

# The PJ <sup>IK</sup> Project

The PJ Project has one simple aim, to help keep kids in need, warm in winter.

Over 208,000 kids are living in hardship. This means 1 in 4 children go without the basics, including food, shelter, healthcare and warmth.

Being cold has a real impact on children's health, school attendance and overall wellbeing. And as the cost of living remains high, winter places even more pressure on families already stretched thin.

The PJ Project is one small but practical way we can collectively make a difference, helping children stay warm through the colder months.

In 2025, we provided over 28,173 pairs of pyjamas to kids in 91 different cities and towns across 16 regions, and we know demand is expected to increase this year even more.

Donate, collect and drop to help kids in need, stay warm this winter.



## How you can help:

### Donate:

Donate \$10 and we'll deliver winter pyjamas on your behalf.

### Collect:

Collect new winter pyjamas in your workplace, school or community anytime between 1st May - 20th July. Download the promotional material [here!](#)

### Drop:

Drop off any **new** winter pyjamas to The Warehouse collection bins across New Zealand, between 1st May - 30th June and we'll get them to local kids who need them most.

