

★ The PJ Project ★ 2026 IMPACT

 Kindness
Collective



OUR WHY

Over 170,000 children are living in poverty in New Zealand, and over 200,000 more live with food insecurity.

This means 1 in 3 children go without life's basics, food, warmth and a safe place to live. The PJ Project aims to help meet one small but important need by providing brand-new pyjamas to children who need them most, so they can stay warm, cosy and healthy throughout cold winter nights.

For many children, receiving a new pair of winter pyjamas brings a sense of comfort during a time of year that can be especially challenging. They find joy in having something new that belongs just to them and the reassurance of going to bed warm and waking up ready for the day.

For families experiencing financial hardship, the simple gift of a pair of PJs can help ease some of the pressure of having to make choices of which essential bills to pay. This small act of kindness can give the sense that someone is in their corner supporting them.

Through The PJ Project, thousands of children and families have been shown that their community cares, one pair of pyjamas at a time.

Child Poverty Action Group, cpag.org.nz. (Latest official child poverty statistics: 2024/25, February 2026)

"Your kindness and support mean so much to our tamariki and their whānau. The gift of warm pyjamas will not only help keep them comfortable during the colder months but also bring a sense of care, dignity, and belonging. It is truly heartwarming to see our community supported in such a meaningful way."

Satellite Teacher, Kereru Park,
Rosehill School



OUR IMPACT

The PJ Project continued to grow in 2026, making this our biggest year yet with 34,484 pairs of pyjamas delivered to children across Aotearoa.

From the top of the North Island to the bottom of the South Island, schools, early childhood centres, businesses, volunteers and donors all played their part. Whether it was donating a pair of pyjamas, hosting a fundraiser or helping distribute pyjamas, everyone involved helped make the campaign happen.



34,484
pairs of PJs delivered
to kids



314
community organisations
supported



101
regions, cities and towns
reached across Aotearoa

With the continued support of The Warehouse Group, people got involved by donating brand new pyjamas at collection bins in-store or making a donation at the checkout, helping us reach more children than ever before.

Together we delivered 34,484 pairs of winter pyjamas to children through 314 Community Partners in 101 towns and cities across Aotearoa.

Thank you to everyone who contributed to The PJ Project's sixth year. Everyone's kindness helped bring warmth, comfort and care to a child who needed it.

Ngā mihi nui ki a koutou. It takes all of us.

“Ngāa mihi nui ki a koutou Kindness Collective moo eenei kakaahu moe.

We are incredibly grateful for your kindness and support. These warm and cosy PJs will help keep our mokopuna snug during the colder mornings and nights ahead. With the cost of living continuing to rise, this thoughtful koha will make a difference for many of our whaanau by helping provide warm, comfortable PJs for their tamariki.”

Ngāa manaakitanga,
Te Koohanga Reo o Awaruaiti



COMMUNITY PARTNERS

The PJ Project is a nationwide effort, reaching communities across the country all the way from Kaitaia through to Invercargill. Through our network of community partners, including schools, early childhood centres, marae, and social service providers, we ensure the winter pyjamas reach the children who need them most, no matter where they live in Aotearoa.

"The PJ Project partnership was a great collaboration which helped support a shared cause."

General Manager, Community Link,
Wanaka



34,484
pairs of PJS delivered
nationwide



314
community partners
supported our mahi



NATIONAL PJ DAY

We were delighted to bring National PJ Day to Aotearoa for the very first time!

On Friday 12th June, we asked everyone to rock their comfiest, cosiest (or craziest!) pyjamas to help raise funds and awareness for The PJ Project. Seeing workplaces, schools, early learning centres, clubs and communities come together for this cause is what it's all about.

A huge thank you to everyone who wore their PJs, donated, hosted a fundraiser, shared our message, or cheered us on from the sidelines.

Stay tuned for next year, because it's going to be bigger than ever...



120

businesses, schools and organisations took part

"Today was National PJ Day, and the children had a great time showing up in their comfiest pyjamas. Lots of smiles and fun all round — such a great way to spend the day! We raised over \$350. Thanks to everyone who joined in and made it a bit of fun for our school."

Kelston Primary School



THE WAREHOUSE GROUP

Once again The Warehouse Group was a valued partner of The PJ Project, with stores across Aotearoa opening their doors to help bring warmth to children this winter.

From in-store pyjama collection bins to customer donations at the checkout, their support made a real difference. Customers generously donated \$148,982 at the till, while 10,681 pairs of brand-new pyjamas were collected in stores and distributed to children through our Community Partners.

National PJ Day was another highlight, with The Warehouse team members across the motu wearing their pyjamas to work in support. Whether they were serving customers or stocking shelves, they helped raise awareness and encouraged more people to get involved.

A huge thank you to The Warehouse Group's staff, leadership and customers for supporting The PJ Project again this year. Your generosity has helped so many children.



\$148,982
raised by The Warehouse
customers in-store



85
The Warehouse Stores
collected PJs



10,861
pairs of PJs donated



OUR KIND COMMUNITY

Businesses across Aotearoa played a vital role in this year's campaign.

From collecting pyjamas and hosting workplace PJ days, to raising funds for us to buy more PJs.

Together, 220 businesses donated more than 8,413 pairs of pyjamas, which shows the generosity of our business community, and we are so grateful to be on the receiving end!

"I'm so happy I could support The PJ Project this year, even if it was just in a small way! Thank you for everything you guys do to keep our tamariki and whānau warm and supported. Looking forward to supporting this kaupapa again in the future."

The Nail Label



HIGHLIGHTS OF 2026



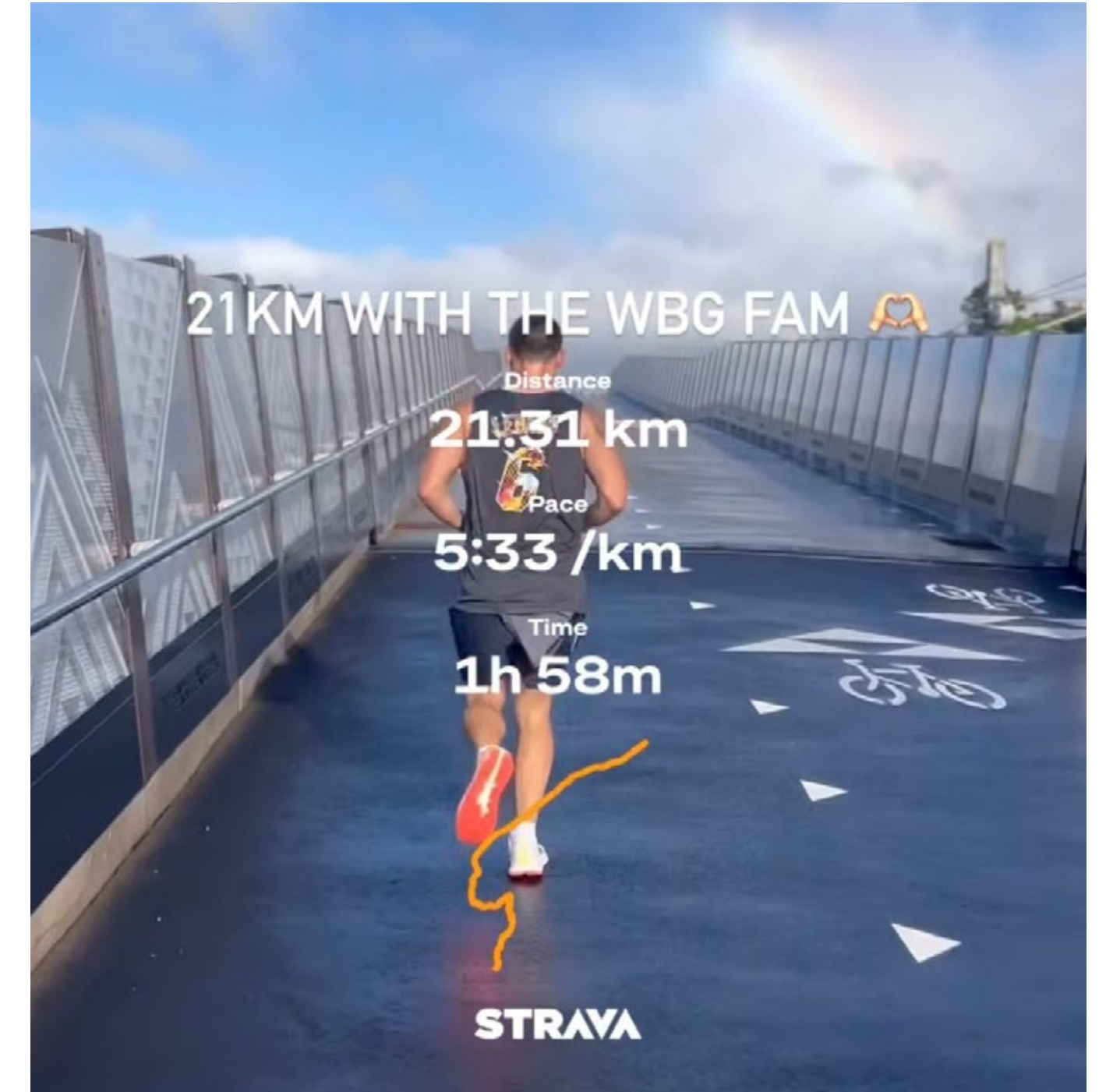
On Air with MediaWorks

We were lucky enough to spend the morning with our friends from the Mai FM Morning Crew and The Edge Breakfast to launch National PJ Day and share why warm pyjamas matter! The response from their listeners was incredible!



PJ Collections with Evolve Education Group

Evolve Education Group's network of over 80 early childhood education centres across Aotearoa came together to collect 1,080 pairs of pyjamas. Thank you so much to Vala and the team at Evolve for organising such incredible collections and being so fabulous to work with.



Wellington Boxing Gym Fundraiser

Wellington Boxing Gym hosted a 21km fundraiser with members running or walking to raise donations for The PJ Project. Thank you so much for putting your bodies on the line to support Kiwi kids this winter!

HIGHLIGHTS OF 2026



School Fundraisers

This year, an incredible number of schools went above and beyond by hosting their own fundraisers to support The PJ Project. Together, 30 schools raised an outstanding \$16,948.89, helping provide brand new winter pyjamas for children who need them most. Their generosity is a reminder of what can be achieved when communities come together.



Milford Foundation

A huge mihi to The Milford Foundation for donating \$20,000, which has provided thousands of pairs of PJs to kids across Tauranga Moana, Rotorua and Tāmaki Makaurau regions. This donation means that brand-new pyjamas have gone to kids from five schools, five ECE centres, two social services and Tauranga Hospital to keep them all warm this winter. We are so grateful for the impact this donation has made on our community.



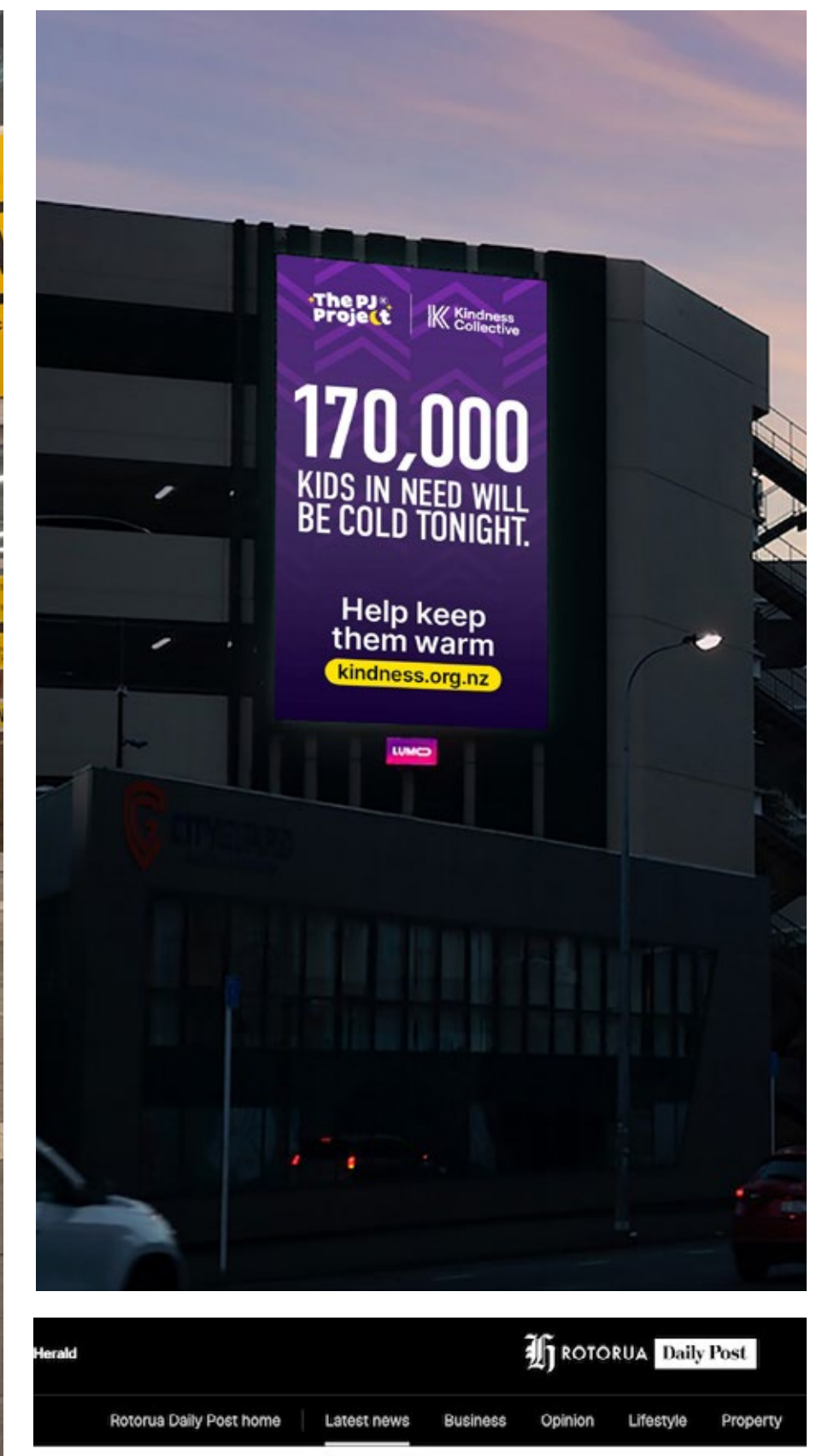
Genesis

From Huntly, all the way to Tongariro, brand-new pyjamas funded by Genesis went to keep kids warm at 17 different schools. The Genesis team joined us on our road trip through Huntly to deliver the pyjamas and see the impact firsthand. We got to meet some of the beautiful schools that their support reached. We're incredibly grateful to Genesis for making this possible and helping ensure more tamariki across Aotearoa received a snuggly pair of PJs.

IN THE MEDIA

The PJ Project would not have been possible to run for its sixth year without the support of our incredible community of media and agency partners. Ngā mihi nui to PHD and our generous media community from Lumo, VMO, VAST, Shout Media, Ooh! Media, Go Media, MediaWorks, JC Decaux, NZME and Hyper Media for once again joining forces to share the reality of child poverty and that most importantly, together, we can do something about it.

phd pead.



Almost 2500 children get winter pyjamas as need rises

Zoe Blake
Almost 2500 Bay of Plenty children have received warm pyjamas this winter as a charity reports a sharp rise in families struggling to afford the basics.
The Kindness Collective says demand for its annual PJ Project has surged alongside the rising cost of living, with at least a 25% increase in need across the region. The nationwide charity helps children and families experiencing hardship by providing essential items such as food, clothing and winter warmth.
This year, the charity distributed 1239 pairs of pyjamas in Tauranga and 1175 in Rotorua.
Bay of Plenty Kindness Collective coordinator Philippa Patea said she saw more local families struggle to



afford winter essentials.
"The need is so high. We've just had lots and lots of requests for children in poverty who need to keep warm this winter."
Patea said it led many families to make difficult decisions.
"They're choosing whether to buy kai to feed their children or warm pyjamas and blankets."
Patea, who also works as a childhood teacher in Gate Pā, said she saw the impact firsthand.
"Warm pyjamas give children a great night's sleep, then they can better learn when they go to school or their early childhood service. It really sets them up for success."
Kindness Collective founder and chief executive Sarah Page said the organisation, which supports about 130,000 people annually, had seen

Donna Stewart and Milford staff dropped off warm pyjamas for Bay children.
Photo / Supplied

just for them is really, really special."
The Milford Foundation, the charitable arm of investment firm Milford, supported the project with a recent \$10,000 donation.
The Kindness Collective was one of 22 charities chosen for Milford's \$200,000 nationwide community fund.
Wealth management adviser Donna Stewart said the charity stood out because of its immediate impact.
"What impressed us was the immediate and tangible impact they have on children and families."
She said Milford staff had joined volunteers to distribute pyjamas at Greerton School, Family Works and a whānau centre in Merivale.
"It was quite humbling to be part of the day and actually see the impact."

Almost 2500 Bay children given warm pyjamas amid rising hardship

Zoe Blake
Journalist - Rotorua Daily Post - 10 Aug, 2024 01:00 PM 3 mins to read



COMMUNITY FEEDBACK

“On behalf of Te Kura Kaupapa Māori o Ngāti Rangi school, I would like to thank Kindness Collective for your support in donating the tamariki at our Kura a pair of pyjamas each. Your generosity and ongoing support have a huge impact for our tamariki and their whanau, and it is much appreciated.”

Te Kura Kaupapa Māori o Ngāti Rangi

“We are very grateful to Kindness Collective for supporting us to help the tamariki we work with stay warm this winter in their new winter PJs. When children are warm, they get a good night’s rest and are ready to learn and thrive. That’s the difference a warm pair of pyjamas can make, so thank you for what you do”

Family Works / Family Start

“Thank you so much for providing our centre with some warm PJS for the winter coming up. We really appreciate it. Our children will be nice and warm now! We have so many children away with cold and flu, so I am sure that these PJs will definitely help ward away sickness”

Grace Christian Community Preschool

“There truly are not enough words from all of us at Te Tai Awa o Te Ora to express our thanks for the aroha and generosity you continue to show. Our whānau are blessed to have an organisation like Kindness Collective, bringing a ray of sunshine into what can often be challenging times. Ngā mihi nui ki a koutou katoa.”

Te Tai Awa

“We would love to say a huge thank you to you and your team for providing our wee rural school with warm PJs for the winter. These were distributed today and well received! Our tamariki are super grateful for the gift of warmth for the winter, and I am sure they will get a lot of use (we even got the sizing of 97 kids bang on, so really appreciate it)”

Kuaratau School

“It was such a relief to visit Helping Families and get clothing and items my whānau needed. Walking away, I felt less financial pressure, more in control, and really grateful for the support during a big transition. My whānau and I would love to say thank you for your support. We appreciate your kind help.”

Helping Families Nelson

“A massive THANK YOU to Kindness Collective Foundation, Lisa & the incredible team for the amazing donations received today for all of the whānau we work alongside. With the nights getting colder, the timing couldn’t be more perfect to get these out to those who need them most. Your kindness, generosity and ongoing support mean so much to our community. We appreciate you all.”

Kokiri Marae Health and Social Services





NGĀ MIHI NUI

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



@kindnesscollectivefoundation

