

2024 Impact

# CHRISTMAS KINDNESS

 Kindness  
Collective



# YOUR IMPACT

It was another tough twelve months for many families in Aotearoa. With the cost-of-living crisis soaring, many Kiwi families are living in severe hardship.

Almost 143,700 children are living in poverty in Aotearoa and this number is expected to climb. Our nationwide programmes support families affected by poverty, disability, family violence and life events and over 287 community partners refer their whānau who are most in need.


We recognise that if you're a family struggling to put food on the table, or having to make tough decisions every day between paying the rent, going to the doctors or buying food, then occasions like Christmas are generally not within reach.

As a community, throughout December, thousands of people, brands and businesses from all over Aotearoa, came together to provide Christmas joy to 16,225 Kiwi kids.

 **20.1k**  
Kids visited by Santa

 **52.4k**  
Toys delivered


 **105.4k**  
Treats devoured

 **1.3k**  
Families supported with food

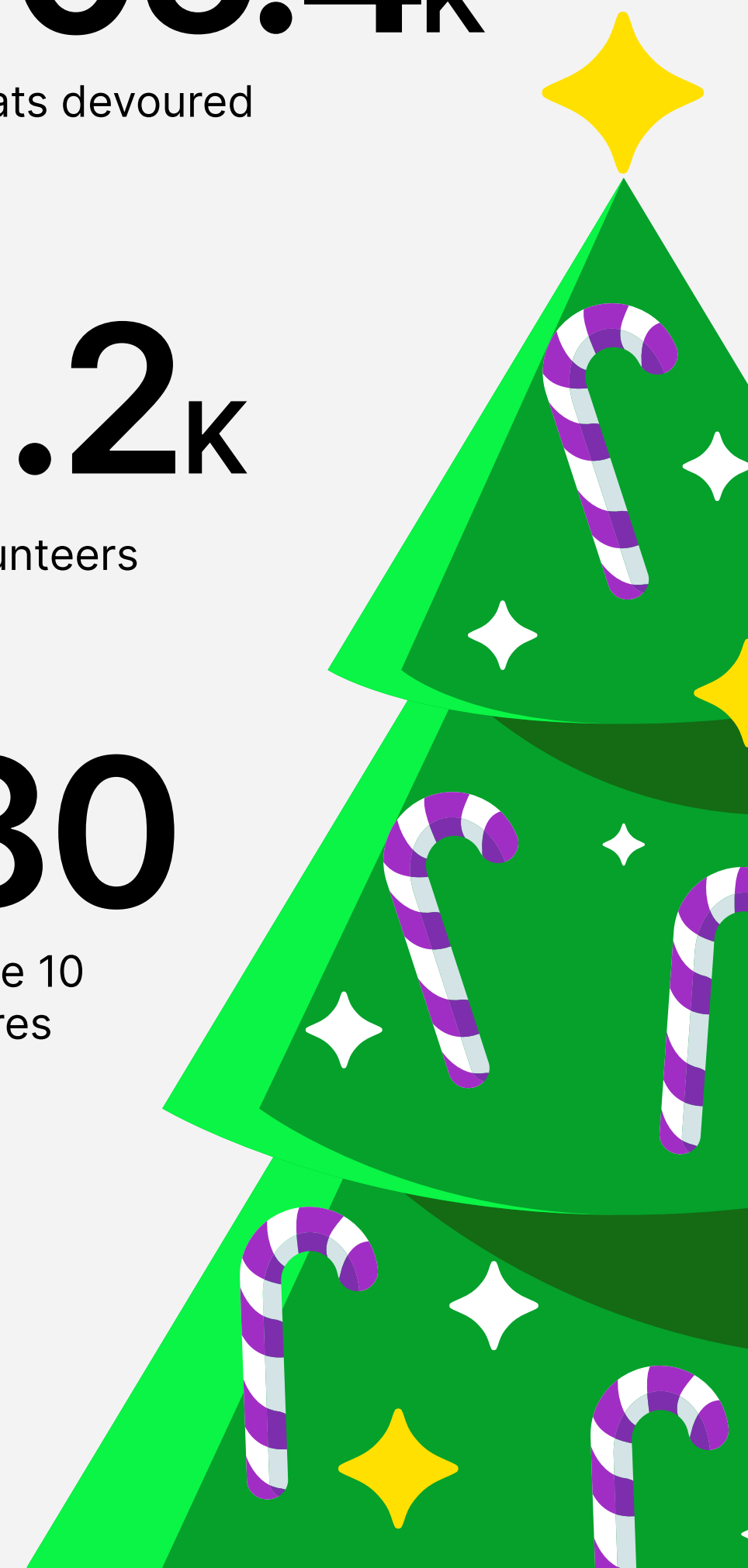
 **68**  
Regions, cities & towns

 **1.2k**  
Volunteers

 **117**  
Organisations supported

 **248**  
Giving Trees

 **80**  
Mitre 10 Stores



# CHRISTMAS JOY STORE



For a fourth year, the Christmas Joy Store opened its doors to 3,210 families needing kindness at Christmas, a 25% increase in whānau served from 2023.

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.

Over 1,260 volunteers prepared the store over seven weeks and then ran 36 shifts to complete over 460 hours worth of volunteering in three weeks!



# FOOD MARKET

The Christmas Joy Store food market 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.



**Thank you to:** Appleby Farms, Arnott's, Barkers of Geraldine, Bennetto, Cadbury, Coca Cola, Cook & Nelson, Cookie Time, Culley's, DKSH, Farrah's, FED, FSL Foods, Graze, Hubbards, Jenny's Kitchen, Kellogg's, Lewis Road Creamery, Loaf, Mac's Soda, Maison Therese, Mexican Supplies, Milo, Mondelēz, Moustache Milk & Cookie Bar, Nescafé Classic, Nestlé, Nibblish, Only Organic, Otti and Olli, Pop 'n' Good, Red Seal, Sanitarium, Serious Food Co, Shott, Skinny Fizz, Tatua Dairy Co, Tegel, Uncle Toby's, Venerdi, Wilson Consumer Products, Wimpex, Woolworths, Yarrows.

# EVERYDAY ESSENTIALS



1,678

Families referred



1.3k

Families supported with food



6,253

Toiletry items



32

Organisations supported



82

Bulk donations delivered

**As well as running the Joy Store and coordinating nationwide toy deliveries, our Community Hub, food bank, and bulk donations service were in full swing over Christmas.**

Our Everyday Essentials programme continued throughout Christmas, providing much-needed relief from the symptoms of poverty for thousands of families.

In addition to supplying over 400 food boxes to the MDM Women's Refuge community for the 11th consecutive year, we also delivered 540 food boxes to New Zealand Police stations and family harm intervention teams, along with food boxes for families referred over Christmas.

A huge thank you to Tegel, The Warehouse, Red Seal, Arnott's, Ethique, The Beauty Lab Collective and to our wider business community and regular donors for helping keep this service running.



# MITRE 10 KINDNESS



8,021

Toys collected



68

Regions collected in



117

Community Partners



80

Mitre 10 stores

**We were thrilled to partner once again with Mitre 10, our National Partner, to deliver joy to tamariki across Aotearoa for a second year.**

Together, we hosted toy collections in 80 Mitre 10 stores nationwide, ensuring every toy donated in each store and region stayed local - reaching kids in their own communities.

With the help of over 100 incredible community partners, including New Zealand Police, Te Whatu Ora, Women's Refuge communities, NGOs, social services, ECE centres, and Kōhanga Reo, we ensured thousands of tamariki across Aotearoa had presents to open on Christmas morning.

We also had the privilege of visiting local ECE centres alongside Mitre 10's own Stan Scott, spreading joy and delivering smiles to some of our youngest community members.

Having Mitre 10 collection bins in stores also created a wonderful opportunity for local businesses to drop off their Giving Trees with gifts they had collected to support their local communities. This collective effort helped bring even more joy to tamariki in need.

Both Kindness Collective and Mitre 10 ran extensive campaigns to highlight the growing need to support tamariki across Aotearoa - a reminder that Christmas is a time for giving and that no child should be forgotten.



# OUR KIND COMMUNITY

We were amazed by the incredible generosity of businesses across Aotearoa who hosted Giving Trees this year, helping to collect toys for tamariki in need.

These Giving Trees, hosted by 248 generous businesses, provided a wonderful way for communities to come together and support our Christmas Joy Store, as well as our wider community partners.

A heartfelt thank you to every business and individual who hosted or contributed to a Giving Tree this year. Your kindness helped bring the magic of Christmas to so many Kiwi families who needed it most.





# JOY ACROSS AOTEAROA

 **9,061**  **17,082**

Kids supported

Toys donated

 **117**  **68**

Organisations supported

Regions, cities and towns

**As well as running the Christmas Joy Store, we helped Santa deliver toys all over Aotearoa too!**

From Rongopai House in Kaitia to Family Works South in Invercargill and everywhere in between, 17,082 toys were delivered to 117 community partners, supporting 9,061 tamariki.

This wouldn't have been possible without the generosity of LEGO, Mattel, Mitre 10 and the businesses, schools, clubs and gyms who collected toys in 68 different regions, cities and towns.



# 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 donate 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!



## **Gow Langsford:**

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.

# A SPECIAL THANK YOU

A very special thank you to everyone who helped Santa visit so many children this year, including the 2,360 individual financial donors and following individuals and businesses who donated significantly to support our cause.

This is by no means an exhaustive list of contributors and we apologise if we've missed anyone out.



## Zoë & Morgan

Ngā mihi nui to Zoë & Morgan for their incredible donation of 170 pieces of jewellery, so we could spoil some special mums and grandmothers, going through very hard times.

James & Liz Egan  
Whakatupu  
Aotearoa Foundation  
Stevens Trust  
Auckland Foundation  
Lanakat Foundation  
ASB  
Toni Street & Zuru  
Food Stuffs  
One New Zealand  
Emma Lewisham  
Joel Little  
PWC  
Perpetual Guardian  
Assurity Staff Trust  
Clint Randall  
Atradius  
Louisa & David  
Angus Mcdonald  
Monique Van Alpha

Colliers Christchurch  
TGT Legal  
Smart Shares  
Equigroup Limited  
Ensure Recruitment  
David Hopkinson  
NZX  
Kiwi Electric  
Mount Capital Limited  
Caci  
Market Economics  
Karen Kay (Variety Founder)  
Affinity Accounting  
St Heliers School  
Māngere East  
Family Services  
Murray & Co  
Daystar Childcare Centre  
Waimea College  
Mailene Tubman

Trish Brown  
Chris Hargreaves  
Nick Walker  
Sarah Bacon  
Lisa Bennett  
Ngaire Smalls  
Andy Martin  
G Galloway  
Ryan Cole  
Mary Neazor  
Catherine Pollock  
Fab NZ Limited  
David Ball  
Neil Menezes  
Zoll Medical NZ  
Hunters Plaza  
Westfield St Lukes  
Hoyts

# OUR PARTNERS



We're thankful to work with LEGO and The LEGO Foundation every day and especially at Christmas. Every day at the Joy Store we hear gasps of surprise, delight and joy from parents at the range of LEGO available to choose for their tamariki.

For the fourth year, LEGO donated thousands of sets and because of their generosity we also shared bricks across the country to another 20 organisations, enabling even more kids to experience education through play.

Thank you, LEGO and The LEGO Foundation for yet again making Christmas brighter for so many Kiwi kids. We are thrilled that thousands of children woke up on Christmas morning, opening LEGO and spending their holidays building and creating magic moments with their families.



We are incredibly grateful to our National Partner, Tegel, for their unwavering generosity and year-round support.

Tegel consistently provides funding to keep our doors open and Tegel products to stock our food market and foodbank, ensuring families in need can enjoy nutritious meals throughout the year.

This December, they went even further, donating an additional 5,600 chickens to keep families fed in both the Christmas Joy Store and in the community.

Tegel's support didn't stop there - they also rolled up their sleeves and volunteered their time, helping us make an even greater impact. Thank you, Tegel, for your continued commitment to feeding Kiwi families.



# OUR PARTNERS



We are incredibly grateful to our National Partner, The Warehouse Group, for including us in their 'Be the Joy' Christmas campaign.

Customers shopping at The Warehouse, Warehouse Stationery and Noel Leeming were able to make donations at checkout, raising an incredible \$47,500 to support Kiwi families in need.

Thank you, The Warehouse Group, for helping us bring joy to tamariki and whānau across Aotearoa.



We are thrilled to welcome NESCAFÉ Classic as a National Partner this year and to have their incredible support for the Christmas Joy Store for the first time. NESCAFÉ Classic donated 3,000 packs of their delicious coffee, ensuring parents and caregivers could enjoy a warm cup of kindness this Christmas.

Their support didn't stop there, brands from the wider Nestlé group also contributed thousands of packets of Milo, boxes of Milo Cereal and Uncle Toby's cereal to the Joy Store, helping us spread joy to even more tamariki and whānau.

Thank you, NESCAFÉ Classic, for your generosity and for being an essential part of making this Christmas truly magical.



We are so thankful to Mitre 10, our National Partner, for their incredible support in delivering joy to tamariki across Aotearoa for the second year in a row.

This year, Mitre 10 hosted toy collection bins in 80 stores nationwide, ensuring every toy donated stayed local-reaching kids in their own communities.

Thank you, Mitre 10, for your unwavering generosity and for helping make Christmas brighter for so many.



# OUR FRIENDS



For a fourth year we were grateful to have the support of Cadbury and the wider Mondelez International group for the Christmas Joy Store and our food bank.

Their generous financial donation helped us open the doors, and their contribution of over 35,000 units of chocolate and other food items allowed us to spread kindness and joy to tamariki, whānau, and our community partners across Aotearoa.

Thank you, Cadbury, for helping make this Christmas sweeter and brighter for so many Kiwi families.



We are so thankful to Arnott's for their generosity, supporting our food market and food bank.

Their multiple donations of food, snacks, and treats stocked our shelves every day and provide vital support to families in need across Aotearoa.

Thank you, Arnott's, for your kindness and commitment to making a meaningful difference in the lives of so many Kiwi families. We simply couldn't have fed so many families without you!



Our heartfelt thanks go to our friends at Mattel for their incredible generosity and support of the Christmas Joy Store. This year, Mattel donated 4,000 toys and gave us access to 4,000 more of their popular branded toys at heavily discounted prices, allowing us to stretch our resources and bring Christmas joy to even more tamariki.

Thank you, Mattel, for helping make this Christmas extra special for so many Kiwi kids and their families.



# OUR CAMPAIGN

This year, we were proud to bring our Christmas campaign to life with a powerful TV commercial, created by Good Viking and brought to screen by an incredible crew who generously donated their time and talent.

Their support helped us create something truly special and expand the reach of the campaign like never before. Pead led the creative direction and rollout of the wider campaign, securing 17 media features and working tirelessly to amplify the Joy Store across Aotearoa.

**Ngā mihi nui** to creative director Genevieve Chunn, director Jens Hertzum, and producer Sarah Finnie from Good Viking, along with Joe Rixon (DOP), Dan Martin (DMC), Matt Hunt, Kyle Van Tonder, Krishna Mistry, Peter Kraan, Lucko Prawito, Alex Mitchell (Ownly Creative), Amy Barber (Bespoke Post), Eve Cheesmur (Mint Voices), Kasun Ilesinghe (AE Live Ignite), Ravlin Cooper, and Max & Leo Wheeler.

We're also incredibly grateful to Pead for organising a special visit to the Joy Store from Dame Lisa Carrington and the women's K4 crew - Alicia Hoskin, Olivia Brett, and Tara Vaughan. In addition, we welcomed 12 beloved Kiwis, including Thomas Sainsbury, Toni Street, Matty McLean, and Melissa Chan-Green, who joined us to spread some Christmas cheer and Share Their Joy with our community.

A huge thank you to Deborah, Anna, Jack, Louisa, Gen, Robynne, Hannah, Kimberly, and the wider Pead team for your incredible support.

**pead.**



# OUR MEDIA COMMUNITY

Thanks to PHD Aotearoa, Pead, UnLtd, The Attention Agency and our generous media community, our Christmas campaign was seen by over 2.1 million Kiwi!

Thank you to our friends from PHD Aotearoa who once again donated their time to create a comprehensive media campaign to share our cause with Aotearoa.

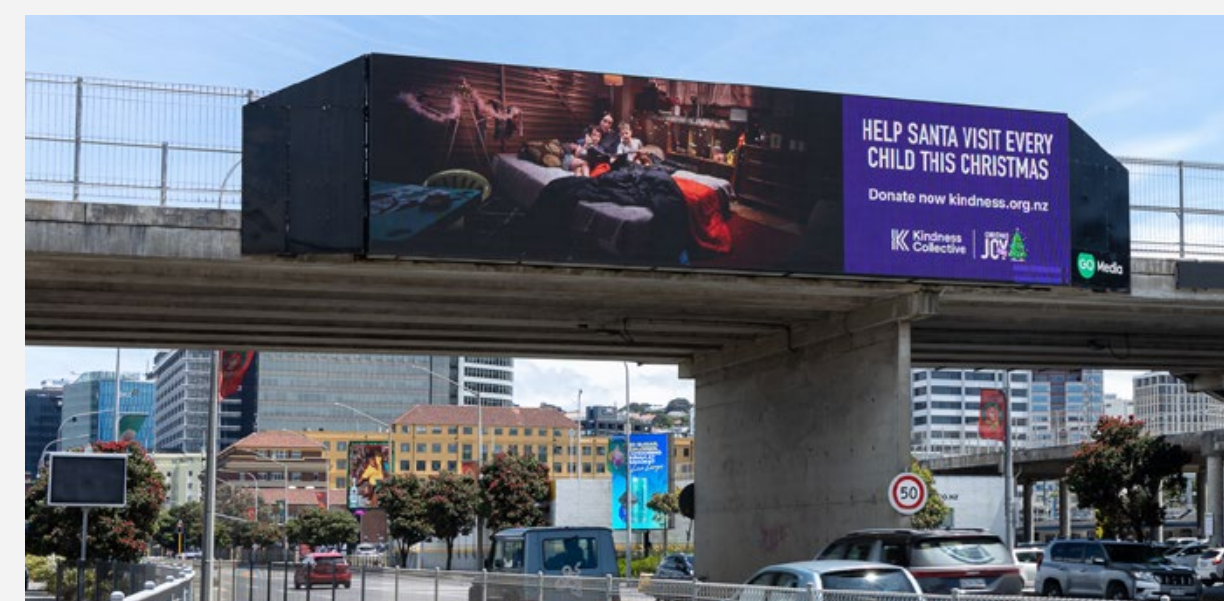
PHD engaged a generous community of media partners to share over \$1.5 million dollars' worth of media, including TV ads on multiple networks, radio campaigns and outdoor spaces.

Mai FM also ran another successful campaign with ads, giveaways, experiences and interviews. They broadcasted live from the Joy Store, bringing along a few friends to spend the day with us.

Lastly, thank you Jade and Sheryl from UnLtd for their support, knowledge and connections throughout the campaign.

We were grateful to be named Coca-Cola Christmas in the Park's charity partner for 2024.

Thank you, Coca-Cola, for your donation and support at the events.



pead.

phd

UnLtd:

GO Media

ooh!

tvnz

LUMO

JCDecaux

WARNER BROS.  
DISCOVERY

Stuff

VMO

VAST Billboards

NZME.

mediaworks.

SHOUT

sky

THE  
ATTENTION  
AGENCY

# COMMUNITY VOICES

“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. It’s given me strength to keep pushing forward for myself and my children, and that is something I will never forget. Next year, I hope to be in a place where I am fortunate enough to volunteer too and hopefully give back in the smallest way”.

**Mum of three**

“Thank you so much for the incredible kindness you showed to the whānau I support. My family was overwhelmed and had some social anxiety but your amazing staff were attentive and caring. They spent a lot of time with her, reassuring her and building her mana!

It was such a blessing to support this mama to choose gifts for her beautiful boys and know that she has enough food to see her through the festive period. The whole experience promoted dignity, mana and manaakitanga. Your mahi is greatly appreciated”.

**Whenupai School Social Worker**

“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.

I appreciate all your hard work and hope to return the favour in the near future”.

**Teacher, Wymondeley Road School**

“I just need to say a HUGE thank you to all of you. I came in yesterday for my seven babies and it was my first time out of the hospital in just about three weeks straight. It was an amazing experience!

To have a special helper gift a beautiful big yellow squishmallow for my six year old who’s currently undergoing treatment in Starship. It was just amazing, and it’s her favourite colour too.

We are in hospital for Christmas and I just couldn’t even wrap my head around what to do, and you all have helped in ways you can not imagine”.

**Mum of seven**

# COMMUNITY VOICES

“The joy you gave us giving out LEGO in Gabby’s memory was immense and the best present you could give us, it was wonderful to see the smiles and excitement on the faces of the agencies that received it.

Gabby absolutely loved LEGO so it was wonderful to be able to give this out and think of her smiling down from above. You do so many explosions of kindness, thanks for making such a positive impact on so many deserving kids in New Plymouth”.

**Gabby’s Starlit Hope**

“Man you guys are awesome, thank you for picking me and my whānau today for this amazing initiative.

After being homeless for 10 months and losing everything, this was the pick me up I needed for me and my tamariki. The energy was amazing and you can feel the genuine vibes from everyone. I am grateful and appreciative”.

**Dad of three**

“Single Parent Services (the Waikato division of Birthright) would like to extend our sincerest gratitude to the Kindness Collective, for sharing donated gifts with our agency.

Recent community funding cuts are having a ripple effect, and the demand for our social work service has tripled in this past year. Thank you, for the joy you share and touching the hearts of those less fortunate”.

**Single Parent Services Waikato**

“I just wanted to reach out to give an enormous SHOUT OUT to you fullas for gifting presents to us all the way up north to our little town of Moerewa in the far North. We are one of the lowest socio-economic towns in New Zealand and poverty is very real for us so this type of gift is so needed for us.

Thank you so so so so much for your kindness towards us in our little town of Moerewa” .

**Pamela-Anne, Te Puna Aroha**

Grateful that you are here to support all the work we all do for our whānau. Thank you so much and wishing that 2025 and ahead will be more prosperous, and abundance not only for all whānau we work with but for yourselves and your family too.

Have a joyful and happy Christmas and prosperous New Year”.

**Taha Likiliki, Starship Community Service**

“I work every day to provide for my boy, and still there seems to be not a lot left for much else besides our basic needs.

So I really appreciate the gifts and food I received from the Joy Store. It’s been a hard year and I appreciate the blessing”.

**Solo Dad of one**





# NGĀ MIHI NUI

for your kindness and generosity.



@kindnesscollectivefoundation

kindness.org.nz

