

Our Vision

Tāmaki Makaurau whānau have the essentials they need to nurture their babies and keep them safe and warm.

Our Mission

- ♥ Facilitating the sharing of baby essentials so whānau affected by hardship have what they need to care for their babies
- ♥ Re-purposing baby essentials in a sustainable and inclusive way, contributing to a greener future for Aotearoa

Our Values



Community



Sustainability



Inclusion

Our Goals



City of sharing and caring



All babies are safe and warm



A healthier future for all

Our Strategic Priorities

1. Structure and systems

- Affirm Te Tiriti o Waitangi as the founding document of Aotearoa. Develop our understanding of Te Ao Māori and activate the principles of partnership, protection and participation in all areas of our service.
- Develop our Governance capability and strive for excellence.

2. Partnerships and relationships

- Build corporate, community and government partnerships to increase capacity and enable responsiveness to a changing socio-economic climate.
- Focus on collaborative opportunities, partnering with organisations with shared values, to deliver positive change to whānau affected by poverty.

3. Funding

- Develop a funding plan for long-term sustainability to achieve organisational objectives.
- Ensure sufficient reserves to deliver our service in the current climate.

4. Communications

- Tell our story and impact through shared networks to build social empathy and understanding.
- Increase brand awareness with social media marketing and community engagement to prompt knowledge, drive donations and financial support.