

KidsCan

KidsCan Charitable Trust

Impact Report 2025

Directory

Board Members
Julie Chapman (CEO & Founder)
Glenda Hughes
Mark Dunwoodie
– resigned October 2025
Guy Waipara
Waimarama Taumaunu
Mark Crofskey
Melanie Baker
Andrew Dick
– appointed 24 February 2026

Registered Office
7 Beatrice Tinsley Crescent
Albany
Auckland 0632

Charities Registration Number
CC21929

Auditor
Baker Tilly Staples Rodway
Auckland

Bankers
ASB Bank Limited

Solicitors
Bell Gully
Edwards Sluiters

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Our Vision

A better New Zealand for all Kiwi kids.

Our Purpose

Poverty is a reality for one in seven Kiwi kids, but it doesn't have to be their future. KidsCan believes education offers children a pathway out of hardship. Every day in over 1,400 schools and early childhood centres across New Zealand, we wrap children in support – providing food, raincoats, shoes and health items so they can learn and fulfil their potential.



A WORD FROM OUR LEADERS

> Poipoia te kākano kia puāwai
> – Nurture the seed and it will blossom.

From our Board Chair

For many organisations, 20 years is a moment to celebrate. It is a testament to strength, resilience and a job well done. But at KidsCan it's not that simple. Since 2005, we have been standing alongside Kiwi kids living in hardship, providing food, clothing and health products so they can learn and grow. In that time, we've supported more than 1,400 schools/kura, and early childhood centres and kōhanga reo, and made life better for tens of thousands of children – and in my book, that's an achievement truly worth celebrating.

But it's also one that's bittersweet, because alongside that remarkable milestone sits a sobering reality. Today, 159,000 children across Aotearoa are still living in material hardship, growing up without the essentials so many of us take for granted. We are immensely proud of the difference KidsCan makes every single day – but we are also acutely aware that our work is far from done.

What gives me confidence is the way KidsCan continues to respond. Over the past year we have made great strides, strengthening our programmes, amplifying our reach and stepping up to deliver at scale, including significant expansion of our ECE food programme. This has this been a priority because reaching children earlier in life is one of the most powerful ways we can influence long-term outcomes. It's inspiring to see the impact this support is already having on our youngest tamariki.

The successful roll out of this initiative, supported by the Ministry of Education, is a strong endorsement of our capability and credibility, and it's clear that two decades on, KidsCan has firmly cemented its place as a trusted and proven organisation. Schools value us, children rely on us, and our partners – including government – continue to invest alongside us.

But none of this happens without the dedication of an extraordinary team. I'd like to acknowledge our fantastic KidsCan team, and the incredible Board members who provide guidance, governance and strategic insight. Every Board meeting is a reminder of the energy and motivation that sits within KidsCan - an organisation driven by good people doing great work for our country. I'm deeply grateful to our supporters, whose generosity fuels all of our programmes. Through our united efforts, we've shown that a country that cares can make an impact in children's lives to ensure they can access education.

Yet as we look ahead, the reality is stark. Global uncertainty, rising unemployment and escalating cost-of-living pressures mean that demand for our services will continue to rise. KidsCan is ready to respond, but we can't do it alone. Now, more than ever, we need your help to ensure children born into hardship still have the essentials they need to thrive.

KidsCan has made a remarkable impact over the last two decades. But we need to keep moving forward, together, so that every child across the country has a fair chance at a good life.

Ngā mihi nui,



Guy Waipara
KidsCan
Board Chair
(Rongowhakaata)

From our CEO

In 2025, KidsCan reached a significant milestone – 20 years of supporting children in need. When the organisation was first launched, I could never have imagined the scale of hardship we would see today. What began as a response to children going without the essentials has grown into support for over 940 schools and 500 early childhood education (ECE) centres nationwide.

This year 159,000 children were living in material hardship in New Zealand. That's a level of hardship no country should ever accept – but I do feel incredibly proud that for two decades, KidsCan has continued to show up for the children and families who need us most. The past year was one of the toughest yet for families, with the cost of living crisis making the provision of everyday essentials a constant struggle.

The economic conditions also impacted our ability to raise funds. The commitment of our long-standing partners was more critical than ever – partners like Meridian Energy who have supported us for 12 years, ASB, and Trillian Trust, alongside newcomers such as Raine and Horne who recently joined the KidsCan fold. Individuals also rose to the occasion, with many who could afford to donate increasing their levels of support, while the KidsCan Handball-a-thon provided another much-needed boost, raising over $500,000 with help from How to Dad and The Hits with Jono, Ben, and Megan. Because of the incredible generosity of our partners and donors we were able to take 50 schools off our waiting list, giving even more children access to the resources they need to learn and thrive.

Food insecurity continues to be one of the most urgent challenges we see. This year we significantly expanded our early childhood food programme thanks to a Ministry of Education grant. This funding enabled us to provide healthy lunches, fresh fruit and yoghurt to over 15,000 under-fives a day. Not only is this a giant leap from 2024 (when we supported 6,000–6,500 children through our ECE food programme), but it's a critical step in addressing one of the most immediate barriers to learning and wellbeing.

We also continued to invest in initiatives that support children's long-term outcomes, such as our new oral health and hygiene programme for children under five, developed in partnership with the New Zealand Dental Association and with support from KidsCan partner Acton. Around 42% of New Zealand children experience tooth decay by the age of 5, and we know that for families living in hardship, being able to afford personal hygiene items like toothpaste and toothbrushes can be a real struggle. We also know that if children have poor oral health it impacts their ability to learn, so this programme is a powerful intervention. Evaluation of the pilot programme by Verian and Impact Lab has been extremely encouraging, with 82% of participating children now brushing their teeth at least twice a day. We can't wait to roll the programme out to up to 15,000 under-fives nationwide in June 2026.

I am incredibly proud of our KidsCan team, who have shown resilience, agility and unwavering dedication throughout a demanding year. From warehouse and operations, to our programme and fundraising teams, their ability to respond quickly to growing need has been outstanding. I would also like to acknowledge our Board of Trustees who so generously volunteer their time, energy and expertise, and of course, our partners, donors and supporters – your contribution makes this work possible.

Looking ahead, there is still much to do. We will continue to strengthen our food programmes and strive to reach more children, including those outside traditionally low-equity schools who are still experiencing hardship. With 159,000 children in need across New Zealand, KidsCan remains laser focussed on extending our reach and deepening our impact.

After 20 years, our purpose is unchanged. By working together we can help create a better New Zealand for all Kiwi kids. Thank you for being part of that journey.





Dame Julie Chapman
KidsCan CEO and Founder

Our Mission

We believe education equals opportunity and no child should be too cold, wet or hungry to learn. Which is why we provide the essentials to Kiwi kids in hardship: nutritious food, warm clothing, sturdy shoes, and headlice treatment, so they can focus on learning.



How we make it happen:

1.

By providing the essentials such as food, jackets, shoes, socks and health items through our partner schools and early childhood centres.

2.

By providing our programmes nationally to assist children across New Zealand.

3.

By working closely with schools, ECE centres and communities to ensure our support reaches those who need it the most.

CHILD POVERTY IN NZ

Child poverty in New Zealand isn't getting any better. The latest Stats NZ figures show more than 169,300 amount of Kiwi kids are living in material hardship, going without the essentials like a good pairs of shoes, doctor's visits, and fresh fruit and vegetables.

According to Stats NZ, the number of Kiwi kids living in material hardship grew from 156,600 (13.4%) in 2024 to 169,300 (14.3%) in 2025. That's an increase of 12,700 children in one year, and up almost 40% from 121,800 (10.6%) in 2022.

These statistics reflect what we are seeing and hearing at KidsCan. Our partner schools, early childhood centres and communities tell us of a growing need across the country, as more New Zealand families feel the strain.

1 in 6 (17.8%)
children live in households with low income after deducting housing costs.

Almost
1 in 5 (18.9%)
for tamariki Māori.

1 in 5 (20.2%)
for Pacific children.

1 in 7 (14.3%)
children live in material hardship.

1 in 4 (25.1%)
for tamariki Māori.

Almost
1 in 3 (31.0%)
for Pacific children.

Source: Stats NZ, Child Poverty Statistics Year Ended June 2025

Material hardship measures of child poverty determine the proportion of children who live in households lacking the essentials many of us take for granted. If a household lacks seven or more essential items from the MH-18 list, they're deemed to be living in material hardship. Going without ten or more indicates severe material hardship. The index includes things like:

- Going without fresh fruit or vegetables because of the cost.
- Having to put up with feeling cold to keep costs down.
- Unable to afford an unexpected $500 expense without borrowing.
- Putting off doctor's visits to keep costs down.

OUR SCHOOL SUPPORT

Our KidsCan school support is designed to enable children to arrive in class warm, fuelled and ready to learn. Once you're a KidsCan partner school, our support is available for the long haul.

Staff order what you need from us – because you know the best way to meet the needs of your children. The programme is designed to be mana-enhancing, reducing the stigma which children in poverty can face. Together, we can make a difference.

KidsCan has supported an increasing number of schools each year, from 183 in 2010 up to 945 in 2025 - reflecting KidsCan's growing reach and support for more Kiwi kids living in hardship.





Food:

Hunger remains one of the biggest barriers to learning for children experiencing hardship. KidsCan provides nutritious breakfast foods, snacks and lunch options through schools, helping ensure children have access to the food they need during the school day. By easing pressure on whānau and reducing one of the barriers that can prevent children from participating fully in education, this programme helps create the conditions for children to learn, grow and thrive.

Our range includes shelf-stable breakfast items, spreads, fruit, baked beans, yoghurt, muesli bars, crackers and snacks. For schools not covered by the Government lunch programme, we also offer a selection of heat-and-eat meals such as butter chicken and rice, beef chilli, bolognese, pasta and soups.

Clothing:

For some children, a cold or rainy day can mean arriving at school wet and uncomfortable – or not attending at all. Without suitable clothing or footwear, children can also miss out on sports, outdoor learning and other activities that are an important part of the school experience. KidsCan provides brand-new, warm, waterproof jackets, and quality shoes and socks to children who need them, helping ensure they can stay warm, dry and comfortable throughout the school day. Our jackets are fleece-lined with detachable hoods, making them practical for New Zealand winters.

Health:

Health issues such as head lice can create an additional barrier to education for children experiencing hardship. KidsCan provides health products including head lice treatment and combs, helping families access products that can otherwise be expensive to purchase. Supporting children to receive treatment quickly means they can return to school sooner, reducing disruption to their learning.

WHAT WE DELIVERED IN SCHOOLS

Schools supported:

947 2025

926 2024

Total roll for schools supported:

245,763 2025

238,735 2024

2025 Data source: Education Counts website (22 December 2025)
2024 Data source: Education Counts website (1 Nov 2024)

Number of children receiving food support:

80,189 2025

68,181 2024

Based on Term 4 school ordering form

Food items distributed:

Rounded to the nearest 000'000

5.5mil 2025

5.1mil 2024

Food item is a single unit e.g. a snack bar, or bulk items like tinned fruit salad, or a bag of rice

Jackets distributed:

58,065 2025

46,139 2024

Health items distributed:

45,736 2025

Head lice combs, bottles of nit lotion

41,725 2024

Head lice combs, bottles of nit lotion



Pairs of shoes distributed:

41,765 2025

35,530 2024

HOW WE MAKE A DIFFERENCE IN SCHOOLS

OUR REACH BY REGION

To ensure children right across New Zealand are assisted, our programmes are provided nationally. The numbers below demonstrate the number of schools in each region that are supported by KidsCan.

Northland
2025 = 120 | 2024 = 119

Auckland
2025 = 216 | 2024 = 214

Waikato
2025 = 111 | 2024 = 107

Bay of Plenty
2025= 85 | 2024 = 84

Gisborne*
2025 = 35 | 2024 = 36

Taranaki
2025 = 28 | 2024 = 26

Hawke's Bay
2025 = 73 | 2024 = 72

Manawatū-Whanganui
2025 = 96 | 2024 = 94

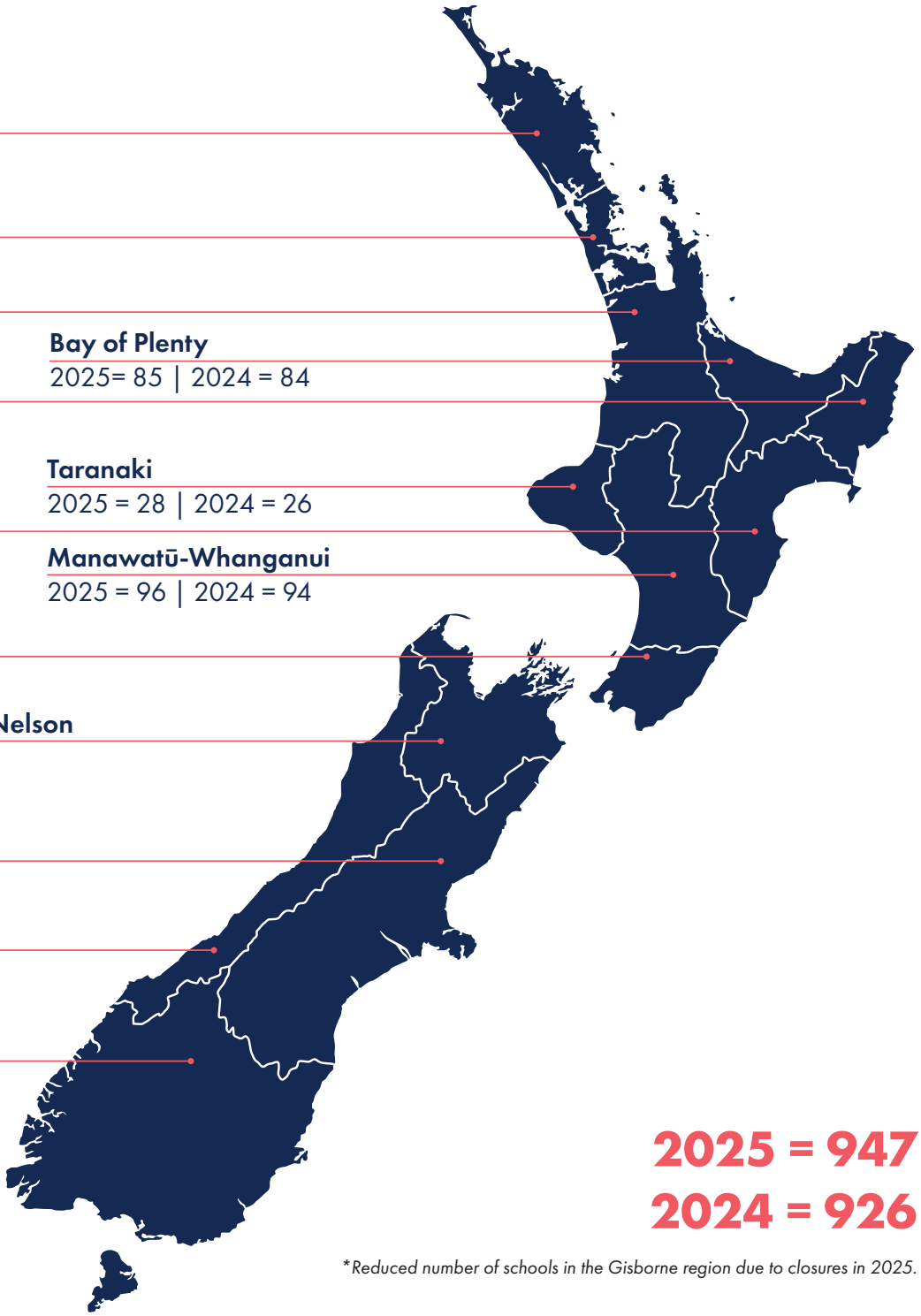
Wellington
2025 = 68 | 2024 = 65

Tasman / Marlborough / Nelson
2025 = 17 | 2024 = 14

Canterbury
2025 = 62 | 2024 = 60

West Coast
2025 = 11 | 2024 = 10

Otago / Southland
2025 = 25 | 2024 = 25



2025 = 947
2024 = 926

**Reduced number of schools in the Gisborne region due to closures in 2025.*

EQUITY INDEX BASED FUNDING

The Equity Index aims to identify and respond to the socio-economic barriers facing student achievement, and to allocate resources where they are most needed.

The index is based on the premise that students facing greater socio-economic challenges are less likely to achieve, and therefore require more support.

The higher the index number, the higher the average number of students facing greater disadvantage within a school population.

The Equity Index number calculated for each school is between 344 and 569.

Schools are placed into a band based on their Equity Index number.

The graphs below represent: the range of Equity Index numbers that can be assigned to a school, and the total number of schools that fall within each Equity Index group both nationally and those supported by KidsCan.

The "Other" category refers to schools where the EQI was recorded by the Ministry of Education as either 'not calculated' or 'not applicable'.

Schooling Equity Index Number:



School Equity Index Group:

2025	FEWER	MODERATE	MORE	OTHER
National #	678	1055	736	113
KidsCan #	11	290	604	42
KidsCan %	2%	27%	82%	37%

2024	FEWER	MODERATE	MORE	OTHER
National #	685	1,040	738	103
KidsCan #	8	272	602	44
KidsCan %	1%	26%	82%	43%

2025 data was extracted on 22 December 2025. 2024 data was extracted on 19 December 2024.



"We've seen some families make dramatic improvements in attendance, with rates increasing from very low levels below to near full attendance. Knowing that their children will be fed when they arrive at school has made a significant difference."



"Before KidsCan support, we were dealing with challenges including food insecurity, some of our tamariki coming to school hungry, and children without access to shoes or clean clothing. Now, we have a thriving breakfast club where tamariki are welcomed, and have kai before starting the day. Having the same shoes and jackets as their peers has helped our children feel on equal ground. Thanks to KidsCan, no-one needs to feel whakamā."

– Principal at KidsCan Partner School

MORE STUDENTS ARRIVING AT SCHOOL HUNGRY

At Hornby High School in Christchurch, whānau support worker Jude says she is seeing more students arriving at school hungry, more families asking for help, and growing pressure on households already struggling to keep up with rising costs.

This year is particularly bad with the price of petrol and food.

"Every lunchtime, I have students lined up outside my office looking for something to eat. Last term I was feeding around 100 students at lunchtime, but now it's even more."

Jude says the number of students needing support has continued to grow this year as more families struggle to keep up with everyday costs.

"We're very lucky to have a fridge that we stock, and the kids know they can go there every day," she says.

While the school receives free lunches, Jude says many students still need additional food throughout the day, with KidsCan snacks, fruit and breakfast supplies helping fill the gap.

"If it wasn't for organisations like KidsCan, I don't know where we would be," she says. "These kids come for two or three helpings, so I know they are hungry."

Jude says she is also seeing a sharp increase in families needing emergency support, including food parcels, uniforms and shoes.

"There's probably another 30 or 40 families who I support with food parcels and anything I can give," she says. "I've had parents in tears because their kids are sharing a school uniform and they can't go to school at the same time."



The demand for shoes has become especially noticeable, with many students unable to afford the closed leather shoes required at high school.

"Your shoes are the most popular shoes in the school," Jude says. "I hand out literally around 10 to 15 pairs of shoes a week."

As winter approaches, Jude says the colder weather is adding even more pressure for families already struggling with food, petrol and power bills.

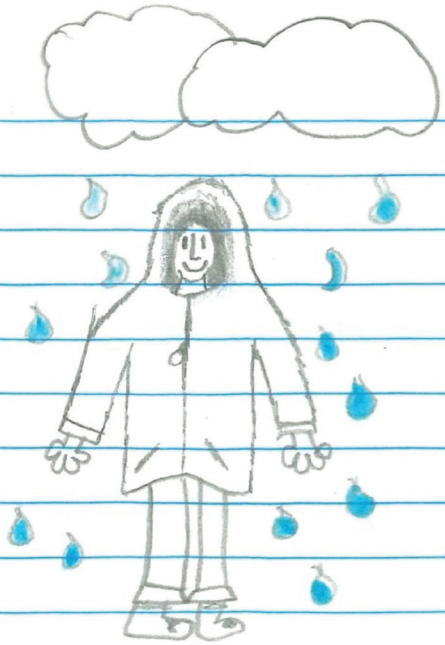
"There was one family who couldn't eat because they had this horrendous power bill come in," she says. "And then winter comes on top of everything else."

Jude says the effects of hunger are visible in classrooms every day, with students struggling to concentrate, engage and regulate their emotions.

"They are lethargic, no energy, they can't do PE," she says. "They aren't focused in class – you can see they aren't taking anything in."

She says schools are increasingly stepping in to provide the kind of practical support many families simply cannot afford right now.

"When these kids are hungry, I know they are hungry at home too," she says. "So I'll say, 'Come and see me at the end of the day and I'll get you something to take home for tea tonight.' Then these kids walk out of here with their heads held high knowing they are taking dinner home for their family, and they will have something to eat tonight."



Thursday 13th May

Dear Sponsors of KidsCan

Thank you for the wonderful jackets that you gave us and especially for rainy days so we stay and dry while we still look good in the jackets.
When I got home my Nan said I look neat and when I took it off she knew straight away that they were comfey.
Thank you for making it black because it's my second favourite colour.
We are really grateful for the things you gave us.

Your Sincerely
Tania.



OUR ECE SUPPORT

We support low-equity centres by providing food, clothing and health products. We feed every child with a daily healthy lunch from recipes children love, including spaghetti bolognese and chicken stir-fry, complemented with fruit and yoghurt. Every child also receives a warm jacket, shoes and socks, dinosaur gumboots, head lice treatment and a comb.

In 2020, Waikato University research undertaken between 2018 and 2019 found the programme is making a 'valuable difference' to children's wellbeing. Good nutrition and warm clothing mean children are more engaged in learning, with increased energy and attention spans.

In addition to the centres KidsCan supports, the New Zealand Government funds lunches for up to 10,000 additional preschoolers, and KidsCan works with Gilmours to deliver these to centres across New Zealand.

The KidsCan ECE Food for Kids Programme is a free food programme offered to 2 to 5-year-olds attending eligible early childhood education (ECE) centres around New Zealand.

Menus follow a six-week seasonal rotation, introducing tamariki to a variety of nutritious foods while providing the consistency that helps young children build familiarity with new flavours and ingredients.

Each six-week cycle includes five menu options, giving centres the flexibility to choose the menu that best suits their children.

Recipes are continually reviewed and refined in response to feedback from centres, alongside cultural and dietary considerations, ensuring the programme continues to meet the need of the communities we support.

> **"This really helps our whānau out a lot, especially to our whānau that struggle and can't afford healthy and nutritious kai. Tamariki are loving the different menus, our big hit is chicken pasta bake, fish bites/nuggets, tuna pasta salad."**
>
> **– Centre Manager**





Food:

Centres can choose from a range of recipes that children love. The menu includes a vegetarian-friendly option that can also be made egg-free, catering to a variety of dietary needs. Centre staff involved in preparing the meals complete a compulsory online course. KidsCan's suppliers deliver fresh, healthy ingredients to centres every week or fortnight, so staff can put together easy-to-prepare lunches. We provide fruit and yoghurt to complement lunches. The menu is created with the input of a nutritionist and the Heart Foundation to ensure it offers a balance of protein, carbohydrates and vegetables. All recipes meet the Ministry of Health's guidelines for reducing food-related choking in early childhood education settings, keeping our tamariki safe.

Clothing:

Young tamariki spend much of their day exploring, learning and playing outdoors, whatever the weather. KidsCan provides warm, waterproof jackets, quality shoes, socks, and gumboots to help children stay comfortable and ready to learn through play.

Our light-blue jackets feature reflective detailing for outdoor visibility, while sturdy shoes and gumboots keep their little feet warm, dry, and puddle-ready throughout the winter months.

Health:

KidsCan provides head lice treatment and nit combs that centres can order throughout the year. Products are sent home with enough treatment provided for the entire family, recognising that treating the whole whānau can help prevent reinfestation.

WHAT WE DELIVERED IN EARLY CHILDHOOD EDUCATION (ECE)

Centres supported:

521 2025

203 2024

In 2025, 321 of the centres we support with fresh lunches are funded through Ministry of Education.

Total roll for ECEs supported:

14,677 2025

6,418 2024

2025 data source: Education Counts Website (22 December 2025)
2024 data source: Education Counts Website (19 December 2024)

Children who have access to daily meals:

14,677 2025

6,418 2024



Fresh lunches provided for ECE children:

2.6mil+ 2025

1.3mil+ 2024

Jackets distributed:

4,676 2025

4,568 2024

Pairs of shoes distributed:

3,771 2025

4,272 2024

Pairs of gumboots distributed:

3,846 2025

4,319 2024

Health items for ECEs:

7,864 2025

Head lice combs, bottles of nit lotion

9,452 2024

Head lice combs, bottles of nit lotion

HOW WE MAKE A DIFFERENCE IN EARLY CHILDHOOD

OUR REACH BY REGION

To ensure children right across New Zealand are assisted, our programmes are provided nationally. The numbers below demonstrate the number of early childhood education centres in each region that are supported by KidsCan.

Northland
2025 = 61 | 2024 = 24

Auckland
2025 = 102 | 2024 = 47

Waikato
2025 = 54 | 2024 = 12

Bay of Plenty
2025 = 76 | 2024 = 23

Gisborne
2025 = 26 | 2024 = 8

Taranaki
2025 = 14 | 2024 = 6

Hawke's Bay
2025 = 72 | 2024 = 40

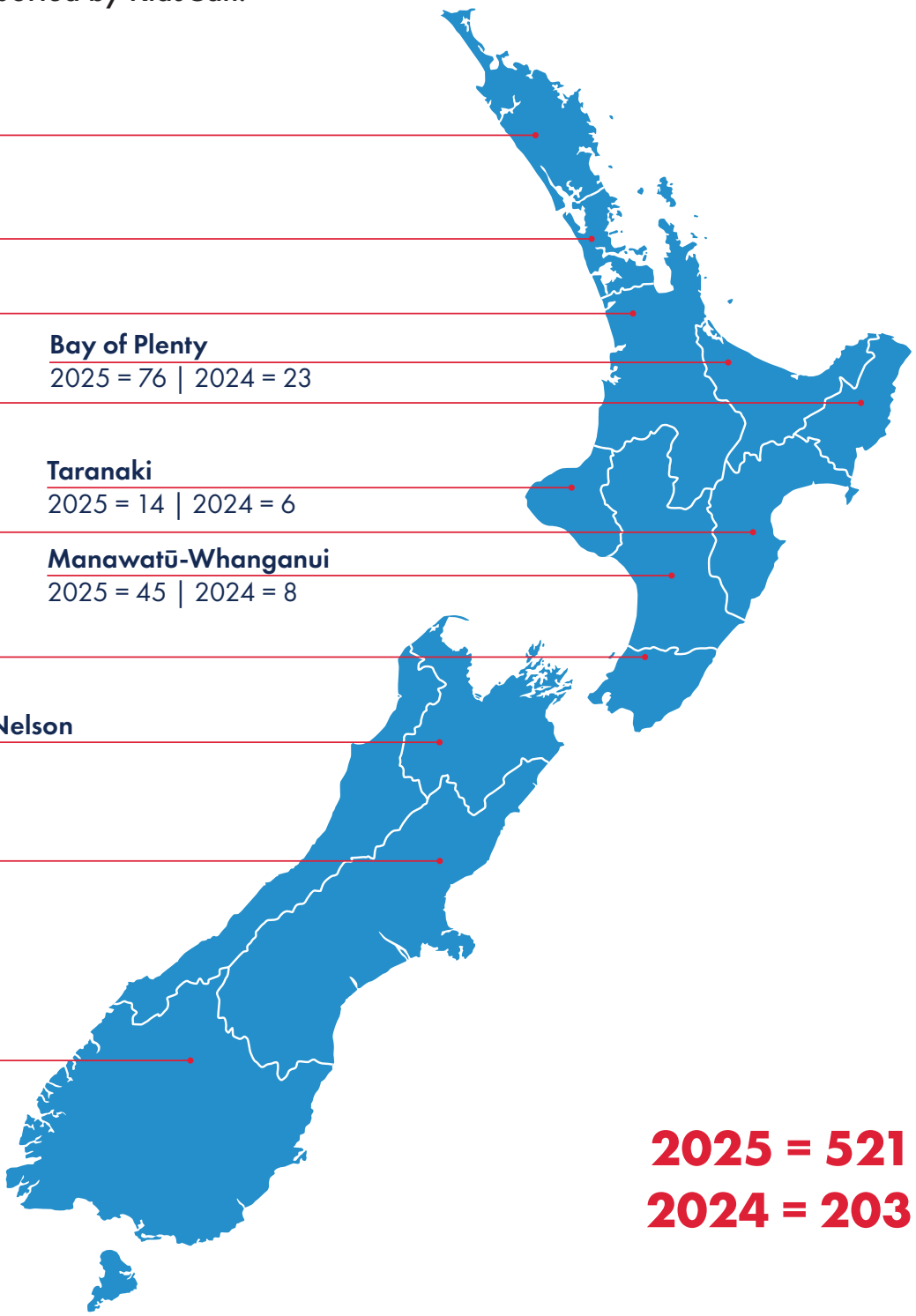
Manawatū-Whanganui
2025 = 45 | 2024 = 8

Wellington
2025 = 33 | 2024 = 16

Tasman / Marlborough / Nelson
2025 = 3 | 2024 = 0

Canterbury
2025 = 25 | 2024 = 17

Otago / Southland
2025 = 10 | 2024 = 2

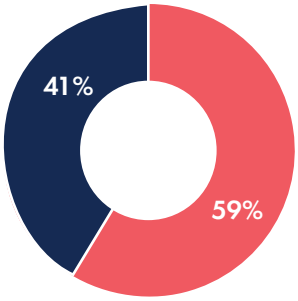


2025 = 521
2024 = 203

OUR REACH BY EQUITY INDEX

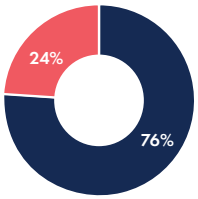
To ensure our ECE programmes reach the children most in need, we operate predominantly via low Equity Index centres. The below graphs demonstrate the percentage of each equity band supported by KidsCan versus those that aren't.

2025 EQI 1



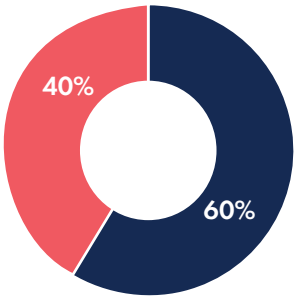
Total supported by KidsCan = 205

2024 EQI 1



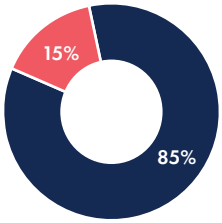
Total supported by KidsCan = 84

2025 EQI 2



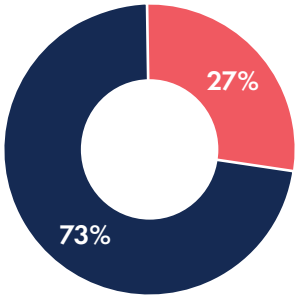
Total supported by KidsCan = 138

2024 EQI 2



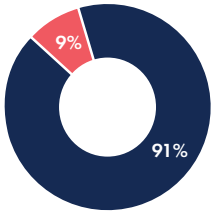
Total supported by KidsCan = 52

2025 EQI 3



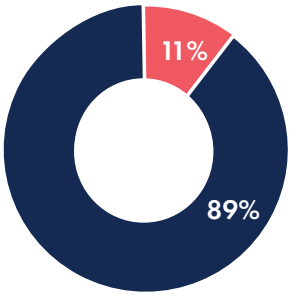
Total supported by KidsCan = 98

2024 EQI 3



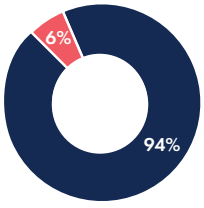
Total supported by KidsCan = 34

2025 EQI 4



Total supported by KidsCan = 61

2024 EQI 4



Total supported by KidsCan = 30

ECEs receiving KidsCan support

ECEs not receiving KidsCan support

*Ninteen of the KidsCan supported Early Childhood Centres for 2025 are not reflected in the pie charts. Twelve of the KidsCan supported Early Childhood Centres for 2025 have an equity index of 5+ and seven of the KidsCan supported Early Childhood Centres for 2025 do not have a recorded EQI index in the MoE's directory. The 2024 data was sourced online from the Ministry of Education website in December 2024, while the 2025 data was collected in December 22, 2025.



"

The whānau and kaiako are already seeing the joy this programme brings to our tamariki – they're loving the creative menus and the opportunity to explore new kai together. Your generosity strengthens our commitment to nurturing their wellbeing and curiosity. Ngā mihi maioha for partnering with us. This collaboration is truly making a difference in our community.

– ECE Centre, Waikato

"

SUPPORTING CHILDREN TO LEARN AND THRIVE

At Swinburn House, a small early learning centre in Hawke's Bay, the KidsCan ECE Food Programme has become an integral part of supporting tamariki, whānau and the wider centre community.

Amanda Bolesworth from Swinburn House says the programme has improved children's wellbeing, concentration and participation in learning, while also easing financial pressures for families.

"Having access to a consistent, nutritious hot meal each day has significantly supported wellbeing and engagement. We have observed improved concentration, increased participation in learning experiences, and more settled behaviour, particularly for those who may otherwise come to the centre without sufficient food," she says.

"Knowing they will receive a quality meal provides a sense of security and routine. Many families have expressed appreciation and relief knowing their child is being well-fed during the day, regardless of circumstances at home."

Amanda says the KidsCan Food Programme has had a positive impact across the entire centre, supporting both tamariki and kaiako in their day-to-day experience.

"At a service level, the programme has supported a more equitable environment where all children can access nutritious food without stigma. It has also enabled kaiako to focus more on teaching and learning, rather than managing food-related concerns. The reliability and quality of the programme have made it an integral and valued part of our daily operations," she says.

"We truly appreciate the care and understanding that KidsCan demonstrates toward the realities faced by many whānau. Their commitment to supporting children's health, wellbeing and learning is evident, and it aligns strongly with our values as a centre. We are proud to be part of this programme."

Beyond the food programme, Amanda says the additional support provided by KidsCan has also made a meaningful difference for tamariki and their whānau, helping remove barriers that can affect children's confidence and participation.

> **"The additional resources provided, such as preparation materials, have been incredibly valuable for our tamariki and whānau, helping to remove barriers to participation and supporting children to feel comfortable, confident, and ready to learn."**

She says KidsCan's approach is characterised by genuine care, respect and a deep understanding of the communities it supports.

"Their approach is mana-enhancing and ensures that tamariki are supported in a way that upholds their dignity and wellbeing.

"Our experience has been overwhelmingly positive, and we have found KidsCan to be responsive, reliable, and easy to work with. Their support has become an integral part of how we care for our tamariki and connect with our whānau."

CHRISTMAS FOOD PACKS



In December 2025, KidsCan and Gilmours delivered 4,018 food parcels to families across Gisborne, Hawke's Bay, and Northland – regions that cover more than 30,000 km².

Food parcels were offered to 160 centres, with each parcel providing around 23kg of food, including meat, staples and fresh vegetables.

For many whānau, these parcels relieved financial pressure, secured food over Christmas and New Year, and let families focus on time together rather than worrying about their next meal. A huge thank you to Gilmours for their support and remarkable logistics, reaching 160 ECEs and kōhanga reo in just two weeks.

"

It's more than just food – it's the feeling of manaaki and aroha that comes with it. Our whānau feel uplifted knowing there are people out there who stand alongside us."

– Centre Manager

OUR COMMUNITY

Our community is our life force.

Every meal, jacket and pair of shoes we provide starts with someone who chooses to help. A regular donor could be a business setting aside a portion of profit, a grandparent giving from their superannuation, a student baking for a fundraiser, or a foundation writing a grant. None of you had to say yes – but you did, and that's the reason tens of thousands of Kiwi kids get to arrive at school fed, warm and ready to learn.

On the following pages, we pay tribute to the people whose generosity makes this possible.







INDIVIDUAL GIVING

Our KidsCan Village is a community of like-minded Kiwis whose regular support helps create lasting change for Kiwi kids.

Kids living in poverty need to know someone has their back, day after day, and that's what regular giving makes possible. It means we can provide food and clothing, bring more schools and ECEs into our programmes, and help more children feel comfortable, well-fed and ready to learn. But most importantly it means we can provide support not just this month, but next month and every month after that. It's this reliability that lets us make a promise to every school, every ECE, and every child we support that we'll be there for as long as they need us.

The basics that give children a chance

Growing up, Sarah Sharfe didn't think of her family as particularly fortunate, but there was always food on the table, she had clothes to wear, and her parents made education a priority.

Looking back, she sees those seemingly ordinary things differently.

"I know that what I've achieved in my life comes from having that good grounding and having had the basics," Sarah says. "If you are hungry or you can't turn up to school because you don't have shoes to wear, you are being denied that opportunity to have the best chance at your future, no matter what that might be."

It's a belief that has helped shape Sarah's support of KidsCan since 2011. At its heart is her conviction that children shouldn't have their opportunities determined by circumstances they had no part in creating.

"No matter what happens and no matter what situations have come about, a child has never brought that upon themselves. That's a circumstance that they have no control over," she says.

"If we want to have a good society in the future, we have to look after the next generation and give them the opportunity to be the best possible version of themselves."

Fifteen years after she began supporting KidsCan, Sarah believes the pressures facing families have only grown.

"I think it's got a lot worse since 2011 – now so many average families are struggling so badly," she says.

"In many cases both parents are working but even what should be basics - food, clothing, healthcare - are out of reach. Society has a lot of big problems at the moment and a lot of that lands on children."

Ultimately, Sarah hopes her support helps give children experiencing hardship the same opportunities as their peers – wherever those opportunities might take them.

"Every child deserves the opportunity of an education. KidsCan helps remove barriers to being at school and being able to engage and learn."

And after 15 years of giving, her reason for continuing to support KidsCan remains remarkably simple.

"Children are our future. They are the building blocks for our future society, so supporting them is good for all of us in the long run. It's an investment in the future."

BUSINESS COMMUNITY

Doing what we do really does take a village, and we couldn't continue supporting children experiencing hardship without the tireless efforts of our Principal, Major and Associate Partners, and Business Supporters.

Our partners and supporters have pitched in with everything from financial and in-kind donations to volunteering their time and resources. Together we have supported thousands of Kiwi kids living in poverty, making a meaningful difference to their lives and the lives of their families.

Here are some of our 2025 highlights.











MERIDIAN

For the past 12 years our Principal Partner, Meridian Energy, has poured their heart and soul into supporting KidsCan and our partner schools, ECEs and kōhanga reo, donating $1 million each year to provide food and clothing for tens of thousands of children across the motu. Not only has Meridian's backing of our Winter Appeal raised more than $280,000 in one-off donations, but it has also generated 727 new monthly donors. That's the equivalent of support for over 1,500 kids for a year!



"Since 2013 we have been incredibly proud to stand alongside and support KidsCan as their Principal Partner. We remain committed to the hugely important work they do, and we'll continue to do our part to help make a difference for the next generation of young Kiwi kids."

– Mike Roan, CEO,
Meridian Energy



PRINCIPAL PARTNER Meridian.

MAJOR PARTNERS

THE a2 MILK COMPANY

"We are proud to be partnering with KidsCan to support a programme whose objectives and values are so closely related to our own. Just as KidsCan is focused on helping kids to conquer disadvantage and live their best lives, The a2 Milk Company is focused on helping people build a better life, starting with a strong nutritional foundation from infancy onwards."

David Bortolussi,
Managing Director and Chief Executive Officer,
The a2 Milk Company

In addition to being a Major Partner, The a2 Milk Company also actively volunteers, packing food and supplies in the KidsCan warehouse and fundraising via the Auckland Marathon.

ACTON INTERNATIONAL MARKETING LIMITED (MOUTHFRESH)

"Acton continues working with the team at KidsCan to provide better education and health care outcomes for all. We are grateful to have this ongoing opportunity to support the work KidsCan does for families right across Aotearoa."

Will Thomas, Executive Chair,
Acton International Marketing Limited

Acton International, and their brand MouthFresh (toothpaste and toothbrushes), has been working alongside KidsCan as a Major Partner since 2022.

ASB

"The last year has been tough for many New Zealanders, and in times of hardship, the incredible work KidsCan does is especially impactful. ASB is proud to stand alongside KidsCan, making a tangible difference in children's lives. Our people regularly roll up their sleeves to help too, having supported with over 13,500 hours since 2019, packing essential supplies like shoes, jackets and food, to ensure that kids across the country can attend school warm, dry and well-fed. Supporting KidsCan in caring for our tamariki is what drives us, ensuring future generations have the resources they need to learn, grow and thrive."

Vittoria Shortt, CEO,
ASB Bank

FREIGHTWAYS

Sharing our philosophy of caring for our communities, Freightways is KidsCan's local delivery partner, providing warehousing volunteers, and fundraising and promoting campaigns via their available channels.



HP NEW ZEALAND

In 2024, HP New Zealand proudly joined KidsCan as a Major Partner to support a shared goal: ensuring more Kiwi students have the digital tools they need to succeed. As part of KidsCan's Tech for Kids initiative, the HP Re:Gen pilot programme is helping 600 secondary students access refreshed tech – supporting learning through a more sustainable and circular approach to technology.

"At HP, we believe every young person deserves equal access to the digital tools that support learning, creativity and opportunity," says Shannon Harris, Managing Director of HP New Zealand. "Through our pilot of the HP Re:Gen programme, we're repurposing devices that would otherwise go to waste and putting them in the hands of students who need them most. It's a practical way we can help bridge the digital divide while reducing e-waste – and we're proud to be doing that alongside KidsCan."

Shannon Harris,
Managing Director of HP New Zealand



KENNARDS HIRE FOUNDATION

"The impact KidsCan creates extends far beyond providing essential food, clothing and health products. By ensuring children have the basics they need, KidsCan is helping build confidence, improve wellbeing, and give more kids the opportunity to fully participate in their learning and realise their potential. Kennards Hire New Zealand is proud to have partnered with KidsCan since 2014, supporting this life-changing work and sharing a belief that no child should miss out on learning because of hardship. Together, we're helping remove barriers to education and creating brighter futures for children, their whānau and their communities."

Richard White, General Manager,
Kennards Hire New Zealand

MOBIL OIL NEW ZEALAND LIMITED

"Since connecting with KidsCan in 2018, our partnership has been a source of pride for the entire Mobil whānau. From our coffee cup campaign, which provides a portion of coffee cup sales across Mobil service stations to KidsCan, to our volunteer days helping to pack items which are distributed to Aotearoa's tamariki in need, everyone wants to contribute. KidsCan makes a real difference to thousands of tamariki across Aotearoa every day, ensuring kids who would otherwise go to school hungry and cold are nourished, cosy and ready to learn. We're pleased to be involved in KidsCan's efforts to support tamariki in our communities."

Wayne Ellary, Chair,
Mobil Oil New Zealand Limited

Mobil's ongoing coffee cup donation programme offers Kiwis an easy way to give to KidsCan while filling up at the pump. The co-branded cups are sold at participating Mobil service stations across the country, and for every coffee sold, Mobil makes a donation to KidsCan. Helping to fund our schools and ECE programmes. The Mobil team also provided much appreciated mahi when they helped out with volunteering at the KidsCan warehouse.

SHARE MY SUPER

"Child poverty is shocking and unnecessary. In a country like New Zealand, it shouldn't be this way. I want to give hope. I want all our country's children to have happy childhoods and flourishing lives so they can reach their potential. I believe, if we lift up our kids, we lift up our country, and together, we can end child poverty."

Liz Greive, Founder,
Share My Super

We are grateful to be one of the charities supported by Share My Super, a registered charity that enables older people to easily support a range of partner charities focused on both systems change and immediate needs of children in hardship. Liz Greive covers 100% of Share My Super's operating costs, which means all donations go directly to their partner charities. Since 2019, the generous support from Share My Super's donor community has amounted to over one million dollars for KidsCan.

TIP TOP®/ GWF BAKING NZ

"GWF is proud to have been providing loaves of bread to KidsCan for 18 years. We love partnering with KidsCan and are thrilled to be able to donate 120,000 fresh loaves to schools and kids each year. We know how important a full belly is to help Kiwi kids thrive at school."

Mark Bosomworth, General Manager,
GWF Baking New Zealand

Tip Top® Bakery has been providing bread to our partner schools since 2008, delivering loaves right to their door. Being able to make delicious toast for breakfast gives our tamariki a fantastic start, and having fresh bread for lunchtime sandwiches means children are sustained throughout the day.



WOOLWORTHS

"When you hold a pair of shiny new KidsCan gumboots in your hand you understand directly what a difference KidsCan makes to so many lives. At Woolworths we're super proud to help that work through the funds we provide, especially through our Hot Cross Buns partnership which raised nearly $86,000 for KidsCan during 2025. It's also wonderful how generous our customers are to KidsCan, with a steady stream of donations via our checkouts. During 2025, our customers gave nearly $79,000 without even being asked. With all that is going on, that's an extraordinary figure.

We also love being the major retailer for KidsCan Christmas crackers with nearly $118,000 plus GST in sales from Christmas crackers in 2025. It was lovely to donate a further $5,000 worth of gift cards as prizes inside ten crackers for lucky customers ... making it a very happy bang indeed for a few families over Christmas. We're honoured to be part of KidsCan's work, and want to thank all the team at KidsCan for the amazing efforts in bringing all these donations to life."

Kate Eastoe, GM Public Affairs and Sustainability,
Woolworths New Zealand

ASSOCIATE PARTNERS

BELL GULLY

Bell Gully supports KidsCan through provision of legal advice on a pro bono basis across all aspects of our business, helping strengthen our governance and operations. Their team also volunteers in our warehouse and generously hosted our Auckland Supporter Event, bringing together corporate partners and major donors in their stunning offices.

THE COFFEE CLUB

Helping to form our backbone, our friends at The Coffee Club have been supporting us since 2009. Their annual Christmas Cup competition invites children nationwide to design a coffee cup to raise awareness for KidsCan. They also donate 70c from every fluffy sold to KidsCan and they sell the KidsCan Christmas Crackers in their stores across the country.

FIX & FOGG

Our friends at Fix & Fogg support KidsCan through their limited-edition Fruit Toast peanut butter, released around Easter, which raises funds for our programmes. They also engage their customers directly through the "Give a Jar" initiative on their website, enabling supporters to donate jars of peanut butter to KidsCan partner schools.

THE PROPERTY GROUP

A valued part of our business community, The Property Group are deeply passionate about getting their staff behind our cause. Their staff participated in a 24-hour handball-a-thon (KidsCanBall) at Eden Park. Their offices also fundraised for KidsCan throughout the year with raffle events, a steps challenge, koha-entry movie nights, and more.

RAINE AND HORNE

A trusted name in real estate, Raine & Horne has shown its commitment goes beyond just property. Throughout 2025, offices and head office staff supported KidsCan through fundraising initiatives including hāngī events, sausage sizzles and Ninja Valley playdays. Their generosity is helping Kiwi children in need while giving back to the communities they proudly serve.

ZESPRI

Our friends at Zespri share in our mission to create brighter futures for Kiwi children. As well as supporting us financially, they are loyal in backing our fundraising campaigns and volunteering when we do food distribution.

TECHNOLOGYONE

TechnologyOne has supported KidsCan since 2021 and became an associate partner in 2025, united by a shared mission to ensure children affected by poverty have the essentials they need for a better future. Alongside its 1% pledge of profits, services and staff time, the business has backed our work through hands on volunteering in our warehouse and creative staff-led fundraising, including team challenges, bingo nights, and generous Christmas giving.

Fundraising Partner

KINDO

Through Kindo's Checkout Gifting feature, which allows their generous customers to add KidsCan items such as morning tea, shoes and jackets, to their online school orders, Kindo customers have donated over $300,000 to KidsCan since 2022.






GALA AWARDS 2025
Celebrating Better Every Day
noel leeming
PAY KidsCan
AMOUNT $ 34,000


KIA ORA
Welcome to Havelock.
The home of the
Greenshell Mussel


Thank you for your donation!
Lockie's 7th Birthday!!
Fundraising for
KidsCan
Giving all Kiwi kids a fair start

EVENTS





AUCKLAND MARATHON

Kiwis of all ages took to the start line at the 2025 Barfoot & Thompson Auckland Marathon to go the distance for Kiwi Kids, raising a combined $4,504 for KidsCan. 35 fundraisers and 5 teams took part, backed by 115 individual donations from friends, family and supporters. Two individuals raised more than $1,000 each – what an effort!

Thanks to everyone who fundraised, laced up and hit the streets of Auckland for Kiwi kids.

PORK PIE CHARITY RUN

The 2025 Pork Pie Charity Run raised $469,137 for KidsCan, making it the most successful event in the partnership's history. Participants from across New Zealand came together to drive a selection of eye-catching Minis from Paihia to Invercargill, combining their passion for adventure, community, and iconic Kiwi culture with a shared commitment to making a difference.

Throughout the fundraising campaign, teams rallied support from their local communities, businesses, and networks, raising awareness of the challenges many Kiwi children face every day.

Thank you to the Pork Pie Committee, participants, sponsors, and supporters who made this year's run possible.

COMMUNITY FUNDRAISING

Mangawhai local Dougie Haynes took on the 3,000km Te Araroa Trail from Cape Reinga to Bluff, raising more than $16,000 along the way. Our youngest fundraisers set themselves some lofty challenges too: brothers Casey and Daniel raised $470 walking their dog Biskit every day at their local park, and nine-year-old Daisy set out to run 100km before her 10th birthday, crossing the finish line – and the $2,000 mark in donations – the day before she turned ten. Ten-year-old Flynn made and sold hundreds of loom bands after learning some Kiwi kids don't have the shoes they need for school, raising $770, and for his 7th birthday, Lockie asked friends for donations instead of presents, raising $220.

And it wasn't just individuals stepping up. The corporate community rallied too, with Cook Brothers Construction hosting a charity quiz night in Queenstown that raised $19,000, and Noel Leeming turning their conference Gala Dinner into a night of giving, raising $34,000 through a charity auction. Even a touch of political humour helped the cause, with Beef and Lamb New Zealand auctioning off the Prime Minister's now-infamous "fashion crime" t-shirt to raise $1,620.

Whether it's an individual, a group, or a business, no matter the amount raised – every contribution helps support Kiwi kids experiencing hardship.



CHRISTMAS CRACKER

The 2025 Christmas Cracker Campaign raised $210,270, with more than 70,000 crackers sold nationwide and over 655 prizes redeemed thanks to the support of New Zealanders across the country.

Retail partners Woolworths, Harvey Norman, The Coffee Club and Look Sharp once again supported the campaign, alongside new partners Shine On, Fresh Choice, Raine & Horne, Avondale Business Association, and Regent of Rotorua. In a campaign highlight, the Spa World spa pool was won for the first time – making one lucky buyer's Christmas extra special.

Every cracker cracked open was a chance for someone to enjoy their Christmas while helping make a difference for Kiwi kids.

SCHOOL FUNDRAISING

There's something special about kids stepping up for other kids. Hamilton Boys' High School, an ongoing supporter of KidsCan, held a Charity Run that raised $5,746, while Pinehurst School held their annual Market Day, raising $2,716. Scots College students from Plimmer House hosted a sausage sizzle and juice stand, raising $1,705 to support Kiwi kids, and at ACG Parnell, the school's prefect team led a fundraising initiative that raised $1,164.

KIDSCANBALL WITH JORDAN WATSON (HOW TO DAD) AND JONO, BEN AND MEGAN FROM THE HITS

KidsCanBall 2025 raised more than $515,000 and brought together schools, workplaces, community groups, corporate partners and supporters from across New Zealand.

The month-long fundraising event saw 1,037 participants, 111 schools, 9 workplaces and 15 community groups hit the handball courts to take part, culminating in a 24-hour handball marathon at Auckland's Eden Park.

Peer-to-peer fundraising was introduced for the first time in 2025, with more than 100 teams rallying their networks in support of Kiwi kids. ASB-branded handball kits were distributed to schools and influencers, alongside social media activity and media coverage that reached hundreds of thousands of people.

Thank you to everyone who picked up a handball and hit the courts for Kiwi kids.

BUSINESS SUPPORTERS

- Advance Gaming
- Always Ethical
- Apex Group
- Apollo Foods
- Bluechip IT
- Bridgeman Concrete
- Cuttris
- Draeger
- Education Services
- Edwards Sluiters
- Findex
- Floorco Flooring
- FxMed
- Go Well Consulting
- Index Engineering
- Iscar Plus
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- Liquid Laundromats
- Lumen
- Mondumo Tours
- Mr. Ralph Lighting
- Mun Australasia
- NMD Investments
- Nexus Recruitment
- Office Products Depot
- Parks & Playgrounds Ltd.
- Prescience Ltd.
- Progression Group Ltd.
- Red Dell
- Signature Construction
- Snell Packaging
- Structures For Good
- Swisse Wellness
- The Cosmetic Clinic
- TSA Riley
- Unstoppable Force Ltd.
- Verge

MAJOR DONORS

- Dines Family Charitable Trust
- Greenlea Foundation Trust
- Hitch Family Trust
- Lester and Christine Gray
- Mike Daniels
- Scarlett Trust
- John Stewart – Stewart Charitable Trust
- Withiel Fund CT

FUNDRAISING SUPPORTERS

The A2 Milk Company
Adventure Alley
ASB
Avondale Business Association
B1G1
Beaufort and Co Café
Bulls & China HAIR
Clip and Climb
Cooks Brothers
Cookie Time
Crafters Market Team
Dominion Salt
Ernst & Young
Enchanted Christmas
Entertainment
Fresh Choice
Forever New
GR Partners
Griffins
Harvey Norman
How To Dad
Inflatable World Albany
Longlegs Creations
Look Sharp
M2K Consulting
Master Builders
Naked Finance
NumberWorks'nWords
NZ Safety Blackwoods
Onus
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TRUSTS AND GRANTS

Acorn Foundation
Auckland Council - Maungakiekie-Tāmaki
Auckland Council - Puketāpapa
Auckland Council - Whau
David Ellison Charitable Trust
Eastern & Central Community Trust
Estate of Emma Agnes Sellars
Gallagher Charitable Trust
Glenice & John Gallagher Foundation
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Scarlet Trust
Stewart Family Trust
TEC Foundation
The Trinity Foundation
Trillian Trust
Trust Waikato
We Care Community Trust
WEL Energy Trust
Whanganui District Council
Yondi Foundation

THANKS TO OUR BOARD



Guy Waipara (Rongowhakaata)

Board Chair

Guy (Rongowhakaata) is the General Manager of Development at Meridian Energy. He has over ten years of executive leadership experience at Meridian, operating and developing renewable energy assets, and over 30 years in the electricity sector. Guy really got behind KidsCan when Meridian Energy became Principal Partner in 2013, and joined the Board in 2019. Guy has supported a number of KidsCan fundraising initiatives through the partnership with Meridian and was delighted to be appointed Chair in 2021.



Julie Chapman DNZM

KidsCan CEO and Founder

Dame Julie is a champion for children and animals, having founded two well-known New Zealand charities, KidsCan Charitable Trust and Pet Refuge New Zealand Charitable Trust. KidsCan was founded in Dame Julie's Greenhithe garage in 2005, after she discovered that many children were missing school due to a lack of necessities like food, warm clothing and shoes. The charity started with a grant of $40,000 from Perpetual Guardian and now supports the education of tens of thousands of children nationwide in over 1200 low equity schools and early childhood centres. In 2017, Dame Julie founded Pet Refuge New Zealand, addressing a critical gap in support for victims of family violence with pets. In 2021, Pet Refuge opened its first purpose-built shelter, providing temporary homes for pets while their families are in refuge or emergency accommodation.



Mark Crofskey

Mark is a retired commercial law firm partner, and 'big four' consultancy firm partner, now working as an independent consultant in Wellington and around the motu. Mark has focused his practice on working on a pro bono basis for not-for-profit organisations. Mark is committed to achieving good outcomes for people, communities, public and private enterprises through inclusive, transparent and results-focused governance. Mark has a strong background in a range of sectors including education, energy and resources, infrastructure, the arts, faith-based organisations, and sports and technology.



Glenda Hughes

Glenda has enjoyed a successful, varied career as a media and communications specialist, strategist, writer/author, lecturer, speaker, CEO, sociologist, criminologist, policewoman and sports professional. Her Board and governance experience is varied and substantial – from being a local government councillor to chairing the Racing Industry Board and the Racing Integrity Board. Glenda has also held co-founding director, chair and board member roles for sports boards, charitable organisations, national political boards, regulatory boards and national trusts.



Andrew Dick

Andrew is an experienced Auckland based partner with Deloitte who provides assurance and advisory services across a spectrum of New Zealand companies including the not-for-profit sector. Andrew has a range of governance experience and has held leadership positions both within Deloitte and as a Not for Profit Trustee. Andrew is passionate about using his skills to help organisations achieve better outcomes.



Waimarama Taumaunu (Ngāti Porou and Ngāi Tahu)

The former Silver Fern has extensive experience in sport management and governance, including National Performance Director for All England Netball, Assistant Coach for the England netball team, and Head Coach for the Silver Ferns. Waimarama's governance roles have included The Correspondence School, The Broadcasting Standards Authority, the Alcohol Advisory Council and Sport NZ. For services to sport she was awarded an MBE in 1992 and the ONZM in 2016.



Melanie Baker (Te Atiawa, Ngāti Mutunga and Ngāti Tama)

Melanie has been practising law in Lower Hutt since 1988. During this time, she has had a wide-ranging involvement in the local community, including as a member and then Chairperson of the Board of Trustees at Petone Central School, as a Director of Atiawa Toa FM, the local iwi radio station, and as a board member of the Wellington Community Law Centres. Melanie is a passionate advocate for the rights of children and young people and is a Senior Lawyer for Child and Youth Advocate. She is also an accredited specialist family mediator and Family Dispute Resolution Provider. Melanie is Te Atiawa, Ngāti Mutunga and Ngāti Tama on her father's side and of Irish descent on her mother's. Melanie is proud to be part of the KidsCan Board and to contribute in whatever way she is able.



KidsCan

www.kidscan.org.nz

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PRINCIPAL PARTNER Meridian.