



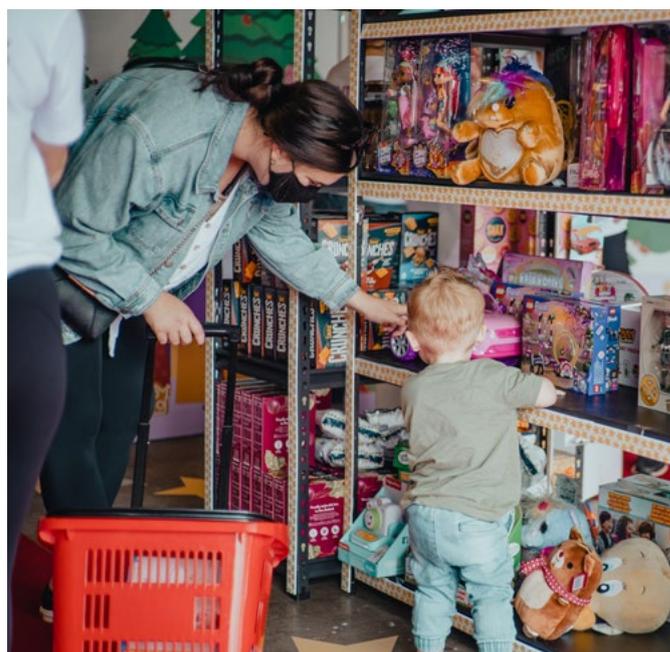
KINDNESS COLLECTIVE
FOUNDATION

FY22 ANNUAL REPORT

Spreading kindness by providing essentials and moments of joy for kiwi kids and their families.

CONTENTS

| | | | |
|------------------------|---|-----------------------|----|
| Our story | 3 | COVID-19 support | 11 |
| Our mission | 3 | Build projects | 12 |
| Our pillars | 4 | 100 acts of kindness | 14 |
| From our Founder & CEO | 5 | Kindness in action | 15 |
| From our Board | 5 | 2021/2022 partners | 18 |
| The need | 7 | Thanks to our friends | 20 |
| Why kindness? | 7 | Thanks to our funders | 22 |
| Our impact | 8 | KC crew | 23 |
| Christmas Joy Store | 9 | Financial statement | 24 |





OUR STORY

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

The Collective works with numerous schools, early childhood education centres, social services, community groups, public service agencies and other charities by meeting needs in the community with resources, tools, time and money.

We are quite simply a match-making service, matching those in need with those who have more to share.

OUR MISSION

Our mission is to simply spread kindness to kiwis in need.

Our vision is to be more than just another charity. We aim to build a movement that creates a culture of kindness so that Aotearoa is the kindest place on the planet.

We believe in a community-led approach to finding solutions to challenges in society. This means our mahi is varied. One month we're providing essentials and Christmas presents and the next, planting potatoes.

*"Ehara tāku toa i te toa takitahi,
engari he toa takitini*

*My strength is not as an individual
but as a collective"*

OUR PILLARS

Support

KC supports whānau and communities by donating tools, time, resources and money. This includes day-to-day essentials, food, toiletries, clothing, household items and white ware for homes, hubs and schools. We also support families in need by providing moments of joy, like creating memorable experiences at Christmas and Easter.

Build & Transform

KC executes makeovers that make a difference! We build and transform physical spaces that both benefit and uplift people in the community. We work with hardware suppliers, builders, architects, and landscapers to build gardens, makeover community hubs, playgrounds, and play equipment.

Events & Experiences

KC delivers meaningful events and experiences for families, schools, early childhood education centres, community groups and other charities. Experiences range from Christmas events, Matariki celebrations for community ECE Centres, to school trips for children with disabilities.

Recognise and encourage kindness

KC fosters kindness in children and families through growing initiatives like the Kindness Cup. We work with businesses to create kindness and well-being programmes to engage staff and give back to the community by volunteering through our organization and other charities.

Connect

KC essentially acts as a match-making service, matching those in need with those who have more to share. We work with individuals, brands and businesses with surplus resources and connect to people and communities with needs.



FROM OUR FOUNDER & CEO



Sarah Page

It's hard to believe KC started as a little behind the scenes community group asking friends to help on Facebook with donations of food for our local Women's Refuge. Eight years later we are now a collective of over 10,000 people, brands and businesses working together to help make Aotearoa a little more kind.

Our mission is really a simple one. We believe that every kiwi, no matter who they are and where they're from, deserves kindness and deserves to thrive. Unfortunately, this isn't the reality for many kiwis. Over 200,000 tamariki are living in material poverty every year and over 33% of people don't know where their next meal is coming from.

KC comes from a place of acknowledgement that we alone cannot change these devastating statistics, but we can make the lives of children and their families a little bit brighter by providing essentials and moments of joy.

I want to personally thank some of the incredible people who have put their hands up to help over the last year. Thank you to my incredible charity board, who have supported me and our mahi over the last 12 months. I am grateful for the time, care, support and the many emails and Zoom calls we've had.

Thank you to Josh, Tina, Daria, Megan, Jack, Kat, Dan, Ashley, Reuben, Linley, Ellie, Danika, Andrea, Eileena, Abinesh, Val, Karen and so many more who consistently turn up, show up and say yes, how can we help?

I am grateful for every dollar donated, every hour of time given, and every connection we make to help further our mission. Most of all I am grateful for every person in our community who believes that kindness is an action and that lots of small actions times many people can equal big change.

FROM OUR BOARD

Lorren Hawkins



"I've had the privilege of seeing The Kindness Collective flourish over the years, into a true force for good. There is no shortage of needs in our communities, and no one size fits all approach to solve the challenges many faces.

Where KC stands out is in our ability to work alongside our community partners, understanding the unique context, needs and aspirations of those we work with, then connecting with our incredible network to deliver tailored support.

We recognise that no act of kindness is ever wasted, and so often creates a ripple effect, as those supported go on to help others within our community".

FROM OUR BOARD

Sam Titford



"I fundamentally believe in the exchange of kindness and its ability to turn someone's day, disposition, and life in a positive direction – even for just a moment.

I joined this board because I've worked in both the not-for-profit and commercial sectors and see the opportunities and gaps that underpin our society and believe the way the Kindness Collective is led by the needs of the community and powered by the support, generosity and mahi of corporate partners who have more to give is smart, unique and agile and has an important role to play now and into the future. Kindness is infectious and it's been inspiring and heartfelt to see individuals and organisations build behind this movement and help us deliver moments of dignity, joy, inspiration and relief to those who may not have thought it was possible".

Dayne Smith

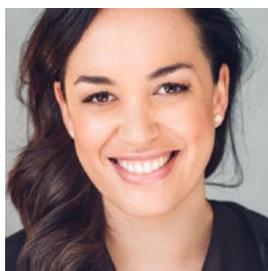


"Working in the community, I have seen first-hand the benefits of the Kindness Collective's mahi connecting those in need with those who have more to share and I am looking forward to watching the

charity grow, thrive and be sustainable to benefit even more kiwis for years to come.

KC supports and enhances the mahi of other charities and community groups. It brings moments of joy to people, many of whom have been doing it tough; and is an important link between people and businesses that want to share their kindness and generosity with people and communities they might not have a direct relationship with themselves, this is what makes KC unique and I'm proud to be a part of it".

Kanoa Lloyd



"I joined the board of The Kindness Collective because I was excited to be a part of something that enacts meaningful change.

Through my work in the media and partnering with other charities, I have realised that good intentions can sometimes get slowed down by meetings and micromanagement. Sarah and KC's agility and effectiveness immediately appealed to me. Over the last year, I have been incredibly proud to witness the enormous growth that KC has gone through, and I am confident that we can achieve incredible things in the years to come".

Vidhi Puri



"I am proud to join an organisation that empowers underprivileged communities with a simple but powerful mission; to bring kindness to every Kiwi.

KC's success is rooted in strong community relationships and it presents a unique proposition in the NFP sector - it's not just another charity with a purpose, rather it is a movement that encourages acts of kindness to create an everlasting impact. One small prosocial act can be a precipitant for another, and together these kind acts and intentions can be predecessors to deliver meaningful impact and change to the lives of many individuals.

It has been a very humbling experience to witness the smiles and gratitude of the individuals and communities that KC has supported, and I look forward to seeing KC build on the success of 2021 through further connections and outreach in the community."

THE NEED

We are a young and relatively wealthy country but there is a great divide with social, racial and wealth inequality in New Zealand.

682,500 New Zealanders are going without day-to-day necessities, the essentials like food, clothing, shelter, and safety at home. With the effects of almost two years of Covid 19 lockdowns, the need in New Zealand is greater than ever before.

- 1 in 5 children experience poverty.
- 1 in 5 Māori and 1 in 4 Pacific children live in material hardship.
- Disabled children have double the rate of severe material hardship to non-disabled children, while children in households with a disabled member have over three times the rate of severe material hardship than children in a non-disabled household.

- 33% of kiwis experience some form of food insecurity.
- 35% of New Zealand women have experienced some form of family violence.

*Statistics New Zealand, first reported February 2021, updated April 2021. Child Action Poverty Group reported.

By providing practical acts of kindness we can provide moments of hope, joy and connection to children and families who are affected by these troubling statistics.

WHY KINDNESS?

Kindness is just about the only thing that doubles when you share it.

There have been multiple studies done on the effects of kindness in society. All the results suggest that acts of kindness and generosity have multiple and meaningful ripple effects in the community.

Being kind and doing good doesn't just benefit the recipient, it also benefits the giver. What's even cooler is that those who witness kindness tend to then be kind themselves, which has a flow-on effect of goodness all around us.

Being kind is also good for the mind! Being kind boosts serotonin and dopamine, which are neurotransmitters in the brain that give you feelings of satisfaction and well-being, and cause the pleasure/reward centres in your brain to light up.

Endorphins, which are your body's natural pain killer, also can be released.

KC works to spread kindness by connecting children and families in need with everyday essentials and moments of joy.

Kindness is:

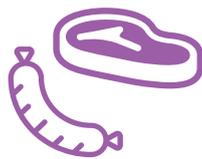
- Supporting whānau and communities in need with everyday essentials like food, toiletries, grocery vouchers, clothing and items of warmth.
- Providing community groups, charities, social services and schools with resources to support their mahi.
- Facilitating build community projects that make a difference.
- Providing programmes that foster kindness in tamariki.
- Providing events and experiences for families and children that would normally go without.

OUR IMPACT

KC supports thousands of kiwis each year, across multiple communities from all corners of Aotearoa by donating time, tools, resources, and money to those in need. This is our impact from the last twelve months.



\$1,020,915.00
worth of kindness in
community donations



161,874
deliveries of
essentials



128,500
moments of
joy delivered



Over 20,000
items of clothing
for families



Christmas for
7,000
kiwi kids with over
24,000
presents given



1081
connections between
businesses with surplus
to communities in need



Over 4,000
food boxes
delivered



3,750
books donated



\$25,000
worth of stationery and
uniforms delivered to
tamariki in 15 school
communities



94
events & experiences
for tamariki, schools
and ECE Centres



8 build projects
designed, built
and delivered to
enhance lives



18,000
easter eggs
delivered



CHRISTMAS JOY STORE

The Joy Store is a social toy and treat shop where referred parents can choose gifts for their tamariki, for free!

2021 was a tough year for many people in Aotearoa.

After almost two years of Covid19 lockdowns, many New Zealanders, especially those living in Auckland, struggled with the aftermath the pandemic left behind.

We knew having supported multiple communities through lockdowns that if families were struggling to put food on the table, then celebrations like Christmas were off the cards this year.

For families experiencing poverty or family violence, there are already extreme levels of stress in their lives. Specific moments and celebrations throughout the year can add another layer of worry, stress, sadness and financial burden.

KC knew more than ever joy was needed to help families take a break, if even for a moment, from the stress of the last two years.

In December 2021, the Christmas Joy Store opened its doors for the first time and was an instant success.

The Joy Store created a judgement free zone where parents and caregivers were provided with a dignified shopping experience. The opportunity to choose gifts they knew their tamariki would love created an equitable experience for all parents visiting the store.

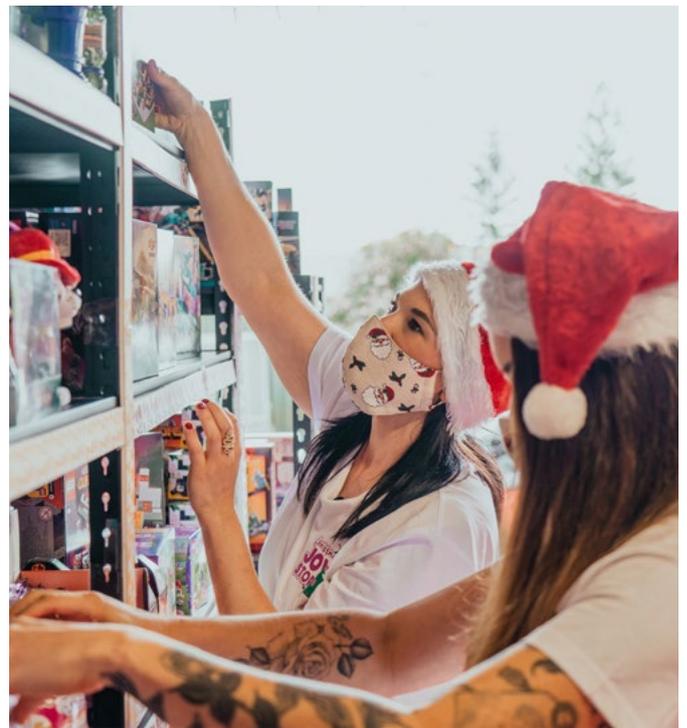
As a parent, the joy of Christmas is watching your children's eyes light up on Christmas morning when they see what's under the tree. For thousands of children in New Zealand, enjoying Christmas presents, trees and food isn't something they experience.

How it works

The Joy Store worked with 25 organisations including social services, iwi organisations, public health services and NZ Police to provide a place for their most at-risk and vulnerable families to shop for their children for Christmas. Families from Oranga Tamariki, Family Works, NZ Police, Plunket, District Health Boards, Life Wise, Kahūi Tū Kaha, Mummies in Need and more were invited to visit the Christmas Joy Store.

After gaining interest and consent to contact, we sent parents an invite to the store and a date range to shop. Parents and caregivers arrived at the store and were greeted by Santa's Little Helpers (our volunteer Christmas elves!) and were given a shopping basket. They were then invited to shop with a limit of four gifts per child. They were also provided with a big box that was full of Cadbury chocolate, food and treats from our treat shelves.

It was important to make the parents the most important part of the process. They were invited to walk around the shop freely and choose toys that their children would love, listening to Christmas music, in a relaxed environment that looked exactly like a toy shop.



Kiwis are kind

From the moment we launched the Joy Store, even after four months of being in lockdown, we were overwhelmed with incredible support from the community.

Individuals, brands, and businesses rallied to spread kindness at Christmas for those affected by poverty, family violence and illness. Donations received from the community were extremely generous, all high-quality toys and incredible treats were freely given with kindness and aroha.

The Joy Store shelves were also full of high-quality food and treats with 65 brands donating delicious products for families to enjoy on Christmas day.

The results

Over the course of the 3 weeks 24,056 toys were picked off shelves for tamariki to open on Christmas morning, over thousands of treat boxes were made full of luxury treats and Cadbury chocolate – take away “over” before thousands so it just reads “thousands of treat boxes”

The Joy Store was a resounding success with Christmas provided for thousands of children in need.



COVID-19 SUPPORT

In August 2021, Aotearoa was once again plunged into lockdown with Tāmaki Makaurau being in some form of lockdown for over 17 weeks.

As soon as the announcement hit the news we knew we had to take action, so KC immediately connected with our donors and our business community and rallied to support the most at-risk families we support in the community.

We immediately provided fresh, quality meat with the help of Tegel and Aussie Butcher New Lynn for over 500 families and continued this support through multiple community groups, charities and services feeding families.

We worked with Tegel, Arnotts, Mondelez, Fonterra, New World and other businesses to donate their excess product to families in need.

Thanks to the incredible generosity of Mondelez throughout all lockdowns we were able to surprise and delight local service workers, NZ Police, St John, Fire Stations and nurses with big boxes of chocolates and treats to say thank you for all their hard work throughout the pandemic.

Throughout January – March in 2022 we again supported numerous families who were finding it tough in isolation and contributed essentials to over 1,000 food boxes. We were able to extend support to multiple frontline organisations including MDM Women’s Refuge, Kai Avondale, Taonga Education Trust, Give a Kid a Blanket, Family Start and Life Community Kitchen.



BUILD PROJECTS



We're building a kinder Aotearoa!

KC spreads kindness by facilitating build projects and makeovers that make a difference! We build and transform physical spaces that benefit children and their families and have a long-lasting impact on the communities around them.

From building outdoor play equipment to school gardens, our team builds fun, functional spaces that can be enjoyed by communities for years to come.

Over the last 12 months, we've built a community garden, made over a community hub and built sandpits, constructed trampolines and transformed a social supermarket.

Avondale Community Garden

Over 2 days, 22 volunteers came together in the hot Auckland sun (and muggy Auckland rain) to complete a community garden at Avondale Intermediate School in February 2022.

The school had a garden space already, but it was really old, run-down, and not functional for all students to access and there was no resource available to update it.

Gardens in schools are exceptional learning tools to teach children all-important life skills like care, responsibility, and patience. Gardens not only educate children on where their food comes from but give them the ability to take ownership and be part of the process. Teaching children the journey of planting, growing and taking kai to the kitchen is a lesson that will stay with them for life.

We worked with a team of incredible builders, landscapers and businesses to build an incredible garden space for the school with almost \$45,000 worth of products and resources donated to make it happen.

As well as facilitating education, the garden also provides food sovereignty for the school communities that use it, and local food initiatives will enjoy excess vegetables and fruit for families they support.



Feedback from Principal Jo Hardwidge

“We were given the remarkable opportunity to have a community styled garden, we could see how this would benefit our young people and the wider community. Whenever we consider this type of project there is always time-consuming paperwork and the wait, to see if the funding is secured to allow projects to get underway. Sarah and her amazing team scoped the project, visualised outcomes and set about making it happen with the support of tremendous sponsors. Their generosity and support have enabled a project that has impacted our learning programmes even before its installation.

The team of volunteers were outstanding and contributed the energy and enthusiasm to drive the vision that has gifted us a top-quality professional garden for our young people to explore and learn in. A garden that any chef would love to have in their backyard. The shared experience of working on the project together, providing connectedness and a sense of belonging is the essence of the garden for our young people and demonstrated in abundance by this amazing team.

To ensure the sustainability of the garden the Kindness Collective supported us to become a member of the Garden to Table programme to strengthen our commitment to grow, harvest, prepare and share great food with the provision of staff in the garden and kitchen and the development of a seasonal programme.

Nāu te rourou, nāku te rourou, ka ora ai te iwi. With your food basket and my food basket, the people will thrive”.



100 ACTS OF KINDNESS

Over 2 weeks in August 2021, with the help of our community, we raised \$54,800 to deliver practical acts of kindness all over Aotearoa.

Kindness isn't just a buzzword for us. We've been putting the concept of kindness into action locally since 2014 and now we want to build a kinder New Zealand, the kind of New Zealand where everyone thrives.

Throughout 2021 and 2022 we are embarking on a journey of kindness to fulfil these 100 acts through practical support for communities in need.

Acts of kindness have included donating pairs of warm, winter pyjamas for entire schools, early childhood education centres and families in Women's Refuge groups.

They have included supporting families affected by illness, disability, and newly arrived refugees with resources to start their new lives in Aotearoa.

Some of the Acts of Kindness have been small like providing grocery vouchers for a family severely affected by Covid 19 isolation periods, to donating a brand new Jumpflex trampoline to a Women's Refuge in Waikato!

You can see all Acts of Kindness here: www.kindness.co.nz/100actsofkindness

Click to read about 100 Acts of Kindness in the news:

Newshub: <https://www.newshub.co.nz/home/lifestyle/2021/08/kindness-collective-launches-mammoth-campaign-to-make-new-zealand-the-kindest-place-on-the-planet.html>

The New Zealand Herald: <https://www.nzherald.co.nz/nz/the-kindness-collective-wants-to-make-new-zealand-the-kindest-nation-on-the-planet-heres-how/PEQJVMUE7R37X74FHF4IXWWSGAQ/>

KINDNESS IN ACTION

A word from Mother of Divine Mercy Refuge's Susana Fiu Fetalai

"Mother of Divine Mercy Women's Refuge has known Sarah Page, from the Kindness Collective since 2014.

Sarah started visiting our refuge houses and delivering donated food from her friends and family and for the last eight years has been the head of what we call our angel network.

Sarah and the Kindness Collective provide much-needed support for our women and children in the refuge houses and in the wider community. They donate food, toiletries, furniture, baby items, nappies, clothing, and school supplies including uniforms and stationery, and have done this frequently for eight years.

They provide everything children need for Easter, eggs and pyjamas and they've made over our garden space, and playground and provided a trampoline and BBQ.



The Kindness Collective has also provided our families with everything they need for Christmas for eight years with presents for children in our community, gifts for mothers, food boxes for hundreds of families and grocery vouchers for the weeks after Christmas.

Sarah and the Collective always find ways to make our women feel beautiful and loved, our children cared for and our families fed, and we are eternally grateful for her and the Collective's support".



KINDNESS IN ACTION

“The wonderful support provided to us here at Taonga from the Kindness Collective has been immense; it has given us the opportunity to aid so many more families in dire need in the community”.

**Erana Doolan, CEO,
Taonga Education Trust.**

“I just wanted to quickly email to say your guys are freaking awesome. The team are giddy. Some of them have come from childhoods like many of the whānau we service where presents weren’t a part of Christmas. To be able to now bring Christmas to whānau going through the same struggles they did at that age and even more so when having to isolate due to Covid-19, well you know there isn’t enough words to articulate how impactful that is. So much thanks to you and the team for the mahi you do and the manaaki you provided us”.

**Pae Ora, Auckland Regional
Public Health Service**

“We were amazed by the wonderful presents that were given to the families - it was a WOW moment for us all - and we know that the families were so very grateful to receive the gifts”.

Te Tai-awa o te Ora Trust

Through working in partnership with the Kindness Collective we have been able bring a deeper level of fulfilment to the children and families we support. There is no other Charity out there that unconditionally gives and supports to this extent and with them and their ongoing support we can keep changing lives for families rebuilding after fleeing violence.

**Kerryn Thrupp, CEO,
Woven Earth.**



“The Kindness Collective has done so much for us and the community we serve. Their impact has been huge and it almost feels like we’ve won the lotto linking up with them. They are agile, can respond quickly and are very adept at securing donations to help communities in need. Anything seems possible with their support and we’re excited to turn more of our dreams into reality”

**Dayne Smith, Founder
I Love Avondale (Kai Avondale).**

“It is wonderful to have the Kindness Collective Foundation recognise and support our work. Their generous donations have had a positive impact on our projects. We have appreciated too sharing ideas, concerns and answers with their CEO Sarah, who like us is driven to impact positive change in the community at a grassroots level”.

**Bernie Harfleet,
Give a Kid a Blanket.**

"Thank you very much for all the work you do for all our families regardless of their background. There are not enough thank you's that I could say to you but bless you and your team!"

**New Zealand Police
Counties Manukau Police Sergeant.**

"I just want to thank you so much for the warm welcome my referred whanau received while at the Joy store and thank you to the wonderful helpers who made these families feel loved and spoilt. It was so overwhelming and one whanau said, 'I could never afford the gifts that I received from the Joy store for my children! So thank you, from the bottom of our hearts, for all the kindness you spread and the aroha you give'".

Life Wise Social Worker.

"I had a parent who recently lost hours at her job meaning she lost several hundred dollars per week and was very stressed about how she was going to afford Christmas presents. Because of the Christmas Joy Store, she was crying happy tears and was incredibly relieved.

Many of the families I nominated would not be able to afford Christmas presents at all, let alone the amazing presents at this store, and I could hear the relief and excitement in their voices when I spoke to them about their successful nomination, knowing that this Christmas will be a special one. All of my families were incredibly grateful for this opportunity and were shocked that something like this existed and that they were chosen to be a part of it. Thank you so much to the team at the Christmas Joy Store for lifting a weight off these hard-working parents' shoulders and putting a smile on their faces".

Family Works Social Worker.

"Thank you from the bottom of my heart. I had told my kids that this year we are waiting for city mission lines to start up to see what we could get from there and that was all we could do but it's all changed. thank you so much".

Whānau feedback.

"To the Kindness Collective, thank you for helping out when our family was down and out. Sometimes it can be so humiliating having to ask for help for things I need to provide as a parent. I am a migrant here and couldn't get any help from anyone and after fleeing a violent partner my kids and I were able to go to MDM Refuge and I was able to have what I needed for my kids. At Christmas we had the best feast and we loved all our gifts. We felt so loved. I will never forget all you have done for us".

Mother of 4, South Auckland.

"Thank you, Kindness Collective, for supporting a family like mine. Sometimes we just need help getting back on our feet".

Mother of 5, West Auckland.

"We are so blessed and ready to heal in our new home thanks to all you amazing amazing people. We actually have a place to call home. I cannot thank you enough for all you've given, including your time. My son was overwhelmed. He cried and cried and he couldn't believe how full the pantry was!".

**Mother of 2, North Shore,
Family Violence Survivor.**

"I cried the whole way home. I am really looking forward to Christmas with my kids now. Thank you so much".

Whānau feedback.

"Thank you so much you have no idea what a blessing this is for me and my children. This is going to be our best Xmas ever I can't wait to see the kids' faces when they see all the wonderful gifts Santa has left for them. The whole experience of shopping at the Xmas Joy store was fantastic. The staff were so kind, helpful and friendly and created a positive atmosphere that made me feel like was just shopping in an everyday store, but without the stress of how I was going to pay for everything".

Whānau feedback.

2021 / 2022 PARTNERS

Armstrong's

KC is proud to partner with Armstrong's to drive kindness all across Aotearoa. Armstrong's supports our organisation with both the use of a brand new Citroen C5 Aircross and a Hyundai van, all year round to help us deliver practical kindness to kiwis in need.

Thanks to the generosity of Armstrong's, both the SUV and the van are brand new, fully serviced and insured by the group which supports KC to always be on the road, ready to go where we're needed.

Armstrong's also drives awareness and contributes to our programmes and campaigns through two large scale drives within all 35 dealerships, nationwide. For Christmas 2021 the group contributed significantly with a toy drive which saw all dealerships rally their customers, friends and whānau to contribute over 1,150 toys and \$3000 worth of Warehouse vouchers. Armstrong's also supports kiwi kids all over the country through our May – July Winter campaign, the PJ Project! Thank you to Armstrong's for their incredible support, passion for giving back, enthusiasm for what we do and their belief in kindness.



Cadbury

KC is incredibly grateful to have had the support of Mondelez and Cadbury throughout 2020 and 2021.

There were too many delicious donations to mention however Cadbury's support for 100 Acts of Kindness and the Christmas Joy Store made a significant difference to the impact of both projects.

The Joy Store wouldn't have been complete without the Cadbury wall. One of the store highlights was watching shoppers' eyes light up when they walked in and saw all the chocolate on offer.

Not only did Cadbury help the store come to life with a generous financial donation, they also provided families with chocolate to enjoy at Christmas. There were so many donations from Cadbury that we were able to share with eight other organisations for their Christmas food boxes too. Thank you to Cadbury and Mondelez for all their wonderful, delicious support over the last year!



THANKS TO OUR FRIENDS

Tegel

KC is extremely grateful to be supported in 2021 by Tegel, with generous donations of fresh, quality chicken products to continue delivering essentials to families in need.

In 2021 alone Tegel helped provide food for over 3,000 food boxes and this support was extremely beneficial during periods of stress for families during lockdowns.

We are pleased to announce Tegel has become a KC Foundation Partner for 2022 and beyond, with a commitment to support our organisation, our community hub and operational expenses for staff.

Tegel has also committed to supporting KC through their annual Charity Golf Day in August 2022 and has already raised over \$70,000 through the kindness and generosity of their customers at the golf day. We look forward to working with Tegel to create meaningful change and provide kindness for kiwis in need in 2022 and 2023.



The Warehouse

The Kindness Collective is supported by The Warehouse throughout the year with donations of all kinds. For the Christmas Joy Store 2021, they facilitated an incredible donation from LEGO.

Through The Warehouse, LEGO donated over 12,086 different sized units which included everything from large and medium-sized sets with values of hundreds of dollars to thousands of stocking stuffers like Panda Bag Tags and LEGO Dots!

Being able to offer families such a highly sought after, valued toy like LEGO was simply wonderful and something we won't forget in a hurry.

Attention Agency

Tina, Tuesday and the team at Attention Agency ensure we have effective digital advertising that makes an impact and reaches the right audiences.

Attention has supported us with pieces of engaging content for our campaign, 100 Acts of Kindness, a space to launch the event from, newsletter support and our KC Crew content and advertising. We are very grateful for their time, efforts and expertise!

Mitre 10

Thanks to the support from Mitre 10 KC completed five significant build projects in 2021 and in the beginning of 2022. With resources and expertise from Mitre 10 we completed a community garden, a large play area for children within a special education unit at a primary school, we made over a social supermarket and Eastdale, a community hub in Avondale.

The Gattung Foundation

We are grateful to have started a relationship with the Gattung Foundation, who will be supporting us with a grant for operational costs from March 2022.



Page 1 Management

Throughout the year KC is supported by Ashley Page and Page 1 Management with generous financial donations to support communities in need.

Page 1's support for 100 Acts of Kindness with \$10,000 worth of match-funding was an incredible way to kick-start the campaign to help us reach \$23,000 in just four days. Throughout the year both Ashley and Page 1's support, specifically for key essentials for our Women's Refuge community, really allows us to go the extra mile for families in need.

One key memory from Christmas really stands out with Page 1 wrapping their arms around a family to support a mother and son with a significant financial gift at Christmas followed by support for the son's school journey in January. Thank you, Ashley and the team at Page 1 Management for your continued kindness and generosity.

Discovery

KC is very grateful to have had the support of Discovery for 2021 which included an extremely effective media campaign for both 100 Acts of Kindness and the Christmas Joy Store. The campaigns resulted in over 1.5 million kiwis seeing the Kindness Collective, our mahi and vision digitally and on TV. Their 2021 Christmas Joy Store campaign was so effective, it helped us deliver over 24,000 Christmas presents!

NGĀ MIHI TO OUR FUNDERS

We are extremely grateful to have had the support of The New Zealand Lotteries Grants Board, Foundation North, The Trusts Community Foundation and PwC Foundation.

These four funding boards supported KC with staff, operating and campaign costs within the last financial year and we couldn't do what we do without their help.



KC CREW

We are grateful to be supported by the following businesses with financial donations, goods-in-kind, time, facilities and services.



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STATEMENT OF FINANCIAL PERFORMANCE

The Kindness Collective Foundation For the year ended 31 March 2022

'How was it funded?' and 'What did it cost?'

| | NOTES | 2022 | 2021 |
|--|-------|------------------|----------------|
| Revenue | | | |
| Donations, fundraising and other similar revenue | 1 | 1,020,915 | 344,497 |
| Total Revenue | | 1,020,915 | 344,497 |
| Expenses | | | |
| Expenses related to public fundraising | 2 | 17,930 | 2,633 |
| Volunteer and employee related costs | 2 | 45,759 | - |
| Programme costs, grants and donations made | 2 | 755,091 | 308,676 |
| Other expenses | 2 | 13,148 | 4,165 |
| Total Expenses | | 831,928 | 315,474 |
| Surplus/(Deficit) for the Year | | 188,987 | 29,023 |

STATEMENT OF FINANCIAL POSITION

The Kindness Collective Foundation As at 31 March 2022

'What the entity owns?' and 'What the entity owes?'

| | NOTES | 31 MAR 2022 | 31 MAR 2021 |
|---|-------|----------------|---------------|
| Assets | | | |
| Current Assets | | | |
| Bank accounts and cash | 3 | 217,954 | 30,508 |
| Debtors and prepayments | 3 | 48,990 | - |
| Total Current Assets | | 266,944 | 30,508 |
| Non-Current Assets | | | |
| Property, Plant and Equipment | | 1,758 | - |
| Total Non-Current Assets | | 1,758 | - |
| Total Assets | | 268,702 | 30,508 |
| Liabilities | | | |
| Current Liabilities | | | |
| Creditors and accrued expenses | 4 | 8,492 | 1,485 |
| Income in Advance | 4 | 42,200 | - |
| Total Current Liabilities | | 50,692 | 1,485 |
| Total Liabilities | | 50,692 | 1,485 |
| Total Assets less Total Liabilities (Net Assets) | | 218,010 | 29,023 |
| Accumulated Funds | | | |
| Accumulated surpluses or (deficits) | 5 | 218,010 | 29,023 |
| Total Accumulated Funds | | 218,010 | 29,023 |

STATEMENT OF CASH FLOWS

The Kindness Collective Foundation For the year ended 31 March 2022

'How the entity has received and used cash'

| | 2022 | 2021 |
|---|----------------|---------------|
| Cash Flows from Operating Activities | | |
| Donations, fundraising and other similar receipts | 371,019 | 133,518 |
| GST | (317) | - |
| Payments to suppliers and employees | (80,906) | (5,313) |
| Programme costs, donations or grants paid | (100,238) | (97,697) |
| Total Cash Flows from Operating Activities | 189,558 | 30,508 |
| Cash Flows from Investing and Financing Activities | | |
| Payments to acquire property, plant and equipment | (2,111) | - |
| Total Cash Flows from Investing and Financing Activities | (2,111) | - |
| Net Increase/ (Decrease) in Cash | 187,447 | 30,508 |
| Cash Balances | | |
| Cash and cash equivalents at beginning of period | 30,508 | - |
| Cash and cash equivalents at end of period | 217,954 | 30,508 |
| Net change in cash for period | 187,447 | 30,508 |

STATEMENT OF ACCOUNTING POLICIES

The Kindness Collective Foundation For the year ended 31 March 2022

'How did we do our accounting?'

Basis of Preparation

The reporting entity is The Kindness Collective Foundation (the "Trust"). The Trust has elected to apply PBE SFR-A (NFP) Public Benefit Entity Simple Format Reporting - Accrual (Not-For-Profit) on the basis that it does not have public accountability and has total annual expenses equal to or less than \$2,000,000. All transactions in the Performance Report are reported using the accrual basis of accounting. The Performance Report is prepared under the assumption that the Trust will continue to operate in the foreseeable future.

The The Kindness Collective Foundation (CC57842) is a charitable organisation registered under the Charitable Trusts Act 1957 and the Charities Act 2005

Estimates and Assumptions

Significant accounting judgements, estimates and assumptions

The preparation of the Performance Report requires the Trustees and management to make judgements, estimates and assumptions that affect the reported amounts of revenues, expenses, assets and liabilities, and the accompanying disclosures, and the disclosure of contingent liabilities. Uncertainty about these assumptions and estimates could result in outcomes that require a material adjustment to the carrying amount of assets or liabilities affected in future periods.

Judgements

In the process of applying the Trusts accounting policies, management has made the following judgements, which have the most significant effect on the amounts recognised in the Performance report.

Estimates and assumptions

The key assumptions concerning the future and other key sources of estimation uncertainty at the reporting date, that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year, are described below. The Trust based its assumptions and estimates on parameters available when the Performance Report was prepared. Existing circumstances are assumptions about future developments, however, may change due to market changes or circumstances arising beyond the control of the Trust. Such changes are reflected in the assumptions when they occur.

The significant estimates and judgements made in applying accounting policies and that affect amounts recognised in the Performance Report are as follows:

- The estimation of the fair value of donations in-kind.

Revenue

Revenue is recognised to the extent that it is probable that the economic benefit will flow to the Trust and revenue can be reliably measured. Revenue is measured at the fair value of the consideration received or receivable. The following specific recognition criteria must be met before revenue is recognised.

Revenue from Non-Exchange Transactions

Non-exchange transactions are those where the Trust receives an inflow of resources (i.e. cash and other tangible or intangible items) but provides no (or nominal) direct consideration in return.

General Donations

Donations are recognised as revenue upon receipt and include donations from the general public.

Donations In-Kind

Donations in-kind include discounted product, free media exposure, donation of services and volunteer time. Donations in-kind have been recognised where the Trust has been able to evidence the difference between the price paid, if any, and the lower of retail or wholesale price where available of the goods. As donated goods are received the amount is recognised in inventory and either as income or income in advance depending on whether there are conditions attached. Where there are conditions attached the donation is recognised as income in advance until such time as the conditions are met. The income in advance is then recognised as income with an offsetting expense.

A significant portion of Donations - In Kind also relates to inventory (refer Note 9).

Revenue from Exchange Transactions

Interest revenue is recognised as it accrues.

Sponsorship Income

Revenue from sponsorship is recognised when the invoice is raised, provided there is no use or return clause within the contract.

Philanthropic Trusts

Income from trusts includes grants given by other charitable organisations, philanthropic organisations and businesses. Where a clear use or return stipulation exists, Grant revenue is recognised when the conditions attached to the grant have been complied with. Where there are unfulfilled conditions attached to the grant, the amount relating to the unfulfilled condition is recognised as a liability and released to revenue as the conditions are fulfilled. Where no clear use or return stipulation exists revenue is recognised upon receipt.

Goods and Services Tax (GST)

The entity is registered for GST. All amounts are stated exclusive of goods and services tax (GST) except for accounts payable and accounts receivable which are stated inclusive of GST.

Income Tax

The Kindness Collective Foundation is wholly exempt from New Zealand income tax having fully complied with all statutory conditions for these exemptions.

Bank Accounts and Cash

Bank accounts and cash in the Statement of Cash Flows comprise cash balances and bank balances (including short term deposits) with original maturities of 90 days or less.

Changes in Accounting Policies

There have been no changes in accounting policies. Policies have been applied on a consistent basis with those of the previous reporting period.

NOTES TO THE PERFORMANCE REPORT

The Kindness Collective Foundation For the year ended 31 March 2022

| | 2022 | 2021 |
|---|------------------|----------------|
| 1. Analysis of Revenue | | |
| Donations, fundraising and other similar revenue | | |
| Business Sponsorships | - | 4,265 |
| Donations - Events | 38,215 | 2,668 |
| Donations - General | 30,395 | 6,563 |
| Donations - Givealittle | 51,560 | 22,888 |
| Donations - Goods in Kind | 656,576 | 210,979 |
| Donations - Major Donors | 15,219 | 50,250 |
| Donations - Regular Givers | 12,053 | 6,133 |
| Donations - Specific Campaigns | 181,897 | 3,883 |
| Trusts & Grants Revenue | 35,000 | 36,870 |
| Total Donations, fundraising and other similar revenue | 1,020,915 | 344,497 |
| | 2022 | 2021 |
| 2. Analysis of Expenses | | |
| Expenses related to public fundraising | | |
| Fundraising & Marketing | 9,323 | 2,633 |
| Specific Donation Campaigns Expenses | 8,607 | - |
| Total Expenses related to public fundraising | 17,930 | 2,633 |
| Volunteer and employee related costs | | |
| Salaries with PAYE Deducted | 9,327 | - |
| Salaries with NO PAYE Deducted | 25,281 | - |
| Staff Contractors | 10,980 | - |
| Staff Expenses | 171 | - |
| Total Volunteer and employee related costs | 45,759 | - |
| Programme costs, grants and donations made | | |
| Programme Costs - Charity partners (cash) | 11,862 | 37,468 |
| Programme Costs - Charity partners (goods/vouchers) | 61,549 | 53,908 |
| Programme Costs - Community groups (cash) | 2,000 | 250 |
| Programme Costs - Community groups (goods/vouchers) | 19,443 | 4,656 |
| Programme Costs - Family Direct (cash) | 1,551 | 1,355 |
| Programme Costs - Family Direct (goods/vouchers) | 2,111 | 60 |
| Programme Costs - Goods Received in Kind | 656,576 | 210,979 |
| Total Programme costs, grants and donations made | 755,091 | 308,676 |
| Other expenses | | |
| Bank Fees | 26 | 20 |
| Consulting & Accounting | 3,378 | 2,709 |
| Depreciation | 354 | - |
| General Expenses | 244 | - |
| Insurance | 1,513 | 177 |

| | | |
|-----------------------------|---------------|--------------|
| Legal expenses | 157 | - |
| Motor Vehicle Expenses | 1,755 | 100 |
| Office Expenses | 3,086 | 848 |
| Printing & Stationery | 131 | - |
| Rent and Storage | 776 | 152 |
| Software and Subscriptions | 1,423 | 158 |
| Telephone & Internet | 307 | - |
| Total Other expenses | 13,148 | 4,165 |

2022 2021

3. Analysis of Assets

Bank accounts and cash

| | | |
|-------------------------------------|----------------|---------------|
| ASB (00) Business Account | 217,954 | 30,508 |
| Total Bank accounts and cash | 217,954 | 30,508 |

Debtors and prepayments

| | | |
|--------------------------------------|---------------|----------|
| Accounts Receivable | 48,990 | - |
| Total Debtors and prepayments | 48,990 | - |

Property, Plant & Equipment

| | | |
|---|--------------|----------|
| Office Equipment | 2,111 | - |
| Less Accumulated Depreciation on Office Equipment | (354) | - |
| Total Property, Plant & Equipment | 1,758 | - |

2022 2021

4. Analysis of Liabilities

Current Liabilities

| | | |
|----------------------------------|--------------|--------------|
| Accounts Payable | 150 | - |
| Accrued Expenses | - | 1,485 |
| GST | 8,342 | - |
| Total Current Liabilities | 8,492 | 1,485 |

Income in Advance

| | | |
|--------------------------------|---------------|----------|
| Income in Advance | 42,200 | - |
| Total Income in Advance | 42,200 | - |

Trade and other payables represent liabilities for goods and services provided to the Foundation and which have not been paid at the end of the financial year. These accounts are non interest bearing and are usually settled within 30 days.

2022 2021

5. Accumulated Funds**Accumulated Funds**

| | | |
|-------------------------------------|----------------|---------------|
| Opening Balance | 29,023 | - |
| Accumulated surpluses or (deficits) | 188,987 | 29,023 |
| Total Accumulated Funds | 218,010 | 29,023 |
| Total Accumulated Funds | 218,010 | 29,023 |

6. Commitments

There are no commitments as at 31 March 2022.

7. Contingent Liabilities and Guarantees

There are no contingent liabilities or guarantees as at 31 March 2022.

2022 2021

8. Goods or Services Provided to the Foundation in Kind

| | | |
|--|---------|---------|
| Programme Costs - Goods Received in Kind | 656,576 | 210,979 |
|--|---------|---------|

9. Inventories

Inventories are measured at cost upon initial recognition.

For inventory that was acquired through In-Kind donations, the cost of the inventory is stated at its fair value at the date of acquisition, being the lower of retail or wholesale price (where available) for the goods.

Inventories held for distribution or consumption in the provision of services to be distributed at no charge that are not sold on a commercial basis are measured at the lower of cost and net realisable value, determined on a weighted average basis.

Net realisable value is the estimated selling price in the ordinary course of operations, less the estimated costs of completion and the estimated costs necessary to make the sale, exchange or distribution.

Inventories are recognised as an expense when distributed to partner schools or consumed in the ordinary course of operations of the Foundation.

10. Related Parties

There were no transactions involving related parties during the financial year.

Key Management Personnel

The Foundation classifies its key management personnel into one of two classes:

Trustees - there are 6 Trustees of the Foundation including the CEO (Founder).

Senior Management Team (SMT) responsible for reporting to Trustees.

The aggregate remuneration of key management personnel and the number of individuals, determined on a full time basis, receiving remuneration are as follows:

| Details of Key Personnel | 2022 | 2021 |
|--------------------------------|-----------------|------|
| Salaries with PAYE Deducted | \$9,327 | - |
| Salaries with No PAYE deducted | \$25,281 | - |
| Ex-Gratia Payments | \$10,980 | - |
| Total Remuneration | \$45,589 | - |
| Number of Persons | 1 | - |

Remuneration and compensation provided to a close family member of Key Management Personnel

During the reporting period, no remuneration was provided by the Foundation to employees who are close family members of key management personnel.

The Foundation did not provide any loan to key management personnel or their close family members. Donations have been made to the Foundation by key management personnel and their families throughout the year.

11. Events After the Balance Date

There were no events that have occurred after the balance date that would have a material impact on the Performance Report.

COVID19 pandemic will continue to have an unknown effect on New Zealand in the short to medium term which may have some unforeseen impacts on the operations at the Foundation going forward. The Trustees and management advise that the financial impact or otherwise cannot be quantified at date of signing the Performance Report. At the time of authorising the Performance Report, the Trustees are not aware of any other material impact on the Foundation as a result of the COVID19 outbreak.

12. Ability to Continue Operating

The entity will continue to operate for the foreseeable future.

Thank you to everyone who believes that every kiwi deserves kindness and enables us to put kindness into action, all across Aotearoa.

“Ehara tāku toa i te toa takitahi, engari he toa takitini
My strength is not as an individual but as a collective”

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