

# FUNDRAISE FOR KINDNESS!



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

KC supports thousands of people living in poverty every year through six nationwide programmes, working alongside 287 community partners like NZ Police, Hospitals, Oranga Tamariki, Social Services, Schools, ECE Centres and more to support whānau in the community who are most in need.



## We need your help to keep supporting kids and families in need

Help us fundraise for our programmes and support the work we're doing in the community. Every dollar, every pair of PJs and every can of food collected makes a real difference to those who need it most.



## PJ Project - Collect PJs

We deliver pyjamas to over 25,000 children in need each year in 98 cities and towns across 16 regions throughout the country.

Get your class or school involved and collect brand new winter pyjamas for kids in need across Aotearoa through The PJ Project between 1st May - 31st July.



# FUNDRAISE FOR KINDNESS!

## OTHER WAYS TO HELP

### National PJ Day

Hold a PJ day on National PJ Day 2027 (Friday 4th June 2027) with a gold coin donation that goes towards The PJ Project.

### Feed A Family - Food Drive

Everyday we're feeding families who are finding it tough to put food on the table.

Donating food is a simple way to make a big difference. Collect cans and other non-perishable food items at your school and we'll get it to families in the community who need it most.

Collections are a great way to engage your teachers, students and friends, knowing that a little for you, is a lot for someone else.

### Christmas Giving Tree

The Christmas Joy Store is New Zealand's first Social Toy Store that invites referred parents and caregivers to choose gifts and treats for their children they know they'll love, off the shelves, shopping for free!

Set up a Christmas tree at your school and encourage your teachers and classmates to drop new toys under the tree between 1st November - 12th December each year.

Download the Christmas collateral, including posters, to help drum up support.

### Get In Touch!

Visit our website for further information on how to get involved: [www.kindness.org.nz](http://www.kindness.org.nz)

#### Got questions?

Give us an email: [hello@kindness.org.nz](mailto:hello@kindness.org.nz)

### No Uniform Days!

Leave the uniform in the wardrobe and Wear it Your Way for the day!

Hold a fashion show at your school with a gold coin donation to attend with proceeds going to the Kindness Collective.

### Cake Stall or Bake Sale

Who doesn't enjoy baking? Get your classmates (and teachers!) to try their hand at baking some yummy treats and charge a donation for every slice they try. Like a bit of competition? Ask them to rate each slice out of ten!

