyce



Trina Tamati



Lou Reddy



Sam Titford



Ariana Andrews



Paul Struckman

FROM OUR CHIEF EXECUTIVE

Ki tō mātou hāpori o te aroha me te manaakitanga

As I reflect on the past twelve months, I am proud of what our community has delivered for whānau doing it tough and am grateful for every single person who helped make it happen.

2024 was tough for many people. Families who were once making ends meet were faced with impossible choices between paying their bills and feeding their children.

With 1 in 3 children now experiencing hardship, and many more living in homes where food often runs out, that number is growing and the weight of it can feel overwhelming. In a year that tested the strength of our sector and our communities, one thing remained clear: kindness still matters.

At Kindness Collective, we don't pretend to have all the answers. We know we can't end poverty or even make a serious dent in it on our own. But we can, and do, alleviate its daily impact for many. With every meal, every pair of pyjamas, every educational resource, and every joyful moment shared, we offer something powerful: dignity, community and something everyone needs, hope.

To our partners, funders, donors, volunteers, supporters, and wider community: thank you. Your generosity fuels everything we do. You've helped us turn tough days into turning points for thousands of families. Your belief that kindness is for everyone helps us remain driven and relentlessly striving for a country where every parent gets to tuck their children into a warm, dry, safe bed with a full tummy each night.

As we look ahead to the next twelve months, we're expanding our programmes to provide meaningful wraparound support for kids and their whānau. We're growing our reach, and staying focused on what matters most: contributing to a culture of kindness, where we can tackle inequity from the ground up, together.

Hope is not naive, it's necessary. And with kindness as our kaupapa, our touchstone, our continual purpose, we'll keep doing everything we can to build an Aotearoa where everyone has what they need to thrive.

Ngā mihi nui ki a koutou,

Sarah Page,
Founder and Chief Executive



KINDNESS IS OUR CURRENCY

The Kindness Collective is a nationwide charity that spreads kindness by connecting children and families with the things they need (from everyday essentials to moments of joy).

Our story

KC supports over 100,000 people a year with essentials and moments of joy.

Through our nationwide programmes, we provide essentials, moments of joy, care and connection to thousands of Kiwi families living in hardship every year.

Our purpose

Our purpose is to harness the power of kindness in our communities to support an equitable future for all people living in Aotearoa, New Zealand.

By promoting a kinder New Zealand, we can work together to tackle inequities from the ground up. We believe by doing this, we can create long-term, positive social impacts where everyone has the chance to thrive.


Our mahi

Our nationwide programmes support children and families in need, referred by our Community Partners.

We work with 287 Community Partners around the country, including New Zealand Police, Te Whatu Ora, Women's Refuge groups, Oranga Tamariki, Iwi organisations, Corrections, Kāinga Ora, social services, schools and early learning centres.

We believe in being community-led, which means our work is varied. We pack pyjamas, food boxes, plant potatoes and provide meaningful wraparound support for children and families in need.

Our unique approach means we go where the need is and help where it matters most.



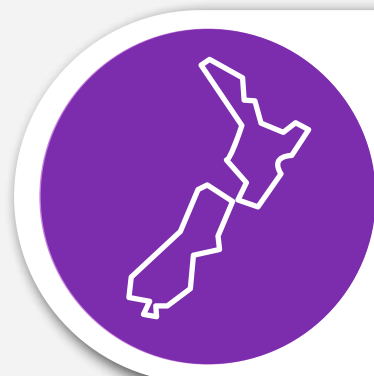
“As a social worker, I often see whānau struggling to meet even the most basic needs – such as food, clothing, toiletries, and period products. The Kindness Collective plays a crucial role in responding to these needs with compassion and efficiency”.

Puhi Karaka, Turuki Healthcare

AOTEAROA IS OUR HOME

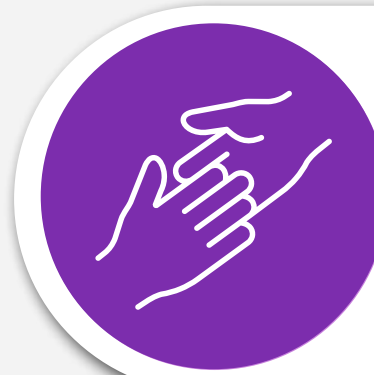
Spreading kindness all across Aotearoa

Our Regional Coordinators in Northland, Auckland, Waikato, Tauranga, Taupō, Rotorua, Hawke's Bay, Wellington and Christchurch help facilitate our programmes in each region.



80

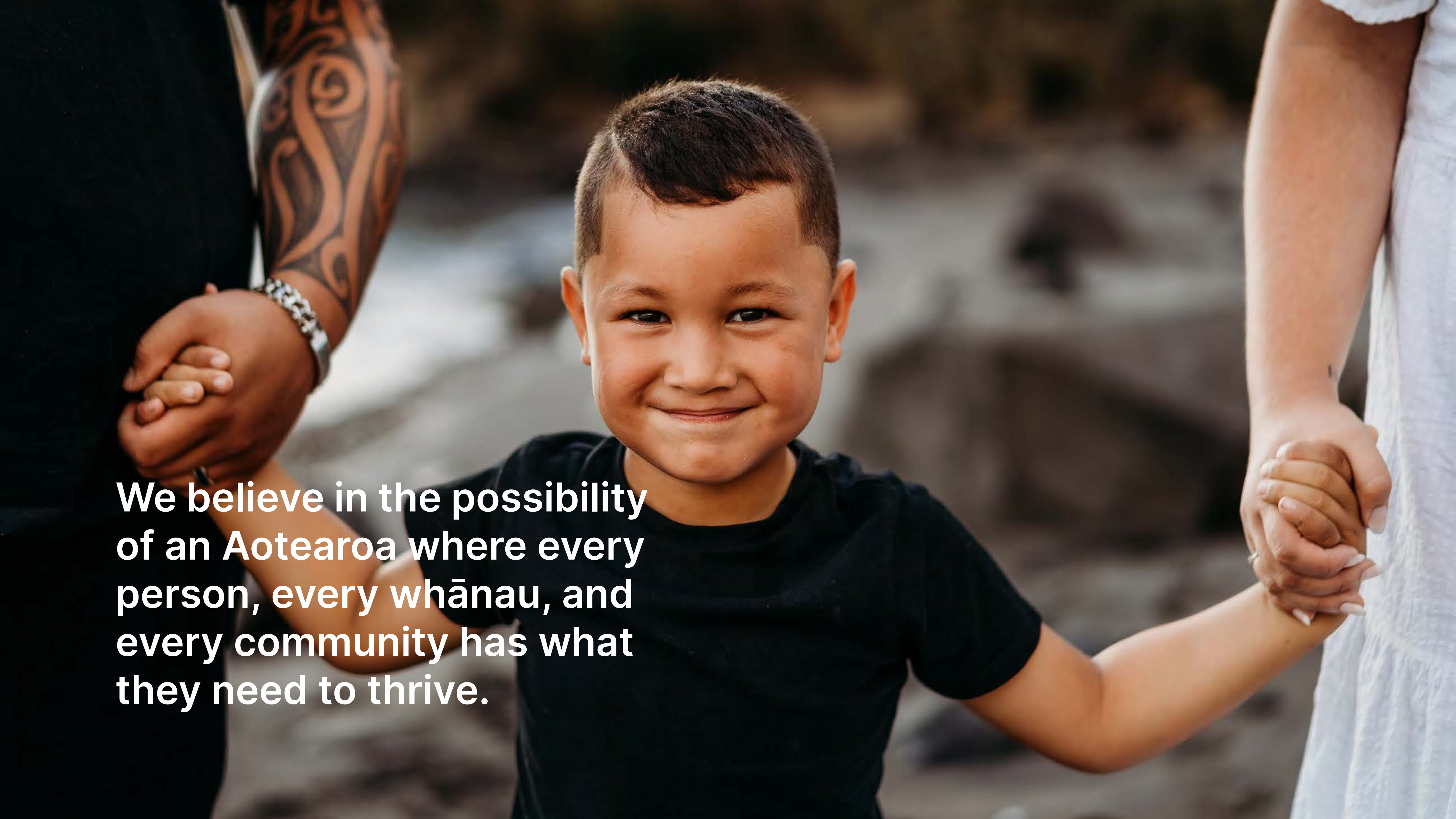
Regions, cities and towns



6

Programmes



A young boy with short dark hair and a gentle smile is the central focus. He is wearing a black t-shirt and is holding the hands of two adults. The adult on the left is wearing a black long-sleeved shirt and has a prominent, intricate traditional Maori tattoo (moko) on their forearm. The adult on the right is wearing a white sleeveless top. The background is a blurred outdoor setting, possibly a beach or a rocky shore, with soft, natural lighting.

**We believe in the possibility
of an Aotearoa where every
person, every whānau, and
every community has what
they need to thrive.**

OUR COMMUNITY

Kindness Collective works alongside 287 Community Partners.

These include NGOs, government agencies, social services, Marae, kaupapa Māori organisations schools, Kura Kaupapa, Kōhanga Reo, ECE Centres, charities and community groups.

Many Community Partners are supported through multiple programmes and multiple schools have children supported across six programmes.

"I just wanted to thank your team for everything that you do for the community. The food parcels have been a tremendous help and aid for many of our clients and their families.

We have had many of our whānau cry because of the generous gift and aroha in the way you pack for each family".

Middlemore Hospital Social Worker



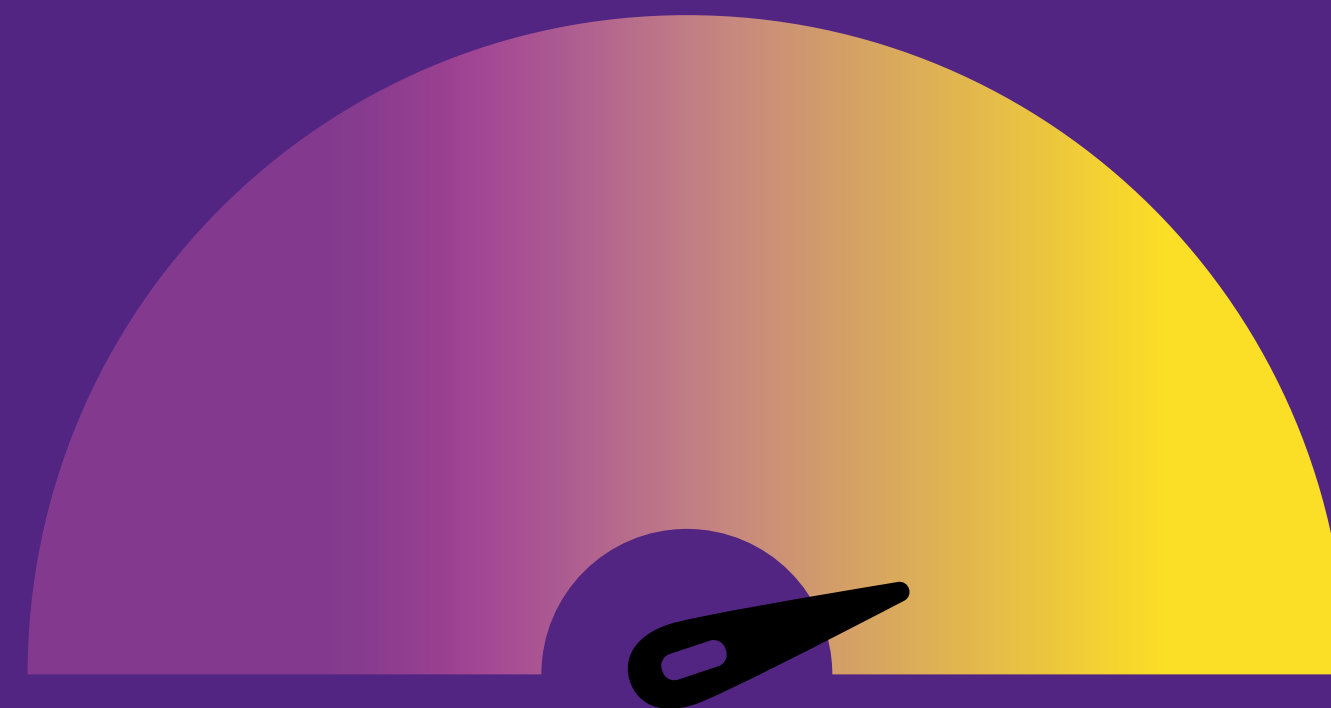
Te Whatu Ora
Health New Zealand



OUR IMPACT

\$9,845,232.08 of financial and goods-in-kind donations were shared to support our work in the financial year ending 31st March 2025.

We are grateful for every dollar donated, every business contribution, every toy or pair of pyjamas collected, every hour volunteered, and for every time our kindness kaupapa was shared with someone else.



KINDNESS METER



118,179

people supported overall



71,823

kids supported overall



80

regions, cities and towns



57,045

people supported through the Everyday Essentials programme



699

bulk donations shared with other organisations



25,257

children provided with PJs through the PJ Project



22,821

children provided with Christmas



2,745

people supported in four regions across eleven Build Projects



12,677

Kindness Cup kids



287

Community Partners



274

people supported on a new pilot programme

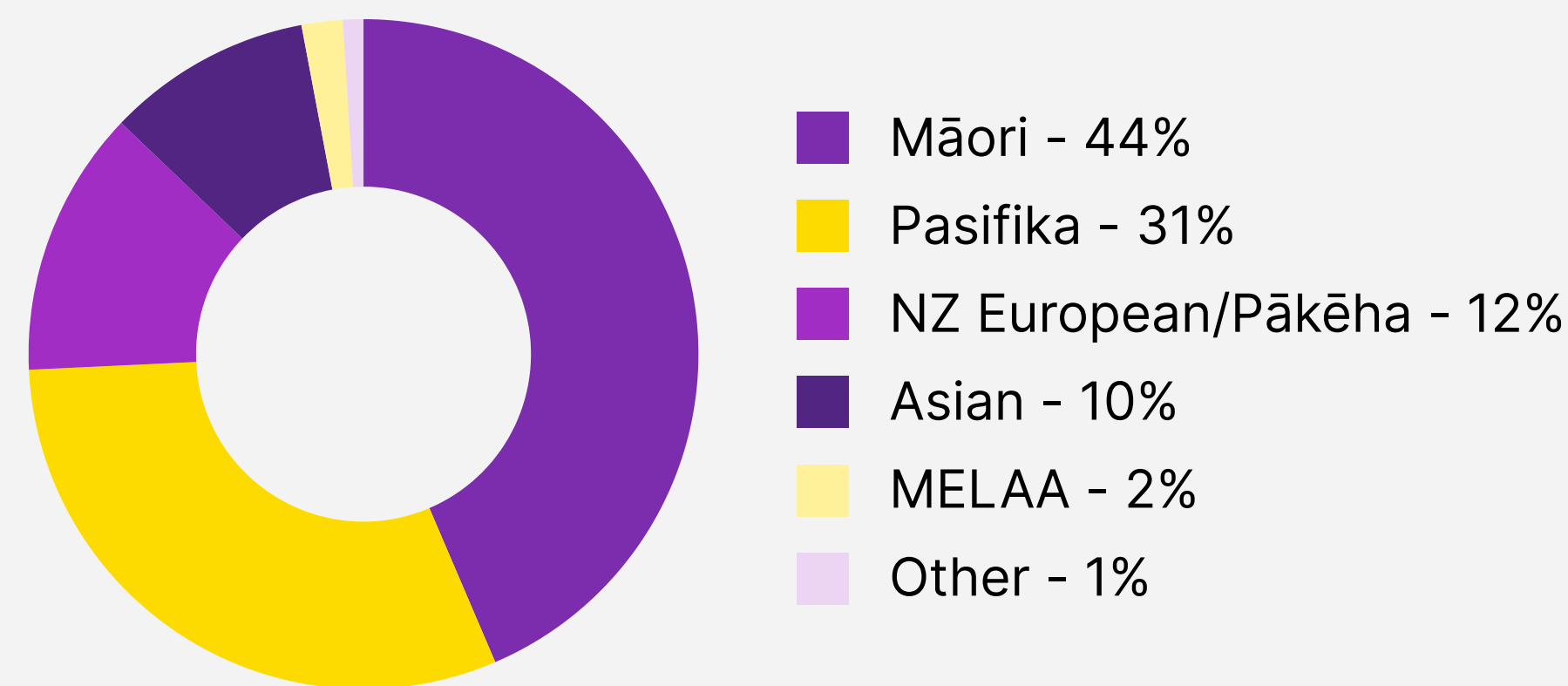


295

community events supported with donations

OUR IMPACT

Who we support:

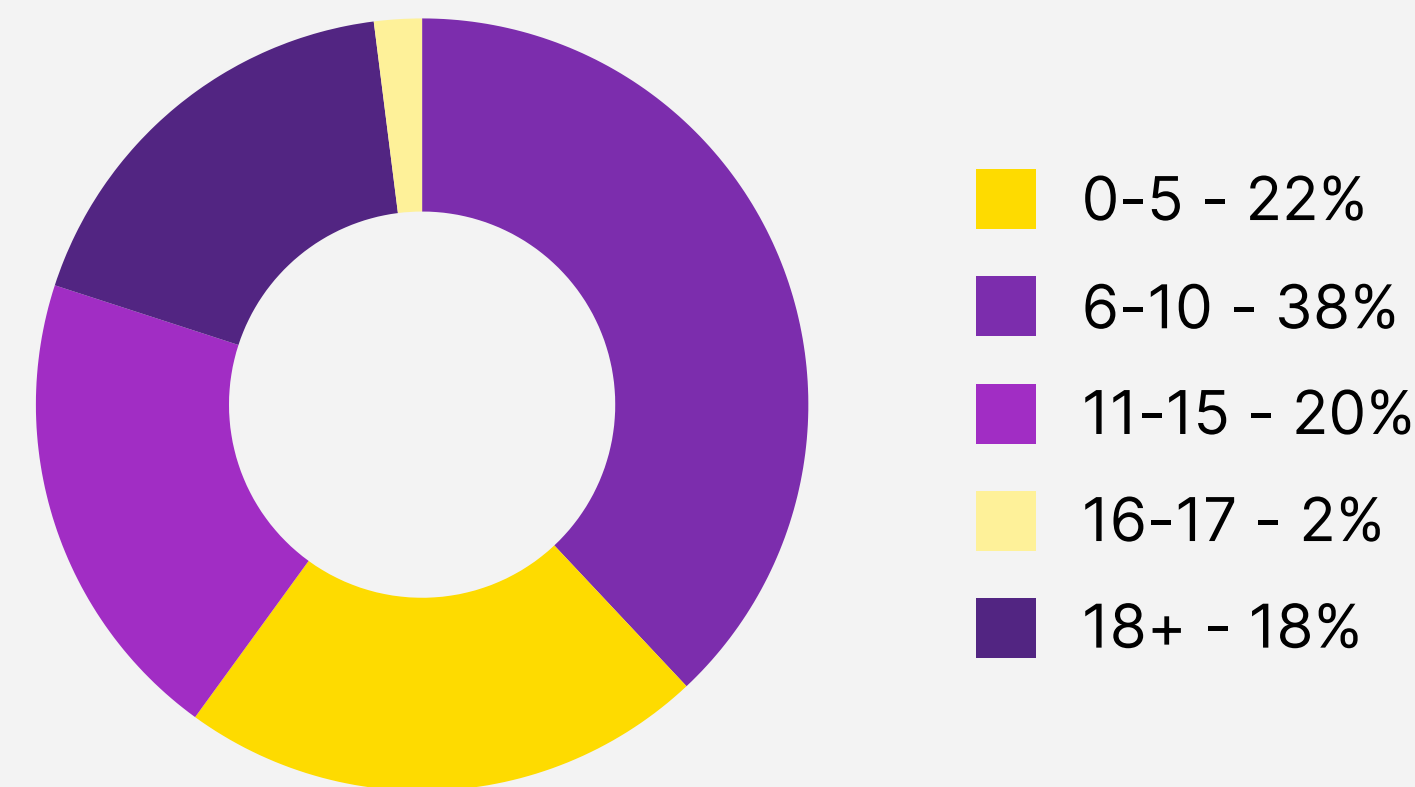


Programmes included in ethnicity detail: Everyday Essentials (direct support only), Build Projects, Manaaki Ora, Kindness Cup.

This detail does not include food boxes going to NZ Police, PJ Project or Christmas Joy Store as we chose not to request ethnicity information from families or families accessing these services.

Our programmes reached across a broad range of ethnicities - these numbers highlight our continued focus on serving Māori and Pacific communities as groups who are disproportionately represented in poverty statistics while ensuring our work is accessible and tailored to all those who need it.

Ages of people we've supported:



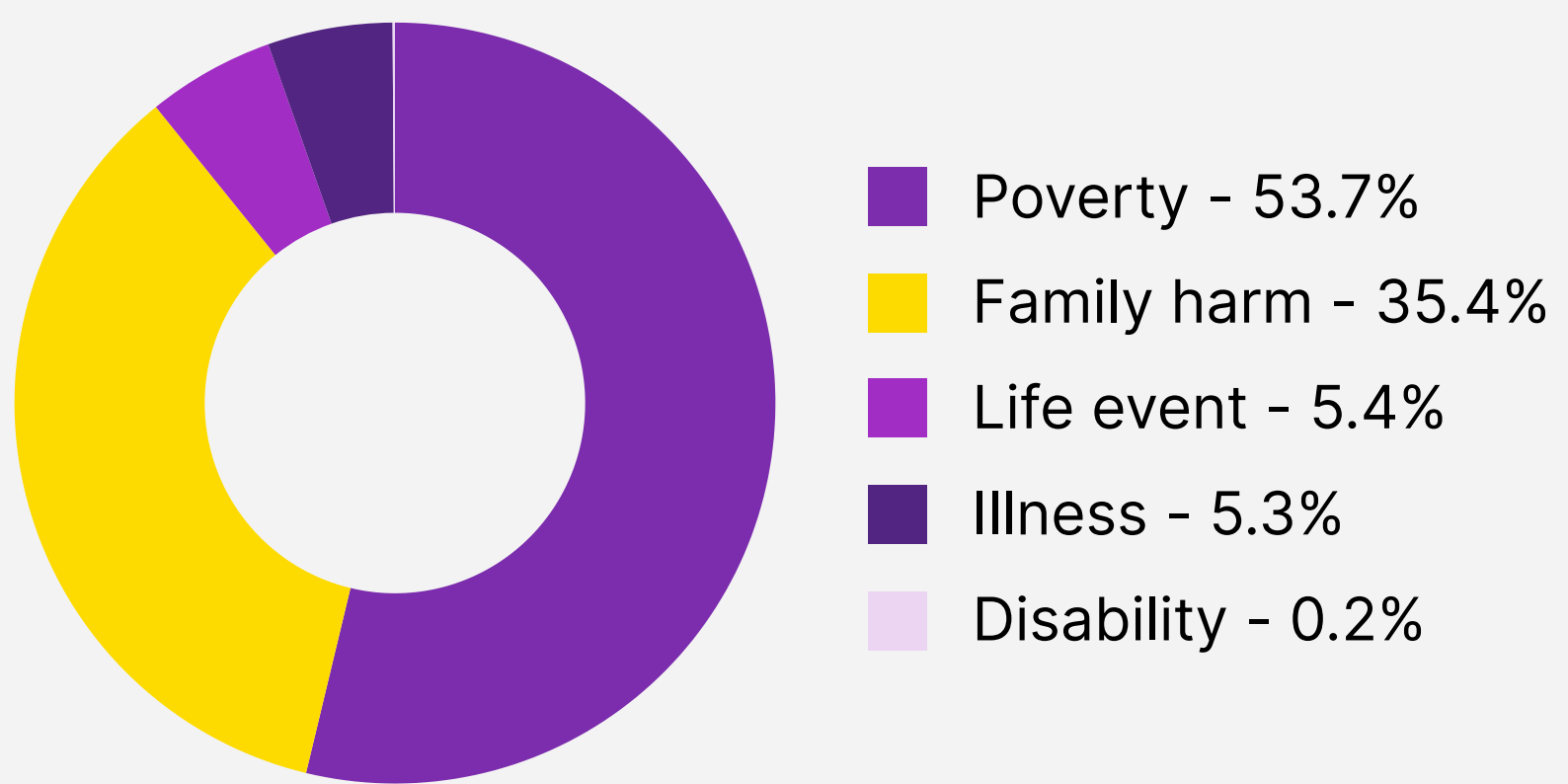
Programmes included in age detail: Everyday Essentials, PJ Project, Kindness Cup, Build Projects, Christmas Joy Store, Manaaki Ora.

This detail does not include food boxes or bulk donations as we don't request age information from our Community Partners for families to access these services. We estimate these numbers to be mostly skewed towards adults, whilst our other programmes support more children.

Our programmes provide essentials for the whole family and also invest in the moments of joy that define family memories, like making sure no child misses out on the magic of Christmas.

OUR IMPACT

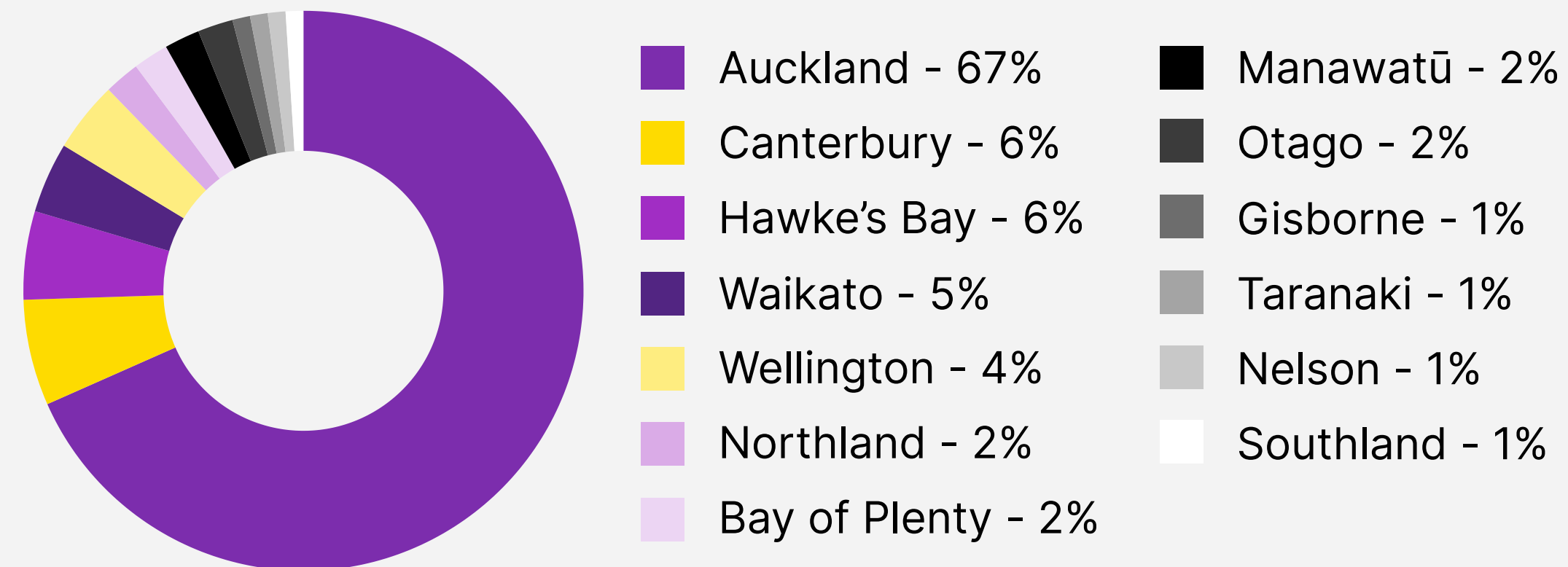
Why we've supported:



Programmes included in this detail: Everyday Essentials only.

This detail does not include any programme other than Everyday Essentials as we currently don't request further individual family detail on why they need our support, aside meeting each programme's comprehensive criteria measures.

Where we've supported:



Programmes included in regional detail: PJ Project, Everyday Essentials, Build projects, Kindness Cup, Manaaki Ora, Christmas Joy Store

Our programmes reached every region across Aotearoa this year. Our Regional Coordinators, national campaigns, and network of Community Partners across the regions ensured donations stayed local to support local families.

Auckland-based programmes (Manaaki Ora and Everyday Essentials) required significant investment in capacity to respond to the urgent and growing need for these programmes resulting in a higher percentage of our mahi occurring in Auckland when compared with previous years.

We remain committed to delivering extensive support throughout the country through our nationwide programmes and distributing resource as local as possible to where it was donated.

“We have had the privilege of working with Kindness Collective for close to four years now. Thanks to their ongoing support we have been able to provide our victims with many resources, a reprieve from some of life’s stressors, safety, security and a renewed sense of dignity.

We are so grateful for the ongoing support that the Kindness Collective provides our community.”

» Oscar Glossop, New Zealand Police, Sergeant,
Family Harm Intervention Team, Counties Manukau West



Pictured: Balmoral NZ Police Family Harm Intervention team

EVERYDAY ESSENTIALS

Every day, we receive referrals from our Community Partners for individual families needing support. This programme provides equitable access to essential resources, helping whānau care for children, heat their homes, retain employment, and recover from natural disasters, family harm, illness, and injury.

Demand for our Everyday Essentials programme has surged. Referrals from government agencies and social service providers with government contracts grew by 251%, now making up 63% of total referrals.

We're grateful for the increasing support from individuals, brands, and businesses helping us meet this need, and for our community collaboration - showing there is another way for everyone to live in a way that they can truly thrive.

"Mum has openly disclosed that she has gone days without eating, so that the children can eat. She was very grateful to be referred for a kai box as she has had to choose between paying her rent, power, water and affording groceries. Thank you for supporting her with food today".

- Social Worker



57,045

people supported overall through individual family support and bulk donations



5,792

total families supported through individual referrals



21,655

people supported and fed through individual family referrals



231

Community Partner referrers



699

total bulk donations shared



\$4.42M

value of bulk donations shared



365,186

toiletries distributed



295

community events supported



The Everyday Essentials programme also supports people in need through:



New Zealand Police Food Boxes:

We support 14 New Zealand Police Stations, Puāwaitahi and Te Pou Herenga Waka (multi-service centres) with bulk food, food boxes, toiletries, car seats, nappy and wipes, period products, toys, PJs, treats and more for the families they support.

This support allows Police, specifically Family Harm Intervention teams and social workers to have essential items and items of comfort on hand so they can help children and families immediately, often helping to mitigate crisis, trauma and crime from further occurring.



Bulk Deliveries:

We distribute donated bulk essentials (food, toiletries and other household items) from businesses with excess, or food and toiletries to 125 other organisations and community groups across New Zealand.

In the last 12 months we've distributed 699 bulk deliveries, totalling \$4.42 million worth of value to 125 organisations across the country.



Community Events:

Over the last year we've provided food for 294 community meals in Auckland, Waikato, Taranaki and Christchurch.

We've also supported MDM Refuge's 'Give back' monthly community events with food, toiletries, clothing, toys and other household items when available.

Breakfast Clubs, Supper Clubs and kai cupboards

We support 270 Breakfast and Supper Club events at schools and social housing complexes including Te Mātāwai in Greys Avenue in Auckland each year.



"Setting up the whānau room (at Puawaitahi) will make a definite positive impact in the process of the experience these tamariki will have. The food for whānau will add a very caring and special aspect to their whole experience.

New Zealand Police are extremely grateful to the Kindness Collective for bringing our hopes and vision for the whānau room to life and for making the experience for tamariki so much better and kinder".

**Detective Inspector Scott Beard,
New Zealand Police**

“Yesterday I visited the Joy Store and to say I was overwhelmed would be a complete understatement. I walked into the Joy store with an account that had gone into overdraft to feed my children breakfast that morning.

It’s been a long, challenging and exhausting year but yesterday, the Joy Store restored hope in me that there is light at the end of the tunnel, there are good people out there doing great things for those who need it the most. I’ve always known that community support can make a huge difference, but yesterday, I felt it in the most profound way.

The Joy Store didn’t just provide physical gifts; it gave me a sense of hope and solidarity that I haven’t felt in a long time. It reminded me that I’m not alone in this journey, and that kindness, generosity, and love are always available, even in the hardest times”.

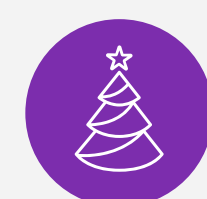
Mum of three,
Christmas Joy Store shopper



CHRISTMAS KINDNESS

For families facing financial hardship, celebrations like Christmas can feel out of reach.

For the past 11 years, our community has helped bring the magic of Christmas to life for whānau in need, supporting 63,646 children across Aotearoa so far.



22.8k

kids visited by Santa



57.3k

toys delivered



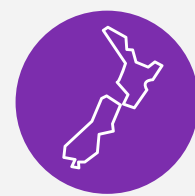
105.4k

treats devoured



1.3k

families supported
with food



68

regions, cities
& towns



1.2k

volunteers
donated time



117

organisations
supported



248

Giving Trees collected
toys nationwide



80

Mitre 10 stores collected
toys nationwide



CHRISTMAS JOY STORE

The Christmas Joy Store is New Zealand's first social toy store.

The Christmas Joy Store invites referred parents and caregivers to choose gifts and treats for their children they know they'll love, off the shelves, shopping for free.

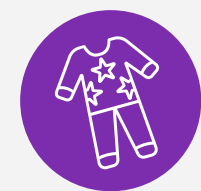
The Christmas Joy Store in 2024 also included a food market, that allowed families to shop for a selection of treats and food to enjoy over the holiday period. A community of generous brands and businesses donated a wide range of products so families could have the dignity of choice at Christmas.

As well as running the Christmas Joy Store, we helped Santa deliver toys to children all over New Zealand too. From Rongopai House in Kaitaia to Family Works in Invercargill and everywhere in between, 17,082 toys were delivered to 117 Community Partners, supporting 9,061 tamariki.

"Thank you guys so much for accepting my whānau for such a precious opportunity! My child has spent most of their life in hospital so it's really hard to work and we were not going to have Christmas. Thank you for supporting families that aren't as fortunate and for making it look/feel 'normal' so we don't feel like utter failures for not being able to provide for our kids".



PJ PROJECT



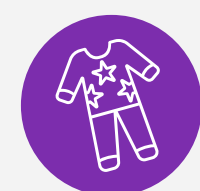
25,257

pairs of PJs



314

orders to 204
Community Partners



219

PJ collections



55

regions, cities
and towns



60

PJ packing
volunteers



86

The Warehouse stores with
in-store collection bins

Winter is a particularly tough season for families experiencing hardship, and we're proud to deliver winter warmth each year through the PJ Project.

In 2024, with the support of The Warehouse Group, we provided brand-new warm winter PJs to 25,257 children.

PJs were distributed right across Aotearoa - from Kaitia to Invercargill and 55 towns and cities in between to 204 schools, ECE providers, social and health services supporting children and their families.

The PJ Project showcases the power of community collaboration. Across three months, 10,416 pairs of PJs were donated by 219 kind businesses and organisations hosting PJ collections. For some workplaces, the PJ Project provided a great reason to turn up to work in their PJs and raise funds for the kaupapa.

We know the impact of a brand-new pair of winter PJs goes much further than just keeping a child warm at night. Our Community Partners tell us PJs lift morale and instill a sense of hope and community for families doing it tough.



PJ PROJECT

The Warehouse Group Warm Fuzzies Campaign

We were thrilled to welcome The Warehouse Group as the PJ Project's partner in 2024, significantly extending the programme's reach and impact.

Public PJ drop-off points were hosted in all The Warehouse stores across the country and customers at The Warehouse, Warehouse Stationery and Noel Leeming stores donated \$137,236 at the till.

We're immensely grateful for The Warehouse Group's support and their willingness to commit to meeting the need and supporting local communities.

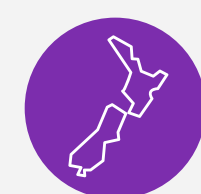
"It's really hard to describe the impact the project has on our community. The families receiving new PJs for their little ones are so incredibly grateful. From solo parents, mums escaping DV situations, young parents, foster families and families just going through a rough patch.

We have witnessed families at some of their lowest times of their lives, times are tough and moods are low. The smiles, genuine joy and gratitude at receiving new pyjamas is always so beautiful to see. The PJ Project truly makes such a difference".

PIPS, Christchurch



BUILD PROJECTS



11

Build Projects



2,745

people supported



4

regions

Building places and spaces to support and strengthen communities

In the past year, our partnership with Mitre 10 enabled the completion of eleven transformative Build Projects, including seven school gardens and two outdoor play areas. These projects create lasting impact - offering spaces where tamariki and rangatahi can learn, play, and connect with one another and their wider communities.

School gardens, in particular, have proven to be powerful tools for learning and wellbeing. By taking the classroom outdoors, children develop essential life skills such as responsibility, resilience, and patience. These gardens also provide access to fresh, healthy food - laying the groundwork for food security, food sovereignty, and lifelong healthy eating habits within school communities.

"I honestly do not know what to say, I have walked through our new garden space multiple times today and am just blown away. On behalf of our Board and our Kerehana whānau I would like to sincerely thank the Kindness Collective for even considering us for this blessing, I don't know if we are deserving but we will absolutely cherish this gift".

Bert Iosia, Kelston Intermediate Principal



BUILD PROJECTS

Outside of gardens, other projects included a playground for Rongopai Community House in Kaitia, who had dreamed of a place for their kids to play for many years, but had been unable to secure funding.

We also built a basketball court in South Auckland for kaupapa Māori social housing organisation Mā te Huruhuru, which provides formerly homeless rangatahi not just with a roof over their heads, but with a future.

While the projects were completely different in nature, the purpose of the two play areas delivered powerful impact, helping kids and teens to play, connect, and thrive.

These two projects are more than just builds; they're a powerful investment in the development of tamariki and rangatahi, many who have traditionally been forgotten.

We're incredibly grateful for Mitre 10's continued support through their Helping Hands programme. Their generosity has allowed us to reach more people and create meaningful, hands-on opportunities that enrich the lives of children and their communities across Aotearoa.

"Opening our new basketball court was nothing short of amazing. From the court itself to the merch and NBA basketballs, our taitamariki are absolutely stoked.

We had tried so many avenues to secure funding and kept hitting dead ends, but thanks to Kindness Collective and Mitre 10, our rangatahi now have a court right in their own backyard. This beautiful tāonga means the world to us. Mihi maioha kia koutou katoa - thank you from all of us at Mā Te Huruhuru"

Māhera Maihi, Mā te Huruhuru Chief Executive Officer



KINDNESS CUP



12,677

Kindness Cup kids



3,000

LEGO sets donated



45

Kindness Cup schools



55

LEGO clubs established



28

ECE centres



3

events delivered

The Kindness Cup supports children to build their self-confidence, learn new skills and empowers them to dream big.

The programme recognises and celebrates children who show kindness, care and empathy to people, places and the planet and acknowledges, celebrates and rewards kindness in school communities.

Kindness is a learned skill, shaped by environment and example. When children practise kindness, it becomes second nature, helping build a more inclusive, compassionate society for all. By fostering kindness in school communities, we can spark conversations and encourage positive behaviour in classrooms, playgrounds and at home.

The Kindness Cup is proudly supported by The LEGO Group and The LEGO Foundation. Their generous funding enables us to run the Kindness Cup programme, run engaging events for kids and deliver play-based workshops for teachers.

Thanks to LEGO, we also provide schools with bricks for the classroom to use within the curriculum and to also to establish LEGO clubs, so all kids have the chance to play.

“When the kids come to LEGO club it is a chance for them to be kids again. Some of the stress from the outside world disappears and they can just play”.

Prospect School

“The kindness cup has introduced another way to identify acts of kindness, which includes our tamariki to display positive behaviours. The smiles when their name gets called out and then to see the LEGO prize is priceless!”

Ranui Primary School



MANAAKI ORA



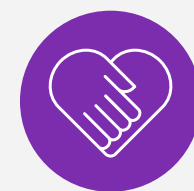
315

food and toiletry deliveries



250

boxes of fresh veggies from Bargain Box by My Food Bag



271

people with access to free healthcare via the Tend app



42,000

hours of subsidised power from Nau Mai Rā



50

50 winter warmth bundles from The Warehouse Group

In 2024, we launched Manaaki Ora, a first-of-its-kind winter wellness programme designed to wrap warmth and care around families in hardship.

Together with our partners Nau Mai Rā, The Warehouse, Tend Health and Bargain Box by My Food Bag, Manaaki Ora provided five weeks of energy support, fresh food, online healthcare access, and winter warmth essentials to families during the coldest months of the year.

Manaaki Ora is about more than winter essentials. The programme is designed to meet real needs with real solutions, helping families feel supported, cared for, and better equipped to face winter with confidence.

- Nau Mai Rā ensured each household had subsidised energy through their Whānau Fund, totalling \$480 per family.
- Tend Health provided free GP appointments via their app, allowing families to access care quickly and easily.
- My Food Bag (Bargain Box) delivered fresh, nutritious meal kits, along with Nadia Lim's Saver Flavour cookbook.
- The Warehouse supplied pyjamas, heaters, blankets, and hot water bottles for each family member.
- KC contributed pantry staples, weekly Tegel chickens, and air fryers to support healthy home cooking.

"This has been our healthiest winter so far, we've only had one sick person this winter. Usually our kids are sick all winter."

Family of five

"The best thing for me is seeing the smile on my kids' faces. They are always so excited to see what yummy kai we have been given. There have been some times where we couldn't afford fruit and veggies. The kids absolutely love broccoli & pumpkin and we have been able to make different recipes with our kai so I've enjoyed doing that with the kids."

Family of six



OUR VOLUNTEERS



1,521
total volunteers



6,814
volunteer hours for FY25

Over the past year, 1,521 people generously gave their time to support our mission. Volunteers are essential to our work, enabling our small team to have a big impact for families in need.

From packing food boxes and winter bundles, to sorting rescued food and serving in the Joy Store, volunteers have shown up with heart. They've built gardens and playgrounds, fundraised, collected donations, and shared their expertise in PR, coaching, legal, and admin support.

Volunteering connects people to purpose. Research shows volunteers are often driven by the belief that helping others creates real change and we see this every day. Working side by side, our volunteers build community while lifting up others.

Kindness Collective simply couldn't do what we do without you. Thank you for being part of our community of kindness.

Volunteer Spotlight

We want to shine a light on a volunteer that's very special to us and is a core part of our team and our hearts.

Mailene (large picture), thank you for all you do for us and the community. We are all the more rich as people and a team because we know you.



OUR PARTNERS



The Warehouse Group remained an integral part of our community, with their financial and goods-in-kind contributions making up a significant part of our donations and impact to communities.

With their help, we delivered warm pyjamas and joy at Christmas to thousands of children and practical support like food and toiletries to families across Aotearoa.

Thanks to their nationwide store network and generous customer base, the PJ Project reached more children than ever before. Public drop-off points in all stores, along with till-point donations across The Warehouse, Warehouse Stationery, and Noel Leeming, created a powerful upsurge in community support.

Their generosity also helped us distribute thousands of period products to schools, community groups, and health services - ensuring dignity and care reached those who need it most.

Their team also contributed time and energy through volunteering in our Community Hub and Christmas Joy Store, helping ensure families received kindness in every form.

We're so grateful for The Warehouse Group's enduring partnership and their belief in a future where all families have what they need to thrive.

"The Kindness Collective is the real deal. Their passion for helping Kiwi families is not just inspiring - it is backed by real action that makes a difference at scale across Aotearoa. Whether they are filling pantries or bringing joy to kids who need it most, they show up with heart, hustle, and new ways to engage people and change lives. Our team and our customers love supporting the Kindness Collective, knowing that together we are making a meaningful difference for thousands of families."

Lizzie Havercroft, GM Corporate Affairs
The Warehouse Group

OUR PARTNERS



Tegel plays a vital role in our Everyday Essentials programme, helping deliver fresh, nutritious food to families across Aotearoa.

In 2024, their weekly chicken donations reached tens of thousands of people, easing the pressure on stretched household budgets with high-quality kai.

Their commitment goes beyond food. Tegel's financial backing helped keep our Community Hub and foodbank running year-round, while their team also showed up in person - volunteering in the Hub and at the Christmas Joy Store.

In October, Tegel hosted an incredible Golf Day at Windross Farm, raising over \$166,000 through entry fees and a silent auction. It was a day full of generosity, fun, and real impact - and a powerful example of how corporate giving can bring people together for good.

This is a partnership built on trust, care, and meaningful action. We're so grateful to Tegel for helping us deliver nourishment, dignity, and connection to families when they need it most.

"We got involved with the Kindness Collective because we think their work changes lives, and because we feel we have a lot in common. The Tegel brand is about feeding Kiwis every day, but some Kiwis don't get to eat every day. So, every week a Tegel truck arrives at KC HQ and the chicken in that truck feeds New Zealanders in need. There is just so much to be done to help people that don't have enough, and at Tegel we are really proud that we can help by supporting the amazing work KC do every day"

Yvonne van Nes, Tegel Chief Commercial Officer

OUR PARTNERS



In 2024, we continued our partnership with LEGO, who helped us create meaningful opportunities for more tamariki to experience the joy of play.

LEGO supports three of our programmes and their generous funding helps extend the Kindness Cup programme to thousands of kids each year.

The Kindness Cup celebrates tamariki who demonstrate compassion, care, and empathy in their school environments. With LEGO and DUPLO central to the programme, thousands of children engaged in hands-on learning and creative play.

Each day, LEGO sets leave our Community Hub with social workers as part of the Everyday Essentials programme, reaching children in need across Aotearoa. Children celebrating birthdays while undergoing treatment at Starship Children's Hospital also receive LEGO to open - alongside birthday cakes generously provided by The Cake Detective. We're proud to play a part in making these moments a little brighter.

At Christmas, LEGO helped stock the Joy Store and provided enough LEGO for over 10,000 children to have a Christmas to remember.

We're truly grateful to LEGO and The LEGO Foundation for supporting our work and helping make play a powerful tool for learning, confidence, and community.

"We are very proud to work with Sarah and the incredible team at the Kindness Collective. The impact they have in children's lives through schools and community groups is exceptional and strongly aligned to the values of the LEGO Group, in helping support the builders of tomorrow.

As a longstanding partner of LEGO New Zealand, we look forward to continuing to support the great work they do in the community"

**Troy Taylor, General Manager,
LEGO Australia and New Zealand**

OUR PARTNERS

MITRE 10



As our National Partner for Build Projects, Mitre 10 supported 11 community builds across the motu. From school gardens and outdoor classrooms to revitalised play spaces, each project created a place for tamariki to learn, play and connect.

Their team didn't just provide tools and materials - they showed up in person, volunteering on-site to help bring each space to life.

At Christmas, Mitre 10 helped deliver joy nationwide through toy collections in 80 stores across the country. Every donation stayed local,

ensuring every toy supported a child in the same community it was donated in.

We were proud to stand alongside Mitre 10 to run a national campaign raising awareness of the growing need, and to visit local ECE centres with Mitre 10's own Stan Scott to hand-deliver smiles to some of our youngest community members.

We're incredibly grateful to Mitre 10 for helping build not just spaces - but memories, connection and community.

"Partnering with Kindness Collective has created opportunities to work together to make a genuine difference for children and whānau across the motu.

Our purpose at Mitre 10 is to inspire Kiwi to love where they live, work and play, and Kindness Collective's build programme and annual campaigns help us bring that to life in communities from the top of the north to the deep south. We are honoured to support this much-needed mahi and look forward to another year together helping spread the power of kindness across Aotearoa NZ."

Jules Lloyd-Jones, Chief Marketing Officer, Mitre 10

OUR PARTNERS NESCAFÉ®



In 2024, Nescafé Classic joined us as a National Partner, helping deliver one of life's simple comforts - a warm cup of coffee.

Their support helped stock our Community Hub with essential items and contributed to bulk deliveries shared with community groups, social services and health agencies across Aotearoa. These small but powerful comforts helped create a sense of normalcy, care and connection for those needing some support.

At Christmas, Nescafé Classic added to the festive spirit through coffee donations to our Christmas Joy Store food market. Other brands in the Nestlé family also joined in, helping to fill pantries and bring a little extra joy to families facing a tough holiday season. Team members also volunteered their time at the Christmas Joy Store, helping create a warm, welcoming space for whānau.

We're incredibly grateful to Nescafé Classic for sharing their heart with our communities - one cup, one family and one act of kindness at a time.

"A humble cup of coffee is about much more than kick-starting your day. Having a cuppa is an opportunity to connect with others, a chance for meaningful conversations. Nescafé aims to uplift lives and livelihoods with every cup, so we're incredibly proud to partner with the Kindness Collective to help extend our efforts across Aotearoa New Zealand. As part of our partnership, we are providing Nescafé Classic in the Everyday Essentials programme, lending a helping hand through volunteering, and donating to the Joy Store at Christmas."

Jennifer Chappell, Country Manager and CEO, Nestlé New Zealand

OUR FUNDERS

We're incredibly grateful to the charitable trusts, foundations, and funding boards who supported our mahi this year.

Thanks to the generosity of our funders, we received \$393,686 in grants, helping us support 118,179 people across Aotearoa. This funding enables us to deliver our programmes while also covering essential operational costs such as staff wages, our community hub lease, logistics, and administration.

By supporting these core functions, our funders ensure that donations made to specific programmes are used exactly as intended and directly benefit whānau in need.

As a small team, we work hard to make every dollar count. The support of our grant funders allows us to respond to urgent needs with care, compassion, and meaningful impact. Thank you to them.

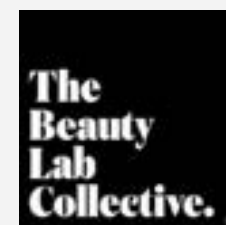


We're deeply grateful to the Hugh Green Foundation for their generous multi-year funding, which plays a vital role in supporting families doing it tough.

Their ongoing commitment helps us provide consistent, meaningful support to those who need it most - bringing relief, hope, and a stronger sense of community to countless whānau across Aotearoa.



OUR SUPPORTERS



Celebrating 5 years with Cadbury!

For the past five years, Cadbury has been sprinkling joy through their generous support, from donating financially to support the Christmas Joy Store, donating sweet treats to rolling up their sleeves and volunteering alongside us.

We're so grateful for this deliciously kind partnership and everything it brings to the whānau we support.

OUR SUPPORTERS

We send heartfelt thanks to the following donors and businesses for their generous support. Your contributions have played a vital role in helping us reach thousands of children and families throughout Aotearoa.

Ngā mihi to the 6,566 people who donated financially and to the 810 incredible businesses, schools, churches and teams who hosted PJ Project collections, Joy Store Giving Trees, and foodbank drives throughout the year. We couldn't do it without you!

While this list highlights many of our wonderful supporters, it isn't exhaustive. We're deeply grateful to everyone who has contributed, and we apologise for any omissions.

Significant goods-in-kind donations

Arnott's, Hasbro, Essity, Mattel, Red Seal, Wilson Foods, Endeavour Consumer Goods, New Zealand Machine Hire, Beauty Lab Collective, Mimi Gilmour Buckley and Burger Burger, Craft Corp, Postie, Superette, Zuru, Apex Brands, Only Organic, Mexicano, Hubbards, Coca-Cola, Sanitarium, Cookie Time, Proper Crisps, Appleby Farms, Pop'n'Good, Loaf, Barkers of Geraldine, Fruzio, Lewis Road Creamery, Serious Food Co, Shott, Otti & Olli, AF Drinks, Tony's Chocolonely.

Generous donors and trusts

James and Liz Eagan, Lanakat Trust, Unltd Foundation, Manukau Trust, Totara Fund, Stevens Trust, Dave and Justine Hopkinson, Dick Johnson and Anna Coddington, Art & Object Limited, Ashley Page, Joel Little, Cecilia Robinson, Anna Smale, Kate Pollock and family, Carl and Vanessa Matthews, Mailene Tubman, Hamish Smith, Daria Williamson, Brad Murray, M McCoy, My Food Bag, Sharp Glass, County Lions, Sony Music Entertainment, L J Darlow, Assurity, Gainseville, Mr S Carter, Bulls School, Vince West, Mt Pleasant School, Ideal Foundation, Emma Lewisham Ltd, Assurity Staff Trust, David & Louisa Kraitzick, Angus McDonald, Monique Van Alphen, PWC Foundation, Phillipa Tebby, ND Davidson, Ensure Recruitment, Sarah Bacon, CB Costle, Good 2 Give, ND Davidson, G Galloway, University of Auckland, Mary Zeazor, Waimea College, Mangere East Family Services, Perpetual Guardian, Fab NZ – Caci Group, Murray & Co, Daystar Children's Centre, St Heliers School, Affinity Accounting, Crossfit Mecca, Andrea Scown, D A Jones, C J Roux.



OUR FUNDRAISERS

We simply couldn't achieve what we do without our incredible community raising vital funds to support our mahi.



Gow Langsford Gallery

Thank you to Anna Jackson and the team from premier art gallery, Gow Langsford, for curating and running our first ever exhibition, Art for Good.

In November, 12 incredible artists came together to create one of a kind artworks, which became an exhibition in Gow Langsford's Onehunga gallery, raising \$60,750 at auction!



Simplicity Foundation

This year we were grateful to be included in Simplicity's Christmas Giving campaign, where they donated \$600,000 to charities across the country!

We're very grateful to their members who voted to support our cause. Together, they raised \$46,250 which was generously shared with us!



Super Creative Community

Thank you to Catie Dawson, host of Super Creative Podcast for running her fundraiser for us, for a third year in a row.

The Super Creative community is a generous one, with multiple brands and businesses donating prizes, with 126 donors raising \$11,659. Huge thank you to Catie for her hard work and effort and to everyone who donated!



BAPS Charities

The incredible BAPS Charities community collected 1.8 tonnes of kai through a food drive, helping to feed hundreds of families in need.

They also organised a massive toy donation of thousands of new toys which were delivered to the Christmas Joy Store in our final week, enabling us to bring joy to even more children.



NZ Secret Santa

The NZ Secret Santa crew got together once again to fundraise for children in need, at Christmas with 130 donors raising \$6,710 dollars.

Thank you to Natasha Hagan for organising this fundraiser. Your support is hugely appreciated.

OUR MEDIA COMMUNITY

We are grateful to have the support of some of New Zealand's leading public relations, media, creative, and design agencies.

In 2024, we received an incredible \$7.1 million worth of PR, media coverage, and advertising thanks to the generosity of the partners featured on this page.

We were especially thankful for the continued support of Pead, PHD, UnLtd: who help us share stories of our impact across Aotearoa.

Our team remains highly active on social media, where our engaged audiences follow the journey of their donations - from collection to delivery - every day across our platforms.

Check out some of our stories here:

Dame Lisa Carrington - Seven Sharp

Manaaki Ora - Stuff

Christmas Joy Store - Breakfast

pead.

phd

UnLtd:

GO Media

LUMO



JCDecaux

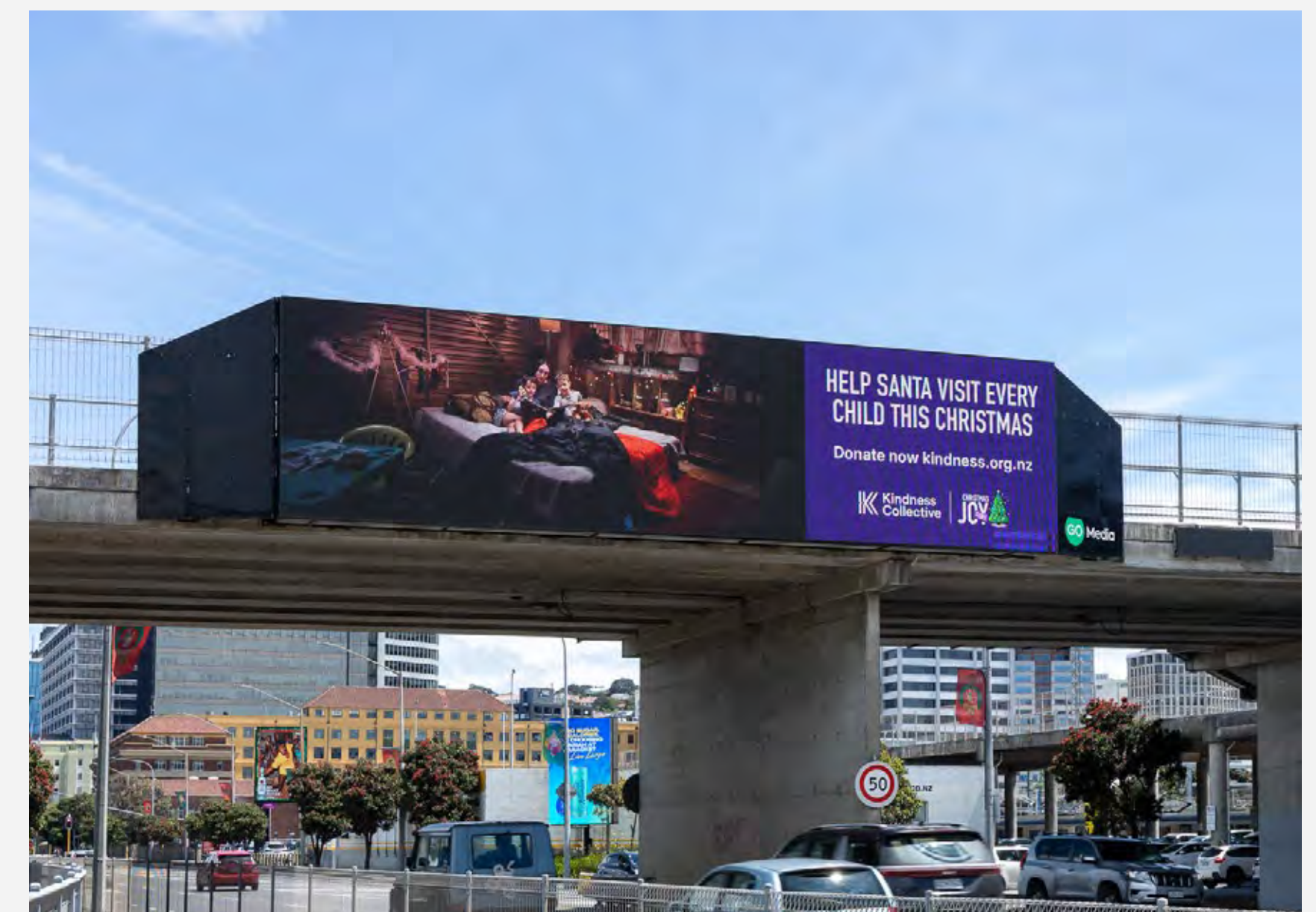
Discovery
NEW ZEALAND

ooh!

mediaworks.

THE
ATTENTION
AGENCY

sky



Our Campaigns:

WEAR KINDNESS

We partner with kind brands, designers, and artists to help people wear their kindness proudly. In 2024, we collaborated with five of Aotearoa's most celebrated creatives: Juliette Hogan, FLOX, Ruby Jones, LucidLuca, and Kiri Nathan. Together, they created five limited-edition t-shirts, each one a unique expression of kindness.

We were honoured to have Hollie Smith, Anna Coddington, Tāne Tomoana, and Dick Johnson showcase the collection, which captured the hearts of many and was even spotted on Dame Jacinda Ardern. Kiri Nathan's design also returned by popular demand, continuing to resonate deeply with our supporters.

Wear Kindness continues to grow as a creative movement and fundraising platform, connecting people through fashion and purpose.



Our Campaigns:

HELP SANTA VISIT EVERY CHILD

In the lead-up to the 2024 Christmas Joy Store, Pead, Good Viking, and PHD helped launch a powerful new campaign to raise awareness and inspire support for families doing it tough at Christmas.

The centrepiece of the campaign was an emotional TV commercial created by Pead and produced by Good Viking, telling the story of a family living in a garage - a poignant reflection of the living conditions faced by many of the families we support.

The campaign was designed to move hearts and encourage action, calling on the public to help bring Christmas to life for over 20,000 children.

PHD led the media strategy, securing generous support from media networks across Aotearoa to amplify the message.

[Watch the TVC here](#)

We are incredibly thankful to everyone who brought this to life:

Pead: Genevieve Chunn, Jack Wheeler, Anna Farrera, Hannah Durojaiye, Robynne Roodt

Good Viking: Jens Hertzum, Sarah Finnie

Production team: Joe Rixon, Dan Martin (DMC), Matt Hunt, Kyle Vantonder, Krishna Mistry, Peter Kraan, Lucko Prawito, Alex Mitchell (Ownly Creative), Amy Barber (Bespoke Post), Eve Cheesemur (Mint Voices), Kasun Ilesinghe (Ae Live Ignite)

Talent: Ravlin Cooper, Max and Leo Wheeler

Media: PHD Media (Adria Sell, Ella McDonald, Cam Newlands, Helen Brown, Monica Wales), TVNZ, Go Media, Ooh!Media, LUMO, Warner Bros Discovery, Vast Billboards, JCDecaux, Media Works, Val Morgan, Attention Agency, Sky, NZME, Stuff, Shout Media

Your time, creativity, and generosity helped us shine a national spotlight on the Christmas Joy Store and reminded Aotearoa that every child deserves a magical Christmas.



Our Campaigns:

SHARE YOUR JOY

Share Your Joy was part of our national awareness campaign to rally support for the Christmas Joy Store.

The campaign, led by the incredible team at Pead, invited New Zealanders to give back by donating, fundraising, volunteering, or sharing what joy means to them.

We were proud to have the support of some of Aotearoa's most well-known voices, including Toni Street, Thomas Sainsbury, Matty McLean, Nadine Higgins, Clint Roberts, Fame Teu and Troy Scott Mai FM, Azura Lane, K'Lee, Hannah Barrett, Melissa Chan- Green who helped spread the message far and wide.

Collectively they helped us provide Christmas to 22,821 children and we couldn't be more grateful.

[Watch Share Your Joy here](#)



COMMUNITY VOICES

“Our families in the greatest need today received the most amazing food parcels. They have had the worst week, month, year but your kindness put smiles on their faces”.

School Principal

“Our ability to carry out our vital work is strengthened through our valued partnership with Kindness Collective. Their team of compassionate staff and volunteers has consistently supported the whānau we refer to them with generosity and empathy.

I want to express our heartfelt gratitude but to also acknowledge the crucial role that Kindness Collective plays in enabling us to serve our whānau effectively. It has been a privilege working alongside them, and we deeply value their ongoing contribution to the wellbeing of our community”

Mangere East Family Services

“The Kindness Collective provides food, period products, clothing, hundreds of pairs of winter pyjamas, baby items and other essentials ongoing for our team to provide to families.

We have found that delivering essentials to families as well as things like presents and easter eggs, helps break barriers, misconceptions and opinions of the Police and allows them to build rapport with the community. We are so grateful for the ongoing support that we get from the Kindness Collective.”

Kasia Grantham, Social Worker, New Zealand Police Family Harm Intervention team

“We have been working in conjunction with Kindness Collective since the beginning of 2024. The kai support that we receive from Kindness Collective for our whānau alleviates a lot of stress that is placed on the whānau from being admitted into hospital. Kindness Collective go out of their way to wraparound our whānau with their support systems and we have received extremely positive feedback regarding the kai parcels that our whānau have received from Kindness Collective”.

Rahera Dickson Ngaiterangi, Te Kaahui Ora Maaori Health, Middlemore Hospital, Te Whatu Ora

“I just wanted to thank your team for everything that you do for the community. The food parcels have been a tremendous help and aid for many of our clients and their families. We have had many of our whānau cry because of the generous gift and aroha in the way you pack for each family”.

Social Worker, Middlemore

“The onset of cold, icy, windy, and wet weather shifts feelings in the home from adaptability to vulnerability; they are now vulnerable to discomfort and recurring illness, which leads to loss of income, stress, and long-term worry over health and finances. Many of the families we support feel isolated in winter and with isolation comes a dip in mood which we notice flows on to the children even when caregivers are doing their best to shield and protect their children from hardship. The PJs have been greatly received by the clients and whānau we support, with parents moved to tears with what this means for their children.”

Heather Sullivan, Family Works, Whakatane

“We are so blessed and ready to heal in our new home thanks to you all. We actually have a place to call home. I cannot thank you enough for all you’ve given, including your time.”

Mother of 2, Family Violence Survivor, Auckland

COMMUNITY VOICES

“Our students are being more supportive of one another in the classroom and playground, showing respect and kindness to each other. They are embracing the diversity of others and offering to support them when needed. Some of our students that have presented with high behavioural needs have used the Kindness Cup as their goal to improve their behaviour and conflict with peers and are working really hard to implement changes and show extra kindness to others”.

Prospect School

“When we dropped the food package off to our new whānau last night the uncle cried. It was sad but beautiful at the same time. They didn’t know how they were going to feed the four boys”.

School Principal

“Huge thank you to your team! Our food cupboard is now fully stocked for our hungry tamariki who come to interviews. This makes such a difference for them and us, and we cannot thank you enough for the support you keep showing us.

Thank you for the kindness you sprinkle around every day, you guys are amazing. Ngā mihi nui”.

Anna-Maria Tait, Puawaitahi (New Zealand Police / Oranga Tamariki Multi-service child protection centre)

“Students are showing more kindness towards each other, and this has helped teachers with behaviour management across the whole school. There have been less behavioural incidents and the impact for the school has been very positive!”

Teacher

“It was a privilege to be able to take my families shopping at the Joy Store. The volunteers and staff made us feel so special and welcome and the gifts to choose from were absolutely amazing. These families have not only received gifts for their children but most importantly, the opportunity to make special memories that will last a lifetime for their children”.

Kim Gerhardt, Social Worker, Family Works

“I want to thank the Kindness Collective for giving me the opportunity to share love and joy with a family who recently lost their mother. As I arrived to deliver their food and gifts, I could see that they were in the process of packing up their mother’s belongings, which was clearly a very emotional experience for them. It was perfect timing to drop off their goodies, which was very much appreciated”

Teacher, Wymondeley Road School

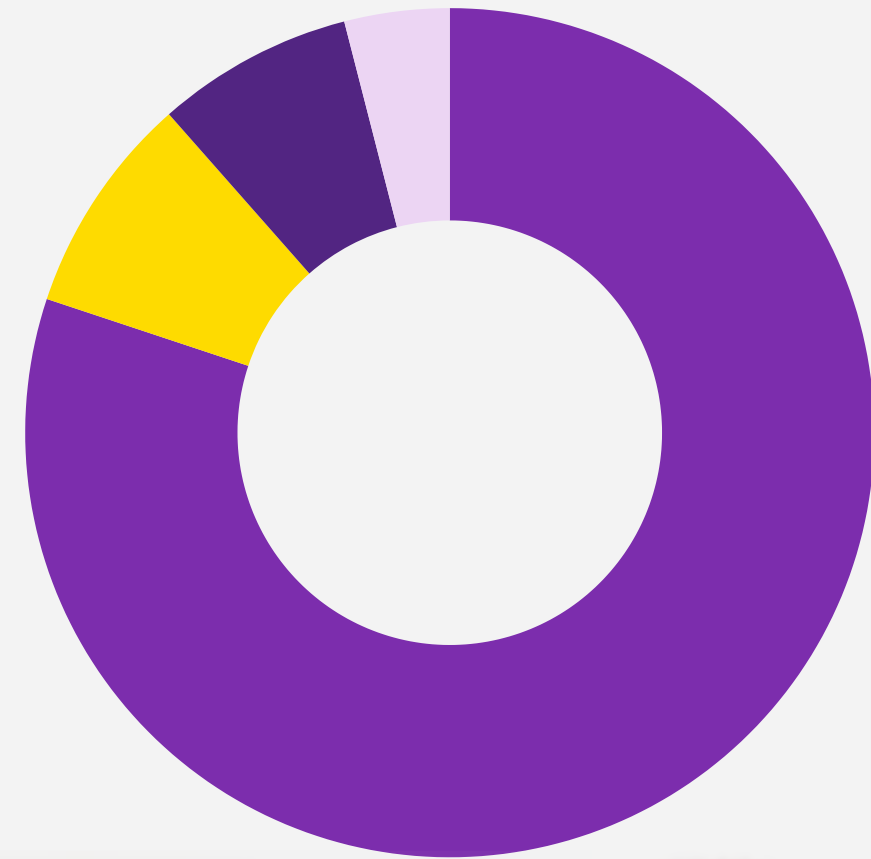
“If we are the poutokomanawa (the heart post) of our great house, Kindness Collective is our pou whirinaki (the support post), a steadfast pillar upon which our community can rely”.

Chris Ruri, Mā Te Huruhuru

“It has been a pleasure partnering with the Kindness Collective. All of their team members are friendly, genuine, efficient, and professional. There is never a problem too big for them to resolve. I am so thankful that we have had the opportunity to partner with them. Whenever I think of the good they are doing and the difference they are making, I always feel joy”.

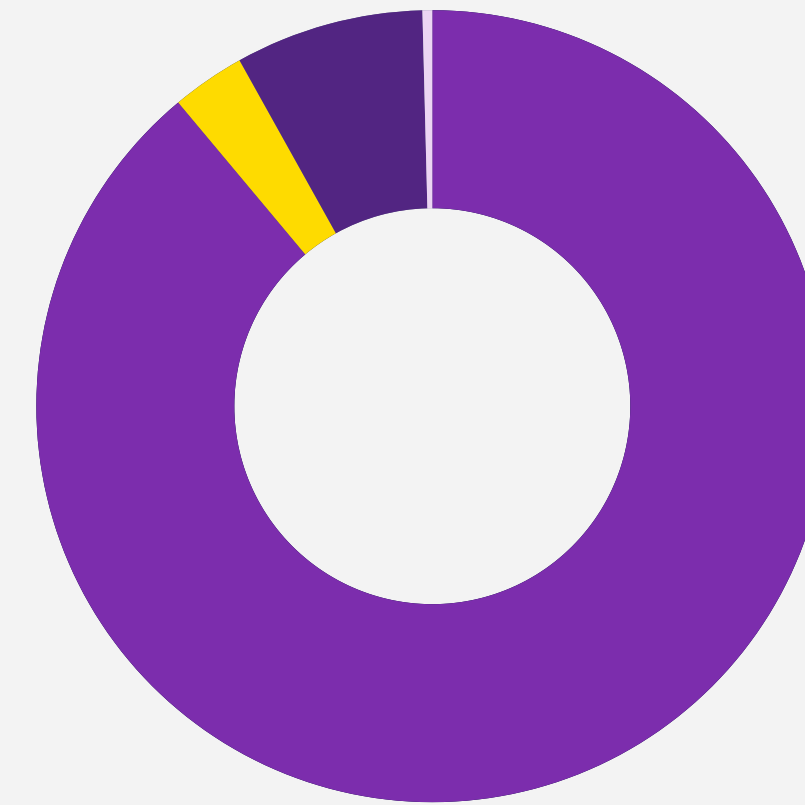
Jon Stoddard, Auckland Operations Manager, Kia Puawahi

YOUR DONATIONS



Where donations came from:

- New goods-in-kind: 80.1%
- Business sponsorships: 8.4%
- Community donations: 7.5%
- Trusts & grants revenue: 4%



Where donations went:

- Programme costs: 89%
- Programme delivery and operational costs: 3.0%
- Employee and volunteer costs: 7.7%
- Fundraising and awareness: 0.4%

Note: Programme costs and programme delivery costs are all the costs incurred to deliver all six nationwide programmes, supporting 118,179 in need across Aotearoa, New Zealand.

These costs include both programme related purchases for families including pyjamas, food, car seats, blankets, toys and also the costs incurred to deliver these, like motor-vehicle, machinery, storage, shipping costs.



YOUR DONATIONS

The Kindness Collective seeks to hold six months of operational and programme costs in reserves. This equates to approximately \$1,000,000 of cash and \$2,000,000 in donated goods-in-kind stock for our programmes per annum.

This reserve is best practice in the charity sector as it ensures we can provide our Community Partners with the assurance we can continue to support whānau in their care for the following year. With the cost-of-living crisis, we know donations and funding will be harder to attain over the next financial year. It is important to hold sufficient reserves to cover any shortfall.

Stock Reserves:

The Kindness Collective relies heavily on goods-in-kind donations to support our work throughout the year and donations are given to support our programmes and provide essentials and moments of joy to children and whānau referred to our organisation.

We seek to hold reserves of stock, which enable us to execute our programmes all year round, including opening the Christmas Joy Store with enough stock to support the first 1,500 families throughout the country. Since the beginning, we have always shared the journey of your donation to its delivery. As we grow and our services expand, transparency is something we will always value.

Donations

Donations are recognised as revenue upon receipt and include donations from the general public, and donations received for specific programmes or services.

Donations - goods in kind

Donations received in kind must be used exclusively for helping those in need and cannot be used for any other purposes, including internal use or resale. These donations are recorded as a liability (deferred revenue) until the specified conditions are fulfilled.

The fair value of the donated goods in kind is determined as the retail price (RRP) minus a standard discount of 15%, reflecting the typical market practice where goods can be purchased at a discount to the RRP.

Where second-hand inventory is donated or vested in the Foundation for nil consideration, the inventory received is recognised at nil value, applying the PBE IPSAS exemption.

Performance Report:

You can find a full performance report, including a full audited financial report on the Charities Services website, or by requesting from hello@kindness.org.nz

Annual Report Disclosure: Donation to Kindness Collective Endowment Fund

During the financial year, the Kindness Collective Foundation contributed \$250,000 to a Kindness Collective endowment fund held by the Auckland Foundation. This contribution has been allocated to an endowment fund established under the Auckland Foundation Trust Deed, specifically for the long-term benefit of the Kindness Collective Foundation. The purpose of this endowment fund is to provide a sustainable source of income to support our mission and ensure the longevity of our work.

While this donation is reflected as an expense in the current financial year, the funds are held in trust by the Auckland Foundation and are dedicated exclusively to the Kindness Collective Foundation. This decision aligns with our reserving policy, which prioritises building financial sustainability and creating a secure foundation for our future operations.

We recognise that donors support the Kindness Collective Foundation with the expectation that their contributions advance our mission directly. By contributing to this endowment fund, we are ensuring that your generosity creates lasting value, securing the financial stability needed to continue making a positive impact for years to come. Further contributions to the endowment fund will be made in line with our reserving policy to strengthen our long-term financial position.

NGĀ MIHI NUI

for your kindness and generosity,
helping whānau in need thrive.

hello@kindness.org.nz



[@kindnesscollectivefoundation](https://www.instagram.com/kindnesscollectivefoundation)

