

Littlemore

Statement of Service Performance

Littlemore Trust 2023 - 2024

www.littlemore.co.nz



@littlemorenz

A little initiative. *A big difference*

At Littlemore, we support babies during their first, critical year of life by collecting, sorting, and providing essential clothing, blankets, furniture, equipment, nappies, books, toys...and more.

With a lot of help from our donors, supporters, and volunteers, we provide high-quality, pre-loved baby gear to whānau in need so that newborn babies can have a little more comfort and care.

Our vision

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

Our values



Community

Community is at the heart of our work. We believe every whānau has the fundamental right to quality resources to give their newborn child every opportunity to thrive. We make a difference by distributing life changing baby essentials across Tāmaki Makaurau to our grassroots partner organisations serving local communities in need.



Sustainability

Our generous donors actively seek to live a more sustainable life by disposing of their high-quality, pre-loved baby items sustainably and 'doing some good' at the same time. By re-purposing baby essentials, we rehome these goods to benefit those most in need, reduce textile and plastic waste and ensure a positive environmental impact for our future whānau.



Inclusion

Through diversity, partnership and collaboration we gain strength, creativity, and a passion to maximise impact in the communities we support. By working alongside others in the communities we serve, we make a tangible difference.

We acknowledge the role of Māori as tangata whenua in New Zealand and seek to uphold the principles of Te Tiriti o Waitangi.

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 goals

A city of sharing and caring

Tāmaki Makaurau, is a city where whānau share their resources and care for those who need help the most.

All babies are safe and warm

Whānau affected by hardship in Tāmaki Makaurau, have what they need to nurture their babies and keep them safe and warm.

A healthier future for all

By recycling, up-cycling, and re-purposing textile and plastic, waste is minimised, contributing to a healthier environment and a greener future for Aotearoa.



A little message *from our Chair*

Ko Tongariro te maunga, Ko Taupo nui a Tia te roto, Ko Te Arawa te waka
Ko Hinemihi tōku hapū, Nō Tūwharetoa ahau,
Ko Adrienne Godfrey tōku ingoa.

Tēnā koutou, tēnā koutou, tēnā tātou katoa

On behalf of the Trustees and as the Chair of Littlemore, I present to you the 2023/24 Annual Report and Financial Statements for Littlemore Trust.

Last year, as communities began to recover from extreme weather events, many vulnerable whānau were pushed into even greater hardship. Now, with soaring living costs and economic pressures, the demand for our service is surging. Whānau are facing heart-wrenching choices - having to choose between power, food, petrol, or clothing for their pēpi, as they struggle to afford the necessities of daily life.

With many of our partner organisations overwhelmed by the growing needs of vulnerable whānau, Littlemore is also hearing directly from individual Māmā and whānau in crisis. The need has never been more urgent. In response, we've taken swift action, focusing on practical support for the most deprived households while ensuring that every whānau in need, through our trusted supporting agencies, gets the help they deserve.

I am immensely proud of the Littlemore team, for their dedication to upholding the principles of Te Tiriti o Waitangi at the heart of our work. By embracing tikanga Māori, we build meaningful connections with those we serve.

I give special thanks to our volunteer powered team, for their relentless commitment and hard work behind the scenes. Your efforts do not go unnoticed. To our incredible community of donors, funders, partners, and supporters—thank you. Your strong commitment ensures pēpi across Tāmaki Makaurau have the essentials they need, to be nurtured and safe and warm. None of this would be possible without your generosity.

A heartfelt thanks to Sarb Lester, our dedicated and tireless Trust Manager, whose unwavering leadership has been the driving force behind Littlemore's growth and profound impact.

Thank you to my fellow Trustees. I am humbled and deeply grateful for your expertise and the time you so generously volunteer to help make Littlemore the best Trust that it can be.

Together, we've provided life-changing support and transformed countless lives. But our work is far from over. By uniting our efforts, we can ensure that no child is left behind.











He waka eke noa
Ngā mihi nui ki a koutou katoa



Adrienne Godfrey
Trust Chair 2024

Changing little lives *during tough times*

The economic impact of the cost of living crisis continues to bring significant challenges. As we navigate this period of disruption and change, the need in our community remains high.

		2024	2023
Number of baby items donated to whānau.		323,618	287,542
Percentage of donations re-purposed to reduce textile & plastic waste.		96%	95%
Number of whānau living in hardship with babies supported.		7,579	6,021
Number of babies slept safely through supply of bed items.		3,727	1,897
Number of babies travelled safely through supply of travel items.		1,005	913
Number of babies played safely with supply of books, toys and safety items.		7,154	5,684
Number of babies kept warm through supply of clothing, footwear and blankets.		6,678	4,482
Number of volunteers provided operational support.		103	109
Number of community service hours donated by volunteers.		12,228	9,913
Value of essential baby items donated to whānau in need.		4,709,826*	\$3,853,460*

*Based on market value 2023-2024

Our impact across *Tāmaki Makaurau*

It's amazing what a little aroha and care can achieve. Despite last year's challenges, Littlemore had a big impact on the lives of the tamariki we help across the Auckland region.



Partner distribution & donated goods

1 July 2023 – 30 June 2024

Partner	Deliveries		Donated	
	2024	2023	2024	2023
Anglican Trust for Women & Children	18	13	1,871	1,149
AWHI Healthy Homes	13	15	830	1,437
Belong Aotearoa	13	11	499	579
Counties Manukau Health	31	24	1,017	1,023
De Paul House	7	9	208	234
E Tipu E Rea Whānau Services	4	5	241	230
Family Success Matters	18	19	1,594	1,386
Kāhui Tū Kaha	-	10	-	692
KidzFirst Community Health	57	23	1,117	613
Papakura Marae	34	48	961	2,727
Salvation Army Papakura	21	2	1,576	56
South Seas Health Care	16	-	1,418	-
Te Puna Hauora	9	14	217	164
Te Whatu Ora Counties Manukau	64	24	1,672	1,142
Te Whatu Ora Te Toka Tumai	30	15	533	407
Te Whatu Ora Waitematā	35	6	314	44
The Fono	49	17	1,066	363
Turuki Healthcare	16	15	1,046	1,132
Youthline	10	12	504	475
Total	445	282	16,684	13,853
Special responsive distribution to other organisations				
	2024	2023	2024	2023
Asian Family Services	1	-	37	-
Counties Manukau Police	1	1	40	90
Dingwall Trust	3	1	123	43
Lifewise	5	1	378	41
The Playtruck	1	3	87	530
Salvation Army Waitakere	4	2	116	36
Te Manawa o Hine	5	-	175	-
Whānau Āwhina Plunket West	4	-	72	-
Women's Refuge	5	-	110	-
Total	29	8	1,138	740
Total	474	290	17,822	14,593
Number of donors	2,939	1,878		
Number of baby bundles donated	17,822	14,593		

A big 'thank you' to our generous supporters

We're more than a little grateful for the generosity and support we received from our incredible supporters. You've helped us in so many ways, donating valuable time, resources, services, expertise, funds, and baby items, to helping spread the word about what we do.

Major Supporters



Trusts/Foundation



Key Businesses/Organisations

- Adventure Kids Early Learning Centre
- Barfoot & Thompson (Browns Bay)
- Bays North Harbour Parents Centre
- Beanies for Babies NZ
- Campbells Bay Early Learning Centre
- De Paul House
- Dove Hospice & Wellness
- Embroid Me
- Farmers
- Give a Kid a Blanket
- I've Got Your Back Pack
- Kiwi Family Trust
- Little Doves Early Learning Centre
- Little Fox Boutique
- Make Give Live
- Mark By South
- Nature Baby
- Parents Centre Aotearoa
- Playcentre
- Plumpton Literary Agency
- Premmie Knitting Club
- Pretty Brave
- Safety First
- Seneca Group
- Sherwood Primary School
- The Little Miracles Trust
- Tommee Tippee
- University of Auckland
- Volunteering Auckland
- Waiōrea Recycling Centre
- Waterford Retirement Village
- Westlake Girls High School
- Windsor Park Baptist Church
- Yarteeze

People

- All our donors
- All our community networks
- Our team of volunteers
- Our voluntary board members



Littlemore

littlemore.co.nz



[@littlemorenz](https://www.instagram.com/littlemorenz)

Registered NZ Charity - CC53675. Incorporation number: 2646951