



The Kind
Foundation™

Mō tātou katoa. For all of us.



SOCIAL IMPACT REPORT 2025

Making a positive difference every day

Honesty
Te whakapono

Responsibility
Te Kawenga Atu

Kindness
Atawhaitia

Inclusion
Whakauru ngā tāngata katoa

The Kind Foundation acknowledges iwi Ngāi Tahu as the tangata whenua of Te Waipounamu (the South Island), and hapu Ngāi Tūāhuriri as mana whenua. We endeavour to honour our obligations as tangata tiriti, in partnership and respect.



FROM THE BOARD OF TRUSTEES

Jon Purdue President

The year to January 2025 was one of consolidation and organisational learning. We also re-affirmed that any other businesses that we work with need to be aligned to our cause and our values, so that we can be assured that they will stick with us when times are more difficult.

After changing our name and departing the YMCA in 2023, in 2024 we set about considering how we communicate our outcomes and ways of working both internally and externally. While our charitable purpose has not changed, our staff told us that it was time to review our mission, vision and values. What we have landed on expresses the strong sentiment of our people that our core purpose is about connecting people to people, creating communities of care and respect, and making a positive difference to the lives of our participants, customers, children, young people and families.

We offer a myriad of services and programmes, but true to all of them – be they commercial or entirely charitably funded – is the strong drive of our staff to improve the lives of others.

Repeatedly reviews and feedback demonstrate that the staff and volunteers of The Kind Foundation are the key to our success. Our staff and volunteers are attracted to this work because they walk the talk of our values as an organisation, and in turn, they pay it forward in the care they show to the people they serve.

We have had a difficult decade financially, since the quakes and other external impacts outside of our control eating up all our financial reserves and leaving us reliant on a bank overdraft. The year to January 2025 was particularly hard. During the quake, covid and financially difficult times, we have retained staff and services but let other things slide backwards (facility maintenance, marketing etc). People, after all, are at the heart of our success. However, it is a careful, sometimes risky, balancing act. In the middle of 2024 we faced serious cashflow challenges and this meant we came close to divesting ourselves of major assets. Described by trustees as an 'existential crisis' it was certainly a financial one: and we will be forever grateful to the J I Urquhart Trust trustees for the generous donation

of \$1 million dollars which flipped our circumstances from disempowered to empowered at a crucial time in our history.

With such a diverse portfolio of income streams – from philanthropic to commercial across over 20 business units – the complexity of maintaining a strong economic foundation is a constant focus of the Board, the CEO and the management team. The Board is very grateful to the CEO for her ability to be resilient and determined despite an enormous amount of stress and pressure during the past year. We know she is in turn grateful to the passionate, committed and extremely hard-working executive and management teams whom, even in the face of disaster, continue to show up and look for solutions.

Likewise, it's been a year of problem solving for the Board and I would like to thank the trustees. They are volunteers who bring their values, their world-views, and their professional skills to the table and this is always of most import when times are challenging. I am privileged to work alongside such people in our joint endeavour to successfully govern The Kind Foundation.

WHO WE ARE

The Kind Foundation is a charitable trust that provides a broad range of activities and services to all ages, backgrounds, genders, faiths and cultures. Some of these things are commercial and create income for us to re-invest into programmes and services that are subsidised or free - and this is how we create social and financial sustainability. We break down barriers to participation (be them financial, cultural, physical or social) to reach more people, and to be more inclusive and accessible in a world where often the people with money have more opportunities than the people who don't.

We do our work in the context of creating connections between people and between communities, and with a view to having a positive impact on people's lives, the social system we are part of, and the environment in which we operate. We acknowledge that Aotearoa New Zealand is founded on Te Tiriti, and a meaningful partnership with tangata whenua is essential to achieving our vision.

We earn our income via a combination of enterprise, government contracts for services, and philanthropic donations.

VISION

We strive for sustainable long-term social impact that maximises community wellbeing.

PURPOSE

Making a positive difference every day.

CEO REPORT

Josie Ogden Schroeder

It is with great pride that I reflect on the year to Jan 2025 because of what has been achieved for people – numbers that can be seen overleaf demonstrate an organization that is still delivering despite many resource challenges. The people who work and volunteer for The Kind Foundation have determination and commitment that inspires me to continue to strive to shift The Kind Foundation to a place of financial security – a goal that is now in sight after more than a decade of re-building post quake. A documentary, *Our Kind of People*, available on YouTube via our website and streaming on Sky Go, tells the story of the redevelopment of

our city site and the decisions made to remain relevant in today's world.

This social impact overview highlights in numbers the difference we are making, although numbers alone cannot express the heart behind the work. From babies to adults over 80, we provide our participants with opportunities to learn, to be well, to make friends, to achieve goals, and to feel a part of something that enhances social connection.

Looking forward, we are focused on telling our story so that people understand the difference they can make by choosing The Kind Foundation for

their Hotel, gym membership, childcare, holiday programme, school camp, dinner out, conference or function. Every paying customer provides for a non-paying customer: a person who is less privileged and in need of the support that The Kind Foundation (via the community) can offer them.

The passing of ex CEO of YMCA Christchurch, Terry Hill, is a reminder of all the great people who have been a part of this organisation over 162 years. To Terry, I owe much of my success, and in this way he continues to contribute to this organisation. He may be gone, but he walks beside me still.

The Kind Foundation's journey isn't just about buildings — it's about people. Stream now the documentary about courage, community and change.

Watch on SkyGo or YouTube



SOCIAL IMPACT



479,307

Attendances at a Kind Foundation programme

It is estimated that one in three families of Ōtautahi Christchurch engage have a touchpoint with The Kind Foundation each year. Every one of these touchpoints enables The Kind Foundation to offer a service or programme that helps someone; we build social connections, enhance wellbeing, and provide opportunities for learning and positive experiences.

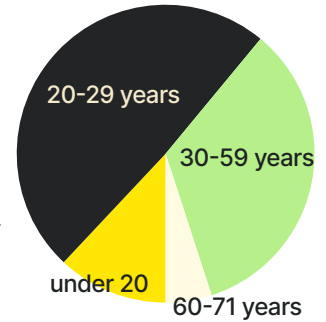
430 124

Employees

FTEs

STAFF BY AGE

Over the year we employed 430 people in part-time, full-time, permanent, casual and fixed term roles to deliver our programmes and services. Our 173 permanent employees averaged 4 years service, with 22 of them serving over 10 years.



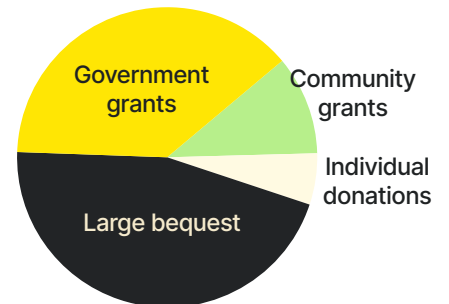
24,300

Hours of volunteer service

Without our volunteers many of our programmes would not be possible, nor would they be as culturally rich.

\$2.2M IN SUPPORT

We are grateful to the support of many generous funding agencies and individual donors.



33 FUNDING PARTNERS

10,030

Individual children and young people attending regularly

48,212

Climbs visits to our climbing centre

16,923

Sleeps at camp

49,778

Sleeps at Hotel Give

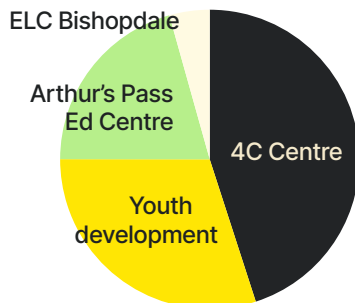
890

Life Fit Members

Our life-fit gym members (60+ years) benefit from specialist programmes and staff, which are subsidised by our overall gym membership income.

\$230,897

Invested into the community to make a positive difference



10

Large community events

We are proud to deliver a range of events throughout the year. The South Island Secondary Schools Climbing Competition, Grapple, four Youth Markets, the Youth Business Summit, Platform, Charity Golf Tournament and Carols by Candlelight.



FINANCIAL PERFORMANCE

year ended 31 January 2025

The year has been a difficult one in terms of our cashflow. The Kind Foundation enjoys a strong asset base but we are still finding our feet when it comes to the current economic situation, operating our new building Papa Hou, and navigating the growing complexities of the legislative environment across the many sectors and industries in which we work. Despite this, our participation numbers are growing – 479,307* participations in the year to Jan 2025, compared to 319,776 the year prior (growth of 49%). Of these 479,307 participations, over 110,000 were children and young people participating in recreational sport, camps, arts, leadership and entrepreneurial activities.

Strategically we are moving towards financial sustainability in the future – a

future which doesn't have us reliant on bank overdrafts and large philanthropic gifts in times of trouble. The way to achieve this is to have a high degree of engagement from the public – particularly in the parts of our operation which are intended to return profits. These profits can then be re-invested into our community programmes and subsidizing costs so that as many people as possible can actively participate in the things we offer.

We have finished the year with a \$403,955 profit before depreciation, a dramatic improvement on the past few years. We would not have managed this result without significant donations in our time of need, and going forward we will look to partner with funders who understand our unique structure and

value proposition to the community.

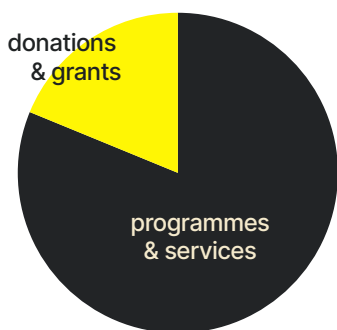
The graph below shows the hard times we have been trading through and the impact that the new build has had on our overall viability. In the years ending Jan 2022, 2023 and 2024 we returned significant losses as we worked our way through the site development and covid pandemic impacts, and by Jan 2025, a year on from opening Papa Hou, we are starting to show financial returns for our hard work.** These financial returns are all re-invested back into our programmes and services so that we can do more for more people.

* these being people who have enrolled in a programme or service at The Kind Foundation, where attendance is counted as 'one' (ie: not unique participants).

**this result would not have been possible without a significant donation of \$1M from J I Urquhart Trust

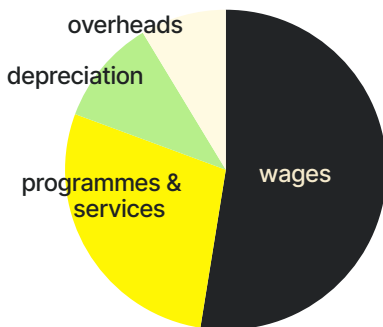
Social Enterprise Income

\$11,699,698



Social Investment Costs

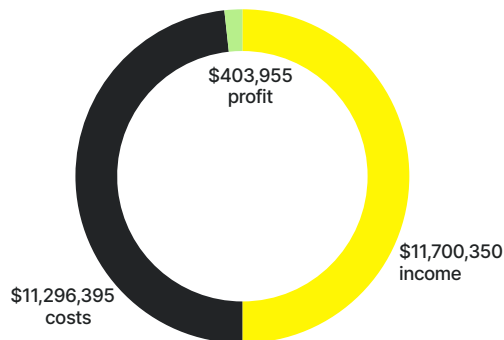
\$12,651,048



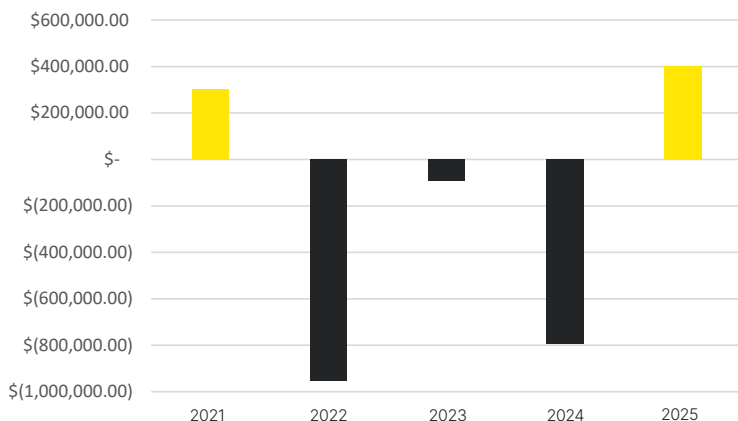
Operational Profit & Loss

\$403,955

profit before depreciation



Increased ability to invest over time



*excludes depreciation and crown capital grant

You can find the full audited accounts at www.thekindfoundation.org.nz



TERRY HILL

In loving memory 1942-2024

Terry Hill was the CEO of the YMCA of Christchurch for 21 years from 1985 to 2006, and was a life member of both YMCA of Christchurch and YMCA New Zealand.

The Kind Foundation extend sympathy to Lorraine, Dru, Jordana and Chris, Temira and Kemp, Marika and Lukas – and grandchildren Neo, Mila, Oliver, Tom, Isabel, Noah, Alba, Archer, Felix and Leon. There will be a large missing space in all of your lives.

Terry's legacy will live on in all aspects of The Kind Foundation. He was a leader who was futuristic and pragmatic. An aspirational realist, he was pivotal in rescuing the YMCA of Christchurch from the loss of various assets through his aspirational goals for

growth and progress - demonstrating repeatedly his understanding that the programmes and services the YMCA was delivering, and could deliver in the future, would only be possible with investment.

Under his progressive leadership, the YMCA had the courage to borrow money in order to build the new accommodation building (now Hotel Give), the new lodge at Wainui and the recreational facility in Bishopdale. While he recognized that buildings were both physically and financially enabling of our ability to serve the community, he was a man full of heart for the people and the cause. Terry had high expectations of his staff team. We were expected to walk the talk of

the core values, without exception. To this day, there remain many aspects of our organisational culture which can be directly attributed to his strict moral standards, grounded in his Christian faith.

He is remembered by people who worked for him as someone who was firm, fair, kind and good. He was a leader who listened, who made decisions, and who had immense patience and time for anyone willing to learn. He employed people who would put in effort, care for other people, and tell the truth. He was a person who exuded goodness, tolerance and acceptance of others.

His legacy will not be forgotten.



NATIONAL AWARDS FOR EXCELLENCE

The Kind Foundation is proud to announce that Papa Hou and Hotel Give were the recipients of a number of awards in 2024.

Winner – Best Civic Building (Canterbury Region)
NZ Institute of Architecture

Winner – Social Impact Award
Infrastructure New Zealand

Winner – Kotahitanga/Collaboration Award
NZ Institute of Building

Winner – Sustainability Award
Hospitality NZ



OUR KEY KIND FUNDERS

Proudly Supported by
New Zealand Government
Te Kāwanatanga o Aotearoa

**THE JIURQUHART
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Lottery Grants Board
Te Puna Tahua
LOTTO FUNDS FOR YOUR COMMUNITY



**Rātā
Foundation**



**NOELENE & DAVE DIGG
FOUNDATION**

architectus

**Elizabeth Ball
Charitable Trust**



 **The Kind Foundation™**

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