



KINDNESS COLLECTIVE  
FOUNDATION

# IMPACT REPORT FY2021

**EHARA TĀKU TOA I TE TOA TAKITAHĪ,  
ENGARI HE TOA TAKITINI**

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

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# KINDNESS COLLECTIVE

## Who we are

The Kindness Collective is a New Zealand Charity making it easy for people and businesses to give back to their communities.

We are quite simply a match-making service, matching those in need with those who have more to share. We work with schools, charities, community groups and social services to support and strengthen whānau and communities by meeting needs with tools, time, resources and money.

## Our mission

Our mission is to bring kindness to kiwis. We make it easy for people, brands and businesses to spread kindness by providing practical solutions that fill a need in the community.

We are unique because we don't just focus on meeting one need with one solution, we focus on serving the whole community with kindness as our solution!

We aim to build a culture of kindness so that every kiwi has what they need to thrive and not just survive.

## Acts of kindness

Acts of Kindness are tangible, impactful solutions to problems people face in the community.

### Kindness is:

- Providing essentials like food, toiletries, clothing and warmth to communities in need.
- Supporting community groups, ECE Centres, schools and other charities with practical resource solutions and specific items.
- Facilitating building makeovers in community spaces that make a difference.

- Creating memorable events and experiences for families and children that would normally go without.

Kindness to whānau and our tamariki means fostering self-worth, empowerment, care and empathy. The gifts these provide in a child's life provide the all-important emotional and mental support so many of us take for granted and unfortunately many of us live without.

## Our pillars



### Support

We support whānau and communities by donating tools, time, resources and money to schools, community groups, charities and social services and agencies. We support organisations and agency clients through providing essentials but also in providing connection, advocacy and through building longer, legacy projects.



### Connect

We are master connectors. We connect communities with need to businesses, suppliers and other people who can help them resource the need. We work with retailers, food manufacturers, department stores, supermarkets, builders, garden centres, landscaping and utility companies.



### Build

We do makeovers that make a difference! We love to transform and build physical spaces that uplift people in the community. We work with Mitre 10, builders, garden centres and landscapers to build gardens, makeover community hubs, playgrounds and build play equipment for children with disabilities or who experience hardship.



### Events & Experiences

We provide events and experiences for people that might be doing life a little more tough. We work with event management companies, entertainment parks and cinemas to uplift those in the community that need it most.

# A WORD FROM OUR FOUNDER

2020 was a rollercoaster of a year, mentally, physically, emotionally and it was just plain awful in parts really. But throughout it, there was this absolute goodness to it, with our team of people putting kindness into action, balancing it all out, reminding us who and what actually matters. It was a year of change, resilience and most of all growth.

It was the year the Kindness Collective went from being a part-time passion project of mine, to a full-time, full on, registered charity. We went from spreading the odd act of kindness, a few times a month with three to four organisations, to actively supporting ten charities and multiple other organisations, social services, community groups and schools with multiple projects and day to day necessities.



We started with a board of fantastic women, who sacrificed their professional lives to help a friend out. I am very grateful to them as they helped me shape the foundation in the first seven months of the Kindness Collective as a charity, and gave me support in that infant stage. We have now grown to the point of no return, and as a result, have built a new charity board. It comprises five people whose years of experience and knowledge in the not-for-profit sector means we have a very sound springboard into the next chapter. I feel excited for the next 12 months with this team behind me leading our kaupapa.

We have solidified and shaped the structure and purpose of our mission and have a clear direction and strategy ahead so we can bring kindness to every kiwi in New Zealand.



# 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 the things that make life enjoyable, but also without the day to day basic necessities. People are struggling, more than ever before and we know that when the community is struggling then it's often children that miss out the most.

We see this every day through the eyes of people in the community and through the words of those we support.

- There are around 682,500 people living in poverty in NZ or one in seven households, including around 215,000 children are living poverty\*.
- Māori and Pacific children are more likely to live in households with low-income or material hardship compared with European children\*.
- Material hardship rates for Māori and especially Pacific children are far above national rates overall: nearly one in five Māori children (19.5%) live in material hardship (around 56,000 children) and more than 1 in four Pacific children (26.1% or around 38,000 children)\*.
- The material hardship rates for disabled children, and children in households which have at least one disabled member, is nearly 1 in 5 (20.4% for each group). Disabled children have double the rate of severe material hardship to non-disabled children (8.6% and 4.1% respectively), while children in households with a disabled member have over three times the rate of severe material hardship to children in a non-disabled household (8.9% and 2.7% respectively)\*.

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

## Kindness as a solution

There have been multiple studies done on the effects of kindness in society. Results all suggest that our acts of kindness and generosity, online or offline, can have meaningful ripple effects in our communities. Research shows that people witnessing kindness tended to follow suit themselves. That means that when people model kind and helpful behaviour, it has a healthy impact on spreading goodness in a community.

We know Christmas presents and Easter eggs won't fix the historical, systemic issues that many kiwis face but the act of kindness can enrich people's lives by demonstrating respect, care, empathy and dignity which can help them thrive and not just survive.

We have multiple examples of how our kindness has impacted the community.

For Christmas 2020 we provided the joy of Christmas to close to 1,000 families through presents, parties and food to families with the MDM Women's Refuge group and Taonga Education Trust. Some of the children in the Refuge safe houses had been living in cars and motels and had never had a Christmas present or party before.

Feedback from whānau and organisations included "Thank you Kindness Collective for the awesome Christmas. It was better than anything we've experienced before because we can't really afford it. This was the first time my kids had ever had a big Christmas and with all the food. It was more than expected. Thank you for making a difference with all these struggling families. From a grateful mother".

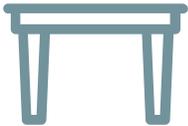


# KINDNESS IN THE COMMUNITY

In 2021, the Kindness Collective invested \$308,676.00 worth of kindness through donations of cash and goods-in-kind.

This doesn't include thousands of donations of pre-loved clothing, furniture, baby items and other household items donated through our charity.

**459**  
pieces of furniture



**2,000** Toys



**1,500** Christmas presents



**17,300** Easter Eggs



**23,000** pieces of clothing and baby items



**27,000** nappies



**\$3,588** of bedding



**\$6,400.55** of whiteware



**\$13,457** of toiletries



**\$18,977** of grocery vouchers



**\$25,433** of children's needs



**\$29,193** of meat



**\$94,459.38** of food items

# CASE STUDY 1: CHRISTMAS

2020 has been the toughest year in history for many people. We knew this from hearing countless stories from families and agencies we worked with over the year, so we knew we had to do as much as we possibly could to make Christmas a little bit brighter for those in our Kindness community.

We worked to bring Christmas kindness to MDM Women's Refuge group (four safe houses and wider Refuge community) and Taonga Education Trust (seven ECE Centers, two Teen Parent Units) From the moment we launched our Christmas appeal we were overwhelmed with huge support from so many members and businesses all wanting to help us bring Christmas to both organisations. Our community donated \$22,360 in cash, bought and wrapped 918 children's presents to the value of \$25,000 and we worked with some amazing brands and businesses to donate \$72,940 worth of food, gifts and products.



We threw seven Christmas parties, complete with trees, decorations, face-painters, Santas, entertainers, bouncy castles and each event had lots of party food for families and all 313 children received their own gift.

100 families with higher needs also received a food box each to the value of \$250. Each box was filled to the brim with pantry staples, Christmas treats and fresh quality meat from The New Lynn Aussie Butcher. One Centre also received \$1,000 worth of grocery vouchers for their families that need extra support due to having children with higher needs and harder circumstances. The Teen Parent Unit received presents for the mothers and children, food and meat for the pantries and fridge. Woop also donated 20 Christmas food boxes (with all the trimmings, to feed 10 people!) to 20 families with higher needs in the Taonga community.



“Thank you Kindness Collective for the grocery vouchers I received. It’s been so hard trying to afford good things for my children. This was the first time our family ever celebrated Christmas with a ham. Thank you for making us feel special”.  
MOTHER OF 3, WEST AUCKLAND.

“Thanks for the awesome Christmas presents. Better than the presents I’ve ever bought cause I can’t really afford it. This was the first time my kids ever got pyjamas and the food we were helped with was more than we ever expected. Thank you for making a difference with all these struggling families”.  
MOTHER OF 5, SOUTH AUCKLAND.

# CASE STUDY 2: BACK TO SCHOOL

In January we fundraised and worked with The Warehouse to give mothers and children everything they needed to head back to school.



Heading back to school in February is often an exciting time for children who have been affected by family violence, poverty or any kind of upheaval. It can bring a sense of normality, routine and stability. School helps children reconnect with their friends and have a sense of belonging and community.

However, the start of the school term can also be a huge stress for mothers and families because of the expense. Even when you're able to purchase second hand goods like uniforms, often families have multiple children in the same or even different schools at different ages. There's a lot to think about, uniforms, stationery, bags, quality shoes, sports gear, lunch boxes, the list goes on.

We fundraised and donated \$5,000 worth of Warehouse and Warehouse Stationery gift vouchers to mothers within the MDM Women's Refuge community. We decided to donate vouchers because vouchers provide choice and choice provides dignity and mana.



"Thank you for supporting my mum with school stationery and everything we needed for school. Sometimes we can't afford these but thanks to you we got it sussed this year. Thank you heaps guys for everything. We get so looked after with all the donations you guys give. I've never eaten so good. Usually us kids just get noodles or toast. Thanks Kindness Collective peeps!".

BOY, 13, LIVING IN MDM REFUGE.

# CASE STUDY 3: EASTER

Over the course of six weeks our community of kindness came together to raise \$7,665 and donate 1241 pairs of warm, winter pajamas to children in need in Auckland.

From our community and with a little help from our friends at Cadbury, 17,300 Easter Eggs were delivered to families through seven organisations, the NZ Police, Social Workers, Community Nurses and Food Banks.

On Wednesday 31<sup>st</sup> March we held a special Easter edition of Breakfast Club at Rosebank Primary and put on a feast of bacon, eggs and toast for kids and staff. Mitre 10 generously donated a BBQ for the event, which the school got to keep afterwards, and we had guests Kanoa Lloyd from The Project and Sarah Templeton, Lifestyle Editor from Newshub to help out for the morning. The kids had a fantastic time, yummy breakfast and were gifted their own pair of PJs later in the day.

“I burst into tears when I saw the Easter eggs. I really cannot afford Easter and I didn’t know how to tell my children, now they don’t have to miss out”



Families from the below organisations received PJs: Rosebank Primary, MDM Refuge, Mummies in Need and Give a Kid a Blanket.

Families from the below organisations received Easter Eggs: Kai Avondale (Feed The Streets, Free Guys) Give a Kid a Blanket, MDM Refuge Group, Tongan Christian Church community, Mummies in Need, Family Works, Vision West, Taonga Education Trust, Woven Earth and Hope Centre Food Bank.

“There were some very excited faces today. It’s so humbling to see what a little gift like PJs and an Easter egg can do. We are so grateful”.

“Our families were able to enjoy Easter this year because of you. Some kids have never had pajamas before and now whole families have them”.

# CASE STUDY 4: KINDNESS FOR REFUGEES

761 refugees arrived in New Zealand between 2019 / 2020.  
262 families, 40 ethnicities, 23 countries. 31% of those are younger than 18 years.

Those of us who have grown up in New Zealand living the kiwi dream will never understand the journey that refugees take, being forced to leave their home, due to war, conflict or persecution.

There are difficult tasks and obstacles to navigate upon arrival in New Zealand. From the basics of setting up a home, doctors' enrolments, health appointments, school and community orientations, often with language and cultural barriers, and the New Zealand Red Cross, staff and volunteers are there to assist refugees on their arrival.



A school uniform is a huge expense for many families. High school uniforms can cost as much as \$1000, and even sport and primary school uniforms are a big cost. Some families may have two, three or more children to purchase uniforms for! Second-hand uniforms are always sourced wherever possible, but they are not always freely available at every school, in the appropriate conditions and sizes.

Having a full uniform makes a big difference. It helps young former refugees connect to their school community and feel that they belong. It's not only an investment in the young person's wellbeing, but in the family too – many former refugee families go without to meet education costs

We fundraised in January to donate \$5,000 to purchase 50 children a full uniform so they could be set up for success in their new school, in their new home in New Zealand.



“The \$5000 donation from Kindness Collective means that the Red Cross can help former refugees in two resettlement locations who are in desperate need of support to buy school uniforms for their children. Several refugee-background families in Christchurch and Wellington have already received uniforms, and the generous support of Kindness Collective means we are able to immediately provide uniform support to the new families arriving in the next two months. The funding is an enormous help and takes the stress and delay out of getting young people from refugee backgrounds back into school”.

RED CROSS MIGRATION TEAM .

# CASE STUDY 5: PLAYING FOR LIFE WITH JUMPFLEX!

We worked with one of our kind partners, Jumpflex to deliver another 14FT Trampoline to a Special Education Satellite Unit at a Primary School in Auckland.

Trampolines are fantastic for children and for children with Autism especially, because they really help with extra sensory needs, self-regulation and learning through play. We have worked with Jumpflex to deliver six trampolines so far to children in need and have solidified our future partnership with them to deliver more!

We heard about a mother fundraising for a trampoline for her son's Primary School as everyone knows there isn't enough resource to go around, and we knew we had to help! Jumpflex drove up from Hamilton and donated a brand new, FREE 14FT trampoline and set it up for the kids to play on.



"Jumpflex has always been a family brand to me, we have had the pleasure of owning one of their trampolines coming up six years now and the kids use it rain, hail or shine. For our son Walter in particular who has ASD, he has benefited so much from it, it's helped with his self-regulation, sensory needs and really a space of solitude for him

When I found out they had teamed with the Kindness Collective to help my son's satellite unit with donating a trampoline I was speechless, I knew the other children with needs similar to Walters would really benefit from having use of it. This act of kindness just solidified my trust and faith in their family-owned NZ brand, when a company goes the extra mile like that you just know they hold good values and morals!".

MOTHER, JEMMA



# 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. With the monetary support Taonga have been given by the Kindness Collective, we have been able to stretch the dollar to make food for our families, buy necessities that through health circumstances adults have been unable to provide for their children. This was especially needed during the past two lockdowns in Auckland.

Supporting our families is not a continuous hand out; Taonga is certainly not about that! It is about giving them enough to get them out of a bad situation and allowing them to think of a positive future that is realistic. Sarah and the team help us here at Taonga to provide them that opportunity or at least extend that timeframe a little bit longer. Taonga see so much heartache and daily struggles within the community; using the support that we get from the Kindness Collective has enabled us to give some of these families a hand-up and time, while they sort through some of their more pressing challenges in a particular week”.

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

“We haven’t been supported by Kindness Collective for long, but Sarah and co have already done so much for us and the community we serve. The impact in such a short amount of time has been huge and it almost feels like we’ve won lotto linking up with them. 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.**

“The Collective always finds ways to make our women feel beautiful and loved, our children cared for and our families fed and we are eternally grateful for their support”.

**Agnes Faifua,  
MDM Refuge.**

The Kindness Collective have helped and changed the way Mummy’s in Need operates in so many ways. It’s a resource we have never seen before in all of our 8 years of operating and has helped us with things that we have not be able to source in other ways. The Kindness Collective has helped us source cots, brand new pjs, Easter eggs, nappies and funding for various things.

We are so grateful every day to be connected with the Kindness Collective because they enable us to help our families in more ways than we have ever been able to. They have brought a smile to more families through Mummys in Need that I could count, the Kindness Collective impact is huge”.

**Tayla Nasmith, Founder & CEO,  
Mummys in Need.**

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.**

“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.**

# FRIENDS

Thank you to the following kind brands and businesses for their support!



# INCREASING KINDNESS IN 2022!

We've got lots of exciting plans to bring kindness to even more kiwis and communities in 2022 and hope you'll join us in making New Zealand the kindest place on earth!





KINDNESS COLLECTIVE  
FOUNDATION

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