

Kids ⁱⁿ NEED WAIKATO

Annual report

1 April 2023–31 March 2024



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Chair's report

As we reflect on the past year, Kids in Need Waikato has continued in our commitment to support children being raised by someone other than their biological parents, including support for their carer. We continue to provide the children with seasonal care packs of essential items, as well as offering programmes to support the wellbeing of both children and their carers.

Our Purpose, Vision and Values of the Trust remain unchanged and these have continued to be the cornerstone of everything we do.

The Trust distributed 1619 seasonal care packs during the period 1st April 2023 to 31st March 2024. These supported 455 caregivers, raising 1087 children requiring ongoing assistance, as well as one-off emergency packs. Each pack is lovingly and purposefully assembled to meet the age and needs of each individual child. Our annual Christmas campaign in December 2023 resulted in us providing gifts to 1142 children and their caregivers, made possible with incredible community support that continues to overwhelm us.

We partnered with Rotary Clubs around the region to distribute the gifts close to Christmas Day, which was a resounding success. We are immensely grateful to the support from Rotary District 9930 Governor, who nominated us his Charity of choice to all clubs in his district.

We have seen first-hand the trend in rising child poverty as reported by Stats NZ for the period ending June 2023. With 1 in 8 children – 143,700 – living in material hardship, demand for our regular care pack support has increased by 16% over the previous fiscal year and we are regularly contacted by a wide range of organisations with referrals.

The commitment of our team and unwavering support from our volunteers enables us to meet the needs of the growing number of caregivers needing support for the children they are raising. Not only have we continued to provide our grassroots care pack service, we have also developed and implemented programmes to support their wellbeing, offering respite, social connectedness and opportunities to participate in extracurricular activities.

Our collaboration with other organisations who support similar communities continues and we have built several new relationships over the year. These include but are not limited to, Caring Families, Stand Tu Maia, Dignity, Kindness Collective and Common Equal (formerly Koha Apparel). We are mindful of the greater impact we can achieve through working with others and not duplicating services.

We were able to replace our leased main vehicle in July 2023 with a brand new vehicle, made possible with generous funding from Grassroots Trust and Ebbett



Volkswagen. This has enabled our Founder, Linda Roil, to spend more time engaging in the community we support, offering assistance and advocacy, while making new connections to improve the overall support for this vulnerable community.

Our operational capabilities also expanded, with the construction of a new project and storage shed onsite, to support the increasing activities of the Charity. The new building was ready for our community Open Day on 12th November 2023, with around 350 people visiting our site and learning about the work we do.

After seeing the increasing demand on services and the potential for wellbeing programmes to expand, the Board conducted a review in early 2023, leading to a resolution to formally adopt the strategic goal of owning and developing the Kids in Need property at 118 Fencourt Road, Cambridge. Planning and preparation to enable funding of the purchase is a key focus for the 2024/25 financial year.

We also undertook a resourcing review and created two new part-time positions of Programme and Relationship Coordinator and Funding Coordinator, to enable us to extend our support to both children and caregivers in line with our vision. These positions have been filled, with us now employing a team of five paid part-time employees, supporting our Founder Linda who is a full time volunteer and Graeme Roil as a managing Trustee.

Our fundraising strategy was reviewed, resulting in the formation of a Fundraising and Sponsorship Committee, made up of staff and volunteers. This has set the framework for future fundraising focus and targets and also highlighted the need for us to consolidate and better manage our donor information. This has led to the implementation of a CRM donor management system which has been operational since July 2023. A recurring giving program was designed and launched at the same time and is now supported by 27 regular recurring donors.

We are deeply grateful for the unwavering support of our donors, funders, volunteers, and community partners. Their generosity, compassion, and commitment have been the driving force behind our success, fueling our efforts to make a lasting difference in the lives of those who need it most.

The Board expresses its gratitude to Linda, her team, and all those involved who contributed to the exceptional level of service provided throughout the year. We are looking ahead with optimism and determination, remaining committed to our mission.

Amy Banks

Chair

The Kids in Need Waikato Charitable Trust

"We can't thank you enough for delivering our beautiful gifts, these were so special and everything was really needed, appreciated. We want to thank Linda and Kids in Need for making Christmas special. And making Nana feel she is doing a good job raising her grandson."

Grandparent



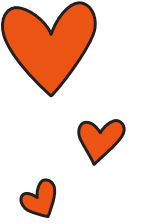
"All I know is that communication and parcels have been nothing but awesome. I wouldn't know what I would have done without their help. When things were hard enough taking on grandchildren they made it so much easier."

Grandparent

"The faces of the whanau when I gave their gift bags was out of this world, what amazing things they received, they were absolutely stoked and were joyful. A huge thank you from the whanau and koro. We appreciate you guys so very much!!!!!!"

Social Worker





Our purpose

We act, in trust, for children within the Waikato region, who are in the care of someone other than their parents, including support for the caregiver.

Our vision

Every child feels valued, and recognises the potential to create a better future.

Our values

- C**are with compassion
- A**ct with integrity
- K**eep an open mind
- E**mpower others

"The care packs are amazing and have a good variety of things. The little notes on the bags to the children are lovely. Thank you kids in need we really appreciate you."

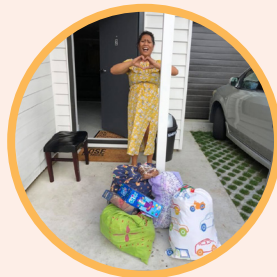
Grandparent

Our journey so far



2014

Graeme and Linda Roil began fostering focusing mainly on the support of newborns, and emergency and respite care for older children. They were deeply concerned with the level of support, for both foster children and also their caregivers.



2015

Linda begins asking for community donations of children's clothing to make packs to send to other foster carer's needing support. Word starts spreading and Linda soon realises the extent of the need.



2017

Overwhelming community support of clothing donations took over Linda and Graeme's home and a container storage was erected on their premises. Linda is the recipient of an ASB Good as Gold award.



2018

A Charitable Trust is established in February 2018, along with a governing Board.

A large shed is built on the property, for both storage and a place for the charity to work from.



2020

As the need for support grows across the Waikato, a dedicated vehicle is leased to enable deliveries to carer's.

Emergency packs able to be delivered during COVID lockdown.



2021

Two paid part-time employees are onboarded, helping streamline processes and manage the ever-increasing demand for care packs 822 care packs distributed across the Waikato.



2022

Care pack distribution reaches 1328 KIN is supporting approximately 800 children in 390 families. A van is purchased to replace the ute First Big Day Out is arranged for 100 participants. Additional part-time employee joins



2023

An additional shed is erected onsite to enable seasonal storage and provide a project area. An additional vehicle is purchased KIN Days Out are hosted during school holidays. 1595 care packs are distributed 460 carers supported, raising 1170 children



2024

KIN care is launched, formalising our ongoing commitment to support wellbeing programmes; Coffee Groups, KIN Days In, Annual Big Day Out

497 carers supported, raising 1280 children 130 care packs distributed each month



Our team

The Kids in Need Waikato Charitable Trust is governed by a Board of Trustees. The Board meets regularly to ensure the smooth running of the Trust by providing strategic leadership and direction.

Kids in Need employ 5 part time paid staff in the following roles:

Administrator

Funding Coordinator

Operations Coordinator

Shed Assistant

Programme and Relationship Coordinator



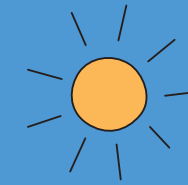
Our volunteers

Our volunteers are at the heart of everything we do, from sewing, mending and sorting to putting together and delivering care packs. We have over 30 part time volunteers who dedicate time each week to support the running of the charity.

We hosted 14 different volunteer groups from organisations and businesses over the year including 11 during our Christmas campaign.

Our volunteers collectively committed approximately 8000 hours of their time over the year.

Linda Roil remains 100% volunteer as Founder of Kids in Need Waikato.

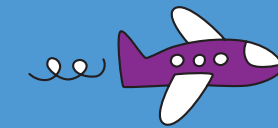


"The time I put in goes directly to the families in need. I enjoy making a pack special for a child so it is a highlight in their day."

Volunteer

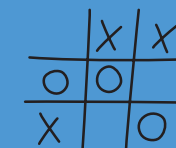
"I love to be part of a team that makes a huge difference in the lives of children and caregivers. Sorting out only the best clothes to go in the care packs is really satisfying."

Volunteer



"I love that the time I spend at KIN directly benefits the children in my community, the staff I work with weekly are kind, caring and dedicated to helping."

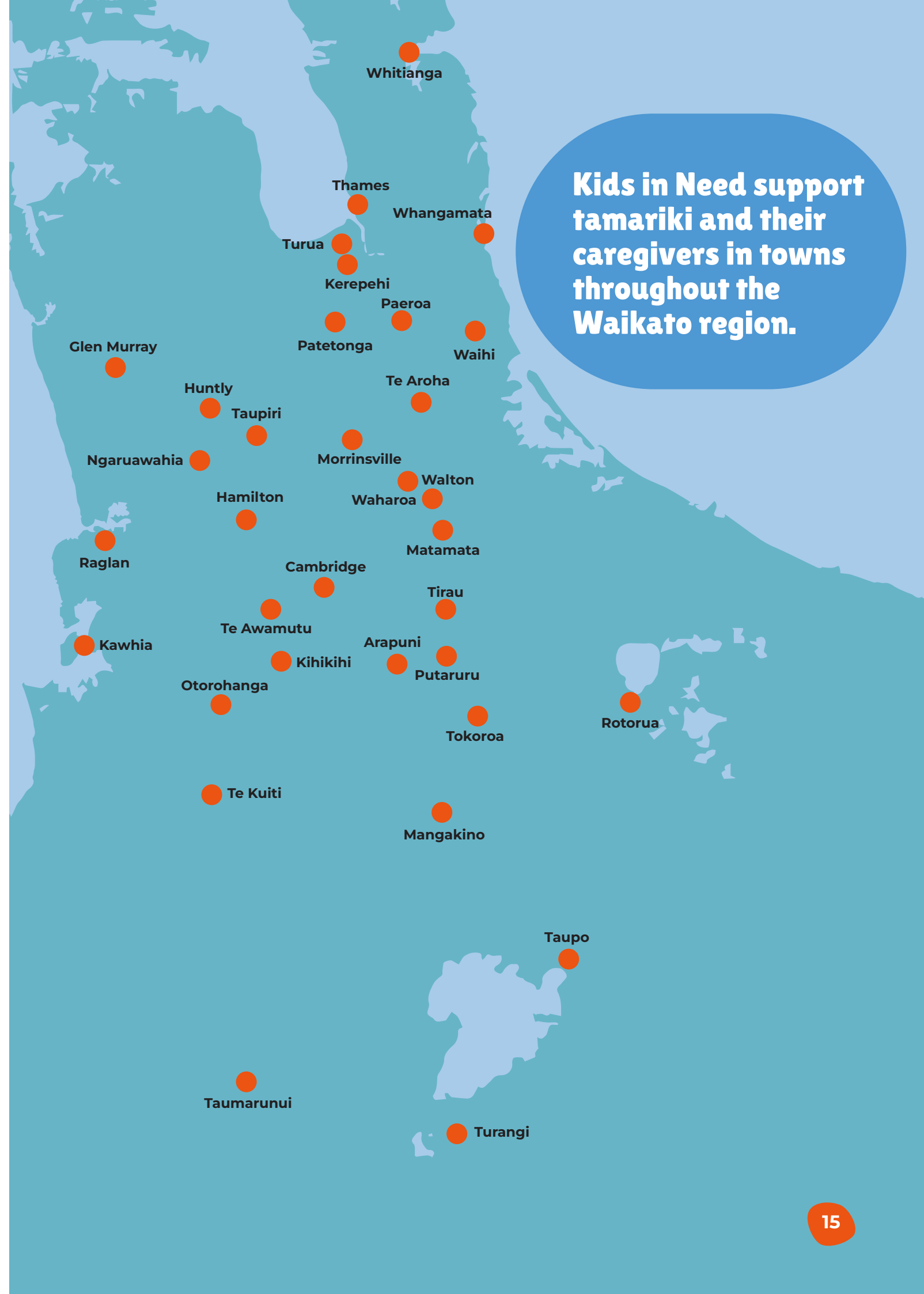
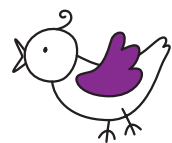
Volunteer



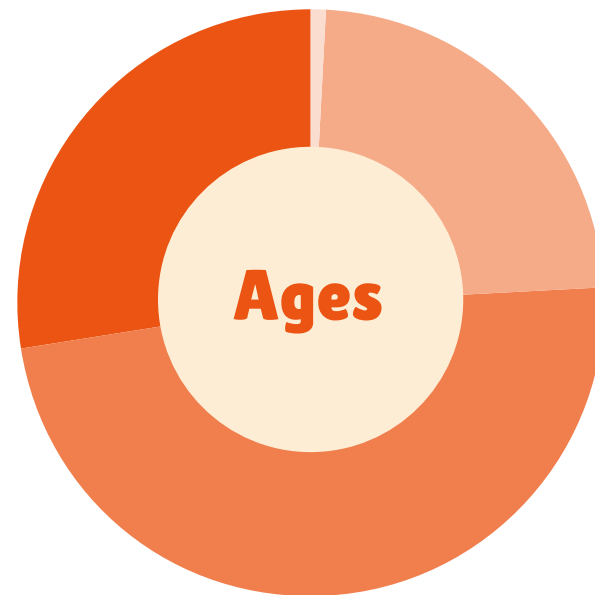
Our impact



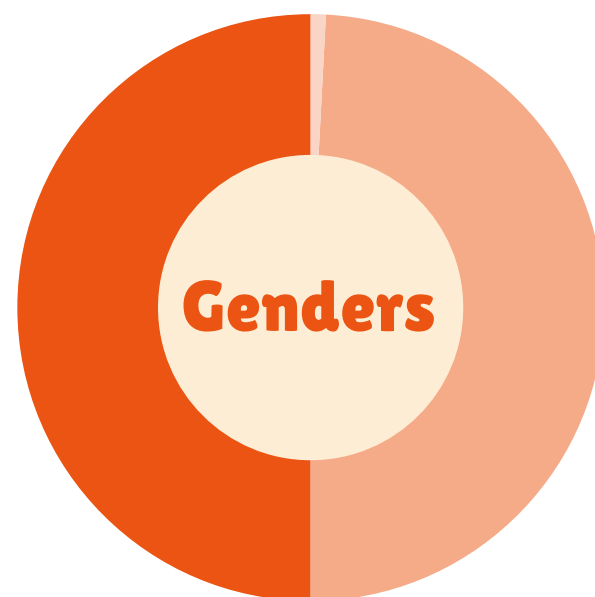
- **1619** personalised care packs provided
- **455** caregivers supported
- **7.1 tonnes** of preloved clothing, bedding and shoes used in care packs
- **180** Emergency Bags provided to caregivers
- **1142** children supported with **3789** Christmas presents
- **1167** children receiving ongoing support from *Kids in Need*



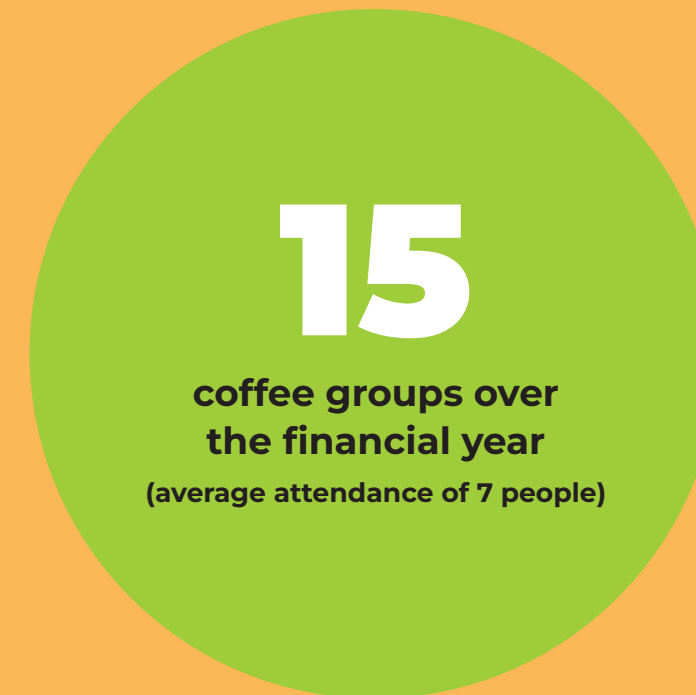
Ages and genders of children we provide ongoing support to



- Under 1 year **17**
- 1-5 years **267**
- 6-12 years **563**
- 13+ years **320**



- Male **577**
- Female **587**
- Diverse **3**





Highlights

Care packs

Our main priority continues to be delivering personalised care packs that are lovingly put together by our team of volunteers and staff. Each care pack takes approximately one hour to complete and is made up of clothing, shoes, toiletries, seasonal items, books, activities, toys and a soft toy. We received referrals from 52 agencies from all over the Waikato.

Emergency Bags

After the weather events of early 2023, through the generous support of SkyCity Hamilton Community Trust Kids in Need was able to assemble and hand out 180 Emergency Bags to caregivers in the Waikato. The bags were intended to be the starting point for a family "Go-Bag" and included a family first aid kit, lamp (solar and battery powered), hand sanitiser, notebook, pen, water and wipes all packaged in a small, easy to carry backpack.

New Ute, new shed, new staff!

Through the generous support of Ebbett Volkswagen and a grant from Grassroots Trust we were able to replace our leased ute with a brand new vehicle.

Our new project and storage shed was completed in October just in time for the KIN Open Day and the Christmas campaign.

KIN also welcomed 2 new staff members in the roles of Funding Coordinator and Programme and Relationship Coordinator.

Supporting Caregivers

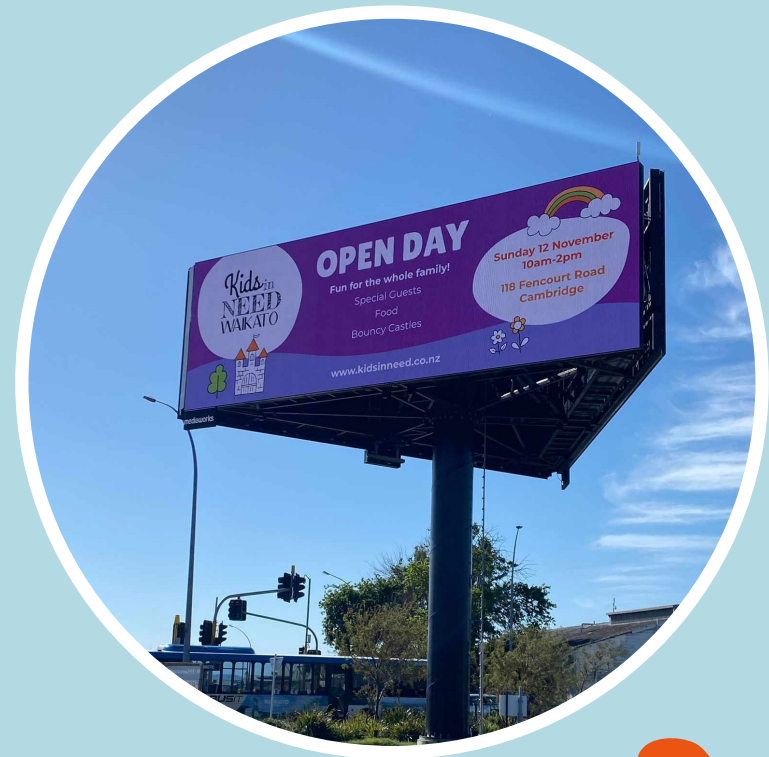
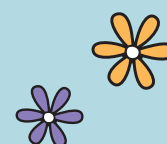
One of our key priorities for the year was continuing to provide support to caregivers. We hosted 15 coffee groups, with an average attendance of 7 people. We also provided other opportunities for respite including 2 KIN Day In events held onsite at KIN HQ, and our Big Day Out at Finlay Park Adventure Camp.

Open Day

KIN hosted an Open Day at our Cambridge HQ to bring the community together and raise awareness of our work. 350 people joined us over the day and enjoyed fun activities, food, tours and sunshine.



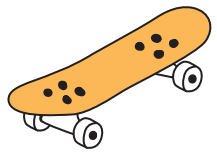
"On behalf of myself and my mokos we thank you all very very much for the wonderful and amazing packs you provided today. Your mahi makes a great difference in helping me provide for my 3 beautiful mokopuna."
Grandparent



Christmas

Each year we support thousands of children around the region at Christmas time. We are incredibly grateful to the wider community who get behind the Christmas campaign and donate brand new gifts.

- **1142** children supported with **3789** presents
- **400** caregiver gifts
- **36** drop off points around the Waikato (including 20 public drop off points)
- **11** businesses helped with wrapping
- **16** rotary clubs involved in distributing gifts.
- **\$80,000** worth of gifts





Caregiver Feedback

We conducted our first Caregiver Feedback Survey – receiving 130 responses. The feedback was overwhelmingly positive.

- **95%** gave 5/5 satisfaction rating with *Kids in Need* Waikato
- **78%** said the online pack request form was easy or very easy to fill in
- **97%** gave our delivery / pick up process 5/5 rating
- **88%** gave our packs 5/5 satisfaction rating (average rating 4.85/5)
- The most helpful pack items were: Clothing, shoes, toiletries and underwear.
- **97%** said they would recommend Kids in Need to other caregivers



Our supporters and funders

Our supporters

The following businesses provide ongoing support and professional services to Kids in Need. Thank you for your unwavering commitment to making a difference in our community.

- BTG Electrical**
- Dentons Kensington Swan**
- Rocketspark**
- Signboss**
- TAG Business Services**

Our funders

Kids in Need are incredibly grateful to the following funders for the grants we have received this year. Your support enables us to continue providing care packs and support to families in the Waikato.

- Cambridge Community Board Discretionary Fund**
- Community Organisation Grants Scheme (COGS)**
- DV Bryant Trust**
- Grassroots Trust**
- Greenlea Foundation Trust**
- Hamilton City Council**
- Jumble Around Inc**
- Lottery Grants Board**
- Rodmor No. 2 Charitable Trust**
- Roy & Enid Nicol Trust**
- Sargood Bequest**
- Skycity Hamilton Community Trust**
- Te Awamutu Community Board Discretionary Fund**
- Trust Waikato**
- Wel Energy Trust**



"I would like to say thank you for the winter clothing pack I received from your organisation last week. I have recently been gifted my grandson to raise and your pack came through via GRG. I am extremely grateful and thankful."

Grandparent



"We just wanted to send an email to say a big thank you for donating the Christmas presents to our kids in need! Our Grandparents and caregivers are absolutely stoked and appreciate all that you and your team do. This year has been hard financially for so many families and Whānau. Being able to open Christmas presents under the tree this year is something these children will cherish forever."

Social Worker



"Recently we received packs for our grandchildren, we are absolutely overwhelmed by all of this and so very grateful. Their faces said it all. R squeezed his bag tight and cried and T was jumping all over the place with excitement. We told them that all of these lovely gifts they got in their bags had come from people who care about children."

Grandparent



Individual donors

We have a wonderful group of individuals who donate to Kids in Need on an ongoing basis to support our work in the community. Thank you for your support and encouragement. We are grateful to have you part of the KIN family.

Donors

Thank you to the following groups who donated significant funds to support Kids in Need Waikato – with your help we are collectively making a real difference in our community.

AA Insurance, Architectural Glass, Belron Ronnie Lubner Charitable Foundation via Smith and Smith, Bradley Accounting, Brandt, Busy Bees, Carricks, Classic Builders Golf tournament, Clements Charity, Davies Charitable Trust, Ebbett Waikato, Everybody's Shop Inc, Focus Group Matamata, Foster Hope, Frances Skeet Charitable Trust, Frank Risk Management, Geoff's Pools, Hamilton Lego Show, Hugo Charitable Trust via Te Awamutu Catholic Women's League, Innerscape Ltd, Kiwanis Te Awamutu, Kiwanis Westside, Kiwanis Morrinsville, Kiwanis Matamata, Kiwi Timber Supplies, Lions Club of Cambridge, MTF Finance, National Street Rod Association, Oxford Pies x The Breeze, Rotary Club of Hamilton Central, Safewise, Skin Depot, Smith & McKenzie – Come Dine with Us, St Andrews Women's Group, St Stephens Christmas Festival Craft Group, Stragglers Rod and Kustom Show, Tamahere Lions Club, Tatua Dairy Company, The Helm Golf Tournament, Tidd Ross Todd NZ, Waikato Lyceum Club, Waikato Rodeo, Waikato Sunrise Rotary, WBOP Harness Cambridge Raceway Xmas Eve, Wel Networks Ltd

Community Partners

We work closely with a number of other charities and organisations in the Waikato region, working together strengthens our collective impact but also fosters a sense of community and collaboration that empowers us all to better serve those in need.

**Caring Families Aotearoa
Grandparents raising Grandchildren
Here to Help U
Loving Arms
The Cake Detective
The Waterboy
Taku Wairua**



Schools/ ECE

We are proud to have a strong presence in many local Waikato schools and ECE centres who donate their time, goods and organise fundraising events on behalf of Kids in Need Waikato. We are particularly grateful to the following schools for donating significant time and funds to support Kids in Need:

**Cambridge East School
Cambridge Middle School
Cambridge High School
Hamilton Boys High School
Hamilton Girls High School
One School Global Hamilton
Pirongia School
Rototuna High Schools
St Peter's School Cambridge
St John's College
Te Awamutu College**



Drop off locations

We are fortunate to have the support of a number of businesses around the Waikato who support Kids in Need by opening their doors to public drop offs of new and preloved clothing, shoes and other items.

**ASB Cambridge
ASB Matamata
Classic Builders
Daisy Digital Marketing
Edge Protection
Essential Cleaners Morrinsville
Morrinsville Decor
TAG Business Services
Tolbecs Ear Clinic
UK Flooring Te Awamutu**



Vehicle supporters

Traveling approximately 40,000 kms each year in our 2 vehicles, the Kids in Need team are incredibly grateful to the organisations and businesses that keep us moving. Our van purchased in 2022 through a crowdfunding campaign and generous support from Greenlea Foundation Trust, Anstiss Garland Trust and Ebbett Volkswagen has once again been key in transporting hundreds of care packs through the year. It was also filled at Christmas time many times over with thousands of Christmas presents.

This year we have been able to secure the purchase of a new Ute through a generous grant from Grassroots Trust and support from Ebbett Volkswagen.

We are grateful to our vehicle sponsors who covered the ongoing running costs of both vehicles over the year:

- Cambridge Real Estate**
- Classic Builders**
- Flexitanks**
- Narellan Pools**
- Rubix**



Gifts and services in kind

Every year we are blown away by the support of businesses and organisations all over New Zealand who want to support Kids in Need. This year we have had wonderful support from the following groups through significant donation of goods and services:

- ADS** (labour to install roller door and automatic door opener)
- Band of Boys** (clothing)
- Cambridge Real Estate** (winter pyjamas)
- Carters** (poles, timber and fastenings for new shed)
- Common Equal** (clothing)
- Dignity** (sanitary products)
- Dimond Roofing** (roof and wall cladding for new shed)
- Earthwise Group** (body wash, hand wash, shampoo and conditioner)
- Evolution Cycles** (33 brand new bikes)
- Good Bitches Baking** (baking)
- Goodbye** (sunscreen)
- Grin** (toothbrushes)
- Kindness Collective** (lego, winter pyjamas, christmas presents)
- Kiwi Christmas Books** (books)
- Kruizey Kids** (clothing)
- Laser Plumbing** (labour to install fireplace)
- Lush Hamilton** (skin care products)
- M10 Mega Cambridge** (ply wall linings for new shed at discounted rate, fireplace for shed)
- Mediaworks** (advertising)
- Mitchell Construction** (project coordination of build, materials and all labour for new shed)
- Moana Road** (toys and books)
- Northern Districts Cricket** (clothing, backpacks and cricket items)
- Owen Barlow Roofing** (labour for wall and roof cladding of new shed)
- PIC Insurance** (body wash)
- PIL Group** (roof and wall insulation for the new shed)
- RRT** (food boxes, beanies, socks, toiletries and blankets)
- Yankee Haulers** (supported costs towards repainting chapel)
- TCL Earthworks** (use of machinery, labour and sand/metal for new shed)





Financial Summary

As with all charities our financial accounts record financial position and the recording of financial transactions which is an essential requirement for any Charity. This is balanced against the huge amount of non financial donations, goods and services in kind, volunteer services and the support given to the children and carers that we assist. Throughout our report we have detailed how significant this is.

We have adapted to the growing needs by ensuring that we have the right resources in the right areas. We have been successful in matching the level of grants we receive with a very active fundraising program. This together with an increase in donated goods and services has allowed us to meet the increased needs and the costs associated with the support we provide.



Statement of Financial Performance

The Kids In Need Waikato Charitable Trust
For the year ended 31 March 2024

	NOTES	2024	2023
Revenue			
Donations, fundraising and other similar revenue	1	466,971	367,405
Interest, dividends and other investment revenue	1	547	116
Other revenue	1	1,309	4,035
Total Revenue		468,827	371,556
Expenses			
Expenses related to public fundraising	2	1,180	98
Volunteer and employee related costs	2	138,055	76,944
Costs related to providing goods or service	2	205,225	167,585
Other expenses	2	84,639	27,994
Total Expenses		429,100	272,621
Surplus/(Deficit) for the Year		39,728	98,935

Statement of Financial Position

The Kids In Need Waikato Charitable Trust
As at 31 March 2024

	NOTES	31 MAR 2024	31 MAR 2023
Assets			
Current Assets			
Bank accounts and cash	3	62,174	37,793
Total Current Assets		62,174	37,793
Non-Current Assets			
Property, Plant and Equipment		143,685	69,624
Investments	3	-	60,000
Total Non-Current Assets		143,685	129,624
Total Assets		205,859	167,417
Liabilities			
Current Liabilities			
Creditors and accrued expenses	4	-	1,039
Other current liabilities	4	2,621	2,867
Total Current Liabilities		2,621	3,907
Total Liabilities		2,621	3,907
Total Assets less Total Liabilities (Net Assets)		203,238	163,510
Accumulated Funds			
Capital contributed by owners or members	6	492	492
Accumulated surpluses or (deficits)	6	202,746	163,018
Total Accumulated Funds		203,238	163,510

For the full annual return please visit the Charities Services website.

