



2023

ANNUAL REPORT

APRIL 2022-MARCH 2023



THE CHRISTCHURCH
AUNTIES

Aroha ♡ Support ♡ Hope

CHCHAUNTIES.ORG.NZ CC57383

from our chair

It is part of the Aunties Board tikanga to share a whakatauki or proverb at the start of each of our board meetings. I'd like to share this proverb with you and your whānau.

Success is a rather odd by-product of what we have achieved and continue to achieve, year on year. Truthfully, we would rather all family harm against women and children in NZ, ended overnight, and the services of The Christchurch Aunties were no longer needed. How great would that be!

However, until such an auspicious day, our team will keep turning up for the agencies supporting the women and children we serve.

Enormous thanks to all our supporters. You have been an integral part of our success this year. Your multifaceted support via donations of time, expertise and funding help us help others, on so many levels.

'Thank You' seems so inadequate however, it is heartfelt, and sincerely given.

Thank you individually and collectively, for your generosity of spirit, and your big kind hearts. The world is a much better place because of you.

Mauri ora

Reetah Mitchell –Chair of the Board



**Ehara taku toa
te toa takitahi
engari he toa
takitini
Success is not
the work of one
but the work of
many**

our vision

Our vision is a Canterbury where all women and children who have experienced abuse and family harm, are safe, well supported and resourced, through the domestic violence agencies we collaborate with.

our model

Our model and our mahi is simple: Get basic, essential stuff to women and their families, quickly and seamlessly. It's a helping hand in their goal to change theirs and their families futures. And we are thrilled that you are a part of that too!



our story so far

our mission

Our mission is to provide practical support to agencies and organisations in Canterbury who advocate for women and children displaced through family harm

We rely heavily on donations from our community by way of practical, funding and sponsorship support.

We receive absolutely no government funding.

The Board meet regularly to discuss strategic direction and funding, and actively support the organisation through volunteer hours.

We liaise directly with key staff at multiple agencies but we do not work directly with the agencies clients themselves, or individuals in the community.

All requests come to us through the refuges staff and are facilitated via an online form.

We work hard to ensure all transactions and communications have integrity, confidentiality and transparency and we endeavour to meet the growing demands of the family harm sector.

With a hectic 2022 year now a distant memory, we are working hard to continue the vision of the Christchurch Aunties.

Our forever generous community keeps getting bigger and better, and we are making new friends and growing our support networks, everywhere we go. Well settled into our fit-for-purpose HQ office and storage facility, we are constantly looking at how we can improve our service delivery, and engage with our followers.

2022 saw us welcome a new full time Manager, produce our first newsletter and connect with our very first 'company sponsor'.

Our regular HQ volunteers grew to 6x weekly 'Aunties' who constantly amazed us with their time and talents. We began to put some robust systems in place to make us more efficient, and we embraced technology to help us keep pace with the sector demands.

We also farewelled our Founder, along with a couple of long-standing trustees, and our Board of Governance grew, with four new appointees. It felt like a big year with loads of impact in our community- Thank you for your part in that.



our networks

our Aunties network grew in 2022/23

6216 'Aunties' on social media

75206

people connected with our social media posts
Up 19.1%

4915

wahine and tamariki supported

497

advocating agency requests

29 businesses engaged with us

10

presentations to service clubs, schools and church groups

We supported wahine and tamariki through

- | | |
|---------------------------|-------------------------|
| Aviva | Shakti Womens Refuge |
| Battered Womens Trust | Te Puawaitanga |
| Cholmomdeley | Te Puna Oranga |
| Early Start | Te Whare Hauora |
| Family Works | The Loft |
| He Waka Tapu | Yellow Brick Road |
| Linwood Ave Cnr Com Trust | West Chch Womens Refuge |
| Ngā Maata Waka | YWCA |
| Project Esther | Yellow Brick Road |

We collaborated with

- Butterfly Books
- Dress for Success
- Clothed in Love
- PIPS
- Ronald McDonald House
- St Johns
- The Blanket Bank
- The Brotherhood
- The Period Place

our year in review

our Team

In 2022 we appointed a full time Manager to facilitate anticipated growth in both the whānau demand and the community support

In 2023 we trialled a .2FTE Operational Support team member to cover warehouse logistics.

We continue to be supported by a growing volunteer network and 8 working board members

our Mahi

Through supporting agencies, helping women to break the cycle of harm, we continue to provide basic household goods essential to setting up a home. Whiteware, appliances, furniture, beds, bedding and kitchen packs were delivered to whānau in immediate need. These items are new and pre-loved and donated by our community.

our Sponsors

In January 2023 our first company sponsor began supporting our mahi. Gavin Lowe Energy and Electrical provide monthly funding and fortnightly pro bono test and tag support.

We are so appreciative of these partnerships which enable us to do more for families in need.

our Campaigns

- 589 Easter Eggs were gifted to tamariki
- 375 Love Grace x Handbags donated through the Love Grace Appeal and BNZ
- 500+ Christmas gifts donated to whānau
- \$2990 raised for Safelets through Sophie Totes from Ico Traders
- \$900 Coffee Shout campaign
- \$5500 Emergency flights/Safelets for wahine in high risk situations

our Supporters

We rely solely on the time, talents and generosity of a growing community of volunteers and donors.

By elevating awareness through 'no cost' marketing we gained a larger support network to impact more families, displaced through family harm. However you support our mahi, we are truly thankful.

our Nominations

- **Kiwibank New Zealander of the Year**
Mitre 10 Community Impact-finalists
- **CA ANZ Charity Reporting Awards**
2023 -top 4 finalist



our impact

We would not be able to do our own work as well as we do without the Christchurch Aunties in behind us. Their ability to collaborate and serve the needs of others is invaluable.

DOROTHY
LINWOOD AVENUE CORNER COMMUNITY TRUST

720

board trustee hours for strategic planning

1639.5

volunteer hours picking up, sorting, delivering, fixing, coordinating equating to over \$35,800 of pro bono mahi

6

weekly volunteers organising the warehouse

5

service clubs, church groups and Aunties making fundraising crafts

2

'Heartbeat' newsletters keeping our community updated with our impact

1 increase the capabilities of Christchurch Aunties

Our fit-for-purpose HQ office/warehouse facility have enabled us to anticipate and store basic household items for seamless delivery to whānua.

We have robust systems in place to make us more efficient and help us keep pace with the sector demands.

A purpose built 'Test & Tag' station and the facilitation of donated appliances ensures we have confidence in passing on electrical goods to families that meet the safety requirements.

We have recently employed a part time Operational Support team member and secured a pro bono fitout of a laundry at HQ to ensure donations are washed and ready for use.

Our largest goal for 2023 is to elevate our profile in Canterbury and develop further support for our operational shortfall through a sponsored digital marketing campaign across the city. This will be made possible by GoMedia at no cost, and will encourage supporters to make a small regular donation to support our operation.

2 build Christchurch Aunties network in Canterbury

With a slim budget to facilitate marketing and communications Christchurch Aunties relies heavily on its engaged supporter networks to expand our audience and deliver an impactful service.

We are proud to have achieved our goal of 6000 social media followers by the end of 2022 and are well underway to 7000 supporters by the 2023 years end.

In order to maximise our donor support we will also have a robust CRM platform in place in 2023 to effectively connect with our growing database.

Our profile is elevated by presentations to community organisations and businesses who are keen to support our impact and help us raise awareness.

The Christchurch Aunties Volunteer Programme is growing too, with 6 weekly 'Aunties' sorting donations and facilitating pickups and deliveries, and a community of 110 volunteers ready to take on projects and events and fundraising campaigns in our community.

Christchurch Aunties support of the Love Grace Handbag Appeal, through BNZ continues to be an impactful campaign to honour the memory of Grace Milane. With a goal to involve high school students and promoting the zero tolerance of violence against women we brought together Christ's College and St Margaret's to fill 375 handbags with gifts of love and hope and look forward to the involvement of more students in 2024

The Christchurch Aunties is a charitable trust.

Without the financial assistance of government contracts, our operating shortfall is reliant on the munificence of our generous support networks. The financial year was not without its challenges and the funding gap is one we undertake to fill each year in order to provide a comprehensive support service to Canterbury wahine and tamariki, impacted by family harm.

This shortfall never gets any easier to fill and the flow on effect from the global pandemic certainly tested our resilience and creativity. The appointment of a Manager to lift the organisation to the next level has enabled us to extend our reach with businesses, grant makers and individual donors to garner support through grants, sponsorship, philanthropy and donations.

Once more, humbled by the kindness and resourcefulness of individual donors, the gifting from corporates, as well as initiatives and events held in our honour we extend enormous thanks to our community.

Much gratitude to our major funders, those grant makers and companies who offer a considerable financial contribution, year on year, and heartfelt thanks to all our donors, whose efforts, big and small enable us to offer a helping hand for those in immediate need.

Our 'Aunties' rallied to host fundraising initiatives and supported our own fundraising endeavours to address our shortfall.

We have been able to navigate operating costs such as contacted movers and refuse fees through networking connections, and further streamline expenses to ensure the ongoing sustainability of our service provision.

Without the commitment from those who truly understand the impact of our service, we would not be able to support as many wahine and their whānau, and by sourcing donated essential items we can help to ensure they have the best opportunity to start a new life, free from violence.

heartfelt thanks to all our Christchurch Aunties supporters, donors and volunteers

Contact us

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