Kindness Collective

IT TAKES ALL OF US

Kindness Collective Foundation
Annual Report for the year
ending 31 March 2026



KI TE KOTAHI TE KĀKAHO KA WHATI,
KI TE KĀPUIA, E KORE E WHATI

WHEN A REED STANDS ALONE IT CAN EASILY BREAK, BUT WHEN BOUND TOGETHER IT IS UNBREAKABLE

- Kingi Tāwhiao

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FROM OUR BOARD

He hononga tangata, he hononga ngākau - nā ēnei ka tū pakari ai te kaupapa nei i roto i ngā panonitanga o te wā. It is through connection between people, and connection of the heart, that this kaupapa stands strong amidst the changes of our time.

Stepping into the role of Chair this year has been both a privilege and a moment of reflection. Change is never a small thing - it asks us to pause, to reassess, and to choose, with intention, how we move forward. For Kindness Collective, 2026 marks exactly that: a reset grounded in purpose, and a bold pivot toward the future our communities now need.

Across Aotearoa, whānau are navigating a cost-of-living reality that looks and feels different from even a year ago. The pressures are deeper, more complex, and more persistent. In response, we have taken the time to listen closely, think differently, steady ourselves and act decisively.

This has shaped a refreshed five-year strategic plan, a revitalised board, and a strengthened team ready to meet this next phase with clarity and courage.

At the heart of this evolution is a simple truth: kindness must grow up with the challenges around it. It must be sharper, more targeted, and more sustainable. That is the work ahead of us, and it is work we step into with both humility and determination.

None of this would be possible without the extraordinary ecosystem that surrounds Kindness Collective. Firstly, to our previous Chair, Melody - we thank you for your service. Then, to our donors, sponsors, and partners, we thank you. Your unwavering belief in what we do and who we serve is a powerful vote of confidence in our aim to shape a kinder, more equitable Aotearoa. To our volunteers, who give their time, energy, and aroha so generously, you are the heartbeat of this organisation.

And finally to Sarah, our exceptional CEO, and her dedicated team of kaimahi - thank you for your leadership, your resilience, and your relentless commitment to making a difference where it matters most. You continue to set the standard for what excellence, perseverance, integrity and collaboration look like in action.

As we turn the page to this next chapter, we do so together, clear in purpose, steady in values, and ready to meet the moment.

Ka mihi maioha ki a koutou katoa mō tō koutou tautoko - mā te kotahitanga ka tutuki ai ngā wawata. Heartfelt thanks to you all for your support - through unity, our aspirations will be achieved.

Trina Tamati,
Executive Chair



Trina Tamati



Melody Mobsby



Jesse Boyce



Sam Titford



Ariana Andrews



Paul Struckman



Lou Reddy

FROM OUR CHIEF EXECUTIVE

Kia ora koutou katoa,

I'm writing this during Matariki, which feels apt as the past year has given us plenty of opportunities to reflect, remember and look ahead. It's been a year of significant growth and change for Kindness Collective, working from a brand new community hub, reaching more people, strengthening our programmes and responding to increasing need across communities throughout Aotearoa.

That need has been impossible to ignore. More children are living in poverty, food insecurity continues to rise, and we've seen record demand through referrals from NZ Police, hospitals, schools and our 287 Community Partners. This year alone, we distributed 133% more food than the year before. If we were a business, that kind of growth might be cause for celebration. For us, it's a clear reminder of why we're here, to listen to our communities, respond quickly and make sure people can access the support they need with dignity, choice and kindness.

Our new five-year strategy reflects exactly that: stabilising our foundations, strengthening the systems behind our programmes, deepening the support we provide and growing with intention. It means persevering through challenges, remaining collaborative, community-led, transparent and accountable, and delivering excellence while staying true to our grassroots beginnings, listening to our communities, staying connected to the people we support and never losing sight of why we started.

This next chapter brings fresh energy too, a refreshed trust board and team, a new initiative and a shared determination to meet the need head-on and spread as much kindness as possible across Aotearoa.

None of this happens in isolation. To our partners, donors, volunteers and community - thank you. Your kindness enables thousands of people to receive support during times of hardship, and quite simply, we couldn't open our doors each day without you.

Finally, I want to acknowledge two people who have played a huge part in getting us here. To Melody Mobsby, our trust chair for the past three years, thank you. You helped me understand what it actually takes to lead a fast-growing charity while never losing sight of who we are at our core and for always answering my phone calls, no matter what was waiting on the other end.

And to Ellie Roberts (KFC) our very first team member and my right-hand woman, who left after almost four years together to begin her overseas adventure - thank you. Your dedication, flexibility, resilience and unwavering belief in the kind of Aotearoa we know is possible helped build KC into what it is today and positioned us for this exciting next chapter. Dave and I will always be grateful to you.

Ngā mihi nui ki a koutou,

Sarah Page (Founder)









KINDNESS IS OUR CURRENCY

The Kindness Collective is a nationwide charity that spreads kindness by connecting children and families with the things they need, from everyday essentials to moments of joy.

Our story

KC supports over 130,000 people a year with essentials and moments of joy.

Through our nationwide programmes, we provide essentials, moments of joy, care and connection to thousands of Kiwi families living in hardship every year.

Our purpose

Our purpose is to harness the power of kindness in our communities to support an equitable future for all people living in Aotearoa, New Zealand.

By promoting a kinder New Zealand, we can work together to tackle inequity from the ground up. We can create long-term, positive social impacts where everyone has the chance to thrive.

Our mahi

Our nationwide programmes support children and families in need, referred by our community partners.

We work with 287 Community Partners around the country, including NZ Police, Te Whatu Ora, Women's Refuge groups, Oranga Tamariki, Iwi organisations, Department of Corrections, Kāinga Ora, social services, schools and early learning centres.

We believe in being community-led, which means our work is varied.

We pack pyjamas, food boxes, plant potatoes and provide meaningful wraparound support for children and families in need. Our unique approach means we go where the need is and help where it matters most.



"As a social worker, I often see whānau struggling to meet even the most basic needs – such as food, clothing, toiletries, and period products. The Kindness Collective plays a crucial role in responding to these needs with compassion and efficiency".

Puhi Karaka, Turuki Healthcare

AOTEAROA IS OUR HOME

Spreading kindness all across Aotearoa

Our Regional Coordinators in Northland, Auckland, Waikato, Tauranga, Taupō, Rotorua, Hawke's Bay, Wellington, Christchurch and Queenstown help facilitate our programmes in each region.

98 Active in 98 cities, towns and islands across 16 regions

6 programmes



OUR COMMUNITY

Our organisation supports 287 government agencies, health boards, NGOs, social services, schools, kura kaupapa, kōhanga reo and early learning centres, charities and community groups across 98 cities, towns and islands through our nationwide programmes.

Many Community Partners are supported through multiple programmes and 52 schools have children supported across three or more programmes.

"The Kindness Collective provides practical support that makes a meaningful difference to these families. Through initiatives such as the Joy Store, food support, household essentials, bedding, clothing, and baby equipment, families receive assistance that helps reduce immediate pressures and supports wellbeing.

We consistently see that practical assistance is often among the most meaningful support families receive. It helps build trust, strengthens engagement with services, and contributes to improved outcomes for tamariki and whānau. The Kindness Collective's work aligns strongly with our commitment to eliminating health inequities and supporting families to thrive.

We have seen firsthand the positive impact the Kindness Collective's support has on the whānau we serve and are grateful for the contribution they make to the wellbeing of children and families in our communities"

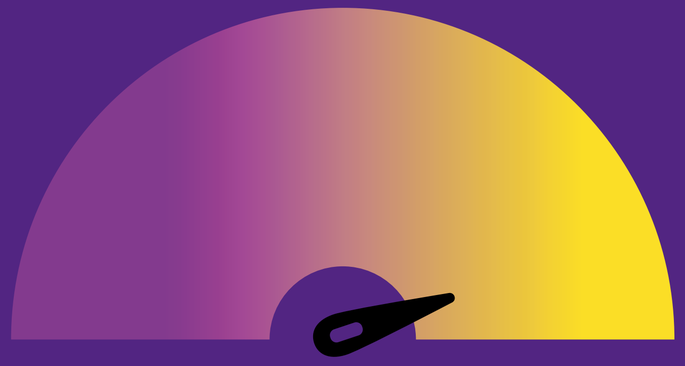
Jess Patten, General Manager, Starship Children's Health


We believe in the possibility of an Aotearoa where every person, every whānau, and every community has what they need to thrive.

OUR IMPACT

$7,513,094.00 of financial and goods-in-kind donations were shared to support our work in the financial year ending 31st March 2026.

We are grateful for every dollar donated, every business donation, every toy or pair of pyjamas collected, every hour volunteered, and for every time our kindness kaupapa was shared across Aotearoa.



KINDNESS METER

156,948
people supported overall

67,920
kids supported overall

98
regions, cities and towns

30,427
people supported through food boxes

25,289
people impacted by 569 bulk essentials deliveries

28,173
pairs of PJs delivered through the PJ Project

24,963
children provided with Christmas

20,212
people impacted by our Social Supermarket

59,200
Gifts provided at Christmas

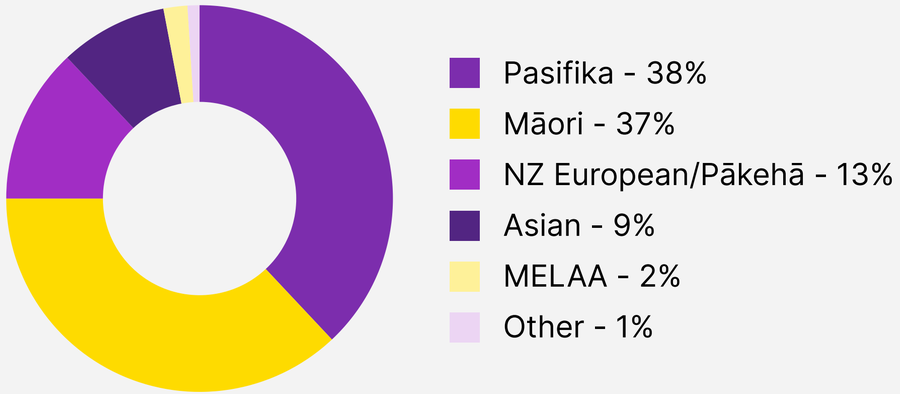
24,744
Kindness Cup kids

13
Build Projects completed, supporting 2,720 people in 4 regions

7,673
volunteer hours donated

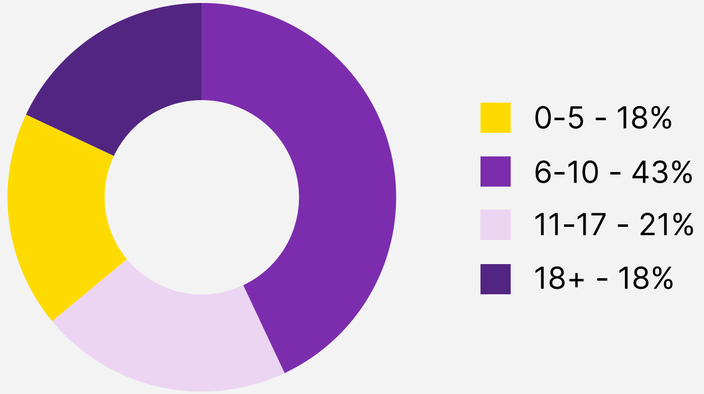
OUR IMPACT

Who we support:



Our programmes reached across a broad range of ethnicities - these numbers highlight our continued focus on serving Māori and Pacific communities as groups who are disproportionately represented in poverty statistics while ensuring our work is accessible and tailored to all those who need it.

Ages of people we've supported:

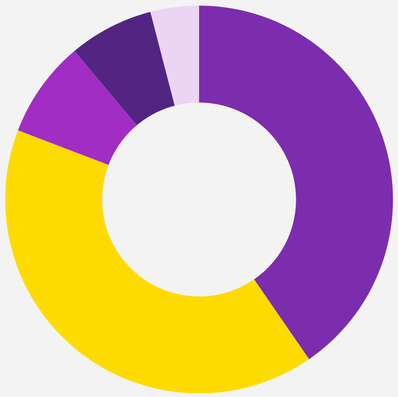


One in four children in Aotearoa live in poverty - our programmes are designed to meet the needs of children and their families experiencing hardship.

While providing the essentials, we're also investing in the moments of joy that define childhood, like making sure no child misses out on the magic of Christmas.

OUR IMPACT

Why we've supported:

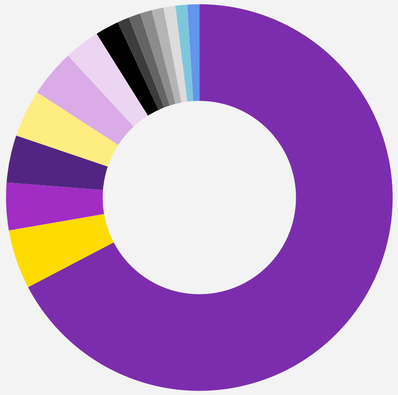


- Poverty - 40%
- Family harm - 40%
- Illness - 8%
- Life Event - 7%
- Disability - 4%

The number of people we're supporting is growing and the reasons why they're referred to us are becoming more complex.

Many families are facing multiple challenges (i.e. job loss, illness, bereavement, cost of living crisis) at once; those who might once have been able to cope with increased costs are finding it harder to make ends meet.

Where we've supported:



- Auckland - 66%
- Canterbury - 5%
- Waikato - 4%
- East Coast / Tairāwhiti - 4%
- Wellington - 4%
- Northland - 4%
- Bay of Plenty - 3%
- Otago - 2%
- Manawatū - 1%
- Taranaki - 1%
- Nelson - 1%
- Southland - 1%
- Tasman - 1%
- Marlborough - 1%
- West Coast - 1%

Our programmes reached every region across Aotearoa this year. Our Regional Coordinators, national campaigns and network of Community Partners across the regions ensured donated goods stayed local to support local families.

Programmes included in regional detail: PJ Project, Everyday Essentials, Build Projects, Kindness Cup, Manaaki Ora, our Christmas programmes.

Auckland-based programmes (Manaaki Ora and Everyday Essentials) required significant investment in capacity to respond to the urgent and growing need for these programmes resulting in a higher percentage of our mahi occurring in Auckland.

We remain committed to delivering extensive support throughout the country through our nationwide programmes and distributing resources as local as possible to where it was donated.

“We are extremely grateful to be able to access the services provided by the Kindness Collective for our community. Without the support of this organisation we would have children and families going without. Our school is based in the heart of West Auckland - we are big on love but small on resources. Our loving families are doing the best they can to provide for their families but many families are really struggling to do this”

» School Principal



Pictured: Turuki Healthcare Social Worker

EVERYDAY ESSENTIALS

Every day we receive referrals from our Community Partners requesting support for families experiencing hardship. Through our Everyday Essentials programme, we provide equitable access to food and essential items that help whānau care for their children, keep their homes warm, seek and maintain employment, and recover from challenges such as natural disasters, family harm, illness and injury.

Our Community Hub includes a food bank and warehouse, where we receive and distribute donated food and essentials from businesses and individuals to Community Partners, charities and community groups nationwide.

Our food services, with the addition of a Social Supermarket within the Joy Store in 2025, increased by 133% over the past year, reflecting the growing need in our communities for everyday essentials, like food.

The programme also supplies 14 New Zealand Police stations, Puāwaitahi, Te Pou Herenga Waka, and schools with food boxes, toiletries, car seats, nappies, wipes and period products for their resource rooms, enabling police officers, social workers and case workers to respond immediately when families need support.

We also distribute donated food, toiletries and household essentials from businesses with surplus stock to 72 organisations across Aotearoa. In the past 12 months, we delivered 569 bulk deliveries, distributing $3,337,127.90 worth of essential items to communities nationwide.

75,928
people supported overall

7,121
total referrals, impacting 30,427 people

569
bulk donations, impacting 25,289 people

$3.33M
value of bulk donations shared

30,427
people fed through food boxes

134
services supported with food



"This year we've been blessed with less hospital stays and no ICU but it has been hard financially for our family, we usually have the Christmas tree up by now but this year we've put it off as long as possible - after today's trip to the Joy Store the Christmas tree will definitely be going up this weekend. Thank you!"

Mum of four, referred by Starship Children's Hospital

CHRISTMAS JOY

For families facing financial hardship, celebrations like Christmas can feel out of reach.

For 12 years our community has been bringing the magic of Christmas to families in need with **85,897** children supported so far.

24.9k
Kids visited by Santa

59.2k
Toys delivered

505k
Food items chosen

4.7k
Families supported with food

91
Cities and towns across 16 regions

875
Volunteers

170
Organisations supported

233
Giving Trees collecting toys

84
Mitre 10 stores collecting toys



CHRISTMAS JOY STORE

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.

Now in its fifth year, the Christmas Joy Store included a Social Supermarket named Te Mākete Harikoa, where families could shop for food including pantry staples, fresh produce, treats and protein for Christmas Day and the week after.

Thank you to Foodstuffs North Island for partnering with us and powering the Social Supermarket and thank you to our community of generous brands and businesses who donated a wide range of products so families could have the dignity of choice at Christmas.

Joy around Aotearoa

As well as running the Christmas Joy Store, we helped Santa deliver toys to children all over New Zealand too.

From Rongopai House in Kaitaia to Family Works in Invercargill and everywhere in between, 17,513 toys were delivered to 170 Community Partners, supporting 11,918 tamariki.

"I want to say a big thank you from the bottom of my heart for making our Christmas very special this year. My kids are extremely happy and we are truly grateful.

Thank you for helping whānau like us, especially kids with disabilities and kids with high health needs. It means a lot to us parents who struggle every single day. Thank you to all the people behind the Christmas Joy Store (Kindness Collective team, sponsors, volunteers and everyone who supported and donated)."

Mum of three, Referred by Starship Children's Hospital

"The family lost their wife and mother suddenly to a medical event recently and are devastated. They are learning how to live without her but dealing with significant grief and some financial stress as Dad was the primary earner and is now the sole parent who is at home caring for his children.

Supporting them with presents and food will help them through the very sad, first Christmas without mum."

Social Worker Referral





THE PJ PROJECT

28,173
pairs of PJs

307
307 orders were distributed to 217 Community Partners

559
PJ collections

91
PJs distributed to 91 cities and towns

"The PJs received have made a truly positive impact on children with health needs whose families are facing financial hardship. For many, these were something they simply could not have afforded otherwise."

One parent recently shared: "we were going through a really tough time, and when we received pyjamas for the whole family, I honestly cried. It wasn't just the warmth of the clothes - it was the kindness behind them. It meant more than we can say".

Gabby's Starlit Hope, Taranaki



Winter is a particularly tough season for families experiencing hardship, and we're proud to deliver winter warmth each year through The PJ Project.

In 2025, with the support of The Warehouse Group, we provided brand-new warm winter PJs to 28,173 children.

PJs were distributed right across Aotearoa - from Kaitaia to Invercargill and 91 towns and cities in between to 307 schools, Kura Kaupapa, ECE providers, Kōhanga Reo and social and health services supporting children and their families.

The PJ Project showcases the power of community collaboration. Across three months, 28,173 pairs of PJs were donated by 559 kind businesses and organisations hosting PJ collections. For some workplaces, The PJ Project provided a great reason to turn up to work in their PJs and raise funds for the kaupapa!

We know the impact of a brand-new pair of winter PJs goes much further than just keeping a child warm at night. Our Community Partners tell us PJs provide a boost to morale and instil a sense of hope and community for families doing it tough.

KINDNESS CUP

24,744
Kind kids

89
Kindness Cup schools

1,068
Awards given

12
Regions active

55
LEGO clubs

3
LEGO Foundation events





The Kindness Cup celebrates children who show care and empathy for people, places, and the planet.

By recognising kindness in school communities, we spark conversations and encourage positive behaviour in classrooms and playgrounds.

Kindness is a learned skill, shaped by environment and example. When children practise kindness, it becomes second nature, helping build a more inclusive, compassionate society for all.

The Kindness Cup is proudly supported by LEGO and The LEGO Foundation, whose generous funding enables us to provide activities and resources for schools, run engaging events, deliver play-based workshops for teachers, and provide schools across Aotearoa with LEGO bricks for learning and LEGO clubs.

"The Kindness Cup and LEGO have been incredible on so many different levels, addressing many different needs. Teachers shared, 'It is such a wonderful outlet for creativity, particularly for those who cannot always express themselves or show the extent of their creativity in the regular classroom programme.'

We have seen moments of inspiration, resilience, kotahitanga, problem solving and so much JOY! We are so thankful to the Kindness Collective and the LEGO Foundation, and we are so excited to see how this continues to grow and build kindness throughout our school".

School Principal

MANAAKI ORA

415
recipients

1,114
food packages

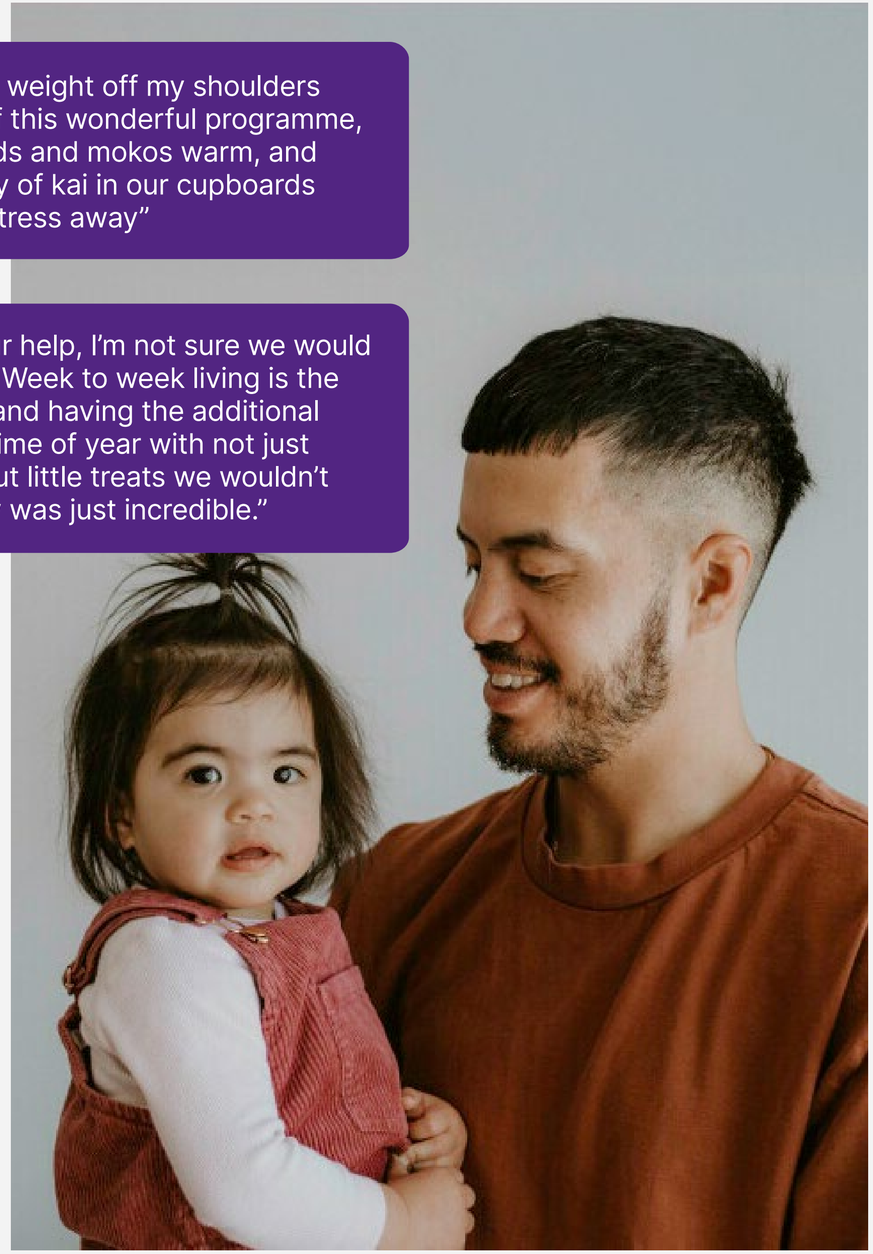
13
healthcare appointments

120,960
hours of subsidised energy

1,285
essential items given

“It took a big weight off my shoulders being part of this wonderful programme, to see my kids and mokos warm, and having plenty of kai in our cupboards took all my stress away”

“Without your help, I’m not sure we would have coped. Week to week living is the norm for us and having the additional help at this time of year with not just the basics but little treats we wouldn’t normally buy was just incredible.”



In 2024, we launched Manaaki Ora, a first-of-its-kind winter wellness programme designed to wrap warmth and care around whānau in hardship.

In 2025 we ran the programme for a second time, with incredible results.

Together with our partners Foodstuffs North Island, The Warehouse, Nau Mai Rā, and Tend Health, Manaaki Ora provided nine weeks of energy support, fresh food, online healthcare access, and winter warmth essentials to 415 people during the coldest months of the year. Referrals through Starship Children’s Hospital and Nau Mai Rā’s Whānau Fund allowed support to reach those experiencing both significant health needs and financial hardship.

- Foodstuffs North Island provided weekly fresh food supplies, including pantry staples, fruit, vegetables, bread and high-quality protein, helping ensure whānau had access to nourishing meals throughout winter.
- The Warehouse supplied pyjamas, heaters, blankets, and hot water bottles for each family member.
- Nau Mai Rā ensured each household had subsidised energy through their Whānau Fund, totalling $480 per family.
- Tend Health provided free GP appointments via their app, allowing whānau to access care quickly and easily.

The impact of the programme was strongly reflected in feedback from whānau, with 97% reporting improved wellbeing, 94% experiencing reduced financial pressure, and every whānau surveyed saying they were able to keep their homes warm throughout winter.

Manaaki Ora is about more than winter essentials. The programme is designed to meet real needs with real solutions, helping whānau feel supported, cared for, and better equipped to face winter with confidence.

BUILD PROJECTS

13
Build Projects

2,720
people supported

4
regions

Building places and spaces to support and strengthen communities

In the past year, our partnership with Mitre 10 enabled the completion of 13 transformative Build Projects, including school gardens, an outdoor play area and playhouses. These projects create lasting impact - offering spaces where tamariki and rangatahi can learn, play, and connect with one another and their wider communities.

School gardens, in particular, have proven to be powerful tools for learning and wellbeing. By taking the classroom outdoors, children develop essential life skills such as responsibility, resilience, and patience. These gardens also provide access to fresh, healthy food - laying the groundwork for food security, food sovereignty, and lifelong healthy eating habits within school communities.

We're incredibly grateful for Mitre 10's continued support through their Helping Hands programme. Their generosity has allowed us to reach more people and create meaningful, hands-on opportunities that enrich the lives of children and their communities across Aotearoa.

"Your support has gifted our tamariki far more than a garden. You have created a living, breathing learning space where our students can connect with te taiao, grow their understanding of kaitiakitanga, and experience the joy of nurturing and harvesting kai together. This māra will become a place of hands-on learning, wellbeing, and connection for many years to come.

We are a kura that strives to provide the very best for our tamariki, despite the realities of limited funding. Like many schools, the resources we receive do not always stretch to meet the full vision we hold for our learners. We know that the environment is the "third teacher" — that the spaces our tamariki learn in shape their sense of identity, belonging, and wellbeing. For our community, which is not one of material wealth, opportunities like this are deeply significant.

Your generosity helps us create an uplifting, culturally rich environment where our tamariki can see themselves reflected, feel a strong sense of pride in who they are, and thrive as learners. It strengthens our ability to honour their cultures, their identities, and their potential"

Jasmin Hansen-McKay, Principal Prospect School





OUR VOLUNTEERS

1,521
total volunteers

7,673
volunteer hours for FY26

Over the past year, 1,521 people generously gave their time to support our mission, resulting in 7,673 hours of time donated.

Volunteers are essential to our work, enabling our small team to have a big impact for families in need. From our board of trustees, to those packing food boxes and winter bundles in the hub to serving families in the Joy Store, volunteers have shown up with heart. They've built gardens and playgrounds, fundraised, collected donations, and shared their expertise in PR, coaching, legal, and admin support.

Volunteering connects people to purpose. Research shows volunteers are often driven by the belief that helping others creates real change and we see this every day. Working side by side, our volunteers build community while lifting up others.

Kindness Collective simply couldn't do what we do without you. Thank you for being part of our community of kindness.

Mailene Tubman

We want to say farewell and thank you to our dear Mailene, who passed away in the last year. Mailene was a much loved volunteer, mother, wife, sister and dear friend and we all miss her very much. Moe mai rā Mailene, rest in so much love.









OUR PARTNERS





Our partnership with Tegel has continued to grow in both impact and heart throughout 2025.

From supporting families with much needed protein every week, providing food relief for families affected by floods and engaging in community events, Tegel is right beside us – not just as a National Partner, but as part of the team.

Their volunteers have continued to give their time and energy throughout the year, packing and distributing PJs, preparing food boxes and winter bundles, and cooking food to share in the community.

Tegel staff also made it possible for Sommerville School, a special education school, to hold its first ever all-inclusive Athletics Day, an incredible day for the over 400 students who participated. They also helped us provide thousands of meals to 56 community meals, feeding hundreds of families.

Their team also backed our ‘Meals that Matter’ campaign, matching donations dollar-for-dollar, helping us to raise $50,000 to support even more families together with food for Christmas.

We are incredibly grateful for Tegel’s generosity. Together, we are making a real difference, ensuring families experiencing hardship have access to nutritious food, enabling them to thrive.

“One of the things I value most about our partnership with Kindness Collective is that we share a belief that everyone deserves access to good food and to be supported with dignity. At Tegel, we’re passionate about making nutritious, affordable protein accessible to New Zealand families, and this partnership allows us to extend that commitment to the people who need it most. I’m continually inspired by the compassion and impact of the Kindness Collective team, and it’s a privilege to support the incredible work they do in communities across New Zealand.”

Angela Irwin, GM – Sustainability & Communications, Tegel Foods Ltd

OUR PARTNERS





In 2025, LEGO continued to partner with us on three programmes, creating opportunities for tamariki to feel seen, celebrated and supported in their homes, schools and communities.

The Kindness Cup, an incredible programme which now reaches thousands of tamariki each year, recognises those who show compassion, care and empathy in their school communities. With LEGO and DUPLO at the very heart of the initiative children are supported to feel empowered, build self-confidence and learn new skills.

LEGO also brought Build the Change events to 600 tamariki who were invited to dream big, design their futures and build their hopes brick by brick.

Children experienced play-based learning, creative exploration and moments of pure joy as they created.

At Christmas, LEGO brought even more magic to the Joy Store by helping stock the shelves, and homes nationwide, with creative play opportunities. The team also provides some special birthday moments for children in Starship Children's Hospital, sending LEGO kits alongside cakes generously donated by The Cake Detective.

We are incredibly grateful to LEGO and The LEGO Foundation for championing kindness as a superpower and making play a force for connection, learning and belonging.

"We're incredibly proud to partner with Sarah and the amazing team at the Kindness Collective. The difference they're making in the lives of tamariki across Aotearoa, through schools and local communities is truly inspiring. Their purpose closely aligns with that of the LEGO Group by empowering the builders of tomorrow and helping every child reach their full potential. As a long-term partner here in New Zealand, we're excited to keep supporting the vital work they do for whānau and communities right across the country."

Troy Taylor, Vice President & General Manager, LEGO New Zealand

OUR PARTNERS





In 2025, The Warehouse Group was once again key to delivering some of our biggest programmes, creating significant impact in communities all over New Zealand.

With their help we were able to deliver pyjamas to nearly 30,000 tamariki thanks to stores becoming PJ drop-off points for communities nationwide. This support, in conjunction with donations at their tills, made it possible to reach more children than ever before.

Together, we were able to distribute over 500,000 donated period products to people in need across the country. Their generosity also helped provide the basic essentials of food, toiletries and baby items like nappies and wipes, bringing relief to so many families in need of support, ensuring dignity as they navigate difficult times.

And during the colder months their support enabled us to provide winter clothing, cost-effective heaters, blankets, and duvets to help keep whānau warm and healthy.

For the fifth year running, their team also helped us bring Christmas magic to just under 25,000 children through our nationwide Christmas programmes. Everyone from their CEO to retail staff, rolled up their sleeves and got stuck in to help create a magical experience for visiting families.

Ngā mihi nui to The Warehouse for their unwavering support of our mahi, helping to make a lasting difference in the lives of children and whānau across Aotearoa.

"Our team and our customers feel a genuine connection to the Kindness Collective. There's a shared instinct to roll up our sleeves and back work that actually makes a difference for Kiwi families in every town across Aotearoa. What really stands out is their ability to respond quickly and meet people where they are, getting support out the door when and how it's needed. As the need for their support has grown, so has their impact, with a practical, get-it-done approach that continues to make a meaningful difference across the country. We're proud to stand alongside them and support the difference they make every day."

Silv Roest, Chief Legal, Sustainability and Corporate Affairs Officer, The Warehouse Group

OUR PARTNERS

foodstuffs NORTH ISLAND





In 2025 we were incredibly grateful to welcome Foodstuffs North Island as a National Partner, supporting our mission to ensure all families have access to fresh, nutritious food.

From providing essential food boxes and food relief for flood affected whānau to supporting school breakfast clubs, lunch programmes and community events, together, we're helping to ensure tamariki and whānau have access to life's essentials.

Our winter wellness programme, Manaaki Ora, is a lifeline for many families and thanks to the support of Foodstuffs NI even more families had the reassurance that they won't need to choose between food, power, or healthcare – bringing practical support and peace of mind. Together we also launched Manaaki Meals, delivering recipes, as well as the ingredients to make each meal, to our Manaaki Ora whānau, helping them enjoy nutritious and delicious food at no cost throughout Winter.

The Foodstuffs NI team also played a key role in our 2025 Christmas campaign, supporting Te Mākete Harikoa, our pop-up Social Supermarket. This generous gift gave more than 3,000 families the opportunity to choose the items they needed most with dignity and kindness.

We are deeply thankful for the generosity of everyone at Foodstuffs NI - from the executive team to staff and customers. Together, we're bringing dignity, hope, stability, and kindness to whānau across Aotearoa.

"At Foodies, we recognise the privilege we have in partnering with The Kindness Collective to help deliver initiatives that truly make a difference to New Zealand whānau. Through Everyday Essentials, the Manaaki Ora programme, and now the opening of the first pop-up Social Supermarket, we're seeing the real impact of what's possible when purpose and partnership come together.

The Kindness Collective does extraordinary work meeting people with dignity, care, and practical support when it's needed most. We're incredibly proud to stand alongside them, helping to create more accessible, empowering solutions that put choice and mana back into communities."

Willa Hand, HO Membership Experience and Social Supermarkets, Foodstuffs North Island.

OUR PARTNERS

NESCAFÉ





In their second year as a National Partner, Nescafé Classic has continued to create moments of kindness and connection for whānau and communities across Aotearoa.

From supporting our Everyday Essentials programme to helping provide a special Christmas for thousands of families, their generosity has been at the heart of helping communities through tough times.

This year, we were especially proud to see our partnership featured on every bag of Nescafé Classic coffee sold across New Zealand, helping raise awareness of Kindness Collective and inspiring thousands more Kiwis to be part of spreading kindness.

Together, we also launched Manaaki Meals, a collection of delicious, nourishing and budget-friendly recipes designed to help families make the most of affordable ingredients while bringing people together around the dinner table.

Through Nescafé Classic's support, we recognised and celebrated our Community Partners on World Coffee Day, shared warm cups of coffee with thousands of people every week, and provided extra care during the colder months through our winter wellness programme.

The team also once again rolled up their sleeves at our Christmas Joy Store, volunteering countless hours, stocking shelves, and helping power our social supermarket. Alongside the gift of coffee, they brought together support from the wider Nestlé family to help make Christmas even more special for thousands of families.

We are incredibly grateful to Nescafé Classic for their continued partnership and for helping create moments of care, connection and kindness for communities across Aotearoa, one cup of coffee at a time.

"A cup of coffee is more than a daily ritual – it brings people together and creates space for meaningful connection and care. With Nescafé, we're proud to partner with the Kindness Collective through the Everyday Essentials program, helping to uplift lives across Aotearoa New Zealand"

Susan Catania, Country Manager & CEO Nestlé NZ

OUR PARTNERS

MITRE 10





In 2025, Mitre 10 continued to help us build brighter futures for tamariki and communities across Aotearoa. Through meaningful Build Projects and bringing the magic of Christmas to tens of thousands of kiwi kids and their families, they have worked with us to create real impact.

Through the support of the National Partnership, individual stores, builders and community volunteers we were able to deliver 13 community builds, from gardens and greenhouses to playhouses.

These projects create lasting impact, offering spaces where children and their families can learn, play, and connect with one another and their wider communities.

At Christmas, all 84 Mitre 10 stores across the country turned into toy collections points, ensuring tens of thousands of tamariki got to experience some Christmas magic. Every toy donated stayed locally enabling us to reach families nationwide. Mitre 10 staff really got into the spirit of the programme, and we are so grateful for their support.

Together in partnership, we have been able to build not just spaces but community and connection.

Partnering with Kindness Collective has created opportunities to work together to make a genuine difference for children and whānau across the motu.

Our purpose at Mitre 10 is to inspire Kiwi to love where they live, work and play, and Kindness Collective's build programme and annual campaigns help us bring that to life in communities from the top of the north to the deep south. We are honoured to support this much-needed mahi and look forward to another year together helping spread the power of kindness across Aotearoa NZ."

Jules Loyd-Jones, Chief Marketing Officer, Mitre 10

OUR PARTNERS





In 2025, we were thrilled Red Seal joined us as a National Partner, after being a long-time supporter of our Everyday Essentials programme. Their generosity continues to support our mahi in providing essentials and care for families facing challenging times but now that support will have even more impact.

Every week, we receive whānau referrals through our team of community partners, the frontline people who see first-hand where support is needed most. Red Seal's partnership means we can give toothpaste to these families, providing the basics of oral care to thousands of children every year, and the potential to live healthier lives.

For the second year, Red Seal also gifted thousands of packs of their comforting herbal teas to our Christmas Joy Store food market, helping to make the experience special for the families supported by this one-of-a-kind initiative.

Team members from both Red Seal and the wider Endeavour Group also generously volunteered their time to bring the Joy Store to life throughout December.

We are truly grateful to Red Seal for supporting our communities, ensuring families receive care and practical support.

"Our partnership with Kindness Collective continues to be one of the most meaningful initiatives for the Red Seal team. This year marked our biggest collaboration yet with the launch of our limited-edition Kind Kids Toothpaste. The project has been truly priceless - our team embraced it wholeheartedly.

Our partnership has been rewarding on so many levels. It allows Red Seal to give back to Kiwi families in a meaningful way and creates a shared sense of purpose that extends well beyond our day-to-day work. We couldn't be prouder of what we've achieved together."

Alicia Freeman, Brand Marketing Manager, Endeavour Consumer Health

OUR FUNDERS

We’re incredibly grateful to the charitable trusts, foundations, and funding boards who supported our mahi this year.

Thanks to the generosity of our funders, we received $454,296 in grant funding, helping us support thousands of people across Aotearoa. This funding enables us to deliver our programmes while also covering essential operational costs such as staff wages, our community hub lease, logistics, and administration.

By supporting these core functions, our funders ensure that donations made to specific programmes are used exactly as intended and directly benefit whānau in need.

As a small team, we work hard to make every dollar count. The support of our grant funders allows us to respond to urgent needs with care, compassion, and meaningful impact. Thank you to them.

Supported by Lotto New Zealand Funded by NZ Lottery Grants Board

Gattung Foundation THE HEART EFFECT

HUGH GREEN FOUNDATION

THE LION FOUNDATION

LINDSAY FOUNDATION

Whakatupu Aotearoa Foundation

the trusts

% Simplicity Foundation

THE TRUSTS Community FOUNDATION



We’re deeply grateful to the Lindsay Foundation for their ongoing, generous support for our Everyday Essentials programme which plays a vital role in supporting families doing it tough.

Their ongoing commitment helps us provide consistent, meaningful support to those who need it most - bringing relief, hope, and a stronger sense of community to countless whānau across Aotearoa.

LINDSAY FOUNDATION

OUR SUPPORTERS

Thank you to James Kirkpatrick and the James Kirkpatrick Group for their incredible generosity and support with our community hub. Our new space has made such a difference and we are forever thankful for your help in getting us here.



OUR SUPPORTERS

With heartfelt thanks to the following donors and businesses for their generous support.

Your contributions have played a vital role in helping us reach thousands of children and families throughout Aotearoa.

Ngā mihi nui to the incredible people, businesses, schools, churches and teams who donated financially, and hosted PJ Project collections, Joy Store Giving Trees, and food bank drives throughout the year. We couldn't do any of this without you!

We'd like to give special mention to the following people and businesses for their significant support.

We are grateful for your ongoing belief in our work, your trust and your commitment to kindness.

James and Liz Eagan, James Kirkpatrick, Trish Brown, Anna Smale, Cecilia Robinson, Dame Theresa Gattung, Angela Gattung, Ashley Page, Joel Little, Lanakat Trust (Nigel, Liz, Kate and Tom), Manuka Trust, Totara Fund, Dave and Justine Hopkinson, Paul and Alisha Lloyd, Shaw and Partners, NZX, Catie Dawson, Delwyn Jones, Louisa and David Kraitzick, Kate Pollock and family, Carl and Vanessa Matthews, Claire Simcock, Unltd Foundation.

Thank you to our business community

Arnott's, Essity, Mattel, Wilson Consumer Products, Westfield Manukau, Beard Brothers, New Zealand Machine Hire, Craft Corp, Superette, Kerry Ingredients, Sales Force, ProBeauty, Only Organic, Mexicano, Coca-Cola, Sanitarium, Proper Crisps, Barkers of Geraldine, Fruzio, Pharmacare, McoBeauty, Auckland Quilt Guild Inc, Datacom, Fee Langston, Vital Zing, Superb Herb, BAPS, Sleepwell NZ Limited, Aesop, Vidacorp, My Little Me, Daeda, The Toy Box, Vision West, Columbus Coffee Glen Eden, Anihana Life, Kathryn Wilson, Farmland Foods, Direct Couriers, Obex Medical, GWA Group NZ Ltd, Vision & Hearing Team, The Rock Network, Mai FM, Queens Basketball Team, Sealord Auckland, Egis New Zealand, Tend Medical Centre, Lavish Perfumes, Hesketh Henry, Auckland City Rotaract Club, Hāpara, The Dolphin Theatre, Health NZ Counties Manukau, Mellons Bay School, Mondelez, realestate.co.nz, Kauri Park School, Orix New Zealand, Scentre Group - Newmarket, Auckland Girls' Grammar School, Franklin Smith, Coda Group - Colour HR, Inchcape New Zealand, ASB Auckland, Scentre Group St Lukes, Sistema Plastics Ltd, Anytime Fitness Three Kings, Hancocks Family Merchants, Assurant, DKSH New Zealand Limited, Craigs Investment Partners, Equippers Church Auckland City, AMP, Ray White Ponsonby, Megan Jaffe Real Estate, Orbit World Travel, WSP, Pt Chevalier School, Zurich NZ, St Heliers School, National Fire & Security, Goodwins, Snap Fitness Wairau Valley, Lightforce Solar, Bridgestone, Lotto NZ, Glassons, Holy Cross Catholic School Papatoetoe, Baycorp / Collection House NZ, Gear. Uniforms + Promotions, Mainfreight, NZ Post, Rentokil Initial Head Office, FSL Foods, Swimgym, PwC Foundation, Colin MacKenzie Plastering Ltd, City Contractors Ltd, Maman Boutique, Endeavour Consumer Health, Net-up (Netball Upskills), Well & Wild, Starduz Sports Club, Scholastic, Bounce Inc., Inland Revenue, Coda Group, Kiwi Helping Hands 2, Kiwi Christmas Books, Cookie Time, Suntory Oceania, Picky, Hellers Limited, Macmurray Centre, Sealy, My Mojo, Ethique, RJS Licorice, Rawiri Community House, Do not Disturb Sleep Company, Meet the Need, Little Treehouse Kindergarten, Sunny Hunny, Fonterra, Papawai Media, Kiwi Wheat Bags, Super Creative Podcast, Glenn Jones Art, Common Kind, Otti & Olli, Nood, Westfield Newmarket, Karma Drinks, Les Mills, Anon Studios, Coca Cola Europacific Partners NZ Ltd, Farrah Breads Limited, Kensington Sunglasses, Avetta - Auckland Office, Sweet Louise, Barkers Fruit Processors Limited, Illustrated Publishing, Griffins Food Limited, RSM New Zealand, ORIX NZ, Are Media, Flava/NZME, Whanganui District Council, Bluecurrent, BNZ Auckland Corporate, Cherrys Preschool (Maryhill), Farm Cove Intermediate, Marlborough Kindergarten, Murray's Bay Primary School, RSM Albany, Toi Ohomai, Humm Group, Columbus Coffee Mega Oamaru, Columbus Coffee Timaru, Direct Couriers (Auckland Limited), St Lukes Church Tauranga, Southwell School, AB Equipment Ltd, Forté Health, RCP, Future Focus Early Learning, NZ College of Chiropractic, Best Start Ponsonby, St Bernard's College, Naylor Love Canterbury, ICT, KPMG, Pie Funds, Watercare Services, Papamoa Sunshine Probus, Health Equity Team - Te Whatu Ora, Amma's Kitty, Bunnings Support Centre, Cherrys Early Learning Centre, Columbus Coffee Levin, Dynamix Recruitment, Every Nation Auckland City, Hato Hone St John Aoraki District, John Franich Jewellers, Diocesan School for Girls, Newbies Early Learning Centre, PKF Kendons, WBOP Methodist Church, Anderson Lloyd, University Kids - Victoria University, Premier Heating, Orbit Travel Auckland City, Anytime Fitness Shirley, Te Puna Wai o Waipapa Hagley College, Franklin Hospital, Gracelands Retirement Village, Contact Energy - Hydro, Refugee Status Unit, The Fire Station Early Learning Centre, Harcourts Group Ltd, Pinehurst School, Christ Church Anglican, Exceed, Forsyth Barr, CBRE, Jani-King New Zealand, The Beauty Lab Collective, Baycorp NZ / Collection House NZ, Cheal Consultants Limited, Westpac Hastings Branch, Belmont Intermediate, Auckland Radiology Group, DUAL New Zealand, F45 Howick, Devonport Library, Albert's Post Bar & Eatery, Northern Distribution a division of NZI, Just Kidz Flatbush, Bear Park, Kids Reserve, Mad Butcher Fenton Street (Rotorua), Mad Butcher Upper Hutt, Kāinga Ora - Porirua Office, Jani King East Tamaki, The Conference Company, All Souls Anglican Church Merivale St, Kapiti Hot Yoga, Columbus Coffee Hornby, Green Bay Community House, Property Brokers Timaru, Waikato hospital ward M7, Bear Park Mt Eden, Capsule NZ, CS & Co, Hello Darling, Met Life Care Takapuna, Mitre 10 Head Office, Secret Garden ECE - Huapai, Smith and Smith Head Office, Te Whatu Ora Waitemata, Tend Christchurch Clinic, The Number One Kindy, Westfield St Lukes, Whakatane Kahui Ako, CBRE Wellington, Humphries Landscaping, Compass Plumbing, The Warehouse Group - Head Office, Totara Park Playcentre, Tax Management NZ, Kindercare Silverdale, St Bernard's College (second Collection), Aorere College, Jani-King Hamilton, One NZ, Nukumea School, Smith and Smith Napier, Stats NZ, Cheal Consultants Limited - Taupo, Mt Pleasant School, Forsyth Barr Hamilton, Te Awakairangi Health Network, Tend - Tauranga clinic, Botany Rotary, Academy Ex, Lancome Tech, Co Kids Lincoln Road, Culley's, Little & Loved, Sanitarium Health Food Company, Pipe Vision NZ, Whaikaha - Ministry for Disabled Peoples, Everlasting, SLO Aotearoa, Kind Face, She is not your rehab, Signify, New Zealand Police, Will and Able, Rascal and Friends Nappies, SOPHIE, DKSH, Arnotts, Taonga Education, Tas Baby Holdings, AQG Community Quilts

OUR FUNDRAISERS

We simply couldn’t achieve what we do without our incredible community raising vital funds to support our mahi.



The Edge

A huge thank you to Clint, Dan, Ash, Carl and Nepia from The Edge for running their Everybody Gives fundraiser live on air for the full Breakfast Show.

Thanks to your generosity, energy, and the incredible Edge whānau who showed up to give, an amazing $53,860 was raised, helping us support over 2,300 children who need it most.

We’re so grateful for your commitment to kindness and for using your platform to make such a real, tangible difference for tamariki in need.



Super Creative Podcast

Thank you to Catie Dawson, host of Super Creative Podcast for running her annual fundraiser for the fourth year!

The Super Creative community is an extremely generous one, with multiple brands and businesses donating prizes and generous donors raising $20,320!

Huge thank you to Catie for her hard work and effort and to everyone who made it happen.



Vital Zing

A huge thank you to Staun and the team at Vital Zing for supporting Kindness Collective with such a creative fundraising campaign. Over the course of a week, they invited children from their community to design the artwork for their advertising, resulting in some incredibly imaginative creations.

The winning designs were then featured throughout their sale, with 10% of every purchase donated to Kindness Collective. Thanks to the generosity of their customers, they raised an amazing $2,099 to help support children and families across Aotearoa.



Anytime Fitness

A huge thank you to the team at Anytime Fitness for their incredible ongoing support of both The PJ Project and our Christmas campaigns. Year after year, their gyms and members across Aotearoa have generously rallied behind our mahi, donating more than $10,000, along with hundreds of brand-new toys and pairs of pyjamas for children experiencing hardship.

Their commitment to giving back is helping bring warmth, comfort and joy to tamariki and whānau across the motu, and we’re so grateful to have them as part of our kindness whānau.

OUR MEDIA COMMUNITY

We are grateful to have the support of some of New Zealand's leading public relations, media, creative, and design agencies.

In FY26, we received an incredible $5.3 Million worth of PR, media coverage, and advertising thanks to the generosity of the partners featured on this page. We were especially thankful for the continued support of Pead, PHD and the generous community of media partners who make all this possible.

Our team remains highly active on social media, where our engaged audiences follow the journey of their donations - from collection to delivery - every day across our platforms.

We are incredibly thankful to everyone who makes this happen each year!

Check out some of our stories here:

- Christmas Joy Store - One News
- The PJ Project - NZ Herald
- Joy Store - Breakfast





OUR COMMUNITY VOICES

“My week is better every time I turn up here. It’s a weight lifted off my shoulders knowing I have this support. I was just diagnosed with cancer and I have no idea what I’m going to do but for the next few weeks, I know I have food and that makes things a little bit better.”

Manaaki Ora whānau

“Our families are so grateful. One whānau showed me their fridge with only a quarter bottle of sauce and some rotting kai left in their fridge. The parcels have often been the only kai some of the whānau we work with, have had for the week”.

Kia Puāwai

“I am so grateful to have Kindness Collective supporting our whānau and not once failed in this support. To witness my whānau’s emotional reaction first hand during their food parcel drop makes my heart melt with relief knowing they will be well fed for the week. Keep up the amazing support KC and God bless”.

Pillars

“Thank you for the amazing food parcel. It’s nice to feel like an actual normal person with these thoughtful food boxes even when times are tough. The food I got when I was going through tough times helped me out so much.”

Family feedback

“This service is amazing and I’m not sure what we would do without the Kindness Collective team providing quality, easily accessible and nourishing food parcels”

ME Family Services

“In my almost three years of mahi I have seen such a massive jump in whānau needing the basic necessities. I have accessed other food banks and found some have delivered Kai covered in mould, frozen goods that have been completely melted, or kai that the whānau should not eat due to medical reasons. Whānau are always grateful to receive the food, even knowing they are not up to par because the threat of having their tamariki go hungry is a much bigger concern to parents than these issues.

Besides food and resources, KC has given out dignity and respect to whānau. It also gives me peace of mind to give kai from KC and know without a doubt that whānau will be fed and warm. This helps me address the deeper issues within the whānau as they are now fed and warm, and more likely to open up. Thank you so much! I truly am so grateful for your services to whānau.”

Turuki Healthcare Social Worker

“A lot of students expressed their thanks, and we had a few tamariki who said this is the first PJs they’ve ever owned. So your mahi to provide such essentials for struggling families and communities is much appreciated by our tamariki and their whānau, especially as we head into cold winter months.”

Social Worker, Glendene Primary School

“As a social worker, I often see whānau struggling to meet even the most basic needs—such as food, clothing, toiletries, and period products. The Kindness Collective plays a crucial role in responding to these needs with compassion and efficiency.

Their service is professional, timely, and delivered in a way that enhances the mana of our whānau. Our team regularly accesses their support, and we are deeply grateful for the difference they make in our community.”

Turuki Healthcare

“Our tamariki have been coming into Kōhanga more alert and happy this week. A parent said the new PJs also helped her boy with bed wetting as he was able to stay warm throughout the night. To celebrate our new PJs we had a PJ Party during the day and it made us happy to see no one missed out.”

Kaiako, Te Tai Tokerau Kōhanga Reo

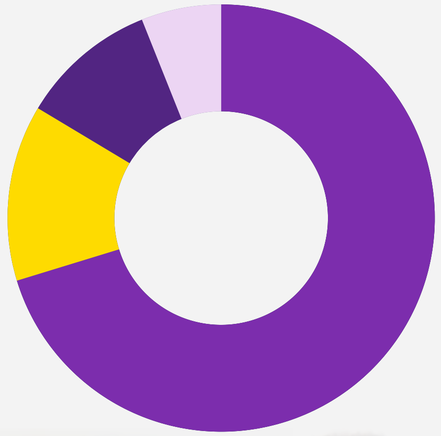
“As a mum, I was feeling like I had let my kids down because our house was so cold and I didn’t have a heater. Now we have blankets, heaters, hot water bottles and those heat packs. We are more sorted than I could have dreamed of.”

Manaaki Ora whānau

“I cannot describe how overwhelmed I felt going into the Joy Store. I was nervous but blown away by the kindness you all have given to myself and my tamariki. The volunteers were so full of joy that it made it so easy for everyone, and I kept asking them if it was okay to have that toy as I was not used to being able to choose. I got in my car and cried because of the kindness you all have given me. Thank you, Kindness Collective.”

Mum of four

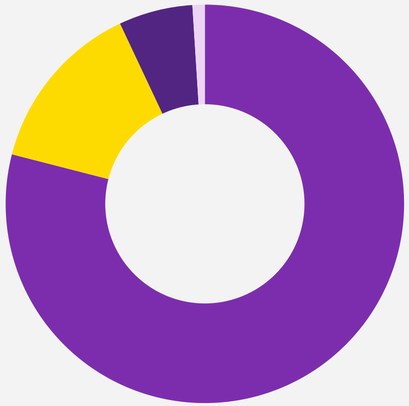
YOUR DONATIONS



Where donations came from:

- New goods-in-kind: 70.3%
- Community donations: 13.3%
- Business sponsorships: 10.4%
- Trusts & grants revenue: 6.0%





What we did with your donations

- Programme costs: 78.8%
- Employee and volunteer costs: 13.7%
- Programme delivery and operational costs: 6.8%
- Fundraising and awareness: 0.7%

Note: Programme costs and programme delivery costs are all the costs incurred to deliver all six nationwide programmes, supporting 156,948 in need across Aotearoa, New Zealand.

These costs include both programme related purchases for families including food, toiletries, baby items like car seats, pyjamas, blankets, toys and the costs incurred to deliver these, like warehouse, food bank storage and machinery costs, motor-vehicle, logistics and transport costs.



YOUR DONATIONS

The Kindness Collective seeks to hold six months of operational and programme costs in reserves. This equates to approximately $1,000,000 of cash and $2,000,000 in donated goods-in-kind stock for our programmes per annum.

This reserve is best practice in the charity sector as it ensures we can provide our Community Partners with the assurance we can continue to support whānau in their care for the following year. With the cost-of-living crisis, we know donations and funding will be harder to attain over the next financial year. It is important to hold sufficient reserves to cover any shortfall.

Stock Reserves:

The Kindness Collective relies heavily on goods-in-kind donations to support our work throughout the year and donations are given to support our programmes and provide essentials and moments of joy to children and whānau referred to our organisation.

We seek to hold reserves of stock, which enable us to execute our programmes all year round, including opening the Christmas Joy Store with enough stock to support the first 1,500 families throughout the country. Since the beginning, we have always shared the journey of your donation to its delivery. As we grow and our services expand, transparency is something we will always value.

Donations

Donations are recognised as revenue upon receipt and include donations from the general public, and donations received for specific programmes or services.

Donations - goods in kind

Donations received in kind must be used exclusively for helping those in need and cannot be used for any other purposes, including internal use or resale. These donations are recorded as a liability (deferred revenue) until the specified conditions are fulfilled.

The fair value of the donated goods in kind is determined as the retail price (RRP) minus a standard discount of 15%, reflecting the typical market practice where goods can be purchased at a discount to the RRP.

Where second-hand inventory is donated or vested in the Foundation for nil consideration, the inventory received is recognised at nil value, applying the PBE IPSAS exemption.

Performance Report:

You can find a full performance report, including a full audited financial report on the Charities Services website, or by requesting from hello@kindness.org.nz



FINANCIAL REPORTS

Statement of comprehensive revenue and expense

	2026	2025
Revenue		
Donations revenue - goods in kind	5,279,200	7,529,252
Donations revenue - monetary donation	1,001,727	740,365
Sponsorships revenue	777,871	817,173
Trusts and grants received	454,296	393,686
Total Revenue	**7,513,094**	**9,480,476**
Expenses		
Programme costs	5,831,902	7,973,361
Volunteer and employee related costs	1,014,418	716,851
Infrastructure and operating costs	499,799	277,759
Contributions to Kindness Collective Endowment Fund	-	250,000
Fundraising and awareness	53,431	33,103
Depreciation	37,250	32,572
Total Expenses	**7,436,800**	**9,283,646**
Surplus before net finance income	**76,294**	**196,830**
Net finance income		
Interest income received	15,248	45,369
Total Net finance income	**15,248**	**45,369**
Net surplus for the year	**91,542**	**242,199**

Statement of financial position

	31 MAR 2026	31 MAR 2025
Assets		
Current assets		
Cash and cash equivalents	690,272	1,017,437
Receivables from exchange transactions	16,896	30,260
Prepayments	6,838	17,579
GST receivable	8,893	5,730
Investments - term deposits	600,000	400,000
Stock on hand for related programmes	2,601,601	1,650,901
Total Current assets	**3,924,500**	**3,121,907**
Non-current assets		
Investments - term deposits	300,000	-
Property, plant and equipment	155,397	126,241
Bond	-	25,000
Total Non-current assets	**455,397**	**151,241**
Total Assets	**4,379,897**	**3,273,148**
Liabilities		
Current liabilities		
Payables from exchange transactions	84,236	80,673
Employee benefit liability	81,635	72,751
Income in advance - donations of goods in kind	2,370,082	1,533,822
Income in advance - sponsorship	157,083	57,250
Deferred lease liability	66,667	-
Total Current liabilities	**2,759,703**	**1,744,496**
Total Liabilities	**2,759,703**	**1,744,496**
Net assets / equity		
Accumulated comprehensive revenue and expenses	1,620,194	1,528,652
Total net assets / equity	**1,620,194**	**1,528,652**

NGĀ MIHI NUI

**for your kindness and generosity,
helping whānau in need thrive.**

hello@kindness.org.nz

@kindnesscollectivefoundation

