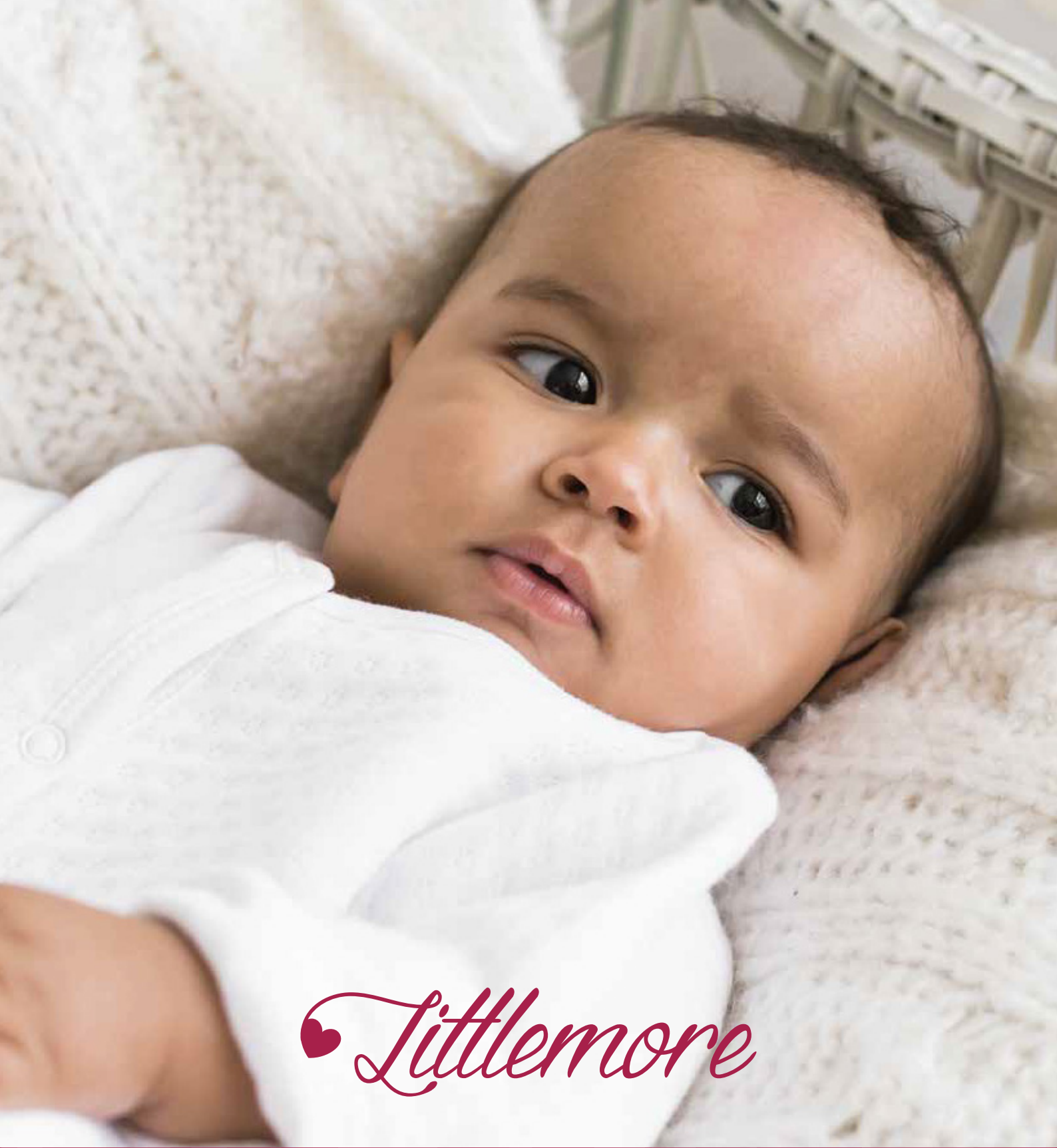




Littlemore

Statement of Service Performance

Littlemore Trust 2024 - 2025

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 2024/25 Annual Report and Financial Statements for Littlemore Trust.

Last year, soaring living costs and relentless economic pressures pushed countless vulnerable whānau into greater hardship. Whānau are being forced to make hard choices – whether to heat their homes, put food on the table, fuel the car, or clothe their pēpi, as they struggle to afford the necessities of daily life.

With government funding cuts, many of our partner organisations are overwhelmed and under-resourced, with some services cut entirely. We are hearing directly from desperate Māmā and whānau in crisis every day - the need has never been more urgent, and it is growing. In response, we've acted swiftly, prioritising the most deprived households, getting essentials into the hands of those who need them most through our trusted partner agencies. Every whānau deserves dignity, care, and the help to get through their toughest days.

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.

Nāu te rourou, nāku te rourou, ka ora ai te iwi
Ngā mihi nui ki a koutou katoa



Adrienne Godfrey
Trust Chair 2025

Changing little lives *during tough times*

The rising cost of living continues to place immense strain on our community. In these uncertain times, the need for support is greater than ever.

		2025	2024
Number of baby items donated to whānau.		351,772	323,618
Percentage of donations re-purposed to reduce textile & plastic waste.		95%	96%
Number of whānau living in hardship with babies supported.		8,102	7,579
Number of babies slept safely through supply of bed items.		5,262	3,727
Number of babies travelled safely through supply of travel items.		1,194	1,005
Number of babies played safely with supply of books, toys and safety items.		7,559	7,154
Number of babies kept warm through supply of clothing, footwear and blankets.		7,196	6,678
Number of volunteers provided operational support.		115	103
Number of community service hours donated by volunteers.		18,282	12,228
Value of essential baby items donated to whānau in need.		\$6,085,928*	\$4,709,826*

*Based on market value 2024-2025

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 2024 – 30 June 2025

Partner	Deliveries		Donated	
	2025	2024	2025	2024
Anglican Trust for Women & Children	27	18	2,422	1,871
AWHI Healthy Homes	11	13	1,051	830
Belong Aotearoa	14	13	809	499
Counties Manukau Health	27	31	1,153	1,017
De Paul House	11	7	265	208
E Tipu E Rea Whānau Services	6	4	467	241
Family Success Matters	23	18	1,870	1,594
KidzFirst Community Health	56	57	1,002	1,117
Papakura Marae	41	34	1,374	961
Salvation Army Papakura	21	21	1,803	1,576
South Seas Health Care	18	16	1,630	1,418
Te Puna Hauora	14	9	220	217
Te Whatu Ora Counties Manukau	59	64	1,837	1,672
Te Whatu Ora Te Toka Tumai Auckland	39	30	369	533
Te Whatu Ora Waitematā	42	35	298	314
The Fono	69	49	1,331	1,066
Turuki Healthcare	15	16	1,117	1,046
Youthline	3	10	160	504
Total	496	445	19,178	16,684
Special responsive distribution to other organisations				
	2025	2024	2025	2024
Asylum Seekers Support Trust	2	-	127	-
Dingwall Trust	4	3	169	123
Lifewise	5	5	458	378
Ohomairangi Trust	5	-	308	-
Oranga Tamariki	3	-	73	-
Salvation Army Waitakere	2	4	48	116
Te Manawa o Hine	2	5	54	175
Whānau Āwhina Plunket West	3	4	45	72
Women's Refuge	4	5	98	110
Woven Earth	6	-	19	-
Total	36	26	1,399	974
Total	532	471	20,577	17,658
Number of donors	4,115	2,939		
Number of baby bundles donated	20,577	17,658		

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
- Becca Project
- Campbells Bay Early Learning Centre
- De Paul House
- Farmers
- HRB Jacobi
- I've Got Your Back Pack
- Kindness Collective
- Kiwi Family Trust
- Kristin School
- Little Doves Early Learning Centre
- Little Fox Boutique
- Milford Businesses (Various)
- Milford Cruising Club
- Nature Baby
- Parents Centre Aotearoa
- Playcentre
- Premmie Knitting Club
- Sherwood Primary School
- The Little Miracles Trust
- The Rumpus Room
- Tommee Tippee
- University of Auckland
- Volunteering Auckland
- Waterford Retirement Village
- Westlake Girls High School
- Windsor Park Baptist Church
- Woven Earth
- Yartteeze

People

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



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littlemore.co.nz



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

Registered NZ Charity - CC53675. Incorporation number: 2646951