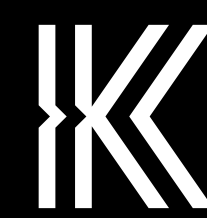


MANAAKI ORA 2026 IMPACT

 Kindness
Collective



MANAAKI ORA

Helping whānau stay warm and well over winter.

Manaaki Ora brings together practical support across four key areas - food, warmth, energy and healthcare - to ease the pressure many families face during the colder months. By combining essential services into one wrap-around programme, Manaaki Ora helps whānau stay warm, well and better equipped to get through winter.

First launched in 2024 as a pilot programme, Manaaki Ora supports whānau experiencing hardship through a nine-week winter programme. Working alongside trusted partners, we provide nutritious food, power support, healthcare and winter essentials to families when they need it most.

The collective impact is made possible through the generosity and commitment of our partners: Foodstuffs North Island, The Warehouse, Nau Mai Rā and Tend Health.

“Manaaki Ora made life a little easier for our whānau by being there when we needed support the most. Their kindness, understanding, and practical help took a lot of stress off our shoulders during a difficult time. It meant we could focus on looking after each other instead of worrying about everything else. We’re really grateful for the care and manaaki they showed our whānau.”

- Manaaki Ora Whānau



OUR IMPACT

This year, Manaaki Ora provided wrap-around support to 498 people across Tamaki Mākaaurau over nine weeks, delivering food, warmth, energy support and healthcare.

Families were referred through Starship Children's Hospital and Nau Mai Rā's whānau fund, ensuring support reached families experiencing both financial hardship and complex health needs.

Throughout the programme, each family received weekly food support and winter warmth essentials, including blankets, pyjamas, clothing and energy-efficient heaters. Families also had access to subsidised power payments through Nau Mai Rā and free online GP appointments through Tend Health, helping remove barriers to staying warm and well.

Thanks to the support of Manaaki Ora's partners, whānau received practical, timely support that helped ease financial pressure, meet essential needs and support their wellbeing throughout winter.

"Manaaki Ora has been a steady anchor for our whānau. Whether it's practical guidance or just knowing someone's in our corner, the support has made the daily juggle feel a whole lot lighter."

- Manaaki Ora Whānau



9

Weeks



96

Whānau



498

People



1,296

Food boxes



96

Toiletry essentials



3,744

Days of energy security



16

Healthcare appointments



502

Blankets



121

Heaters



275

Pairs of pyjamas



532

Hot water bottles & wheat bags



215

Volunteer hours

PROGRAMME IMPACT

At the end of the programme, we asked whānau about their experience of Manaaki Ora and the difference it made for them and their families over winter. Of those surveyed:



97%

said Manaaki Ora made a very big difference for their whānau



57%

said the combination of all support made the biggest difference



83%

finished winter with less financial stress



77%

kept their home warmer than previous winters



100%

of professionals supporting participating families believed programmes like Manaaki Ora are essential for the families they support

“Programs like this are so vital for our community. Having a space that offers genuine care and practical guidance really empowers whānau to keep moving forward with confidence. I'd love to see it continue reaching and helping more people.”

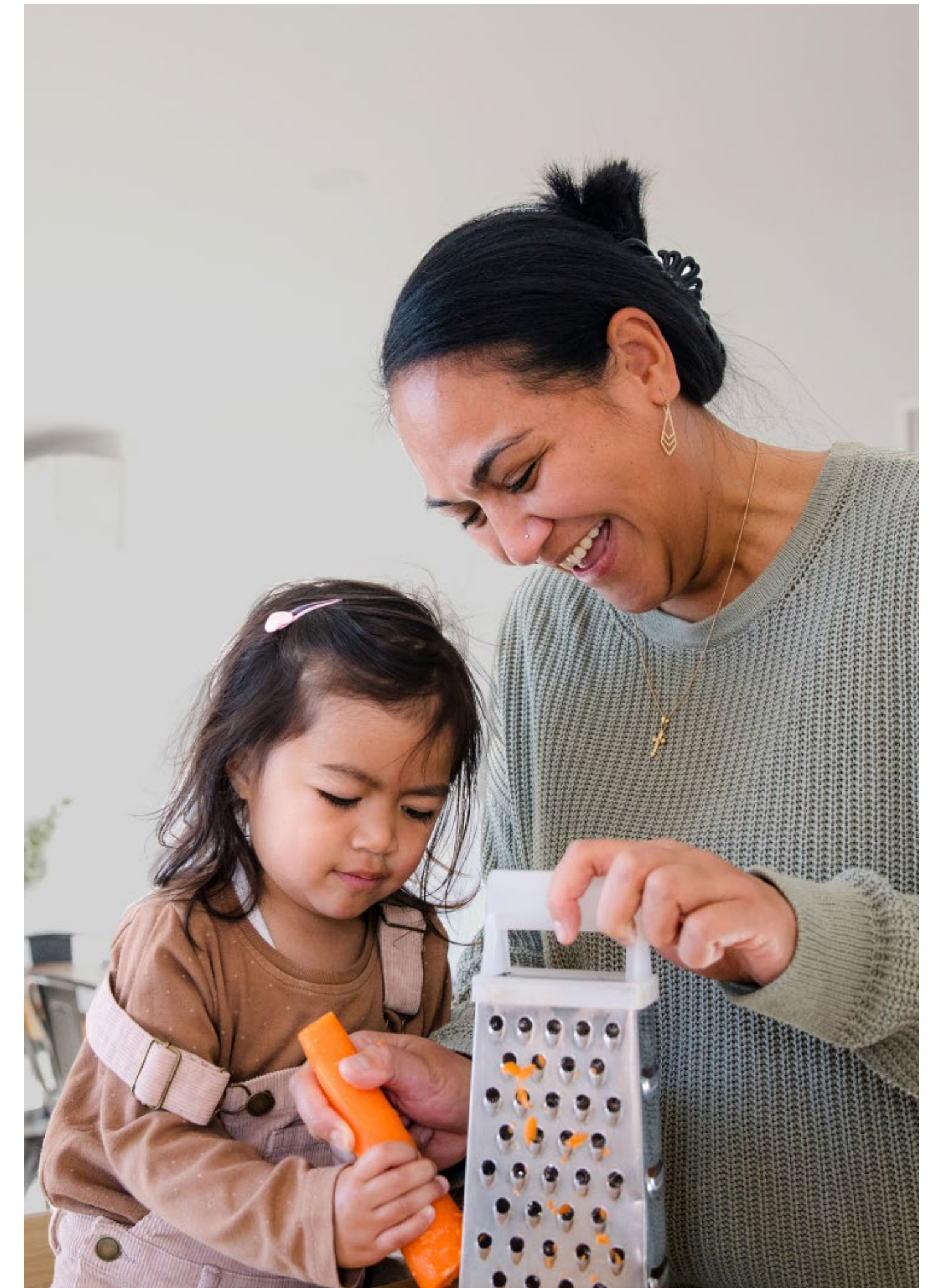
- Starship Children's Hospital Social Worker

Whānau consistently described Manaaki Ora as more than a winter support programme. Rather than one type of assistance standing out, families spoke about the value of having multiple pressures eased at the same time. The combination of nutritious food, winter warmth items, power support and healthcare helped reduce financial stress, improve wellbeing and provide peace of mind throughout the colder months.

The impact extended beyond meeting immediate needs. Many whānau told us they were able to keep their homes warm, stay on top of household bills and provide enough food for their families without making difficult trade-offs. As a result, they experienced less stress, greater stability and were better able to support their tamariki through winter.

The programme also helped prevent hardship before it occurred. Without Manaaki Ora, 80% of respondents said they would have reduced heating to save money, 80% would have borrowed money, 77% would have delayed paying power bills and 67% would have gone without enough food. These findings demonstrate the important role Manaaki Ora plays in helping whānau avoid crisis, rather than simply responding to it.

By the end of winter, 83% of respondents reported less financial stress than previous winters, 77% were able to keep their homes warmer, and 70% said they experienced improved overall wellbeing. Together, these results show how Manaaki Ora contributes to greater whānau wellbeing and stability by reducing financial pressure and helping families meet their essential needs throughout winter.



OUR PARTNERS



Access to healthy food is essential for winter wellbeing

Before joining Manaaki Ora, many whānau were already experiencing significant food insecurity. 77% reported struggling to afford enough food over winter, highlighting the growing pressure many families face when balancing rising living costs with everyday essentials.

For nine weeks, whānau received weekly deliveries of nutritious food, including pantry staples, fresh fruit and vegetables, bread and high-quality protein. By easing the cost of groceries, Manaaki Ora enabled families to redirect limited household income towards other essential expenses while ensuring healthy meals remained on the table.

This support was made possible through our partnership with Foodstuffs North Island, the co-operative of grocers who own and operate New World, PAK'nSAVE and Four Square stores. Their generosity ensured Manaaki Ora whānau had access to nourishing food when they needed it most.

Many whānau described the weekly food deliveries as one of the most valuable aspects of Manaaki Ora, providing certainty, dignity and peace of mind throughout winter. By providing greater certainty around food each week, the support helped ease pressure on household budgets and gave whānau greater peace of mind throughout winter.

The impact of this partnership was significant:



97%

of whānau said the weekly food support made it easier to keep enough food in their home.



80%

said the programme helped them buy enough food for their whānau.



64%

of professionals supporting participating families observed improved food security during the programme.

"The program helped us get through most difficult times. Prices of groceries have gotten high so being blessed with a food parcel every week meant saving so much on groceries. The food parcels were all very useful!!! Usually with other organizations the food isn't really that great but with manaaki ora I've noticed that nothing went to waste, my kids enjoyed the fresh fruits, meats, sweets, veggies and even the canned food were nice. We were able to make yummy meals!"

- Manaaki Ora whānau



OUR PARTNERS



A warm home is a safer, healthier home.

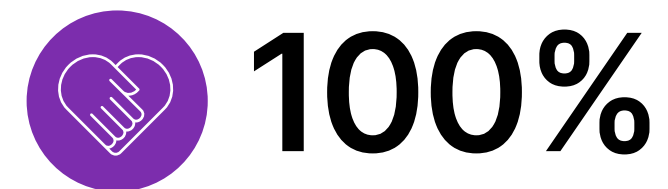
Before joining Manaaki Ora, 80% of whānau reported struggling to keep their homes warm during winter. Through our partnership with The Warehouse, families received a tailored bundle of winter essentials, including pyjamas, warm blankets, duvets, hot water bottles and energy-efficient heaters, helping create warmer, more comfortable homes throughout the colder months.

For many whānau, these items provided more than warmth. They reduced the daily stress of getting through winter, helped children stay warm and comfortable, and enabled families to face the season with greater confidence.

This support is made possible through our long-standing partnership with The Warehouse, whose generosity continues to bring warmth, comfort and care to whānau across Aotearoa.

Many whānau shared that the winter warmth items became part of everyday life, helping children and their families stay warm and comfortable throughout winter.

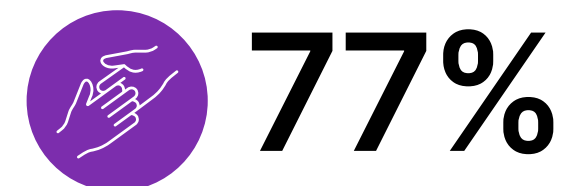
The impact of this partnership was significant:



of whānau said the winter warmth items helped keep their whānau warm.



said the programme helped keep their home warmer.



finished winter in a warmer home than previous years.

"The blankets and heater were also amazing, we all have a warm blanket each now and don't need to share."

- Manaaki Ora whānau



OUR PARTNERS



Keeping the lights on and the heaters running should never be out of reach, especially in winter.

Before joining Manaaki Ora, energy costs were one of the greatest pressures facing whānau. 83% worried about paying their power bills, while 80% struggled to keep their homes warm during winter.

Through subsidised power payments, Manaaki Ora helped whānau keep their homes warm without the added pressure of rising energy costs. For families already facing financial hardship and complex health challenges, this support eased financial stress and provided greater peace of mind throughout the colder months.

This support was made possible through our partnership with Nau Mai Rā and its innovative pay-it-forward model, creating a sustainable way to provide practical assistance where it was needed most.

Many whānau shared that the energy support removed the difficult choice between heating their home and paying for other essentials. By easing the pressure of power costs, families were better able to keep their homes warm while managing other essential household expenses.

The impact of this partnership was significant:

 **100%**

of whānau said the power support made it easier to keep their home warm.

 **87%**

said the programme helped them pay power bills and other household costs.

 **94%**

reported that energy support enabled them to use more heating and keep their homes warmer.

 **80%**

of professionals supporting participating families observed reduced financial pressure for the whānau they worked alongside.

“Compared to last winter without the programme assistance my power didn’t cut, and being in credit with power therefore was able to manage.”

- Manaaki Ora whānau



OUR PARTNERS **tend**

Winter illnesses can disrupt family routines, put pressure on caregivers, and escalate quickly without proper medical care.

Before joining Manaaki Ora, 47% of whānau reported experiencing barriers to accessing healthcare. Through our partnership with Tend Health, every member of each participating household had access to free online GP appointments throughout the programme, removing both cost and wait-time barriers to medical care.

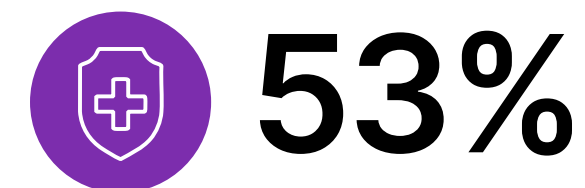
This year, 78 whānau were successfully enrolled with Tend Health, representing a significant improvement in access compared with the previous year. While only 16 families required an online GP consultation during the programme, every participating whānau had the reassurance of knowing trusted healthcare was available whenever it was needed.

For many whānau, the greatest benefit wasn't simply using the service—it was knowing support was there if illness struck. By making healthcare easier to access, Tend Health helped reduce barriers to care and gave whānau reassurance that healthcare support was available when they needed it.

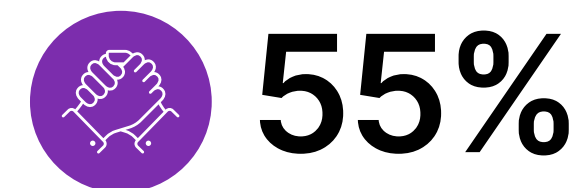
The impact of this partnership was clear:



said access to Tend Health made it easier to access healthcare.



said having free online GP appointments made it easier to care for their family's health.



of professionals supporting participating families observed improved engagement with health services.

"My kids were very sick during the first few weeks of the program and having access to tend was amazing, free online Healthcare meant we didn't need to travel to drs with sick babies and waiting around, was really great experience with tend."

- Manaaki Ora whānau



WHĀNAU VOICE

"Being a large whānau in a 3 story home and having children with special needs we use much more power than we would like to just to make sure there are less dr visits or hospital stays. Having the extra heaters, blankets and food has helped our whānau tremendously where we could have the peace of mind of using heaters and able to keep up payments on power bills during the school holidays where we usually have extra mouths to feed."

"I was blown away by the amount of food we received every week. The fact that there were goodies for the kids, tin goods the kids actually eat and the plants as well were really cool, I now have things in a garden I would never have had. I especially loved the staff, it was nice to see cheerful, welcoming people happy to put boxes in my car. This program is amazing and my family and I will never forget this winter."

"Manaaki Ora's support through this winter made life much easier and less stressful. Your weekly support with food helped keep our cupboards and fridge full, the winter warmth blankets, heaters etc saved a lot of money for us which we were then able to pay off other bills."

"Our whānau had suffered a really deep loss, my nephew had lost his baby and you can imagine the heartbreak & cost of going through all of that. The day I was booked in to pick up my 1st package was the day she was cremated. I had just left her service and went to pick up my package & it was sooo much I took it all home went through the kai...I was able to do up little packs for my whānau as well, we were all so grateful it helped ease the stress of the reality that was. So thank you all so much."

"From the very start when I met with the team for the first time, they were caring, compassionate, friendly and helpful and every encounter each week since then has been the same. It's a tough position to be in to accept help but they were always so friendly and welcoming it made accepting help that much easier even though it was something I really needed. This programme has been a massive help in getting us through winter, warm, fed and less stressed. Extremely grateful for this programme."

"The wraparound support helped ease the financial constraints, I was able to redirect money that I would've otherwise spent on food/ power to get both house vehicles repaired/ wof/ registered, something I would've struggled with."

KAIMAHI VOICE

"The assistance provided has helped reduce the whānau's anxiety and increased their sense of preparedness for the weeks the programme has supported. The programme has really been a gift to whānau that are often physically and financially exhausted in just managing their child's diagnosis/treatment, which for many can last 2.5 years long. The joy when they share that they have picked up their food, made use of the health app or are wearing the pjs around the hospital really demonstrates the positive effect the support has had on the child, and the whole whānau's overall wellbeing. I can't praise this programme enough - the tangible effects are there to see when we connect with tamariki and parents. It's truly wonderful."

"The programme has significantly reduced the financial strain which is especially felt during the winter months due to more frequent hospitalizations. Illness is more prevalent - food supply enables whānau not to be additionally exposed to supermarkets and cross contamination and providing items that may have been on the whānau's "wish list" if their income was greater."

"It provided more freedom and reduced stress for whānau having to take unpaid leave from work if they are required to stay with their child as an inpatient - most of our whānau use all paid leave relatively early on in their child's cancer diagnosis."

"For whānau that I have referred for the Manaaki ora service this has been invaluable for them especially during winter season as children are often sick, they have access to GP support, power bill support as well as these costs often skyrocket during winter due to heaters being used etc to keep our whānau warm. The kai support during this service has been extremely generous, whānau have meat, fresh fruit, bread etc to make nutritious meals for their whānau. Amazing service, even for our whānau who have been able to pick up their kai every week, welcoming kaimahi who are always supportive."

"The programme has provided the relief whānau need, especially during the winter period"

NGĀ MIHI NUI

For your kindness and generosity, helping
to keep whānau warm and well in winter.

hello@kindness.org.nz



[@kindnesscollectivefoundation](#)

