

2023 impact

CHRISTMAS KINDNESS

 Kindness
Collective



CHRISTMAS IMPACT

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

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

We were grateful to be named Coca-Cola Christmas in the Park's charity partner for 2023.

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



16.2k

kiwi kids supported at Christmas



44.1k

toys for tamariki



58

regions, cities & towns



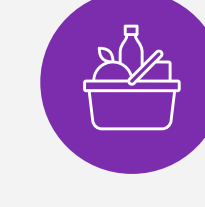
134k

treats devoured



84k

stocking stuffers



1.5k

food boxes delivered



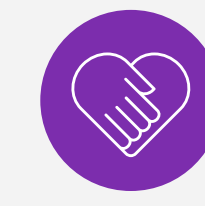
920

volunteers



188

Giving trees



103

organisations supported



7

Christmas parties



2

Christmas Joy Stores





2023 was the third year for the Joy Store in Auckland and the first year for our second store, which opened in Hawke's Bay.

Over 2,575 families supported by over 103 organisations, from all over Auckland, Northland, Hamilton, Tauranga, Rotorua, Hawke's Bay, Wairoa and Gisborne visited the Joy Stores in December, providing 16,225 children with Christmas.

The Joy Stores enlisted the help of over 920 volunteers and was supported by over 320 brands, businesses and media partners to help fill the shelves so families in need could choose toys and treats for their children.

It was wonderful to serve many deserving and grateful families who would have otherwise gone without Christmas.

None of it would have been possible without the generosity of our community, so thank you to everyone who played a part in making magic happen.



THE FOOD MARKET

The Christmas Joy Store included a food market this year so we could support families with a selection of treats and food to enjoy over the holiday period.

Helping to make this happen was a community of generous brands and businesses who have donated a wide range of foods, drinks and treats so families the dignity of choice at Christmas.

We also provided 1,500 food boxes for families needing extra support through our foodbank and community partners.

Thank you to:

Tegel, Cadbury, Woolworths, Arnott's, Mexicano, Hubbards, Red Seal, Coca-Cola, Sanitarium, Cookie Time, Proper Crisps, Appleby Farms, Hummingbird, Mount Somers, Karma Drinks, Pop'n'Good, Loaf, Barkers of Geraldine, Fruzio, Lewis Road Creamery, Serious Food Co, Shott, Lisa's Hummus, Six Barrel Soda Co, Fix & Fogg, Jenny's Kitchen Tamarind, Naughty, Bennetto, Forty Thieves, Harraways, Chia Sisters, Bootleg Jerky Co, Farrahs, Venerdi Bread, Graze, Maison Therese, Bake Works, Elysian Foods, Ceres Organics, Otti & Olli, Delmaine, Tatura Dairy Co, AF Drinks, Good Buzz, Culley's, Fever Tree, CocoCoast NZ, Skinny Fizz, Good Sh*T Soda, Tony's Choclonely, No Ugly Wellness, Bonne Maman, Hot Milk Stirrers, Alchemy & Tonic, All Good (Barista Oat Milk), Rebel Bakehouse, Kiwi Artisan, Telegraph Hill, Kohkoz, Nibblish, Westgold, Pt Chev Cookies, Solomons Gold Chocolate, Jeremys Whipped Honey!



COMMUNITY KINDNESS

MDM Refuge Christmas:

2023 was our 10th year supporting Mother of Divine Mercy Women's Refuge families at Christmas. We supported families in the safe houses, and those post-refuge, with 400 food boxes, 300 hams, \$5,000 worth of gift vouchers, gift baskets for mothers, 1,000 whole chickens, and 1,600 toys for children.

Waipatu Marae:

We also supported families from Waipatu Marae in Hastings who were severely affected and displaced by Cyclone Gabrielle with grocery vouchers and over 1,200 toys for their tamariki. We hope it made their Christmas a little bit more joyful after such a traumatic year.

Taonga Education Centres:

We also supported the seven community early learning centres in the Taonga Education group to have Christmas parties, where every child received a present from Santa, were visited by their favourite entertainers, enjoyed bouncy castles, face-painters, bubbles and a shared meal with their centre, teachers and whānau. We also provided food for the Teen Parent Unit and safe house, so girls staying there could have a big feast on Christmas Day.



JOY ACROSS AOTEAROA

Mitre 10:

We worked with foundation partner, Mitre 10, to host toy collections in 80 of their stores around New Zealand.

We wanted to ensure toys donated in each store and region were delivered to local kids, so we supported over 44 community partners, including New Zealand Police, Te Whatu Ora, social services, Women's Refuge, NGOs, ECE Centres and Kōhanga Reo, so the kids they support could have presents to open at Christmas.

Nationwide Giving Trees:

Over 100 generous businesses hosted Giving Trees to collect toys around the country too, which also supported our Christmas Joy Stores, community partners, New Zealand Police, Women's Refuges and Hospitals supporting children in need.

Overall, an extra 6,966 children were delivered toys nationally, outside of the Christmas Joy Stores, thanks to Mitre 10 and our business community.



STAN WALKER BRINGS JOY

We teamed up with much loved Kiwi artist Stan Walker to bring joy to whānau in need at Christmas.

Stan lent his incredible voice to the Christmas Joy Store and recorded a new Christmas song, 'Te Teo o te Kirihimete' (Favourite Part About Christmas) and animated video with us to help spread the word about the Christmas Joy Store.

Stan said, "gift giving with my whānau is my favourite part about Christmas. The joy on my little one's faces is the greatest present, and no one in Aotearoa should miss out on creating magic Christmas memories. It's been a very tough year for all. Let's come together, as we kiwis always do, and join me and the Kindness Collective in giving to those most in need this Christmas. Let's together, ensure that those most in need remember Christmas 2023 with joy and happy memories."

Together we premiered the song on Seven Sharp, and received national coverage including the New Zealand Herald, Stuff stories and video premieres.



[Read the story in the Herald](#)

[Watch the premier on Seven Sharp](#)

OUR PARTNERS



We are grateful to our foundation partner, Tegel, for donating 4,000 chickens and Tegel products to support our food market and food bank over December.

Tegel also supports our mahi day-to-day with generous funding for our warehouse, food bank and refrigeration lease. We couldn't do what we do every day, feeding as many Kiwi families as we do, without the support of Tegel.



We simply wouldn't have a Christmas Joy Store if it wasn't for the generosity of LEGO. For the third year LEGO donated over 10,000 sets which made up almost a third of what we gave out to children in need at Christmas.

The New Zealand team volunteered as Santa's Helpers and hosted Anika Moa, Clint Randall, Tamarah Whittaker and Portia Prince in the store to volunteer as well. Thank you, LEGO, for making sure children all over Aotearoa have access to education, play and joy at Christmas.



We are grateful to our foundation partner, The Warehouse Group for including us in the Be the Joy, campaign alongside The Women's Refuge and Variety.

Generous customers shopping in The Warehouse, Noel Leeming, Warehouse Stationery and Torpedo 7 purchased a \$2 Christmas tree decoration, resulting in an amazing donation of \$130,849,00 for our Christmas mahi.



OUR PARTNERS



For a third year in a row, Cadbury supported the Christmas Joy Store.

Not only did they contribute a financial donation to open the doors, but they also provided over 60,000 units of chocolate and food items for families visiting the Christmas Joy Store, in the MDM Refuge community and families supported by another twelve organisations we partner with!



Our friends at Mattel donated 900 toys and enabled us to purchase hundreds of popular branded toys for the shelves at ridiculously cheap prices, so our dollar could go further, and we could provide Christmas for even more children this year.

The Mattel team also gave up their time to volunteer as Santa's Helpers and shared the Christmas Joy Store with their followers and community base.



Our Foundation Partner, Mitre 10, supported us by hosting nationwide toy collection bins in 80 of their stores.

Every store's toy collection was donated to kids supported by our community partners around the country with a total amount of 5,907 toys collected in 40 regions, cities and towns!

Mitre 10 also provided all the shelves, trees, lights and building materials for both stores to be built!



OUR MEDIA COMMUNITY

Our campaign was an extension of last year's Santa Stories creative and was produced by the talented team from Dave Clark.

PHD Aotearoa donated their time to engage a generous community of media partners to share over \$1.1 Million dollars' worth of media, including TV ads on multiple networks, radio campaigns and outdoor. Mai FM also ran another successful campaign and broadcast live again in the Joy Store.

A special thank you to Pead, our pro-bono PR agency, who worked tirelessly to share the Joy Store with media and Aotearoa.

Thank you to Partner, Anna Farrera and Head Creative Genevieve Chunn, for their hard work on the Stan Walker campaign as well.

Thank you Jade and Brendan from UnLtd: for their support, knowledge and connections throughout the campaign.



pead.

UnLtd:

Dave Clark.

phd

LUMO

Discovery
NEW ZEALAND

GO Media

THE
ATTENTION
AGENCY



oh!

Watch AM Show

Read Sunday Star Times



sky

JCDecaux



valmorgan

A WORD FROM OUR COMMUNITY

“When I got the text to say I was going to shop at the Christmas Joy Store and what it was all about, I was literally in tears. You saved Christmas for us.”

Mum of three

“On behalf of me and my kids we would like to thank everyone for the lovely Christmas gifts for my kids and groceries. My heart is full of joy and happiness. I couldn't stop my tears when I got in my car.

We only had \$20 this morning, which was the only money we had left to last the week and I had to spend it on kids lunches. I wasn't going to come because I didn't have enough petrol to drive over to Onehunga, but as soon as I got there, I didn't know what to say.

I wanted to cry out loud because I was so blessed and still am because of the things that you're doing for the people.”

Mum of four

“I was there this morning to choose gifts for my children.

After the year they have just had from moving into emergency accommodation to transitional housing and changing schools, I just wanted to make them smile this Christmas.

And now I know they will and I can't thank you all enough!”

Mum of five

“I had a mum in tears today, she was grateful for her visit to the Joy Store. You are making such a difference.”

Vikki Rihari, Principal,
Birdwood School

“Today was an experience like no other!! Everyone there was absolutely amazing! All the help I received, the kindness, the amazing opportunity to shop in the Joy Store.

It all became so overwhelming I burst into tears once I got into the car. Thank you for everything you all have done to give our tamariki a better Christmas.”

Mum of six

“Without the Joy Store, I don't know what Christmas would have looked like for my kids, for this I want to say thank you for being my blessings when I didn't know where else to turn.”

Mum of four

“Thank you so much for making this happen. This has been the worst year and a half of our lives. I've never been able to have this ever happen to me for these kids. Thank you for approving this for us. You don't know how much this means to us.”

Mum of eight

A WORD FROM OUR COMMUNITY

“On behalf of Stand Tū Māia, I would like to express our sincere thanks for the wonderful gifts of toys, games and books you have kindly donated (from your business sponsors) to our organisation so we can pass on the gifts to the tamariki, mokopuna and whānau we work alongside and support.

We work with some the most complex cases and tamariki and mokopuna who may experience not only various forms of abuses and poverty, but their whānau have sometimes been marginalised.

The toys, games and books you have kindly donated will not only give the whānau joy, but a sense of hope. I cannot express our thanks enough, but God bless your organisation and your wonderful staff and volunteers who do this work.

Stand Tū Māia

“Thank you very much for all the presents you donated to the children of Gisborne, these presents will make a lot of the children here very happy this Christmas”.

Tim Somerton, New Zealand Police

“Many of our clients who have already shopped over the last couple of weeks have contacted us to express their gratitude, not only for the gifts but for the kindness shown to them when they arrived, especially those that were feeling very whakama (shy & embarrassed) beforehand.”

Te Tai Awa

“I’m just texting our gratitude and how grateful me and my family are for being able to shop at the Christmas Joy Store.

This year has been a tough year for us, and this year I’d just like to put an end to the year with what kids all deserve - a Christmas. Because of the Kindness Collective, you help make the smiles even more special on that day. So, thank you so much from us to you all, Merry Christmas.”

Dad of 7

“Christmas has always been a time of stress and pain. Thank you Kindness Collective for bringing joy to our Christmas this year.”

Dad of six

“Thanks guys, I came in today and was blown away. All of the staff were lovely and the lady who assisted me was incredible! I actually scuttled out at the end as I was about to burst into tears. Thank you all so much.”

Mum of eight

A WORD FROM OUR VOLUNTEERS

“As a child of a beneficiary, then being one myself for a period of my life, I understand deeply what Kindness Collective are doing to reset the expectations of parents and children for a right to a little of what regular families and homes enjoy. Go you guys for simply removing the shame.”

Andrea Scown, Mitre 10 CEO

“The Kindness Collective Foundation do such great work right across New Zealand helping support families in need. Today many of our team spent the day helping out at their Auckland Joy Store, where parents and caregivers have the opportunity to choose presents and food to help get ready for Christmas, and bring some joy on Christmas morning.

Huge thank you to Sarah and her awesome team - you're super inspiring and we're very proud to have you as The Warehouse Group National Charity Partner.”

**Anna Shipley, Chief Corporate Affairs Officer,
The Warehouse Group**

“It was great to be able to contribute to this worthy cause and directly see the positive impact it makes on families in our community. Well done to Kindness Collective Foundation team on building something very special. Thank you for the opportunity to be part of it.”

**Mike Cullerne, Country Director,
The Arnott's Group**

“It was a heart-warming experience for all of us that got to take part and amazing to directly see the positive impact we as a business have on families in our community.”

Arnott's Volunteer

“Thank you to you both and the Team for yesterday, we thoroughly enjoyed our time helping out. It was a very special experience, so thank you so much!”

Sato Volunteer

“We had the most amazing day, and it is truly incredible what you guys are doing. You are giving so much to so many people, not just gifts, but a sense of belonging and connection.

I walked away from yesterday feeling so humbled and incredibly grateful, it really puts a lot into perspective and I'm sure I can speak for a lot of people in saying that.”

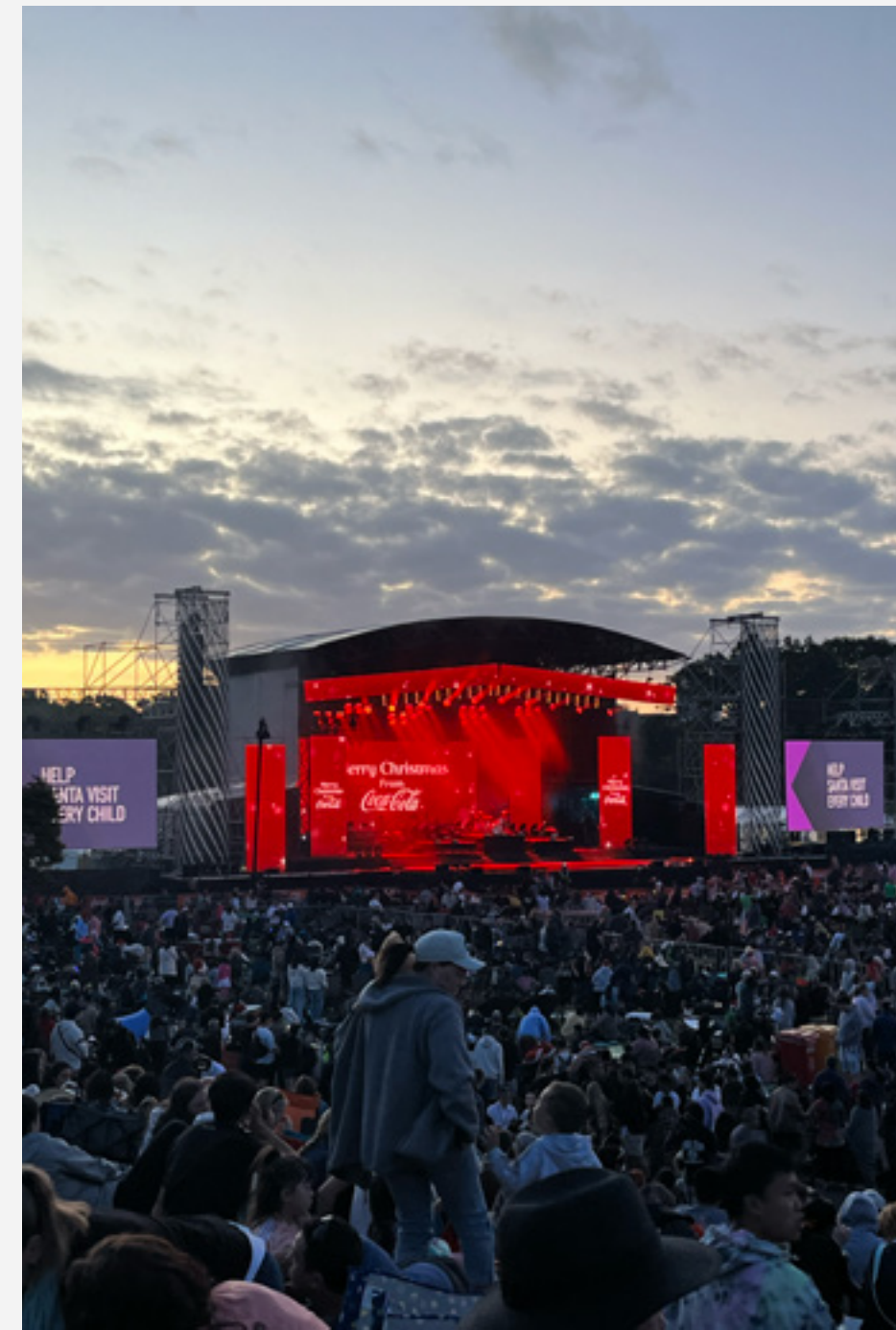
Jessica David – ASB

“Just hearing different people's stories and what they were going through was very touching and emotional, but seeing the joy on their faces when they walked into the store was such an amazing experience.

Being a Mum myself, I know the importance of wanting to give your children everything especially at Christmas so being able to see people experience the magic was incredible.”

Mitre 10 Volunteer





NGĀ MIHI NUI

for your kindness and generosity.



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kindness.org.nz

