



**2025**  
**ANNUAL**  
**REPORT**

324 Malfroy Rd,  
Rotorua  
[office@kimiora.nz](mailto:office@kimiora.nz)  
[www.kimiora.nz](http://www.kimiora.nz)  
021 100 1681

# TRUST PROFILE

## OUR BOARD...

### CHAIRMAN & FOUNDING MEMBER - DAVE MOORE



B.Ag.Sc Lincoln University. Dave has over 40 years' experience in chairing organisations, financial administration, leadership and people care. He has three adult children and eight amazing grandchildren. Dave is a passionate rugby supporter and, with his wife Jill, is a regular traveller to the wonderful nation of India.

## CHAIRMAN'S REPORT...

Kimiora has had an excellent last twelve months with our Emerge program and our expanding Waahi Aroha programs experiencing strong and pleasing outcomes due to the passion and diligence of our staff and the leadership and commitment of Kirsty Petley our Community Coordinator. Kimiora trustees have been able to provide opportunities for staff development and professional supervision for our senior staff.

During the year ending 31 March 2025, we saw a small improvement in our financial position due to a 5% increase in total grant income and a smaller 4% increase in overall expenditure. We acknowledge the careful financial management of Kirsty and her team that has enabled ongoing delivery and development of our programs in financially challenging times. We especially value the huge financial administration role that Kirsty fulfils for Kimiora.

We are very grateful for the significant ongoing financial support that we received from Longview Trust, Bay Trust, Rotorua Trust, Matrix Charitable Trust and the Lotteries Grant Board. Their support is vital in allowing us to retain staff who serve our community so effectively. We continue to seek additional funding partners so that we can continue to serve our community and we appreciate funding received from the Tindal Foundation, Geysler Community Foundation, Aotearoa Gaming Trust (ST), and COG'S.

I wish to also again thank my fellow trustees who continue to provide support to Kirsty and our staff as we oversee the work of Kimiora. During the year we bid farewell to trustee Rangī Andrews and have since welcomed Mahalia Steele as a trustee and our secretary.

As we look forward to 2026, Kimiora is financially and staff-wise very well positioned to continue to provide much needed support to children, parents and whānau in our community. We are exploring providing our Flying Solo mothers program to other communities beyond Rotorua and considering adding an extra Emerge hub to reduce the waiting list of those wanting to be part of the program. The best is yet to come.

### TREASURER - DAVE BRADFORD



David is an experienced IT professional who also has a keen interest in mental health which led to him taking a career break from IT to complete a graduate and post graduate diplomas majoring in psychology. He works with health data by day and also serves as a director for Heads and Hearts Psychology.

### INTRODUCING SECRETARY - MAHALIA STEELE



Mahalia joined our Trust in February 2025. She has recently been appointed as secretary. Since her induction Mahalia has brought a wealth of knowledge and wisdom to the table. "Hi, I'm Mahalia Steele, a wife, mum and Grandma, (Oma) - I enjoy connecting with people, the outdoors and music.

In my early years I flew for 10 years as a flight attendant for Air New Zealand, then I enjoyed raising our son and daughter. I spent 10 years as a school chaplain before taking early retirement with my husband to Rotorua. Here I enjoy volunteering, gardening and helping people. Kimiora is a new way to reach into the community for me, and I look forward to being of service in this roll with the team."



### TRUSTEE - TE AHURIRI

Te Ahuriri is a proud māmā and nan, and currently works in Māori Health as a Registered Social Worker. Having completed a Masters in Māori and Indigenous Leadership, she is now pursuing a Doctorate in Philosophy. through Auckland University of technology with the intention of making a positive contribution to health outcomes for Māori.

### THANK YOU - SECRETARY RANGI ANDREWS

We would like to acknowledge Rangī, for her time on our Board as a trustee and secretary. Thank you for all of the time and effort you put in to making Kimiora the thriving Trust that it is today. Rangī resigned as secretary in August of this year. We will miss your direct korero, and much valued strength and perspective. We wish you all the best in your future endeavours.



## MEET THE TEAM...

### KIRSTY PETLEY - COMMUNITY CO-ORDINATOR



Kirsty is a single mother to 2 beautiful girls Bluebelle and Violet. She is of Māori (Ngāti Haua, Ngāti Ranginui) Samoan (Pesega, Apia), German/European descent. Kirsty has been with the Trust for just over 5 years. Leading Kimiora has been both her greatest challenge and greatest achievement. Nothing worth achieving comes without a struggle. She loves being a part of an organisation that actively changes lives. "We all are vulnerable and require support at different stages of our lives. I don't see a we, and them. I see US."

## COORDINATOR'S REPORT...

I sit and reflect on the valuable experiences and personal growth since joining the Kimiora team in July of 2020. Growth is been the operative word for this last season. Looking back, I can see how far we have come, and how much we have achieved. Looking forward, I can see vision, potential and what we dare to dream becoming a reality.

I am very grateful to our staff. Each of them going above and beyond the boundaries of their roles. This is not only a job for each of them, but an answer to a heart call for a thriving community. To see Whānau unlock their potential and learn to thrive in times of adversity. I would like to acknowledge our Board of Trustees, a team of volunteers, who give up their valuable time, and are always on call when needed. Kimiora could not function without their knowledge and wisdom.

I am very proud of all we have achieved this year. In the face of a 'cost of living crisis,' and a year of funding hardship we have managed to keep moving forward, we have completed a year of quality programs, and we are still able to position ourselves toward expansion. Thank you to our funders, who believe and back us. We could not have achieved this without you.

Last but in no way least I would like to acknowledge our Tamariki, their Whānau and the Wahine that have the courage to show up each day, putting aside outside noise and difficult situations, to forge a new way forward. To accept growth no matter how hard, and to walk uncharted territory no matter the terrain. Your courage does not go unnoticed. Your ability to straighten your backs and keep moving forward towards a better horizon inspires. Our why is you.

### MAI AOAKE-CLARK - WAAHI AROHA TEAM LEADER



Mai is of Maori descent (Te Aitanga a Mahaki, Ngāti Hinerangi), married to Bernie (Torres Strait Islander) and resides in Ngongotaha Rotorua. Together they have 3 children, and one moko. Mai is passionate about all things to do with whanau, and she thrives in spaces that are creative, innovative and beneficial for the well being of all people. In her role as Waahi Aroha Leader, Mai gets to live out her passion through the programs that she runs at Kimiora Community Trust. Mai has absolutely loved the opportunity to create places of connection and resource for the wahine in our community. She is appreciative of the support she has and is excited at the prospect of future growth in Waahi Aroha.

### NEVEDA KERRISK - EMERGE TEAM LEADER



Neveda has been our Emerge Team Leader since January 2023. She is now on maternity leave after the birth of her first child. We honor and acknowledge Neveda for her leadership and heart for

our Emerge tamariki and their Whānau. We wish her all the best in her new season of life. Thank you Neveda.

### MARIA SOTOMAYOR - EMERGE TEAM LEADER



Maria joined Kimiora in late September 2025. She is an avid traveller. Born in Chile she now lives in Okere Falls, Aotearoa. With a background in outdoor education, Maria has worked with tamariki, rangatahi, and young adults, helping them grow through experiences in the moana and ngahere.

Her love for the outdoors, teaching life skills, and encouraging people to step outside their comfort zones is what brought her to Kimiora. Maria brings creativity, energy, and heart to her work, she loves creating fun and meaningful activities that help tamariki thrive, learn, and connect with nature, and themselves.

### NICOLE EDWARDS - WOMEN'S SUPPORT WORKER



Kia ora, My name is Nicole. I'm a proud mama of four beautiful children and five mokopuna. I've called Rotorua home since I was four years old, but my roots trace back to the beautiful places of Ōpōtiki and Matahi. My iwi are Tūhoe, Tainui, and Whakatōhea. I'm passionate

about supporting wahine on their solo journeys. Having faced my own challenges, I understand the strength and courage it takes to stand on your own. Being part of Flying Solo gives me the chance to nurture, create a safe space, and uplift women as they embrace independence, growth, and self-discovery."

### JAYLEN CAMPBELL - EMERGE SUPPORT WORKER



Jaylen joined our team early in 2025. He has been integral in providing support for our Team Leader and Emerge tamariki, particularly the young males on our program. He brings a positive outlook, a big heart and a strong but calm leadership style to the tamariki on our program.

# OUR WHY

## OUR MISSION ...

*Equipping Whānau to Flourish.*

## OUR VALUES ...

- Building Whanaungatanga
- Encouraging Growth and Development.
- Providing Needs based Services.
- Honoring Te Tiriti o Waitangi.
- Providing Safe Spaces.

## OUR VISION ...

*Supporting Whānau to achieve their potential and confidently contribute to community.*

## STATISTICS ...

[www.infometrics.co.nz](http://www.infometrics.co.nz) - 2023 Census Data - Rotorua

- Rotorua has 43.5% of the community that identifies as Māori compared with 17.8% nationwide.
- 44.8% of people resided elsewhere in New Zealand five years ago.
- 42.1% of the population is living in the most deprived quintile compared with 20.8% nationwide.

[www.infometrics.co.nz](http://www.infometrics.co.nz) - Solo Parents

- **Financial Strain:** Nearly 20% of sole parents reported not having enough money for everyday needs, compared to only 5.2% of partnered parents. A further 43% of sole parents said they had only just enough money.
- **Lower Incomes:** Sole parent household incomes are significantly lower than average, at only 48% of the average across all households.
- **Employment Challenges:** Sole parents are also more likely to be unemployed or to work fewer hours and may earn less due to gender and ethnic pay gaps.
- **Reliance on Support:** One-quarter of sole parents have received help from organizations like foodbanks, and a significant portion of those have done so multiple times in the past year.

[The State of the Nation Report 2025](#) - Areas of decline

- Concerningly in the last year Children and Youth indicators show worsening or unchanged outcomes in Aotearoa. There are declines in Child Poverty, Children at risk, Children & Violence, Youth Offending, Educational Achievement, and Teenage Pregnancy. There is no change to Youth Mental Health.
- For Work and Incomes there have been worsening figures in Job availability, Unemployment, Incomes, Income & Support, Welfare & Hardship.



# OUR PROGRAMS

## WHAT WE DO...

### EMERGE

Our foundational program EMERGE has now been running for 13 years in the Rotorua Community. We identified a crucial gap in available programs for the 8-12 age group. This is a crucial development stage as tamariki prepare to enter and navigate teenage years.

Our yearlong program is aimed at building a sense of belonging, building relationships of trust, teaching emotional resilience, and acceptance, as our tamariki navigate hubs alongside peers from a diverse variety of backgrounds, behavioural needs and culture.

#### Hubs

We run three after-school hubs for 27 tamariki (9 per hub) during the weekdays. Our activities over the past year include:

- Cooking and baking, preparing hearty winter meals in the colder months, and learning to work as a team in the kitchen and cleaning up.
- Garden planting in spring for a summer harvest of fresh take home vegetables.
- Walks in the Redwoods, Tree Trust and the local Lakes.
- Visits to the elderly at Lara Lodge
- Library Visits.
- Rockwall Climbing
- Arts and Crafts
- Games, activities and movie days onsite.
- Participating in Fordland's 'Funday Mondays'
- Visits to the Youth Center
- Netball and Basketball

#### Camps

Emerge tamariki are given the opportunity to attend 3 weeklong school holiday camps at the end of Terms 1-3. This year we have had a significant rise in attendance. 9 tamariki attended the April 25 Camp, 17 attended the July Camp and a record 19 tamariki attended our recent Sept/Oct Camp. Camps are an integral part of our program. Our tamariki learn to grow and thrive in an unfamiliar environment, and often build friendships with the camp staff and children from all around NZ.

#### Whānau Days

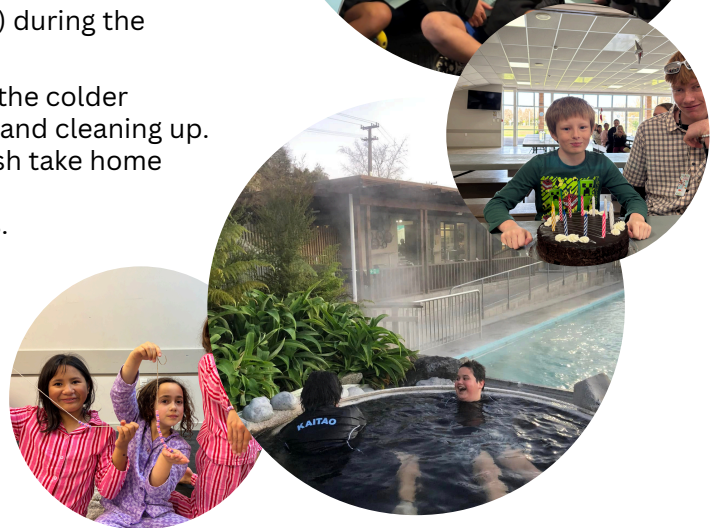
Our Whānau Days are for the extended Whānau and siblings to gather together and have fun. Our last 4 activities have included:

- A Christmas gift Giving service @ the Equippers building. (45 in attendance)
- Jump Park Hub (27 in attendance)
- Roller Disco (55 in attendance)
- Pizza, Bouncy Castles and Tenpin bowling (45 in attendance)

#### Feedback from a new Emerge Parent 2025:

*"Thank you so much for allowing my nieces to join in yesterday. They have recently moved in with us. We really appreciate what you and your team have done to embrace myself and my Whānau."*

We rely heavily on each of our staff. We are so grateful to have a dedicated team who carry much responsibility and who consistently go over and above to run programs and work with our Tamariki and their Whānau in often challenging situations. It is crucial that we have staff with not only vision but heart for the tasks they undertake, requiring creativity and an ability think on the go, while balancing a tight budget. We are working hard towards achieving pay parity however, this is not always an option. We work hard to be able to increase staff hourly rates each year. And move towards remuneration reflective of the workload and responsibility.



# OUR PROGRAMS

## WAAHI AROHA

Our Women's Support initiatives have progressed well over the past year. We have increased our capacity as we look towards expansion in our Programs. We endeavour to keep our programs needs based, fresh and exciting in rapidly changing times. In the last year we partnered with Mana Hapori to facilitate the development of a Women's Program in Cambridge, and connect monthly with a group of Solo's in Tauranga. Our Women's initiatives are made up of 2 programs. Flying Solo which is our support and advocacy group for Solo Women, and Rourou which is our 6-week alternative food sourcing course.

## FLYING SOLO

Flying Solo has a current database of 55 Women. We have had a number of Women move into study and work this year, which is a major win for us as an organisation. We love to see our Women move from strength to strength, and gain the confidence to follow their dreams.

Our weekly hubs run on Friday's during school terms. It has been great to partner with local organisations including the Budget House, to address financial needs for our Solo's. Sustainability Options who came to talk about efficient and cost-effective heating solutions. Rotorua Kai Whakaora, Food Together and Feeding Rotorua who have supplied us with food resource, and Equippers Rotorua who volunteer people power in our programs. We are very thankful to the efforts of these organisations that, heed the call for our community. It is indeed a collaborative effort.

Our hub activities have included but are not limited to:

- Baking
- Hikoi in nature 2x per term
- Cooking on a budget with Elise
- Macramé
- Candle Making
- Growing Through Grief Workshop
- Face and Body Scrub Making Workshop
- Easter Treat Workshop.
- Pottery Workshop
- Coffee and Chat sessions.



At the beginning of the year, we employed Nicole Edwards as our new Women's Support Worker. She was an active participant in our programs for over 18 months. She is now transitioning into leading hubs, which frees up some time for our Team Lead to work towards our expansion and, provide one on one support to the Solos win our database. Mai our Team Leader, is available to provide support in a number of areas including emotional struggles, emergency housing, debt and business support, help to navigate the IRD, mediation and lawyer support, life planning, connection to counselling, well-being, gardening and new baby support. Where there is a need, she will endeavour to stand in the gap.

**Feedback from Flying Solo parent:**

***"It takes a tribe to raise a family and Mai and Flying Solo are my tribe. They have provided kai for me weekly, assisted me in receiving a 'Habitat for Humanity' house to purchase and gave support in the setup of that house. They have supported me through significant emotional challenges over the years and continue to be my GO-TO support for anything that I need. I now give back by providing kai for their Flying Solo gatherings and help in whatever way I can within their other programs."***

## BUILDING AWESOME WHANAU

We believe providing parents with the skills they need in the home is crucial, change starts in the home. We offer Building Awesome Whānau courses at least 2 times per year. This parenting course is a has excellent content and has produced great results. This course is not only for our Solos but is available to anyone in the community who wishes to attend. We are sitting at an 80% course completion rate.



# OUR PROGRAMS

## BAW CONTINUED.....

It can be a challenge to get participants through the door to the first session, but once they do, they usually complete the full course. Our next course is due to start in November of 2025. We currently have 12 registered. We would like to acknowledge the team at the Parenting Place who have funded our courses over the last year and a half. It has enabled us to utilize funding set aside for this course to other much needed areas.

**One of our Solos had this to say about the Building Awesome Whānau Course:**

*"Thank you for giving me the opportunity to be a part of the Building Awesome Whānau Workshop. I found it really eye opening and learnt a lot about myself as a parent and Nanny. I loved the korero throughout the workshop and enjoyed bringing home the mahi I learnt. Thank you for providing and holding another amazing space."*

## ROUROU

*"Nāku te rourou, nāu te rourou, ka ora ai te iwi"*  
**"With your food basket, and my food basket, the people will flourish"**

Rourou is specifically designed with the current cost of living crisis in mind. It aims to shave weekly costs off the food budget, by exploring the skills of building and planting portable take home planter boxes, mushroom growing, foraging, preserving and fishing.

Term 1 of 2025 saw a partnership with freedive extraordinaire Cherysh whom we met through Putaruru based organisation 'Transform Aotearoa'. She was able to provide freedive sessions for 6 Women, who were able to harvest fresh Kaimoana in Maketu! The ladies then travelled to the Coromandel for the 1st Kayak Fishing trip of the year resulting in 100 Snapper caught! 25 of size to be fileted and distributed. Term 3 saw 8 planter boxes go home to 8 households. The fishing trip has been postponed to a later date in November, due to spring weather conditions.

We are always on the look-out for opportunities to keep this Kaupapa fresh and exciting. We will utilize past participants as volunteer Kaimahi in these spaces, to share their learned Mātauranga. We are also very lucky to enlist the help of local fisherman Paul K, who uses his boat as the safety vessel whilst our ladies are out on the water.

*"I found the ROUROU program on Facebook and I registered for it and loved it. It was so inspiring, and it motivated me to grow my own kai. From being in ROUROU I found out about Flying Solo. I have appreciated being a part of Flying Solo for the last 2.5 years. The thing I appreciate is that there is no pressure in the group and it's a distraction to everyday life. I can just come, relax and be in this space and I love the activities. It is my time for me and a place where the mamas can all relate to each other."*

## COMMUNITY EVENTS

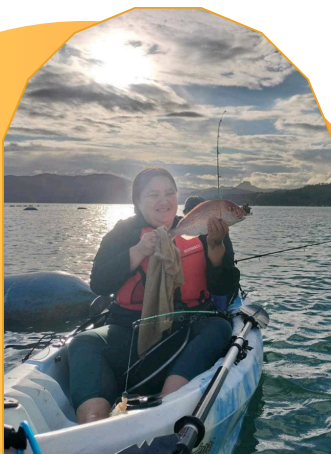
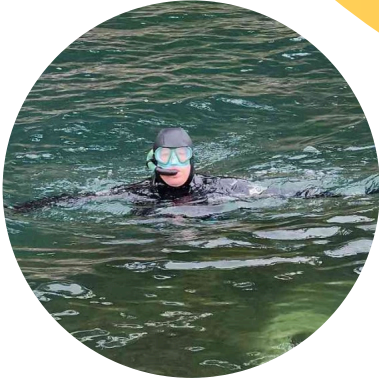
As an organisation we are committed to working with our community when and where possible. Our largest event of the year will be supporting 'Heart Week' run by Equippers Rotorua. Which ends in 'Family Fun Night' a free family event held on 31<sup>st</sup> October every year. This event sees from 700-1000 tamariki and community members onsite at the Equippers building for a night of food, activities, bouncy castles, horse riding, carnival games, face painting, a special show and much more.

We continue to connect with the Rotorua Community Network once per month, and partner with a number of organisations in Rotorua to achieve our goals.



# OUR YEAR IN PICTURES

TO TATOU IWI (OUR PEOPLE)...



# FINANCIALS

## IMPORTANT NUMBERS...

### Financial Summary for the year ending 31 March 2025

Charity No: CC48356

#### Grant Income

Longview Trust	55,000
Matrix CCT	40,000
Bay Trust	35,000
Lotteries	30,000
Rotorua Trust	26,086
Rotorua Rotary Passport Club	7,000
Geyser Community Foundation	2,500
COG's	<u>2,000</u>
Total Non-Government Service Grants	197,586
Interest, Dividends and Investment Receipts	<u>1,144</u>
<b>Total Income</b>	<b>198,730</b>

#### Operating Expenditure

Employee remuneration and other related expenses	159,282
Volunteer related expenses	682
Other expenses related to service delivery	<u>35,959</u>
<b>Total expenditure</b>	<b>195,923</b>

**Bank balance at 31 March 2025**      **\$56,806**

**Full financial reports are available on request.**

#### CONTACT

**Kirsty Petley**  
**office@kimiora.nz**  
**021 100 1681**  
**324 Malfroy Rd, Pomare, ROTORUA**

# THANK YOU

WE GREATLY APPRECIATE YOUR SUPPORT...



Longview Trust

MATRIX Charitable trust



MK Hunt Foundation Ltd

EQUIPPERS 



AOTEAROA  
GAMING  
TRUST