

2025 Impact

# CHRISTMAS KINDNESS



# YOUR IMPACT

It's been another challenging year for many across Aotearoa. The ongoing cost-of-living crisis continues to stretch people thin, forcing families to make impossible choices every day.

Right now, around 156,600 children are living in poverty, missing out on essentials like healthy food, warm homes, and opportunities to thrive. And each year, this number continues to grow.

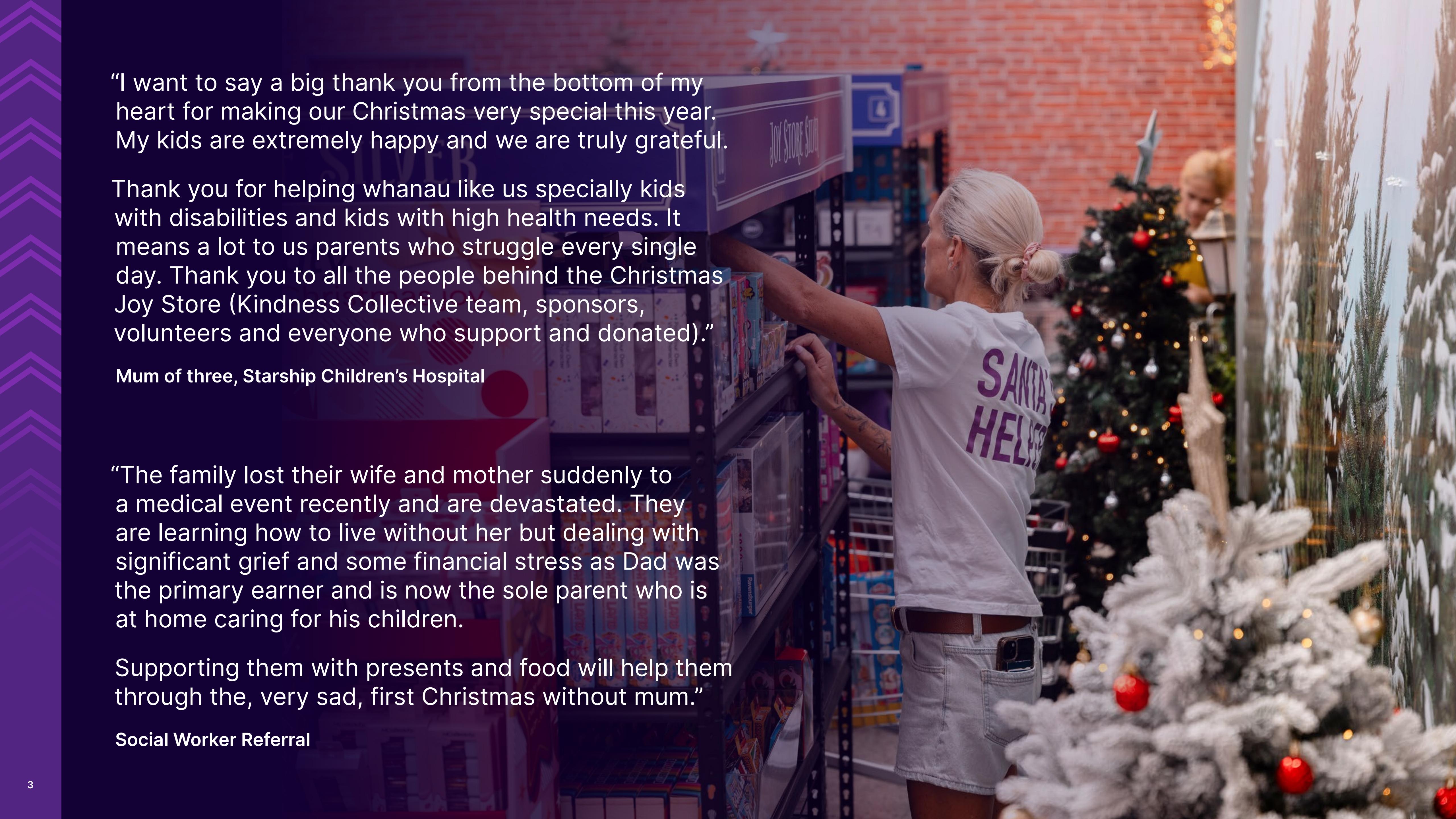
We know that when you're struggling to cover rent, food, and power, celebrations like Christmas often fall out of reach. That's why, in December, thousands of people, brands, and businesses come together to share kindness and bring Christmas joy to families across Aotearoa.

This year, together, we brought Christmas Joy to 24,963 Kiwi kids.

"This year we've been blessed with less hospital stays and no ICU but it has been hard financially for our family, we usually have the Christmas tree up by now but this year we've put it off as long as possible - after today's trip to the Joy Store the Christmas tree will definitely be going up this weekend. Thank you!"

Mum of four





“I want to say a big thank you from the bottom of my heart for making our Christmas very special this year. My kids are extremely happy and we are truly grateful.

Thank you for helping whanau like us specially kids with disabilities and kids with high health needs. It means a lot to us parents who struggle every single day. Thank you to all the people behind the Christmas Joy Store (Kindness Collective team, sponsors, volunteers and everyone who support and donated).”

Mum of three, Starship Children’s Hospital

“The family lost their wife and mother suddenly to a medical event recently and are devastated. They are learning how to live without her but dealing with significant grief and some financial stress as Dad was the primary earner and is now the sole parent who is at home caring for his children.

Supporting them with presents and food will help them through the, very sad, first Christmas without mum.”

Social Worker Referral

# CHRISTMAS JOY STORE

 **12.9k**

Kids shopped for

 **3.6k**

Families supported

 **41.3k**

Toys chosen

 **505k**

Food items selected

**Now in its fifth year, the Christmas Joy Store once again opened its doors to 3,608 whānau needing kindness at Christmas.**

The Christmas Joy Store is New Zealand's first social store that provides the gift of kindness and the dignity of choice. The 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.

In a year that's been tough for so many, our community's generosity made space for dignity of choice, joy, relief and kindness for families when it was needed most.

*"People talk of the village they have to help raise their children... support services like the Christmas Joy Store are my support."*

**Mum of two**



# TE MĀKETE HARIKOA

Thanks to Foodstuffs North Island and our incredible community of partners and donors, this year's Christmas Joy Store included a special addition, a social supermarket named Te Mākete Harikoa.

Filled with delicious treats, snacks, pantry staples, and meals for Christmas Day, Te Mākete Harikoa gave families access to consistent, quality kai and a dignified shopping experience.

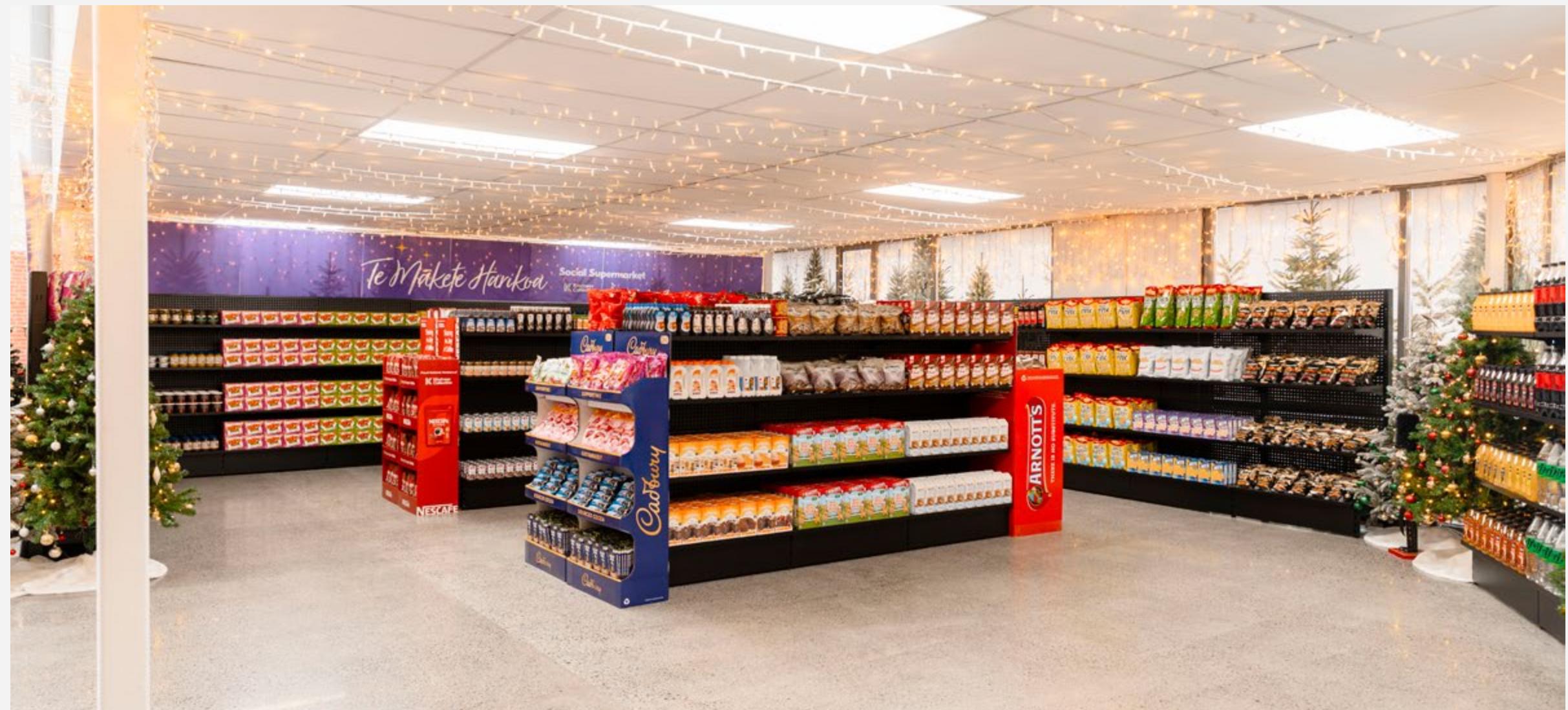
Ngā mihi nui to the Foodstuffs North Island team for their incredible support and generosity.

Te Mākete Harikoa is made possible through their partnership and the community of generous brands and businesses who donate food, drinks, and treats.

And a special thank you to the many food brands and businesses who supported Te Mākete Harikoa, helping to fill the shelves with delicious treats and essentials for families to enjoy over the holidays.

“Your generosity and aroha have made a massive difference for us this festive season. Thank you for helping make this season brighter for our tamariki and for lifting a huge weight off our shoulders. We are incredibly grateful for your kindness, compassion, and the mahi you do for families like ours.”

**Mum of four**



# JOY ACROSS AOTEAROA

 **11.9k**

Kids supported

 **17.5k**

Toys donated

 **170**

Community Partners supported

 **91**

Cities and towns, across 16 regions

As well as bringing the magic to the Christmas Joy Store, we helped Santa deliver toys to communities all over Aotearoa once again!

From Rongopai House in Kaitaia to Family Works in Invercargill and everywhere in between, **17,513** toys found their way to **170** community partners, reaching **11,968** tamariki.

This nationwide effort was made possible thanks to the incredible generosity of LEGO, Mattel, Mitre 10, and the many businesses, schools, clubs and gyms who collected toys, food and donated financially. Together, they helped spread joy, kindness and Christmas magic to families across the country.



"This will make their Christmas so special and take some pressure off other costs that they face during this big holiday break before we start back up in February. You are all AMAZING!!"

**Whakatipurua Teen Parent Unit**

"The public health nurses and social workers wanted to pass on their huge thanks! They wish you could see the joy it brings to the kids staying in hospital over Christmas, and the tears on their parents' faces when they receive it. The LEGO was gifted to families who are struggling financially to even cover the basics, going to kids who won't receive anything else this Christmas."

**Gabby's Starlit Hope**



# MITRE 10 KINDNESS

 **17.5k**

Toys collected

 **91**

Cities and towns reached across 16 regions within the campaign

 **170**

Community Partners supported

 **84**

Mitre 10 stores participated



For the third year running, we teamed up with Mitre 10, our National Partner, to help make Christmas brighter for children and families across Aotearoa.

Throughout December, **84** Mitre 10 stores across the country became collection points for generosity, gathering thousands of gifts from customers, schools, individuals, groups and local businesses.

Every toy donated stayed within its community, reaching children through our network of **170** Community Partners, including New Zealand Police, hospitals, Women's Refuge communities, NGOs, schools, social services, ECE centres, and kōhanga reo.

This incredible local effort meant that families right across Aotearoa could experience the joy of giving and receiving, knowing their community was behind them.

Having Giving Tree drop-off points in-store also encouraged local businesses to rally together, adding even more gifts to the growing wave of kindness.

“Thank you KC and Mitre 10 for your amazing generosity in helping us give our clients and their whānau a special Christmas, it meant so much to our clients. The families have been so thankful and overwhelmed with the kindness that has been shown to them. Through you and our community, we managed to gift around 150 bags to deserving families this year!”

**Presbyterian Support Northern, Whangārei**



# OUR KIND COMMUNITY

 **233**

businesses hosted  
Giving Trees

 **875**

Volunteers

Each year, we're reminded how much magic happens when communities come together. Our volunteers, donors and Giving Tree hosts are a perfect example of that.

Individuals, brands and businesses right across Aotearoa opened their doors and their hearts, fundraising, donating time, toys, money and hosting Giving Trees to collect gifts and food for families who might otherwise go without.

 **3.8K**

Individuals donated

 **3.5K**

Hours volunteered

This year, **233** incredible businesses, schools, clubs, individuals and **84** Mitre 10 stores took part, turning offices, stores and workplaces into hubs of generosity and kindness. Together, they helped fill the shelves of our Christmas Joy Store and spread joy to families across the country with toys distributed to our Community Partners.

A huge thank you to every business and individual who hosted or donated to a Giving Tree this year. Your kindness helped share the magic of Christmas with families across Aotearoa.



"Today we ventured to Mitre 10 MEGA Papanui to deliver all the wonderful toys donated for the Kindness Collective Foundation! It was such a special experience for the children to be part of. They were so proud of their giving, happily telling everyone they saw about the toys and who they were for!

After dropping everything off, we enjoyed some time at the playground, followed by hot chocolates, chocolate fish, and even stickers kindly gifted by one of the lovely Mitre 10 staff members. A very heavy downpour meant we had to make a quick dash back to preschool, but as you can see from their big smiles, the children weren't bothered by the rain at all!"

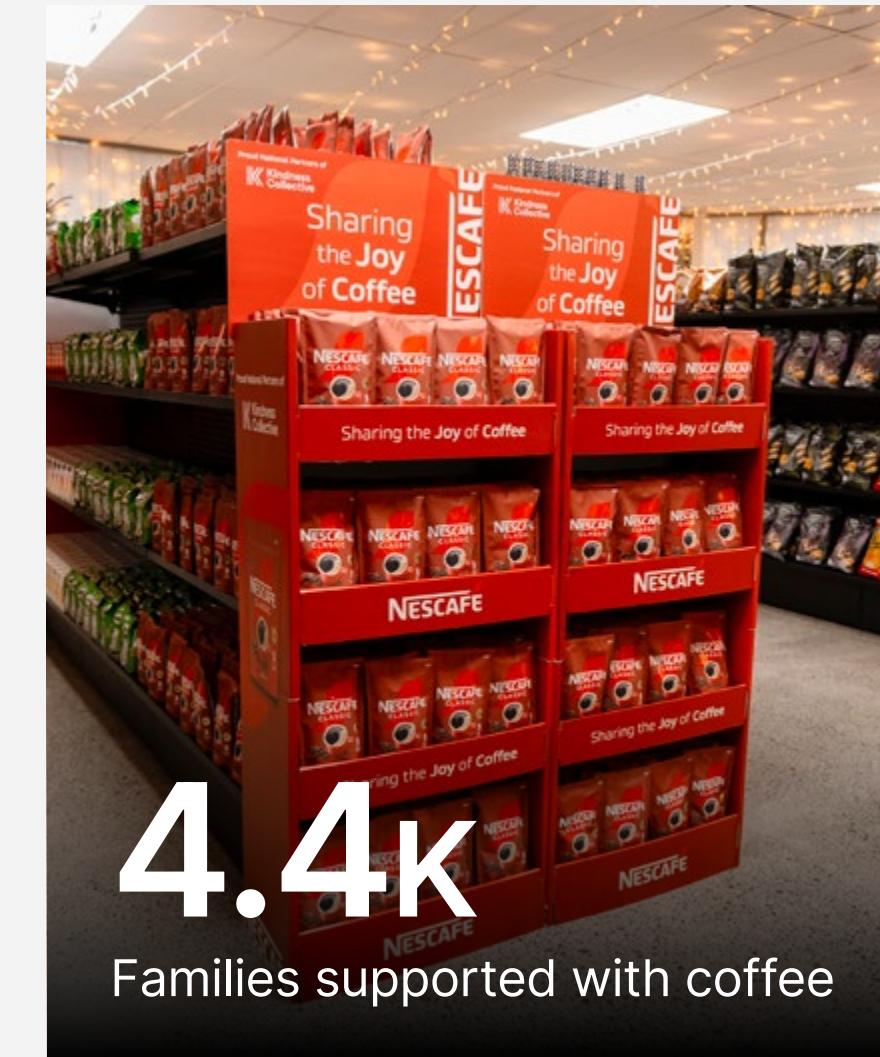
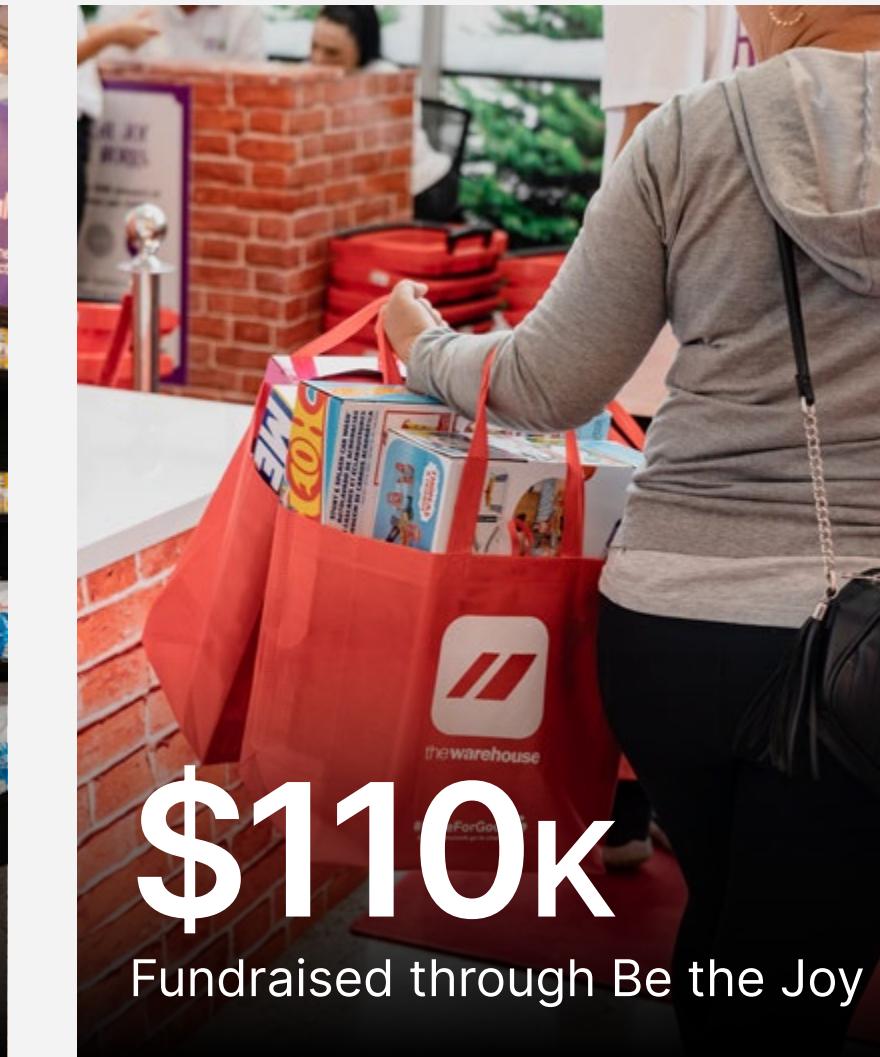
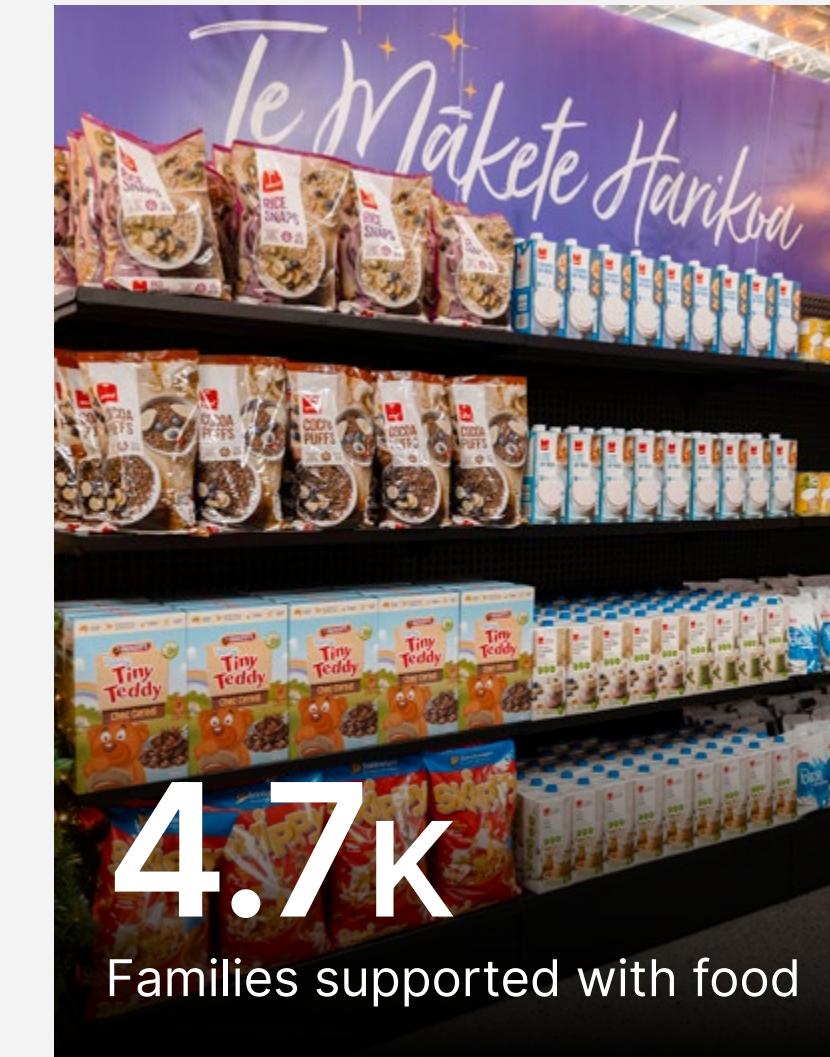
Teacher, Harewood Road Montessori



# OUR PARTNERS

Our incredible partners support our mahi throughout the year and come together at Christmas to create meaningful impact.

Alongside vital financial support that keeps our doors open, their teams generously volunteer thousands of hours and contribute in countless other ways to help bring Christmas to thousands of families.



## LEGO

LEGO filled the shelves of the Joy Store, helping bring Christmas to **24,900** children and delivered bricks to 20 other organisations, supporting **4,462** kids. In total, over **24,900** children each received one or more sets of LEGO to open on Christmas morning! The team also volunteered, helping families choose LEGO in the Joy Store.

## TEGEL

Tegel supported **4,700** families to put fresh, quality food on the table in December with **10,000** chicken products delivered. They also supported our Regional Coordinators to travel around the country, delivering Christmas in **91** different cities and towns across **16** regions.

## FOODSTUFFS NORTH ISLAND

Foodstuffs North Island partnered with us to Te Mākete Harikoa, the first pop-up Social Supermarket within the Joy Store, NZ's first social joy store! They donated food for thousands of families, operational support with set up and management and contributed over **1,050** volunteer hours!

## THE WAREHOUSE GROUP

The Warehouse Group and their kind customers fundraised over **\$110,000** through Be the Joy to support whānau in need at Christmas through the Joy Store, our food bank and bulk deliveries of essentials and food. They also contributed **480** volunteer hours over December.

## NESCAFÉ CLASSIC

NESCAFÉ CLASSIC ensured **4,400** families enjoyed a cup of coffee at Christmas, creating moments of connection and rest for busy parents. They also volunteered and significantly contributed to our food bank, ensuring **1,113** families received food and essentials for Christmas and the week after.

# OUR PARTNERS



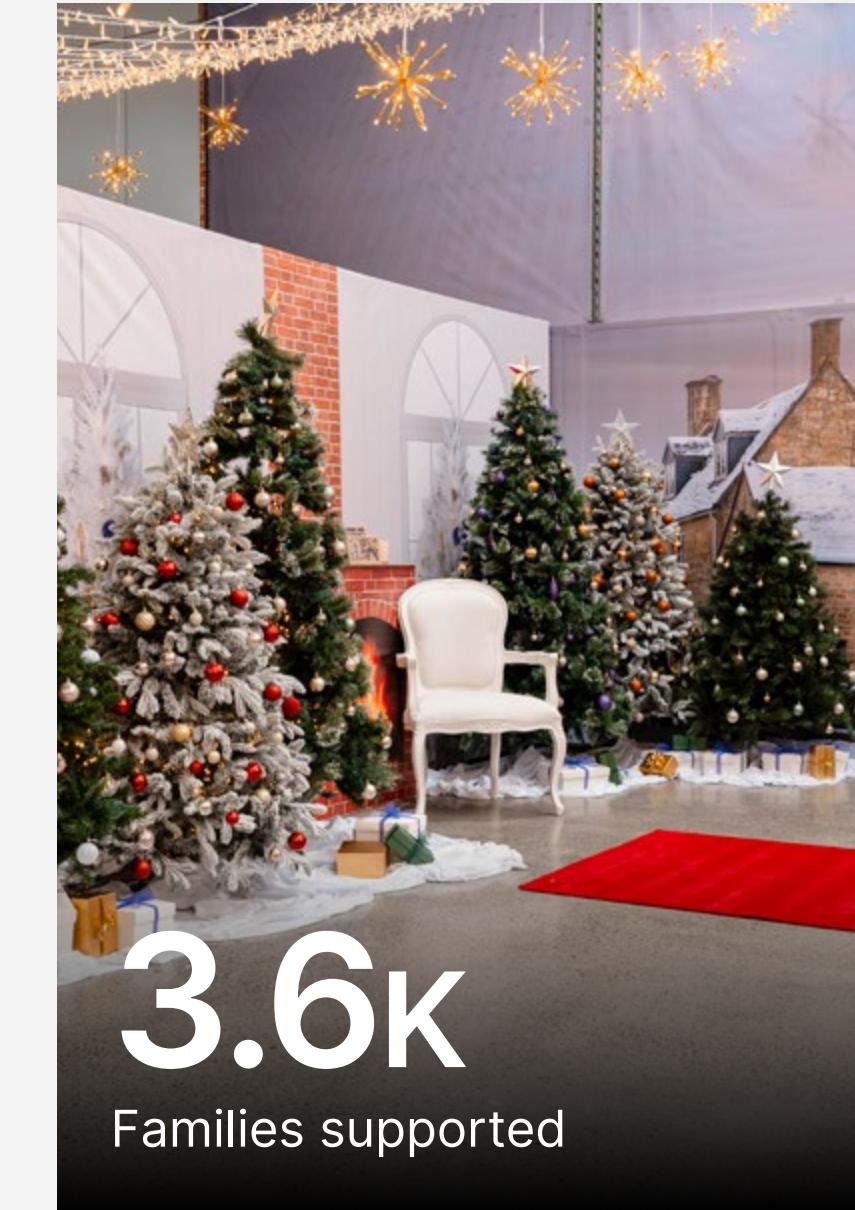
**17.5K**

Toys collected



**4.7K**

Families supported with tea



**3.6K**

Families supported



**30K**

Treats donated



**1.0K**

Toys donated

## MITRE 10

Mitre 10 collected **17,513** toys via toy collection bins, supported by a significant advertising campaign, supporting **170** organisations in **91** cities and towns across **16** regions. This is a **118%** increase from the previous year which is an exceptional result.

## RED SEAL

Red Seal ensured every family we supported in December had a variety of delicious teas, food and access to essentials like toothpaste for the entire family through the Christmas Joy Store and our food bank. They also volunteered **160** hours in the Joy Store across the teams..

## BIG COLOUR

We're grateful to Aaron and the team from Big Colour who donated their print, signage and display services to build the new Christmas Joy Store in our new community hub. Without their support the Joy Store wouldn't have been as beautiful (and functional) for so many deserving families.

## CADBURY

For a fifth year, Cadbury donated **\$12,000** and over **20,000** confectionery items, so every family could enjoy a sweet treat at Christmas. The Mondelez team also donated **190** hours of time across the month of December in the Christmas Joy Store!

## MATTEL

For a fourth year, Mattel donated over **1,000** toys and provided incredible prices to purchase more, ensuring every donation went further. We were also grateful to have them volunteer as Santa's Helpers, serving customers on the Joy Store floor.

# OUR PARTNERS



## ARNOTT'S

For a fourth year, Arnott's donated thousands of snacks, cookies and treats so families had choice in our social supermarket and a treat at Christmas. The teams also volunteered **140** hours in the Joy Store as Santa's Helpers!



## ANYTIME FITNESS

Thank you to the team at Anytime Fitness for their third year of support at Christmas! Not only did they donate a generous \$10,000, gyms, teams and members across New Zealand collected toys for children in their local communities.



## MCOBEAUTY

We're grateful to have MCoBeauty join the Christmas Joy Store, providing over **6,000** beauty products for teens and mums. Their team also volunteered their time in the Joy Store and through a Christmas event they created and donate **200** gift packs for extra special mums shopping in the Joy Store.



## BAPS CHARITIES

We were grateful to receive hundreds of donated toys from BAPS Charities and Hasbro again to not only fill the shelves of the Christmas Joy Store, but also provide magic to children through our Community Partners. Thank you BAPS Charities and Hasbro!

A special mention to the following for their significant support.

James& Liz Egan, Lanakat Trust, Whakatupu Foundation, Mānuka Trust, Shaw and Partner's NZ

Thank you to the following for their generous financial donations!

PWC, Datacom, NZX, Fruzo, Shaw and Partners NZ, BNI, Lava Gallery, Sales Force, Vital Zing, Fee Langston, Diocesan School for Girls, Kerry Ingredients, ProBeauty, The Tuning Fork, Colliers Christchurch, Ataahua Consulting, Greenwood Roche, Carols at Parliament, Surf City, Superette, Gateway Baptist Church, David Tua, Loan Market McCallum & CO, Cube Architecture, Drusan Farm Limited, Sedgwick, AA Insurance, Lava Glass, Murray & Co.

Finally, thank you to the 3,384 individuals who donated financially and the thousands of individuals who donated toys at Mitre 10 stores and under Giving Trees! We couldn't have done this without you.

# FESTIVE FUNDRAISERS

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

There are many wonderful people, brands and businesses who donate both financially and with goods-in-kind to help Santa visit every child and we're grateful for every single one of them. Here are some of this year's festive fundraisers!

## THE EDGE

A huge thank you to Clint, Dan, Ash, Carl and Nepia from The Edge for running their Everybody Gives fundraiser live on air for the full Breakfast Show.

Thanks to your generosity, energy, and the incredible Edge whānau who showed up to give, an amazing **\$53,860** was raised, helping us support over 2,300 children who need it most.

We're so grateful for your commitment to kindness and for using your platform to make such a real, tangible difference for tamariki in need.

## SUPERCREATIVE PODCAST

Thank you to Catie Dawson, host of Super Creative Podcast for running her annual fundraiser the fourth year!

The Super Creative community is an extremely generous one, with multiple brands and businesses donating prizes and generous donors raising **\$20,320!** Huge thank you to Catie for her hard work and effort and to everyone who made it happen.

## THE ROCK

Thank you to Bryce Casey and The Rock's Morning Rumble for their support, sharing the Christmas Joy Store on the show, online and through social media and fundraising through the sale of Bryce Cubes and hosting an auction!

Their incredible support helped us reach a whole new audience and inspired businesses (shout out City Contractors) to dig deep and donate thousands of dollars and hundreds of toys! Huge thank you to Bryce for his support.

## MAI FM

For the fourth year in a row, Mai FM ran another successful campaign supporting and sharing the Christmas Joy Store with ads, giveaways, experiences and interviews, helping us reach thousands of Kiwis with kindness.

The presenters also broadcasted live from the Joy Store again, bringing along a few friends to spend the day with us and giving our shoppers an incredible experience with their favourite broadcasters and DJs.



# FESTIVE FUNDRAISERS

## SIMPLICITY FOUNDATION

We were grateful to be included in Simplicity's Christmas Giving campaign for a second year 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 **\$50,350** which was generously shared with us, helping to bring Christmas to over **500** whānau.

## AUCKLAND AIRPORT

We were lucky enough to be one of the recipients of Auckland Airport's 12 Days of Christmas grants for 2025, with a generous **\$10,000** donated towards our mahi for South Auckland whānau.

Every year, thousands of travellers passing through Auckland Airport drop their unwanted currency into the collection globes, never imagining how far those coins might go. These donations are pooled together and \$10K grants are awarded to 12 charities doing great work in the South Auckland community, which we were one of. Huge thank you to every single person who contributed!

## JAMES KIRKPATRICK GROUP

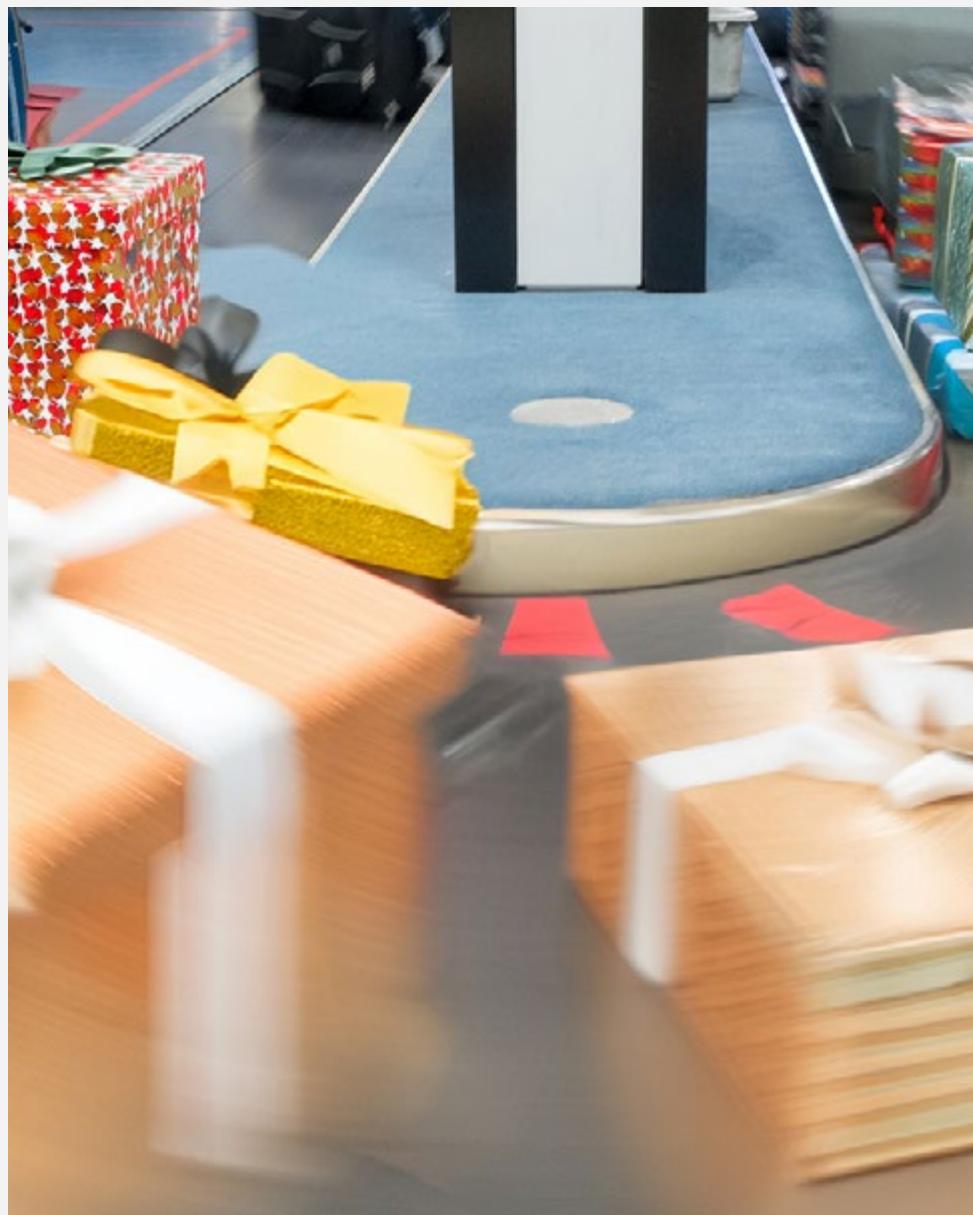
We are hugely grateful to James Kirkpatrick and his property group, who generously support us with our community hub space in Auckland.

This year they also rallied their customers and suppliers to fundraise **\$21,500**, which JKG then topped up to a whopping **\$50,000**! Huge thank you to James, Sophie, Anna and the team for their incredible generosity.

## WESTFIELD MANUKAU

A huge thank you to Westfield Manukau and their generous customers for donating **\$9,485.43** through Christmas gift wrapping in the centre.

This support made a real difference, helping us bring joy, dignity, and essential support to children and families who need it most in South Auckland. We're so grateful to the Westfield Manukau team and everyone who chose to have their gifts wrapped — every dollar truly counts.



# OUR MEDIA COMMUNITY

Thanks to PHD Aotearoa, Pead, Good Viking, our generous media partners and group of friends, we delivered our largest Christmas campaign to date.

Across social, outdoor, TV, radio and digital channels, the campaign generated 3.9 million views on social media, reached more than **2.6 million New Zealanders**, supported by over **\$3 million in donated and earned media inventory**, driving our biggest Christmas ever and enabling us to support more children and families than in any previous year.

Earned media coverage amplified this reach further, with features across **TVNZ 1 News, Breakfast, Te Ao Māori News, NZ Herald, Canvas Magazine, The Edge, Mai FM, The Rock, The Breeze, ZM** and more.

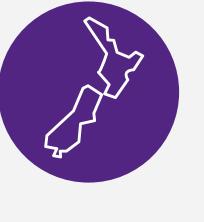
A standout social media campaign generated **3.9 million views**, powered by advocacy from **Lisa Perese Cullen, Anika Moa, Sharyn Casey, Clint Randall, Clint Roberts, Matty McClean, Bella Kololo** and more.

Together, this integrated campaign translated awareness into real-world impact, helping thousands more tamariki experience dignity, joy and support at Christmas.

"I cannot describe how overwhelmed I felt going into the Joy Store. I was nervous but blown away by the kindness you all have given to myself and my tamariki.  
  
The volunteers were so full of joy that made it so easy for everyone, and I kept asking them if it was okay to have that toy as I was not used to something like that. I cried in my car because of the kindness you all have given me. Thank you, Kindness Collective."  
**Mum of four**

 **3.9M**

Content views

 **2.6M**

Kiwis reached

 **117K**

Engagements

 **55K**

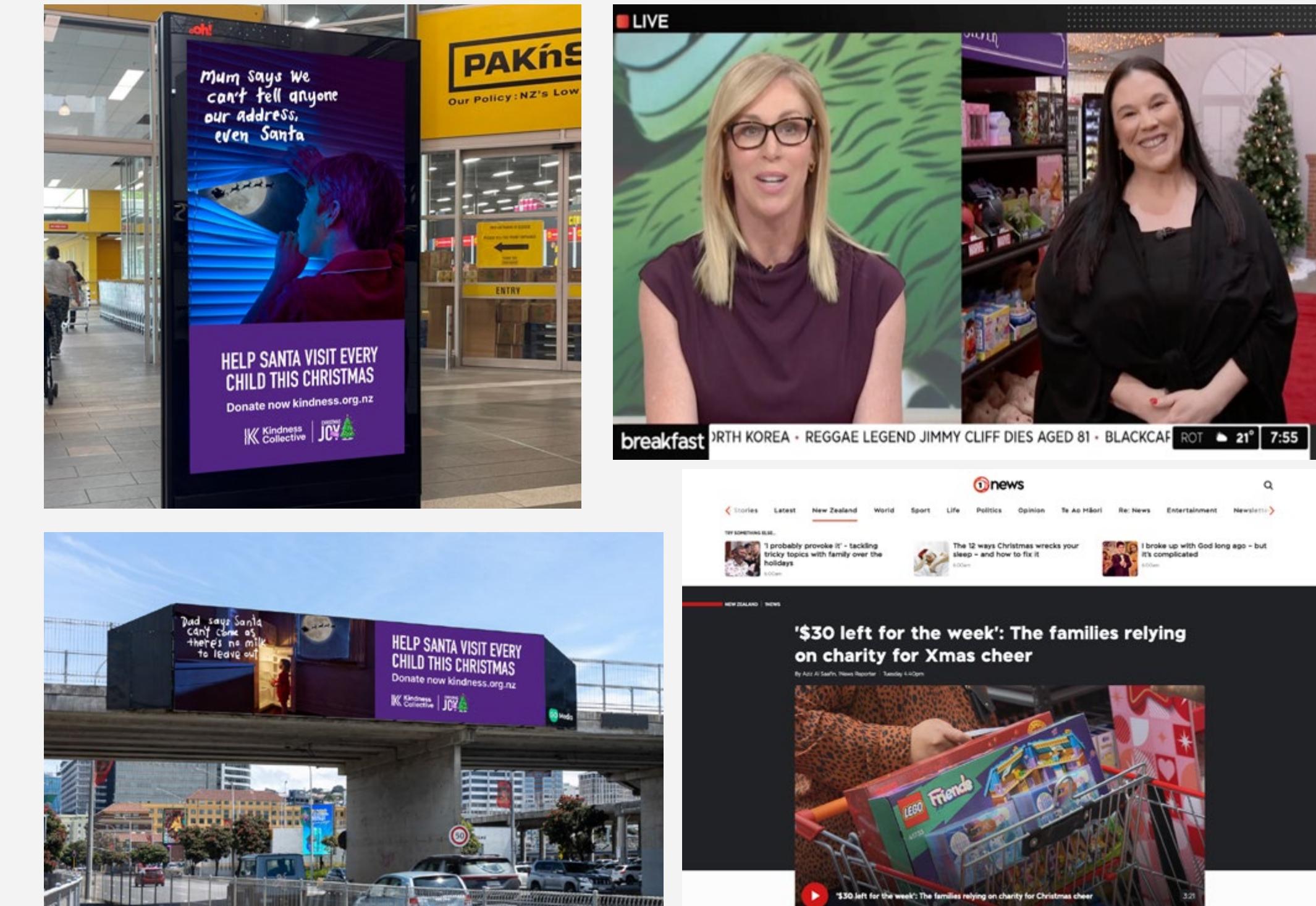
Website Views

 **18**

Media mentions

 **12**

Agencies working together





**The New Zealand Herald**

Home | Local news | Herald NOW | Video | New Zealand | Sport | World | Business | Entertainment | Politics | Opinion | Lifestyle | Travel | Viva | Weather

Auckland getting 1734 new student beds/lunch in three towers worth \$790m. Property header

Trump rules out closing Gloriaville amid horrendous abuse claims

Just in

1 How is convicted murderer Andrew Ladd finding life outside of prison?

2 'Douring': Chiloe farmers begin clean-up after storm

3 UK seals \$18b jets deal with Turkey in latest sign to Putin

4 Lightning strikes power control areas as snow traps island

5 Pickford: What is this billion-dollar sport doubling in size every year in NZ?

**KINDNESS COLLECTIVE IS COLLECTING**

The Kindness Collective is collecting food and money for Joy of Giving for the fifth year and, sadly, demand for the organisation's help is higher than ever. The pop-up store is stocked with brand-new toys and selected families-in-need are able to choose Christmas presents they know their children will love. That's where you come in: between now and December 14, you can donate new toys or dropping them into your local participating Mitre10. If you've got the spoons to do a little bit more, set up a giving tree at your workplace, club or team. Or, if time isn't on your side, you can simply donate online and become a Kindness Collective secret Santa or support a family with a food hamper and gifts. 'Tis the season of giving after all.

Receiving gifts from now until December 14. Participating Mitre10 stores nationwide.

Online donations accepted at any time via [kindness.org.nz/joystore](http://kindness.org.nz/joystore)

PLAN AHEAD

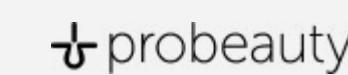
A screenshot of the New Zealand Herald website. The main headline is about Auckland getting new student beds/lunch in three towers worth \$790m. Below it is a headline about Donald Trump rules out closing Gloriaville amid horrendous abuse claims. The 'Just in' section has five news items. A large box on the right is titled 'KINDNESS COLLECTIVE IS COLLECTING' and describes the organization's efforts to collect food and money for Joy of Giving. It includes a call to action for people to donate new toys or set up giving trees at their workplaces. The website has a 'PLAN AHEAD' button in the bottom right corner.





# NGĀ MIHI NUI FOR YOUR SUPPORT

## NATIONAL PARTNERS



# NGĀ MIHI NUI

for your kindness and generosity.



@kindnesscollectivefoundation

kindness.org.nz

