



**Kindred  
Family  
Services**

# **Performance Report 2022–2023**

**Physical Address:**  
104 Commercial Road,  
Helensville, Auckland

**Postal Address:**  
PO Box 141, Helensville,  
Auckland 0800



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[/company/kindred-family-services/](#)



[kindredservices.org.nz](mailto:kindredservices.org.nz)

# Entity Information

## The legal name of entity:

Kindred Family Services

## Entity Type and Legal Basis:

Registered Charity

## Registration Number:

CC11175

## Physical Address:

104 Commercial Road, Auckland 0800

## Telephone:

09 420 7992

## Contact us:

[info@kindredservices.org.nz](mailto:info@kindredservices.org.nz)  
[www.kindredservices.org.nz](http://www.kindredservices.org.nz)

## Opening Hours:

9.30 am to 2.30 pm  
Monday to Friday

## Accounts prepared by:

Link Accounting, Pippa Baker

## Accounts audited by:

William Buck Auditors



## Moemoeā | Our Vision

**Flourishing communities, free from trauma and harm that are home to resilient, thriving citizens.**

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# Our Mission

We provide quality interventions to support, empower, and advocate for people so that they are able to reach their full potential.

## Counselling

Subsidised sessions for adults, young people and children with trained professionals.

## Pathfinders

Group programme teaching young people to be safe and well. Delivered in schools.

## Family Harm

We partner with your family to create practical pathways towards safety and a life free from violence.

## Women's Refuge

Our Kia Tīmata Anō Safe House is a confidential refuge for women and children.

## Drop-In

Our door is open, so if you have a question or want some help, feel free to pop in.

## Support Groups

Building connections and skills in a safe, nurturing environment.

## Family Support

Building on personal strengths, practical tools and skills to connect with community resources.

## Events & Gatherings

Delivering events & gatherings that promote connection and wellbeing.

# Our Strategic Priorities



## Service Delivery

### Service Delivery

Provide holistic, best practice services that meet the changing needs of our community.

### Te Ao Māori

Ensure Te Ao Māori is flourishing and thriving within our organisation with the intent of supporting our community in the best way possible.

### Our People

Develop, maintain, and value, a diverse, capable, caring, and culturally responsive team.

### Community Collaboration

Collaborate to build and maintain connections and relationships within our community in service to our Vision, Mission and Values.

### Future Fit

Ensure we are a thriving, sustainable organisation, able to adapt to meet the needs of a growing community.



# Our Values

## Manaaki

**Caring for others deeply and with open generous hearts.**

We support those in need with kindness and manaaki because we believe everyone deserves a life they choose.

## Whanaungatanga

**We believe in the strength of building relationships.**

Fostering belonging and community through whanaungatanga so that no one ever feels they are going through this world alone.

## Whakapono

**We are a safe and grounded constant.**

We feel that a fundamental foundation for healing is trust and that whakapono creates faith and openness between us and those we support, we can always be turned to.

## Rangatiratanga

**We believe in respect and honour.**

We believe in respecting and honouring rangatiratanga and personal sovereignty by guiding journeys that strengthen the mana of people.

## Te Tiriti o Waitangi

**We seek ways of being that integrate a Māori worldview.**

We honour the importance of Te Tiriti o Waitangi and tangata whenua. We are open and active in developing our work and seek ways of being that integrate a Māori worldview.

# Governance and Team

At the heart of our organisation are dedicated, expert professionals, passionate about their work.

## Our Staff

Ana Christmas, Executive Director  
Kim Wills, Clinical Manager  
Gemma Rose Peacock, Team Lead,  
Kindred Centre  
Pauline Benecke, Family Support Social  
Worker  
Kathy Cattell, Strengthening Families  
Coordinator  
Cath Strong, Groups Coordinator  
Nicole Webber, Receptionist

## Board of Trustees

Dr Harry Hillebrand, Chair  
Karen Rolleston, Deputy Chair  
Emma Farry, Trustee  
Karen Murphy, Trustee  
Clare Bradley, Trustee

## Counselors

Ashley Montgomery, Janet  
McLeod, Helen Aish, Leesa  
Minton, Leigh Cummings,  
Monique Veza, Rochelle Brett  
Rodney Greaves, Sarah  
Robinson, Sandra Blanco

## Family Harm Team

We have an amazing Family Harm team who are specialists in family violence. Our advocates work with both men and women, partnering with them to create practical pathways toward safety and a life free from violence. Their work includes, running support groups, one-on-one confidential conversations, and the support and running of our safe house, that gives refuge to women and children escaping a violent situation.



# Chairpersons Report

Kindred Family Services has had a year of consolidation after the challenges of COVID in the past few years.

I am impressed by the way the staff have handled the rapid changes and uncertainties that have come with that. Well done everyone. From an organizational point of view it is great to see full staffing levels, since so many others in the health sector are struggling in this regard.

One big change is that our long-term CEO Ana Christmas has moved on to a different role. She has guided us through a merger and a COVID crisis, and we have all grown in our knowledge of being a vibrant part of the existing health sector through her guidance. We wish her well in her future and expect to see her on a more casual basis.

On the same theme we welcome Barbara Williams as our new CEO and look forward to working with her and sharing in the experience she brings.

Kindred remains in secure shape financially, largely due to on going compliance and monitoring of performance indicators. We are highly regarded by the funders that we rely on.

For the future, we are in a period of stability but do recognize the great need out there. We look to move in manageable steps and keeping a local focus.

We need to continue to build local relationships and work closely with other overlapping service providers in our area.

A big thank you to all the staff, volunteers, sponsors and supporters who helped at Turning the Tide fundraising event, it was a great family day.

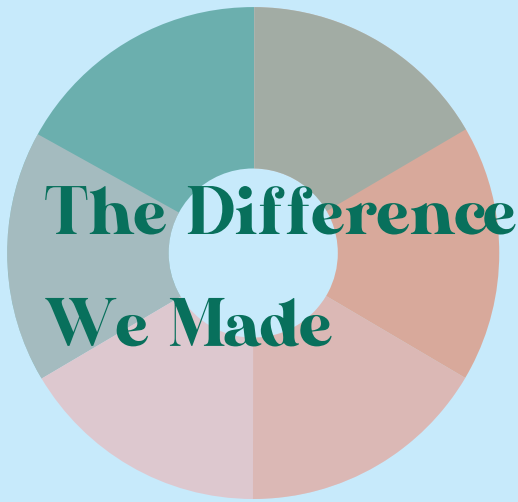
All the best for the upcoming year.

Harry Hillebrand  
Chairperson



Kindred Family Services





Hours of tea,  
coffee, & korero  
at our drop-in centre



**1992**

Hours of counselling



**43**

Women & children  
housed in  
our safe house



**1350**

Nights in safety



**3532**

Goals set by  
our service users



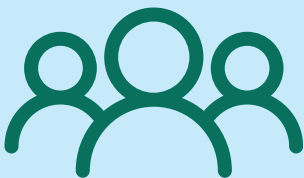
**2961**

Goals achieved by  
our service users



**53**

Children attended  
Pathfinders



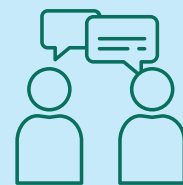
**85**

Parents attended  
a parenting  
workshop



**2300**

Kilometres walked for  
the wellbeing of  
children & youth



**303**

Welfare checks  
for at risk  
community clients



Our services work on a trajectory from crisis to safety and resilience, towards a thriving community. This was our first full year of uninterrupted service delivery as Kindred Family Services. We are thrilled to have directly supported one thousand and sixty-two adults, youth, and children, also impacting the lives of hundreds of family members.

A significant focus for this period was on meeting the huge demand for child mental health and wellbeing services, including counselling, play therapy, groups, and events. We made this a centre point of our fundraising strategy, successfully creating opportunities for hundreds of young people and their families to receive much-needed support.

Below are the numbers of clients seen in relation to our main source of funds, the multi-year contracts with the Ministry of Social Development and Oranga Tamariki.

<b>What We Did</b>	<b>2023</b>	<b>2022</b>
• Clients referred to by Women's Refuge	458	177
• New clients referred to by family support services	87	54
• New referrals received for counselling services	206	264
• Referrals to Pathfinders programme	51	14
• Strengthening Families referrals	4	5
• Prevention programmes for children/youth	45	43
• Covid Community response - Essentials packs: Wahine and Pepi Hygiene and activity Packs, Project connect devices, Covid Christmas packs Kai Collective packs)	1	421

# Volunteers and Donated Goods or Services

Kindred Family Services is governed by a volunteer Board of Trustees. The local community service groups, including Lions, Rotary, and Women's Federation volunteer their services on a regular basis, providing financial support and volunteering for fundraising and awareness activities.

Individual volunteers play a big role in the success of our community events such as our annual Children's Day event and Turning the Tides on Family Violence 17km walk/run at Muriwai Beach.

We also receive donations of clothing, bedding, and household appliances that are distributed to families seeking refuge, and the wider community who interact with our services.



## Events

This year, we hosted two highly successful events: our Turning The Tide Fundraising Event, and Children's Day Family Fun Day. Turning The Tide Fundraising Event: Over two hundred and twenty participants from all over North-West Rodney gathered to walk, run, and play at Muriwai Beach, raising funds and awareness for the wellbeing of our children and young people. Together, we raised enough funds to provide over three hundred counselling sessions to young people who otherwise wouldn't have access to this support. Participants of all ages, from ultra-marathon runners to families with young children, persevered with us along the 5km and 17km forest and beach trails, sending a clear message to young people that we recognize their struggles and that our community is here to support them and their families.

**“Seeing community come together to create strength, support, love in support of a worthy cause Seeing the Kaipara College volunteers helping out-truly amazing!”**  
**–Turning The Tide Participant–**

A new addition to Turning The Tide this year was the Whānau Trail and Treasure Hunt. Children were guided by a treasure map to find painted rocks, which they were then able to swap for a prize. It was designed by our Kindred team, with support from our local police, to create a warm and welcoming space for families to enjoy the beautiful whenua, connect with others and support other family members to partake in the bigger walks.



# Children's Day

More than four hundred and forty-five children, and nine hundred and sixty-one attendees gathered to celebrate our tamariki. Promoting family togetherness on a day that was filled with happy faces and memorable experiences for everyone involved. Children's Day came at a very important time for families in our communities, who were reeling after the weather events of February 2023. Many other local events were cancelled, and we considered doing the same. However, the team at Kindred felt strongly that a fun-filled and completely free day out for local families would be very positive for the well-being of tamariki, and it seems that in the end, the timing was just right.

**"Being able to enjoy a family event together and not having to find funds for the day. Also being able to connect to community services."**  
–Children's Day Participant–

Over seventeen local organisations collaborated with us to make Children's Day a success, offering various games and activities, free ice creams and sausages, and a host of performances and entertainment that made it a day to remember for local children. Positive feedback on the day was overwhelming, with at least one child overheard shouting.

**"This is the best day of my life!"**



## Cyclone Response

Kindred has also played an important role in meeting the emerging mental health and practical support needs of those affected by Cyclone Gabrielle. This included implementing safety checks on all our families, ensuring access to basic needs, providing psychological support to community leaders, and targeted support for parents. We also established additional mental health supports, including counselling and groups, for members of the Muriwai community. After the initial response, we partnered with Parent Place to create a workshop with the specific challenges faced by Northwest Rodney parents in mind. The workshop aimed to introduce parents to parenting strategies and concepts to support tamariki through times of change, uncertainty, heightened anxiety and trauma. 165 parents registered to attend this workshop, and 75 attended, emphasizing the concerns parent shave for their children at this time. "We have had tough times in our community as a whole. I felt I gained more understanding around the bigger emotions (eg.anger) and to become curious about underlying softer emotions that can build up in stressful situations."-Attendee, Parenting Through Challenging Times workshop.

Kindred Family Services also experienced a considerable spike in referrals right across our service in the months following Cyclone Gabrielle, demonstrating the huge amount of pressure local whānau are under in the wake of this event. We anticipate that the emotional and social impacts of this event will be ongoing, and be a significant theme in Kindred's service offering for some time



# Christmas Hamper Drive

For Christmas 2022 we focused on quality over quantity, with a goal of providing children and families in the greatest need of support with an outstanding Christmas experience. With generous donations by local community members, and businesses such as Catalyst, we were able to donate Santa Hats and deliver hundreds of high-quality gifts to the community. This brought gratitude and joy to one hundred and fifty-seven children and adults from forty-seven deserving families.

# Kindred Spirits

Kindred Spirits is our growing regular giving campaign, providing opportunity for individuals and businesses to support local families. Ours is a place where community still matters, and we're always so touched by the generosity and goodwill that locals show one another in our towns and villages. This is what Kindred Spirits is all about; local people caring for each other deeply. We are grateful to the eighteen big-hearted, early adopters, who are now providing direct support to the families in our community who need a little extra help. These are our Kindred Spirits, and we hope to continue growing this invaluable support base.

**"As a Kindred Spirit, I feel connected to the great work Kindred do in our community. Supporting local families is important to me, and choosing Kindred means my regular donation goes to where it is needed most"**

**–Kindred Spirit, Muriwai Beach–**

# What They're Saying About Us



## Jenna

"I have been so blessed to have her [family support social worker] support during this most difficult period in my life... Nothing would have amounted if it wasn't for her looking after me every step of the way. I had some real issues with housing and anxiety, and she has moved mountains to assist me in finding a house, securing it, and moving from Auckland to the top of the Hawks Bay. It was only possible with her help."

-Jenna, Family Support Client-

## Craig

"It was good to have someone else not in the family involved. A different perspective from outside really helped. No judgement. It helped me sort out priorities. Making me look at how important the family was."

-Craig, Men's Support Service-

"In one session in which the mother of his children was there, she revealed that she had been greatly inspired by Craig to value herself and create useful boundaries and discipline the children in ways that fostered their vitality and maturing. Mutual respect and love grew between the couple, and this was reflected in the easy flow of love, delight and life to and from the children. It became a team effort of family, everyone involved and appreciated".

-Tāne Counsellor, Men's Support Service -

\*Names and images have been changed to protect client confidentiality.







## What They're Saying About Us

### Amira

"I first came into Kindred feeling teary-eyed and my confidence was very low. I was very overwhelmed and stressed and felt like I had lost myself. I have gone through a lot. I moved to New Zealand only recently and my journey here was not an easy one, but I am so glad I reached out for help. These six counselling sessions have given me the choices and abilities to fulfil my potential. Potential that was always there but was overshadowed by self-doubt. I had thoughts blocked in my head. I was able to gain the direction to unblock those thoughts. I felt related to and heard here. I felt recognised.

Through coming to counselling, I feel that I am listening to my inner voice now and I have gained a lot of confidence in myself.

I know I have the potential to do things that I was previously doubting myself on. I have been able to fill my bucket and put my needs first. I have also realised through my counselling journey that I am important, and this reflects in parenting my children.

I am raising the next generation and that is so important. It's been so lovely to come here to Kindred for support. The staff are always warm and caring and have a smile on their face."

-Amira-

\*Names and images have been changed to protect client confidentiality.





## What They're Saying About Us

### Jade

"I was feeling sad and didn't like how my emotions were feeling. I was sad about my mother passing. The techniques helped. They made me feel more confident about myself. I don't breakdown and cry or scream anymore. I like the session because I felt happier after sessions. I can be more confident about speaking about my mother now. I now talk to my friends about her, I was too sad to before sessions started. I can sleep better now, it used to be hard to get to sleep and woke up in the night a lot, but now I sleep through the whole night. The techniques helped my anxiety go away-I just realised now it is gone away. The anxiety used to be a lotto deal with-was like the weight of three sacks of potatoes worth of anxiety that I was carrying, now it's like a feather, anxiety gone. Sometimes if I do get a hint of anxiety, I do the breathing technique and I feel better."

-Jade, Rangatahi Support-

\*Names and images have been changed to protect client confidentiality.





# What They're Saying About Us

## Courtney

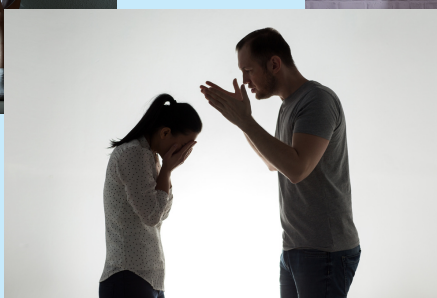
"I had no car, no ID on me, and a couple of small bags. I was so stressed and exhausted. I couldn't think straight and couldn't believe we were in this situation. I felt so sad for my kids, they loved their dad but were so scared of him."

"The safehouse was more homely than I had imagined. It was peaceful and had a lovely calm feel about it. When we arrived, the house was spotless. There were toiletries and a care pack at the end of each bed. (The kaiawhina) showed us around, we got to pick our rooms and then she said a Karakia to bless us and guide us on our journey. I loved that."

"Finally, I could just stop. It felt good to 'breathe' again. I began my journey of healing here and I feel safe. My kids have been so much happier. They play and are laughing. I haven't seen that for a long while."

"I had no idea there was this type of help out there. The Lawyer I had was amazing. She understood domestic violence from a Mum's perspective."

\*Names and images have been changed to protect client confidentiality.



# What They're Saying About Us



## Courtney Continued

"I felt empowered. I was making protective choices for my babies."

"I'd never had control over the finances in our relationship. I was very nervous, I could withdraw cash from an ATM by myself. Thanks for your support with this."

"I learnt about what a healthy relationship looks like. That definitely wasn't mine. I now realise that the kids and I suffered many types of abuse throughout those six years. I hope the kids will be ok for the future, they were exposed to a lot of ugly stuff. Wāhine Toa made me think about safe care. I learnt so much from each session. Inspirational speakers and I loved the ladies who did the course with me. I cried a lot, but they were good tears."

"Eventually we were able to move Courtney and her kids into their new home close to schools and public transport. The local community came to the rescue and donated many items needed to start their new life free from family violence. "The staff and ladies here are amazing. Thank you so much for your support."

\*Names and images have been changed to protect client confidentiality.



# Funders and Supporters

## Main Methods Used by to Raise Funds

The main source of funding is from the multi-year contracts with the Ministry of Social Development. The funding shortfall is sourced from Trust and Grant applications, individual donors, service groups, sponsors, and internal fundraising activities, including community events and activities.

## Government Funding

Kindred Family Services has a range of multi-year contractual agreements with the Ministry of Social Development and Oranga Tamariki which is our main source of income.

## Trusts and Grants

We are also fortunate to receive grants from philanthropic funders including those listed below.

- Foundation North
- Lion Foundation
- Auckland Foundation (Grassroots Giving Programme)
- COGS
- NZ Lottery
- Catholic Caring Foundation
- ANZ New Zealand Staff Foundation
- SkyCity Community Trust
- Pub Chariyy Ltd
- We Care Trust
- TM Hosking Charitable Trust

## Service Groups and Sponsors

In the last year, we increased our focus on attracting regular donations from the public, event sponsorship, and fundraising events.



**Thank you....**

**To all our many donors, supporters, and funders**

**Ki te kotahi te kakaho, ka whati, ki te kapuia, e kori e whati**

When reeds stand alone they are vulnerable,  
but together they are unbreakable.

Kiingi Tahiao



**Auckland  
Foundation**

