



onemothertoanother.org.nz

2023/24

Annual Report

Rīpoata o te tau



FROM **ONE**
MOTHER
to
ANOTHER

onemothertoanother.org.nz



Care.

Manaaki

Connection.

Tūhononga

Community.

Hapori

Through the simple act of gift giving, One Mother to Another cares for and empowers parents and whānau in hospital with a sick child, as well as mothers who are going through a difficult mental health journey.

Chief Executive's Report

Joy Reid



Joy Reid, Co-founder and CEO

What an incredible year we have had! As I reflect on some of the highlights, I am so deeply honoured that we've been able to support so many mothers and whānau during challenging times. Their stories are what sustain us and provide inspiration for our future endeavours.

A standout moment for me was during our Christmas packing day in December 2023. I had to pinch myself as I looked around the busy team of volunteers and remembered our modest beginnings packing a few dozen bags in a lounge seven years ago. Fast forward to now and our packing days have grown into an efficient operation, and that December day we created 1,800 care packages in a single morning.

Our hardworking team is a mix of generations and stories. One volunteer told me how she received one of our care packages when her 11-day-old was hospitalised with sepsis. It was extraordinarily humbling to think One Mother to Another had been able to be a small part of her journey, and what a privilege it was to have walked beside her in that moment. Her son is now a healthy thriving 18-month-old but she's always remembered how that care package bridged a gap between two strangers and now here she was making care packages for other mothers who'd sat in the same chair she had.

A few key things to celebrate include:

- Expanding into Timaru and Te Nīkau Grey Hospital neonatal units - this now means that every mother in a NICU ward across the South Island receives a care package.
- Starting to regularly support Dads who are the primary care-givers in Christchurch and Nelson paediatric wards.
- Growing our care package initiative again, which means we've doubled our reach in just two years.
- Forming new relationships with partners and sponsors to ensure the sustainability of One Mother to Another going forward.

This year, teamwork has been paramount. Our core team has grown to five part-time staff who have excelled, taken on more workload and demonstrated exceptional commitment. I also want to thank our 108 volunteers, who dedicated over 1,900 hours to our cause, and to our generous funders, donors, sponsors, and partners who helped us fill the care packages. A special thanks to our major funders, The Tindall Foundation and the Wright Family Foundation. I extend my deepest gratitude to everyone who is part of the One Mother to Another story.

Teamwork makes the dream work.

Board Chair's report

Jane Jackman

It is our pleasure to present this year's annual performance report. One Mother to Another has experienced significant growth and success over the past year, and as a Board, we take immense pride in the difference our care packages continue to make.

Our focus this year has been on ensuring One Mother to Another remains a sustainable and reliable partner for those we support. Key highlights from the year include our expansion into all neonatal units across the South Island, a volunteer appreciation morning tea to honour our dedicated volunteers, a highly successful fundraising gala dinner, and the touching stories we receive from mothers and whānau about the profound effect our care packages, particularly the handwritten notes, have on thousands of families each year.



Jane Jackman, Board Chair



Our Patron – Sir Jerry Mateparae

Lieutenant General The Right Honourable Sir Jerry Mateparae, the former Governor-General, came on board as our patron in 2020. A distinguished leader, Sir Jerry Mateparae is also a father and a koro who has also experienced having a child in hospital.



Lieutenant General The Right Honourable Sir Jerry Mateparae

Governance board

One Mother to Another is governed by a board. Thank you to Jane Jackman, Graham Dockrill, Warren Nairn, Gwenda Kendrew, Sara O'Connor, Athol McCully and Joy Reid. Claire Cowles and Robert Murfitt have recently stepped down from our board and we thank them for their years of service

Jane Jackman - Board Chair
Accounting Firm Partner, Mother, Grandmother

Gwenda Kendrew
General Manager, Māmā, Kuia

Joy Reid
Co-founder and Chief Executive of One Mother to Another, former TVNZ journalist, mother of three

Warren Nairn
Charge Nurse Manager, Father of two.

Athol McCully
Business Broker, Father, Grandfather

Sara O'Conner
Investment advisor, mother of two

Graham Dockrill
Entrepreneur, Investor and Director



From left, Robert Murfitt, Gwenda Kendrew, Warren Nairn, Joy Reid, Graham Dockrill, Claire Cowles, Athol McCully, Jane Jackon, and Sara O'Connor (insert)

Staff team

One Mother to Another has small and dedicated team of part-time staff who are passionate about supporting families and mothers in a time of crisis.

Joy Reid
One Mother to Another Co-Founder and Chief Executive

Natalie Chung
Project and Operations Manager

Catherine Holland
Volunteer and Sponsorships Coordinator

Zoe Radburnd
Grants Coordinator

Geoff Reid
Finance Manager



From left, Natalie Chung, Catherine Holland, Joy Reid and Zoe Radburnd. Not pictured Geoff Reid.



**“Sometimes the
simplest gestures
of kindness can be
the most effective”**

Sir Jerry Mateparae
One Mother to Another Patron
Former New Zealand Governor- General

Our History and Why

Tō tātou take



One Mother to Another was started in 2016 by two Christchurch mothers (Joy Reid and Christina Buckland), who personally experienced the distress and fear of having a sick child in hospital and became determined to ease the burden of others in that position. From these humble beginnings, One Mother to Another is today an award-winning charity which donates thousands of care packages to mothers and whānau every year across the South Island.

One Mother to Another, lead by Joy Reid as Chief Executive Officer, now provides care packages to every mother in a South Island Neonatal Intensive Care ward and to paediatric medical and surgical wards across a selection of South Island hospitals and three community organisations, as well as encouraging the nursing and medical teams at Christmas.

Research has found that parents of premature babies, (in particular mothers), are at risk of developing higher levels of anxiety, depression, anger and stress. According to the Ministry of Health's Healthy Beginnings report (2012), maternal mental illness in the postpartum period has been shown to have a detrimental effect on the emerging mother-infant and other family and whānau relationships. Research* exploring the needs and coping strategies of parents in this setting discusses how "the neonatal experience is often recounted as emotionally exhausting for parents... many parents felt their needs were overlooked and that offering more mental health resources would be welcomed." One parent from the study recalled "I felt only useful to feed my baby. Their sole concern was for my baby and there was no support offered for me. I feel like that's why I can spontaneously cry when I think about that time, even though my boy is thriving now (Mother, 33years old)"

Supporting these mothers and whānau, and others in similar situations is our passion and the cornerstone of our mahi.

*Dodge, A et al. Journal of Paediatrics and Child Health 58 (2022, 1060-1065)



Our year in numbers



6,089

packages
donated

1,900+

Volunteer hours

18

Hospital wards/
community groups
supported



1,492 Instagram followers (40% increase on last year)

4,606 Facebook followers (7% increase on last year)

374 LinkedIn followers



“I cannot thank you enough for the beautiful, filled with thought and support gift you have given me, when I was in hospital with my little one this weekend.

The precious role women play in mothering is often so undervalued, but as women we are building the futures of nations. Thank you for acknowledging what it takes to be a mother in all seasons and being there to hold us in our winters.” Elizabeth

Our care packs



Our care packs aim to comfort and support mums (and carers) in a vulnerable and distressing time. We try to bridge the gap between two strangers and offer understanding and acknowledgement of their difficulty but mostly we want to put a smile on their face and let them know we care about what they are going through and give them strength to carry on advocating and caring for their child.



Each care pack has three purposes

Practical help

Items to make a hospital stay more comfortable, such as toiletries, tea and coffee, snacks and chocolate which ensure a parent or carer does not have to leave their child's bedside. The packs also include our bespoke gratitude journal which has been designed to help aid mental wellbeing in the hospital setting. Drink bottles, hand cream, lip balm, toothbrush/paste and writing/ colouring items are also included.

Heart

We want mums and carers to feel special, loved, appreciated and cared for. One Mother to Another's co-founders spent time in hospital with their young children so they know the vulnerabilities of this time. We want our packs to make people feel valued, seen and understood. Because of this, each pack contains a handwritten note of encouragement and a handmade crocheted heart.

Something special

We know that in most cases mums and carers put other's needs ahead of their own. We take pride and joy in adding some beautiful 'treat' items in each pack, including one or more gifts ranging from earrings to beauty products. We want to spoil the recipient in a small way and we know these luxuries are greatly appreciated.



“Thank you so much for the work you do. I received this lovely bag of goodies at 2am after a long day in emergency with lots more waiting and answers to come. Made me cry with happy tears with something so thoughtful” - Mother

One Mother to Another donates care packages to 15 hospital wards and 3 community organisations across Aotearoa

This includes special “Dads” packs to 3 Christchurch paediatric hospital wards, and one Nelson ward each month. Nursing staff also receive Christmas care packs and monthly morning teas during the year.

Nelson/Blenheim

- Neonatal Ward
- Paediatric Ward

Wairau Hospital Special Care Babies Unit

Pregnancy Support Nelson

West Coast

Te Nīkau Grey Hospital

Canterbury

Christchurch Hospital's

- Children's Emergency Care
- Neonatal Intensive Care Unit
- Paediatric Ward A7
- Paediatric Ward B7
- Child Haematology Oncology Centre

Hillmorton Hospital's

- Whangai Aroha Unit
- Perinatal Mental Health Service Community Team
- Child Adolescent and Family Inpatient Services

Perinatal Wellbeing Canterbury

Nurse Maude Hospice

Timaru Hospital neonatal unit

Otago

- Dunedin Neonatal Intensive Care Unit

Southland

- Neonatal Ward

Our gratitude journal

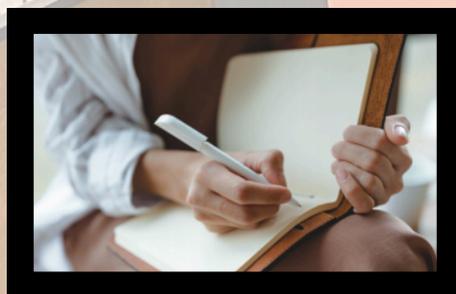
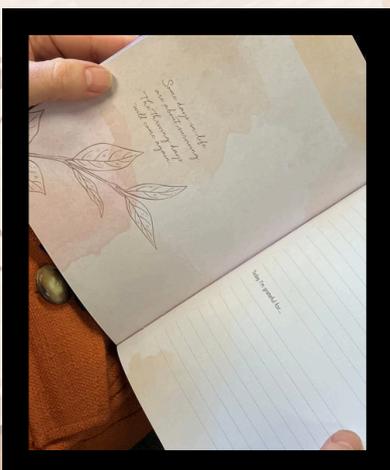
This year we were excited to be able to redesign and print 12,700 copies (in two print runs) of our bespoke One Mother to Another gratitude journal. We know how difficult it is to stay positive and engaged when faced with a sick child. These beautiful journals aim to encourage, empower and support mothers and carers while they are in hospital with a sick child or baby.

Practicing gratitude is a scientifically proven and powerful way to relieve stress and anxiety. We worked in consultation with "gratitude" design experts, hospital staff and mothers who have been in the hospital environment. Our journal is a beautiful book which serves to teach and remind those who receive it to be grateful, a key component of positive mental health.

Our journal is a multifaceted resource which doubles as a notebook and includes a number of pages helpful in a hospital setting. It can be hugely overwhelming to be faced with all the medical information about your child and to find the strength to understand it all and find a way forward. The journal includes pages for notes and questions so that our mothers/carers can be empowered to be an active part of their child's health journey, and a section for follow up appointments.

At the request of nursing staff, we have also included a "help" section with key contacts for where someone who might be "at risk" or in need of extra support can seek guidance.

"I have been in Christchurch hospital with my wee seven-week-old for a few days and wanted to say a massive thank you for this care parcel! I received it on my first night and it just made a scary situation feel a little less isolating. It was so nice to feel the community in the handwritten note and the gratitude journal will be something I will continue. Thank you for your gifts, care and thoughts. It lifts my heart every day." Care package recipient



Kimberley's Story

It was a crazy time in our lives, but these little gift packs and personal notes made me feel not so alone in this foreign world we were thrown into when Emily decided to come eight weeks early in December 2021. We were two hours away from home (we were lucky enough to get a spot in Christchurch NICU) so it was just me and my husband and Emily.



The day after she was born there was a gift pack by her incubator with lots of amazing wee things which was so beautiful with a wee handwritten note that made me cry! Then we had the tough decision when Emily was a week old on Christmas day whether we stayed with her or go home for the day to see our families who we hadn't seen since we left. It felt so unnatural to leave her there alone so it was a tough decision, but we still had a few more weeks in hospital to go.

We arrived early that morning to see Emily before we left and were greeted with the most amazing care package! Roll on the tears again! It made our first family Christmas that more special knowing people were looking out for us!

Your gift packs are amazing and bring such moments of joy in what can be such a foreign situation! The handwritten notes are the absolute best! Thank you!!



"You have no idea what a difference you have made to so many tired mums in hospital. "From One Mother to Another" packs , can make the sun shine for a mum on a day that originally looked so gloomy." Jude Selwyn, Nurse Christchurch Hospital



"In Children's Emergency Care, there are tired mothers, anxious mothers, first time mums, mums with no support near, mums waiting for child's test results. Every time I give a mother one of this care bags... The expression on their face when receiving this gift is testament to the fact that someone cares about that, and that someone acknowledged what they are going through while in Hospital with their sick child." Lili Mosa'ati, Nurse Christchurch Hospital



"When sick children get admitted to the wards , it's quite rough on families. I see the pure gratitude and joy first hand. Some parents are so emotional when receiving the packs, just pure kindness...The gift packs are just an amazing gesture to show love and care to our community." Nurse

Sam and Chris' Story



Our lives were turned upside down when Grace was seven days old. We went into hospital on the 21st of December. Grace was showing signs of abdominal pain and had high temperatures. The team at Christchurch Hospital promptly admitted us and started the long list of tests. After her second Lumbar Puncture test, they found Grace had meningitis. We were transferred to Children's High Care Unit.

The High Care team looked after us so well for four to five nights. It was very hard to be in hospital with our one-week-old and be away from our son who is nearly two and it made it harder being over the Christmas period. Luckily Grace started to recover on the 27th and we were transferred to the normal children's ward.

A couple night's stay there and we were off home. It was horrible to have to spend Christmas in hospital. But we were so grateful to receive such a lovely gift from your team late on Christmas Eve. It gave us a respite from our situation and took our mind off things for a while. Greatly appreciated. Thanks for all you do.

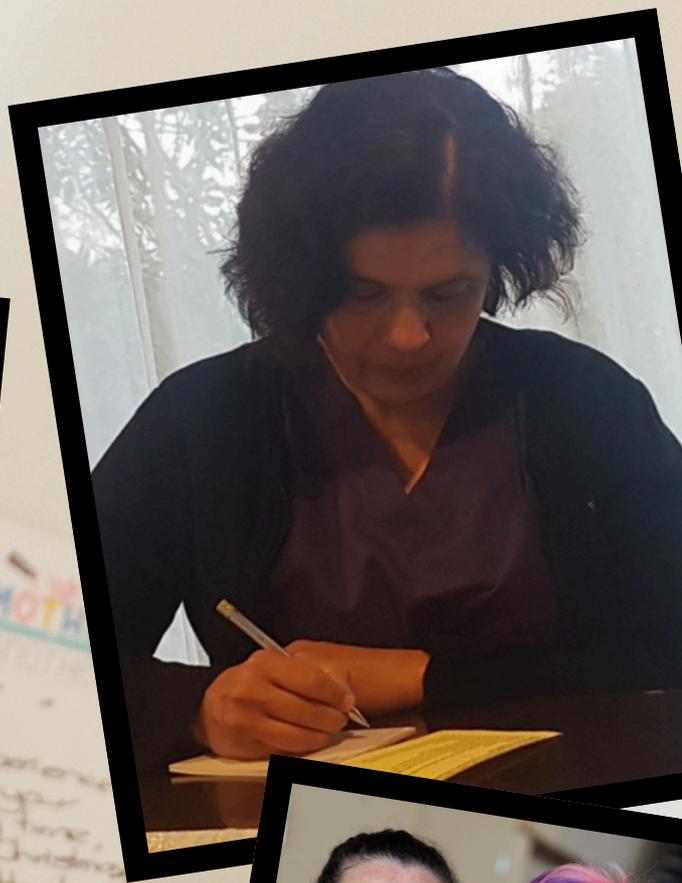
Our Volunteers

At One Mother to Another we are so lucky to have such amazing volunteers. The time they give to supporting One Mother to Another in a variety of ways is truly amazing! This year we had 108 volunteers contribute nearly 2000 volunteer hours!

"I was first introduced to One Mother to Another during a hospital stay with my son who required emergency surgery over Christmas 2021. The best thing about being involved with OMTA is the community, which has been incredibly welcoming and it's great to feel like you're giving back to others in some small way through the OMTA care packages we put together." - Kristen, regular packing day volunteer



Our Volunteers



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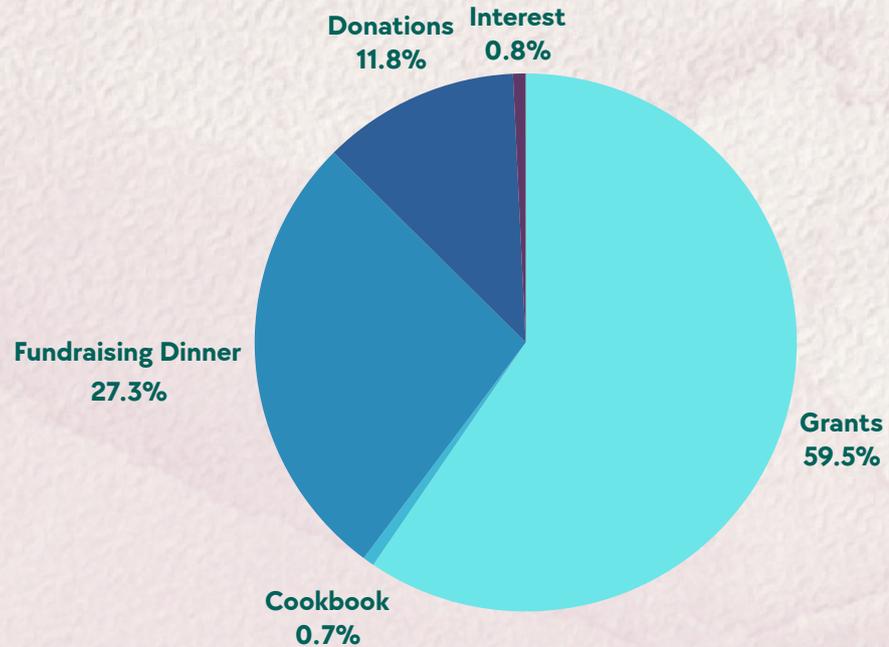
ONE MOTHER
ANOTHER
bring
bright



Income

One Mother to Another is striving to become a sustainable charity long into the future. With that goal in mind, our income streams are diverse.

We have product sponsor partners, run fundraising events, seek grant funding, sell a fundraising cookbook, run crowdfunding campaigns and seek individual and corporate donations .



Grants/ Funding partners remain a key part of our income and support from funding partners this year includes The Tindall Foundation (multi-year grant), The Wright Family Foundation (multi-year grant), Pub Charity, Rātā Foundation, Kiwi Gaming Foundation, Christchurch Casino Charitable Community Trust (CCCCT), Maurice Carter Charitable Trust, One Foundation Ltd, Lottery (COGS), Rano Community Trust - Christchurch, VINCI Foundation New Zealand, Bunnings Riccarton, The Warehouse Riccarton/ Rolleston/ Northlands/ Barrington and, Mitre 10 Mega Hornby.

Corporate sponsorship is an income stream which we are working to increase. Some of our corporate partners donate financially or offer services/ equipment or get involved as volunteers.

Donations are received through our website either as regular individual donors or one-off donations.

Our **Fundraising gala dinner** was held in September 2023 at the Canterbury Club, with guest speaker Sir Stephen Tindall. The dinner was a huge success raising more than \$60,000.

Our Christmas **Crowdfunding campaign** was run with support from The Funding Network's Generosity Generator programme. This was a 12 day crowdfunding campaign where our goal was to raise vital funds for our Christmas care packages. We raised more than \$10,000 with support from 167 donors and five corporate funders who donated \$500 each.

“After a long day with my 12-year-old in A&E and surgery, it bought a tear to my eye to see your gorgeous pack of goodies with the sweetest handwritten note attached. I will remember you all for this generous gift. Thank you for your kindness, I am truly grateful.” Nicola



Product sponsors

One Mother to Another relies on a dual model of securing sponsorship of products for the care packages, and also purchasing some items.

This year over 40,000 products were donated from our sponsors below. We thank them for all that they do to help create beautiful, practical packs for the mothers and whānau we support.

Gold

- Arnotts
- Dilmah
- Nescafe
- Original Foods
- Mindfood
- Staedtler

Silver

- Weft Knitting
- Essano
- Nestlé
- By Nature
- Small Babies
- Bell Tea
- Haakaa
- Kester Black

Bronze

- Latitude
- Emma Lewisham
- Ethique
- Scullys
- Westfield Riccarton
- Little Joys by Amalie
- Belleza
- Untouched World
- Moogoo
- Neve
- Earjobs
- Glow Lab

Supporters

- Over the Ditch
- Linden Leaves
- ProKiwi
- Xtend Life

A huge thank you to all our incredible
sponsors and supporters



Collaborations



One Mother to Another works with multiple community organisations and charities

Donates care packages to Nurse Maude Canterbury for the parents of terminally ill young patients

Donates care packages to Crisis Pregnancy support Nelson

Donates care packages each term to Perinatal Wellbeing Canterbury



We share excess products with local foodbanks

Donates mothers day packages to the Wright Family Foundation birthing care facilities in Tauranga and Māngere, Auckland

We share our office space with three other awesome charities - 24/7 YouthWork Trust, E Tū Tāngata and Attitude NZ!



“Your pack really helped my wife bounce back and made the world of difference” - husband

Financial performance statement

Please refer to our Charities Commission website for the full financial report details [www.https://www.charities.govt.nz/](https://www.charities.govt.nz/)

Statement of Financial Performance

Revenue

Donations, fundraising and other similar revenue:*	242,501
Fees, subscriptions and other revenue (including donations) from members:*	0
Revenue from providing goods or services:*	998
Interest, dividends and other investment revenue:*	1,880
Other revenue:	0
Total revenue:	245,379

Expenses

Expenses related to public fundraising:*	10,811
Volunteer and employee related payments:*	61,327
Expenses related to providing goods and services:*	109,044
Grants and donations made:*	0
Other expenses:*	13,566
Total expenses:	194,748

Surplus/deficit

Surplus/deficit:	50,631
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Statement of Financial Position

Current Assets

Bank accounts and cash:*	123,340
Debtors and prepayments:*	0
Inventory/inventories:*	0
Other current assets:*	13,945
Total current assets:	137,285

Non Current Assets

Property, plant and equipment:*	0
Investments:*	0
Other non-current assets:*	0
Total non-current assets:	0
Total assets:	137,285

Liabilities

Total current liabilities:*	9,126
Total non-current liabilities:*	0
Total liabilities:	9,126

Accumulated funds

Capital contributed by owners or members:*	77,528
Accumulated surplus or deficits:*	50,631
Reserves:*	0
Total accumulated funds:	128,159

Supporting Information

Certification

Certifying Officer: Geoff Reid

Withhold Annual Return

Withhold annual return: No

Thank you

One Mother to Another would like to thank ALL the amazing people, businesses and funding partners who support and share in our kaupapa.



“I believe One Mother to Another encompasses the Māori saying ‘Aroha atu, Aroha mai – Love given, Love returned’”- Former New Zealand Governor-General, Sir Jerry Mateparae



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Legal Status - Registered Charity in New Zealand - CC54580