







good bitches
BAKING

2019/20
Annual Report

To all the Good Bitches

Legal name	Good Bitches Trust
Other names	Good Bitches Baking, GBB
Entity Type and legal basis	Good Bitches Trust is a Charitable Trust incorporated under the Charities Trust Act 1957
Registration number	CC52553
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-  @good-bitches-baking

MITRE 10
WINNER
NEW ZEALAND
COMMUNITY
OF THE YEAR 2020

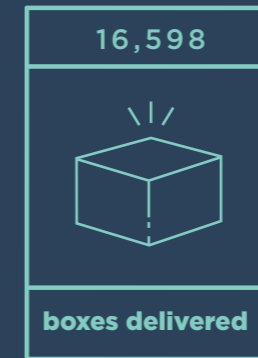


twenty five
CHAPTERS

— **2436** —



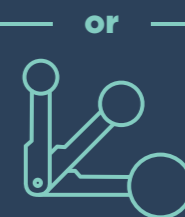
VOLUNTEERS



WHICH MEANS



331,960
MOMENTS OF SWEETNESS



\$1,659,800
BASED ON \$5 PER MOMENT

you batter



BELIEVE IT

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Chair's Welcome



“There is joy in being part of a whānau that is inherently positive, kind and non-judgemental.”

Kia ora—A few months ago I got a text message, asking if I would be interested in taking on the role of chair of the Good Bitches Trust. Saying yes was the easiest decision I’ve ever made!

Anyone who has seen this community in action knows the difference that kindness can make – and anyone who has been on the receiving end, will tell you just how powerful that impact can be.

Our bakers spend time in their kitchens baking for those who they have never, and likely will never, meet. They box up a little sweetness and aroha with a note. They may not know the individuals who receive the baking, but the recipients know that someone in their community took the time to care about them and the challenges they face.

I’d like to take this time to thank my predecessor, Glen Neal, who has done an incredible job in steering the organisation through an immense period of growth. During Glen’s time as board chair, we have grown from 16 chapters with 1212 volunteers to 25 chapters and 2436 volunteers! What an incredible indication of the impact he has had on this community and on Aotearoa.

I also want to thank Nic and Marie for welcoming me into the fold of this incredible organisation. Over the next few months Marie will be stepping back to spend more time with her family and I want to acknowledge all of the mahi she has put into this organisation – most of us won’t see even a fraction of that effort, but we know we wouldn’t be where we are today without it.

Over the past year New Zealand has faced down our first terrorism

attack with overwhelming kindness and compassion. We have stood alongside visitors and whānau as a natural disaster snatched their loved ones and changed their lives forever. And in the face of Covid-19, when all we want to do is take some fresh baking to those who are feeling alone and isolated, we have stayed home and spread kindness through online connection.

I have been struck by just how close and connected our Good Bitches community is. There is a constant chatter across the chapters sharing recipes, successes and reaching out for help when we need it. There is joy in being part of a whānau that is inherently positive, kind and non-judgemental.

Wouldn’t it be incredible to see this manaakitanga right across Aotearoa? A place where all Kiwis look for ways to be kind to their neighbours, their peers and those doing it tough.

As we move forward, I’m looking forward to supporting our Good Bitches whānau to grow and help make Aotearoa the kindest place on earth. I know we have an incredible, caring and determined community who will help me make this happen.

He taonga rongonui te aroha ki te tangata

Goodwill towards others is a precious treasure.

Justin Lester

CHAIR

Founders' Note



MANY HANDS MAKE
light sponges

“Good Bitches Baking donated 331,960 moments of kindness – and we couldn’t have done so without the support, aroha and belief of our volunteers.”

You might think that after five years we would get used to some of the conversations that we inevitably have as part of this awesome community.

It’s not uncommon in a given week for either of us to receive an email, a text or for someone to come up to us to share how powerful it is for someone to spend time in their kitchen baking for people they don’t know.

We can categorically say these conversations still hit home just as hard now as a few years ago when a young mum in the neo-natal ward commented that she cried because the baking made her realise that someone in her community cared enough to bake for her. When life is grim, that can be huge.

This year, we heard from Zahara in the Hawkes’ Bay who told us how baking helped her heal from the trauma of domestic violence. It didn’t surprise us that the act of baking and giving for others could be healing. It’s helped us too. The impact of volunteering on our Good Bitches whānau has been an incredible product of this journey – and we hope you’ll enjoy some of the experiences shared by our volunteers.

In the 2019/20 year, Good Bitches Baking donated 331,960 moments of kindness – and we couldn’t have done so without the support, aroha and belief of our volunteers. They are our heroes of kindness – and they are bloody good bitches.

Our volunteers make up an incredible community who have a shared sense of purpose in making Aotearoa a kinder place. They do it every week and the impact is incredible. It was fantastic to have this community of Good Bitches recognised as the Mitre 10 Community of the Year 2020.

Tē tōia, tē haumatia!

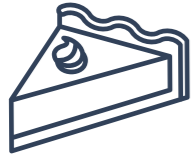
Nothing can be achieved without a plan and the people to do it!

Nic & Marie

FOUNDERS

Our Story

WHEN LIFE GIVES YOU LEMONS



make dessert

An ‘oven-bulb’ moment, over a glass or two of bubbles, has started a kindness revolution in New Zealand.

Founders Nic and Marie were talking about the state of the world, the challenges of homelessness and mental health issues in our community, and how helpless they felt to do something about it.

Thinking they would have 15 or 20 friends roll up their sleeves to bake and deliver to other charities in Wellington, the idea resonated far wider than that and the charity was born.

The concept is simple – a simple gift of some homemade baking tells someone going through a hard time that there is someone from their community who cares.

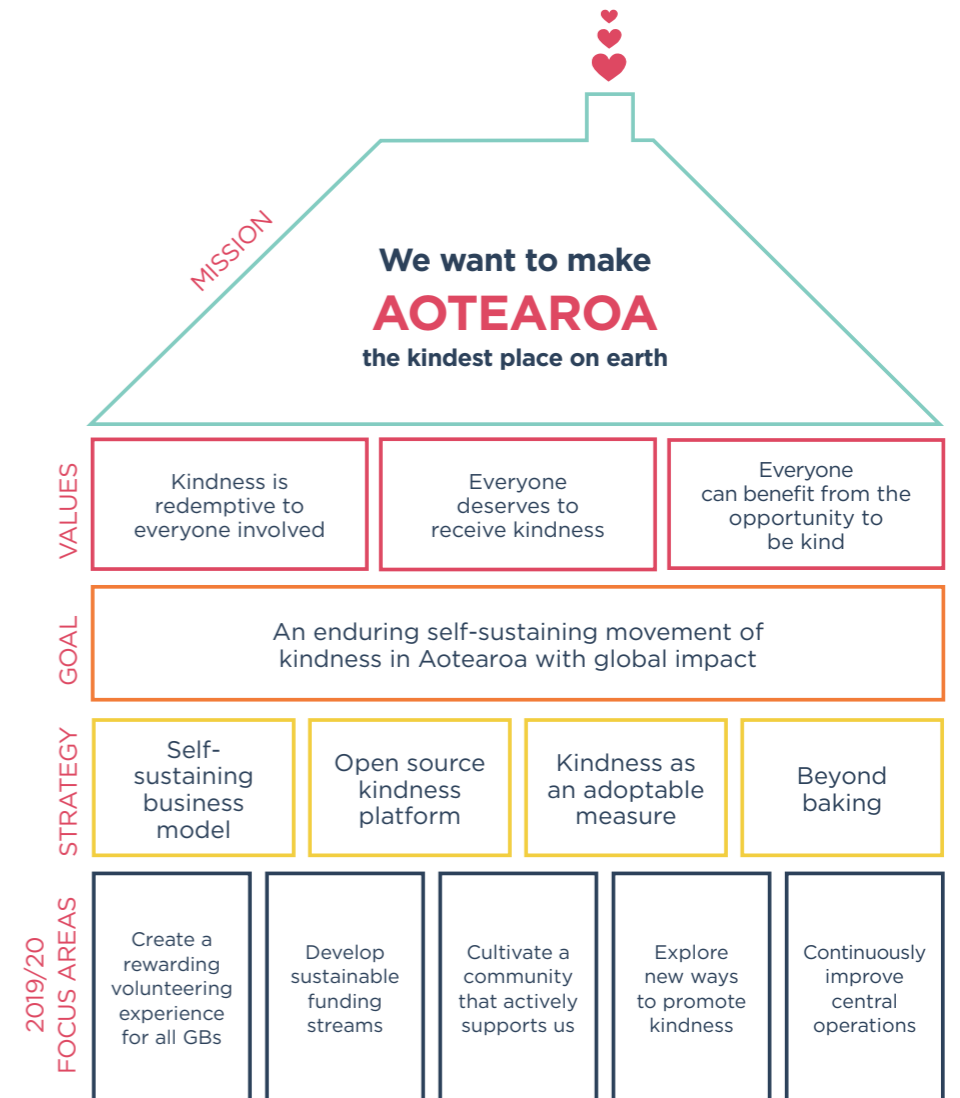
While a sweet treat might seem frivolous or unhelpful to critics, feedback from recipients tells us it makes them feel seen, valued and less alone.

Five years on and we’re still using baking to make Aotearoa the kindest place on earth – through volunteers baking and delivering, through teaching kindness in our Prison Bake, and by talking about the impact of kindness every chance we get.

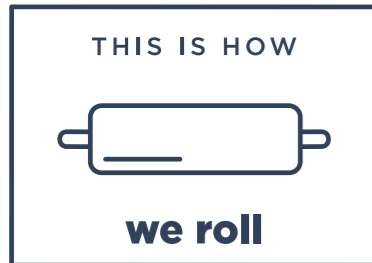
About Good Bitches Trust

Our mission

We want to make Aotearoa the kindest place on earth. We aim to give a moment of happiness to people going through a tough time, through providing a home-baked treat.



Good Bitches Trust Structure



Good Bitches Trust is governed by a volunteer board who meet monthly.

Justin Lester (Chair)

Nic Murray

Marie Fitzpatrick

Simon Thomas

Margaret Delaney

Julie Treanor

Each board member sponsors a focus area. They work with an 'HQ Lead' to progress business-as-usual work and projects within these areas. HQ Leads are volunteer roles, except for *Continuously improve central operations*, which is led by the National Operations Manager.

In 2019/20, our focus areas have been:

- Create a rewarding volunteering experience for all GBs
- Cultivate a community that actively supports us
- Develop sustainable funding streams
- Continuously improve central operations
- Explore new ways to promote kindness

Good Bitches HQ

Good Bitches Baking's day-to-day operations are largely managed by a dedicated group of volunteers.

We know that volunteering has a positive impact on a person's wellbeing, so providing volunteering opportunities is an important part of our kaupapa. Our HQ volunteers work alongside two part-time paid staff: National Operations Coordinator Anjuli Muller and National Fundraising Coordinator, Sarah Rodgers.

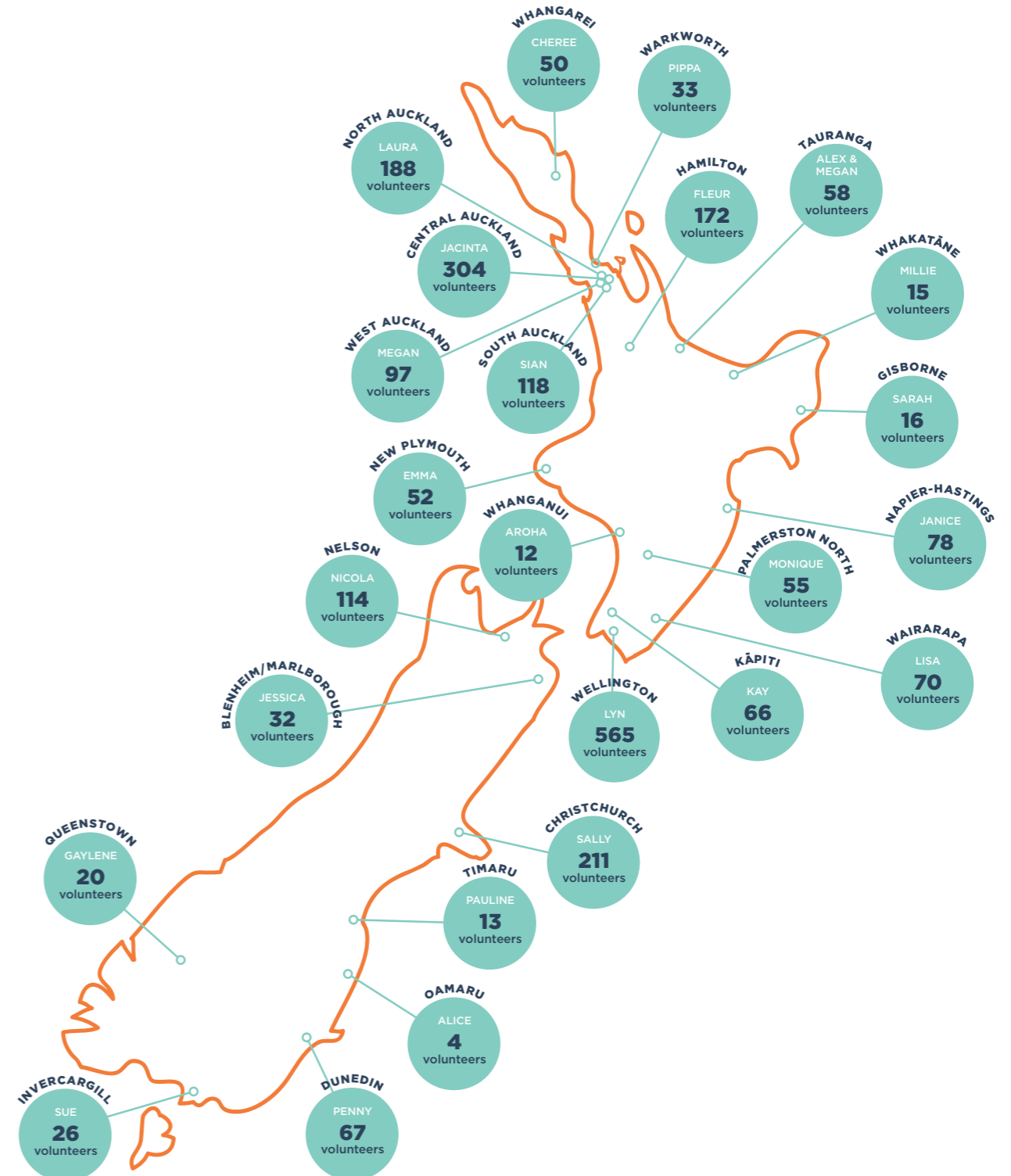
Business-as-usual work and projects are organised into the five focus areas, with an HQ Lead and a sponsoring board member to oversee the various projects and ongoing work. Volunteer project managers complete work to support the focus areas, such as fundraising, social media, newsletters, and board support.

Chapters

As at 31 March 2020, there were 25 operational Good Bitches Baking chapters across Aotearoa, New Zealand.

Each Chapter is led by a volunteer Head Bitch, and depending on its size a number of other volunteers, including:

- Head Bitch
- Roster Bitch
- Newbies Bitch
- Fundraising Bitch
- Social media and/or newsletters bitch





Our Funding

Good Bitches Baking activities are primarily funded through fundraising, grants and donations.

Fundraising activities are undertaken both at a national level by Good Bitches Baking HQ and at a local level by Chapters.

At a national level this includes the production and sale of merchandise, such as tea towels, t-shirts, calendars, donations including via the GiveALittle website, and grants received, including from the Lion Foundation. We have also been fortunate to receive prize money

as a result of being named Mitre10 Community of the Year, being part of the Kiwibank New Zealander of the Year Awards, and being named Wellington City Council Community Awards Supreme Winner.

At a local level this includes speaking engagements, sausage sizzles and high teas, raffles, movie and quiz nights, and entertainment book sales.

Our volunteers

Good Bitches Baking relies on volunteers in the following capacities:

- Baking
- Driving (to deliver baking)
- Local and national governance (Committees and Board)
- Fundraising
- Administration and improvement projects at HQ

Volunteers donate their time, their baking, their skills, and expertise in the name of kindness, and we are incredibly grateful to them for doing so.

We couldn't spread kindness as widely as we do without them.

Case Study Baker

Healing Hearts

Zahara says her love of giving comes from her granny. “When I was a child in South Africa, we stayed with her when my father left us. She would help anyone who asked for help, invite them in, give them a wash and invite them to sit at the table with us.

We were brought up to share – she told us even if you have only one sweet you must share it. My aunty says I am just like my granny, and that’s an honour.”

Zahara joined Good Bitches Baking as soon as a chapter opened in Napier, attracted to the organised nature of doing what she always did – baking treats and giving to people in need. “I love that it always goes to the right place” she says.

“I especially love to give to Women’s Refuge because if you are in refuge it’s a very serious time in your life and I like that I can give a little treat to take their mind off what they are going through.” Being a survivor of domestic violence herself, she knows first hand how much a small gesture, given with love, can mean.

“When I am baking I have the children on my mind. If I think back to those first weeks in refuge with so much happening with lawyers and police – I, myself, and my children would have loved a little treat. I imagine the thrill on their faces when they open that box and it makes my day. I try to make something more fancy for them.

“I heard there was a lady who was really struggling at refuge and wouldn’t come out of her room and they took her one of my cakes, it was one with hearts on it. They said it made her cry to know that someone cared. And I cried with happiness to hear that.”

And although she loves that she can help others, Zahara says being a Good Bitch has helped her heal. “I’ve had five years on my own, safe and happy, and it helps me to give. For me, being a Good Bitch is happiness.”

“For me, being a Good Bitch is happiness.”

Case Study Driver

Easy Volunteering

Tracey Cole is a prolific driver for the New Plymouth chapter, collecting and delivering baking around twice a month since the chapter was established in April 2017.

“I like the feeling of doing good in the community. It’s nice to know the baking is going to make someone’s day a little brighter,” she says.

“Whenever I hear Good Bitches Baking mentioned, I get goosebumps thinking that I’m part of such a good thing.”

She loves hearing about initiatives like Prison Bake (so do we! Check out the story on page 23) and being part of a community of people who are driven by a passion to do good for the community.

The recipients Tracey delivers to, such as Women’s Refuge, always give her a warm welcome and are “over the moon to receive such goodies”.

“The bakers are always so appreciative when you collect the baking to deliver. Sometimes they give you a sample of the baking to say thank you! It makes my day.”

“It’s so easy to volunteer. It doesn’t take much of my time and I like the feel of doing good in my community.”

“Whenever I hear Good Bitches Baking mentioned, I get goosebumps thinking that I’m part of such a good thing.”

Statement of Service Performance

Description of Outcomes

Our mission is to make Aotearoa the kindest place on earth. We do that by providing a moment of sweetness to people having a tough time.

Good Bitches Baking partners with organisations who work with and support people having a hard time.

We distribute baking via organisations provided that they give help to all people regardless of religious affiliation or race. All people having a tough time deserve a bit of kindness. We don't pass judgement on why they are having a tough time.

We deliver baking to those organisations, who distribute the baking in a way that works best for their clients. That may be to

break the ice at a group therapy session, to make their offices more welcoming and encourage people to stay, or to take to a whānau in the community that needs a little aroha.

GBB also provides opportunities to be kind. In our experience, people often want to show they care but don't know how.

Our baking and driving opportunities, as well as our Prison Bake initiative provide everyday Kiwis with an opportunity to show their community some kindness.

Description of Outputs

We are incredibly proud of what we've been able to achieve in our mission to make Aotearoa the kindest place on earth.

Good Bitches Baking continues to grow in how we deliver on our mission. We're delivering more

boxes from more volunteers to more organisations across more chapters in New Zealand.

Outputs	2019/20	2018/19
Number of Good Bitches Baking chapters in New Zealand	25 Chapters	21 Chapters
Number of organisations receiving Good Bitches Baking baking	176 recipient organisations	136 recipient organisations
Number of Good Bitches Baking volunteers	2436 volunteers	1748 volunteers
Number of boxes of baking delivered	16,598 boxes	11,761 boxes

2019/20 Summary



It's hard to think of the last year without thinking of the challenges Aotearoa has faced. But despite 2019/20 throwing a few obstacles our way, we're incredibly proud of the way our volunteers, our board and our community have reacted: with kindness, with manaakitanga and with each other.

Two thousand, four hundred and thirty six volunteers have baked and delivered 16,598 boxes full of aroha, kindness and compassion to 176 recipient organisations.

They have shown their communities that when you are going through a tough time, there are people out there who care.

They have made Aotearoa a kinder place this year.

One of our kindness champions, Founder Marie Fitzpatrick, announced she was stepping down from the board to spend more time with her family. Marie's final board meeting was in May 2020. After more than five years of driving a significant portion of the Good Bitches mahi, we hope she enjoys some time with her whānau.

We also acknowledge and thank Glen Neal, who stepped down as chair this year. Glen was instrumental in guiding Good Bitches Baking through an incredible few years of growth. We thank him for his dedication to kindness and his acceptance that all meetings would involve wine.

In February, we welcomed former Wellington City Mayor Justin Lester to our whānau. Justin stepped into

the role of chair following Glen's departure and quickly helped us respond to Covid-19 and the challenges it has presented. Justin's first Good Bitches Baking meeting was a strategy session run by the team from PricewaterhouseCoopers, where he jumped straight into a fishbowl session with Nic and Marie, asking some tough questions about where they would like to see Good Bitches Baking in 2025.

We also thank Ian White, who stepped down as board member this year. Ian was a fantastic steady hand who helped us implement some key financial milestones which had a substantial impact on our income.

We welcome Margaret Delaney, who has replaced Ian as financial board member. Margaret has already got her feet under the desk, completing our 2019/20 Financial Reporting.

To get there, we have an incredible group of kindness heroes: the Good Bitches Baking community. They band together with an aspirational goal of making Aotearoa the kindest place on earth – and they make a bloody big difference.

We think it will change the world.

Case Study **Head Bitch**

Good Bitch family

People often think Pippa Plummer is helping out her mum when they run into her picking up and delivering baking. They quickly realise she's the Warkworth Head Bitch when the 15-year-old introduces herself.

Pippa's Dad, Ben, said when she first took the project on he thought 'here we go, another project!' but he says he quickly realised what an impact Good Bitches Baking has when he helped Pippa deliver some baking to Women's Refuge.

"I'm certainly very proud of her. She has really driven this herself and it's such a brilliant thing that Good Bitches do."

Pippa says her parents were very supportive of her when she established the Warkworth chapter around 2 years ago – although she says they are much happier since an additional volunteer started managing – and storing – the chapter's box supply. All baking donations are delivered in food-safe boxes.

"Boxes were always the bane of my parents' existence as Head Bitch parents," she says.

She says she asked her mum to check the first email she sent, but since then has managed everything herself, alongside her schoolwork.

"It's really awesome to be part of this community with so many role models," she says.

"I got involved when I heard Nic and Marie on the radio. I emailed to see if there was a chapter I could join and they asked me to be Head Bitch and set up the Warkworth chapter.

"We have just over 30 volunteers and we deliver to the Women's Centre, Welsford and Warkworth Hospices and the Selwyn Foundation. They're so appreciative of the baking and it's nice to be helping out."

"It's really awesome to be part of this community with so many role models."

New Zealander of the Year Awards

At the New Zealander of the Year Awards for 2020, Good Bitches Baking took home the Mitre 10 New Zealand Community of the Year award.

The award recognises community groups that promote a strong sense of community spirit and make our communities stronger and more vibrant. The award recognises that something small given in kindness can have a huge impact.

To us though the award represents and recognises the fantastic group of volunteers that Good Bitches Baking has. Every volunteer has made an invaluable contribution to promoting kindness in their community, whether it is regularly baking, delivering kindness, running a chapter or giving their time to support HQ operations. This award is for you and we would like to extend a huge thanks to all of these generous good bitches.

As Nic Murray our Co-Founder said: "Our volunteers are baking every day of the week, for people they will likely never meet, but the impact of their work is profound. Creating those connections between strangers is powerful beyond measure."

We're also incredibly grateful to award sponsor Mitre10. Their support shows us how powerful our community is and we're thrilled to have them join our whānau.

We hope that this award encourages other people to spread kindness in their communities.

"Our volunteers are baking every day of the week, for people they will likely never meet but the impact of their work is profound."



Volunteer Week

Good Bitches Baking relies on volunteers. We couldn't spread kindness without them.

We know that volunteering is one of the best things you can do for your own wellbeing, which is why creating volunteering opportunities is an important part of our kaupapa. We also strive to ensure our volunteers have a positive experience.

Volunteer Week (16th–2nd June 2019) was never going to be a week that simply passed the Good Bitches team by. It was a chance to celebrate our volunteers and all they do to spread kindness.

Prime Minister Jacinda Ardern joined the team on one of their baking drop offs in Wellington, delivering homemade afghans, cupcakes and cake to homelessness charity DCM in Wellington.

Using social media, volunteers from across the country shared what they love about volunteering.

Nic and Marie thanked each volunteer with a moment of sweetness and a handwritten thank you card. We acknowledge the generous contributions of Moore Wilsons, Whittakers, and Westgold for helping us to thank our volunteers and spread some kindness to those who work so hard for others.

We know volunteering is one of the best things you can do for your own wellbeing.



Case Study Sponsor

Developing Tangible Measures

GBB mahi matters, but it needs to be formalised into some measures.

Kate from Fernhill Solutions is proof you don't need to be a baker to support the Good Bitches Baking mahi.

Already a provider of financial support, earlier this year the company's director Dave asked Kate to lead some pro bono work.

Fernhill Solutions "gravitates to work that will ultimately make New Zealand a better place," she says.

"The attraction of GBB is that we like the underground philosophy of people helping people. And we feel like GBB have set up something really cool."

Kate says she gained a background understanding of the organisation and its impact from reading feedback from volunteers and recipients. It wasn't until she then met with founders Nic and Marie, and a bunch of other Good Bitches, that she got an understanding of the depths of the passion and the beauty of the work GBB does.

"I'm not a baker or sweet eater and would never have thought of the impact baking would have on people."

Kate is helping Good Bitches Baking develop a way of measuring the difference our work makes to both recipients and volunteers (read more about our plans to measure kindness on page 28).

She says it's clear from qualitative information, like feedback, that the GBB mahi matters, but it needs to be formalised into some measures.

"This really helps an organisation focus and helps people who are looking to provide funding know that their dollar is making a difference."

5th Birthday

September 2019 marked five years since GBB started making the world a little bit brighter, one sweet treat at a time.

In that time, we have delivered 700,000 moments of sweetness, we've taught baking and the value of kindness in prisons, and won awards for our work in communities up and down the country.

Five years of sweetness.

Five years of the generosity of volunteers.

Five years of seeing the impact that kindness has on our recipients.

Turning five gave us an opportunity to reflect on everything we had delivered since we began, and what better way to celebrate a birthday than with a party?

Events were held in Auckland and Wellington to mark the milestone, and volunteers across the country celebrated with each other by sharing memories of what it meant to them to be part of Good Bitches Baking.

Earlier in the year Nic and Marie received the New Zealand Order of Merit in the Queen's Birthday Honours (check out page 26) – and it turned out the Governor General of New Zealand offered to host a birthday party.

Hosted at Wellington's Government House, the party was a chance to celebrate with friends, supporters, and volunteers. The afternoon was spent sharing experiences, and enjoying bubbles, speeches and an incredible cake – that, for once, we didn't make!

We can't wait to see what the next five years hold for Good Bitches Baking!

Five years of sweetness.

Five years of the generosity of volunteers.

Five years of seeing the impact that kindness has on our recipients.

Appeal Week 2019 – He Wiki Tono

This year we ran our annual Appeal Week in August under the banner 'Be a Good Bitch* – *Someone who does something nice for someone else'.

Appeal Week donations continue to be very important to Good Bitches Baking's ability to make New Zealand the kindest place on earth.

This year we raised over \$25,000, from 450 donors – an increase of over \$10,000 – and gained several new volunteers!

We also grew our social media following by more than 1000 and challenged social media giant Facebook after it declined to 'boost' our content because of our name. This meant we weren't able to fully reach our Appeal Week targets for 2019.

We released our 'Kind AF' and 'Manaakitanga' pins as part of Appeal Week allowing our supporters to wear their kindness proudly.

Appeal Week is a national campaign run with both the support of the chapters and HQ. The money raised ensures that we are able to support more people to be kind and allow more New Zealanders having a tough time to receive a little bit of kindness.

Ngā mihi nui to all our supporters – we couldn't do this without you!

'Be a Good Bitch* – *Someone who does something nice for someone else'.



Case Study HQ Volunteer

Finding more kindness

Sophie Richardson has been a Good Bitch for around 5 years after her personal trainer suggested the charity might be a way for her to use her love of baking for good.

Three years later she put her hand up to do some volunteer project management for Good Bitches HQ and co-founder Nic asked her to be the HQ Lead for sustainable funding.

“It involves lots of emails, helping with Appeal Week and Kindness Week, reaching out to businesses. It’s really fun to see the whole organisation work together. There’s no ego involved, everyone just wants to get stuck in,” she says.

“Everyone in the Good Bitches community is so excited to do something that makes them feel good and has such a positive impact. There’s so much energy involved.”

Sophie says being involved at an HQ-level means she’s exposed to and part of Good Bitches Baking’s strategic and long term thinking. To read more about our plans, see page 29.

“I love that HQ is thinking bigger than baking.”

But for this Money Bitch, her priority is building awareness, facilitating collaborations with other businesses and working towards ways for people to donate more regularly.

“It’s not ‘more money, more problems’ for charities. More money would mean more kindness.”

“It’s not ‘more money, more problems’ for charities. More money would mean more kindness.”

Prison Bake

After a successful initial trial in late 2018 at Rimutaka Men’s Prison, Good Bitches Baking’s Prison Bake initiative has gone from strength to strength. As well as another session at Rimutaka, the programme has expanded to Arohata Women’s Prison.

The concept originated when we considered who would benefit from volunteering but couldn’t join in in a conventional way. We’d always hoped to have people in prisons as recipients, but thought about the value that going one step further and encouraging them to get involved as bakers would have.

After a successful pilot programme in 2018, Prison Bake returned with 8-week programmes run in Rimutaka Men’s Prison and Arohata Women’s Prison. Te Omanga Hospice, Men’s Night Shelter and two refuges received the baking made by the people in prison. Davis Trading came on board as a sponsor, providing the ingredients for each bake.

The feedback from the participants has been overwhelmingly positive. As well as learning practical skills,

many enjoyed the process of baking and spoke openly about how the programme taught them about giving back to the community.

“The best thing was thinking about the recipients. I used to only ever think of myself,” one participant commented.

The recipients also shared the impact of receiving baking from those in prison, saying the initiative spread hope as well as kindness.

“It was the hope that you gave them that their own tāne could be better,” one said.

We’re thrilled with how successful Prison Bake has been. We’re now working towards our goal of having Prison Bake in every New Zealand prison.

“The best thing was thinking about the recipients. I used to only ever think of myself.”



World Kindness Day

This year we asked our friends at creative agency Strategy Creative to come up with a fun campaign to celebrate World Kindness Day that reflected our strategy, including our goal to get more people talking about kindness.

An example of the generosity of New Zealand's small businesses

Their idea was to interpret our 'spread kindness' message literally – by creating a 'kindness spread' that people could use to sweeten up their toast and snacks.

We reached out to FreshAs to get some freeze-dried raspberry sprinkles to go on top of a special Fix & Fogg chocolate hazelnut spread.

Fraser Callaway, Managing Partner of Strategy Creative said saying yes to the project was easy.

"When an organisation like Good Bitches asks if you're keen to do something cool, you don't turn them down. An unbelievable team, a great cause and a real creative opportunity to have some fun. Our team got so much from working on this campaign."

Kindness Spread sold out by 3pm on release day and was a hit on social media.

Twelve cafes around New Zealand got on board and served 'Kindness on toast', or used the spread in their other offerings.

It was an example of the generosity of New Zealand's small businesses who all jumped at the chance to get involved in the campaign.

We also created spread kindness t-shirts, for people to wear their kindness and to support our fundraising efforts.

Case Study **Supporter**

Kindness for Christchurch

Although it's common knowledge that small acts of kindness can have big impacts, it's easy to forget the ripple effect that carries on.

After the Christchurch terrorism attack, GBB released a 'Kindness for Christchurch' t-shirt to raise money for the victims.

The tees aimed to create feelings of solidarity and inclusion by using a design with New Zealand and Arabic symbolism and the words 'kun tayibana', which translate into 'be kind'. However it was stories like the following that showed just how real this impact was.

One of our long time supporters, Mel, bought a 'Kindness for Christchurch' tee and happened to be wearing it when she stopped into a pharmacy.

The pharmacist on duty was Muslim, and when she saw the tee she was overcome with emotion, saying "I never imagined I would see a New Zealander wearing a t-shirt with Arabic writing on it. I am so overwhelmed with the kindness shown to us."

A total of two thousand T-shirts were sold, raising \$40,000 to support the victims and their families, and giving New Zealanders a practical way to respond to a sorrowful situation – by wearing their kindness.

While getting tees made and sold didn't feel like we were doing enough in response to the tragic shootings, this one story gave so much meaning to what we'd achieved. Hopefully, there are many other instances when wearing one of the 'Kindness for Christchurch' tees helps someone else feel included.

"...the words 'kun tayibana', which translate into 'be kind'."



Queen's Birthday Honours

In June 2019 our founders, Nic Murray and Marie Fitzpatrick, became members of the New Zealand Order of Merit in the Queen's Birthday Honours list.

The award, for services to the community, is a recognition of the impact Good Bitches Baking has had across communities in New Zealand.

It's validation that kindness is truly valuable, and our mission to spread a little sweetness is worthwhile.

While presented to Nic and Marie, the award is a result of an incredible community of volunteers who care about those going through a tough time.

Nic and Marie were presented with the awards by the Governor General of New Zealand, Dame Patsy Reddy, at a ceremony at Government House.

Dame Patsy shared her appreciation of Good Bitches Baking and all of the Good Bitches volunteers who show kindness to their communities.

It's validation that kindness is truly valuable.



Case Study Recipient

Kindness impacts

When social worker Jacinta arrives at a client's door with treats from Good Bitches Baking, the response is instant.

"We see a change in people's presentation – they can be quite flat, and we see them become more bubbly and smile. Some get a bit teary, they haven't always had a lot of people be kind, so a small gesture is huge."

Jacinta is part of the Youth Mobile team at Canterbury's Stepping Stone Trust, which supports young people and their whānau with their mental health.

When the boxes of baking arrive at the Trust's office each week, the team talk about who is particularly in need or identify a family who is getting a first visit that week.

Jacinta says "the idea of hospitality adds a lot of meaning. Contribution and sharing food together builds the relationship".

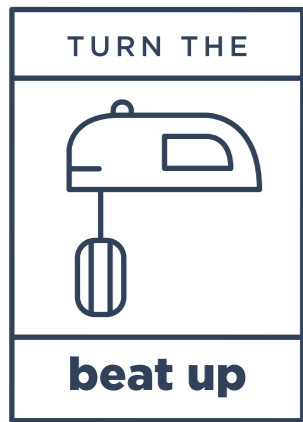
The baking brings comfort to families where there is financial stress or they're struggling to afford food – this may be because they're between jobs or experiencing issues with benefits.

Other times, Jacinta says the recipients have had "a challenging week or setbacks or a curve ball to their journey".

Last Christmas, a collaboration between the Good Bitches and local chapter sponsor Harcourts Holmwood meant 30 of the Trust's clients received a little extra Christmas cheer. Their collective efforts delivered sweet treats like lolly cake and truffles wrapped in festive cellophane bags. Jacinta says, "we were blown away and my regular clients were stoked!".

"Some get a bit teary, they haven't always had a lot of people be kind, so a small gesture is huge."

What's next?



We've come a long way from a group of friends sharing our frustration at the negativity in the world and trying to do a little bit to share kindness within our community.

As we've grown, we've held on to our sense of fun and our edginess – and that's really important to us. We don't want to lose who we are as we continue to grow – but we also know there's a lot of work to be done to make sure Good Bitches Baking is an enduring kindness movement in New Zealand.

To make that happen, we need a **self-sustaining business model**. That means consistent, regular funding that supports us to spread kindness throughout Aotearoa. It means finalising and rolling out our Bitch Management System to enhance our volunteers' experience and simplify how our chapters manage their communities. It also means a streamlined HQ to ensure national operations are efficient and our board is empowered to focus on governance.

We've been approached by people from around the world and that makes us think Good Bitches Baking has the potential to be an **open source kindness platform**, where we can share what we know, what has worked in New Zealand, and allow good bitches around

the world to have a global impact. Our focus will always be on our home community, but we know the impact we've had in Aotearoa and it has global potential.

We would like to see **kindness as an adoptable measure**, and so we're working to define it ourselves and look at how kindness can be measured. This will also allow us to measure the impact we have in our chapter communities.

Finally, while baking has been, and continues to be an incredible way to spread kindness and show we care, we intend to look **beyond baking** at how else we can make Aotearoa the kindest place on earth.

These are big dreams we have – and they're not going to be easy to reach. We're going to have to work hard, utilise the incredible community we have built and keep spreading kindness.

But we're also going to need help to achieve these goals. We need funders and financial support to help us achieve our goals and make Aotearoa the kindest place on earth.

Barriers

We've never shied away from big challenges or barriers to getting where we need to go – and we don't intend to stop now.

We're a young, edgy, exciting charity doing things differently, and we don't see that changing. Being boring might help us be more sustainable, but it gets in the way of innovation and growth. Instead, we'll use our innovation to find our way of creating an enduring and sustainable business model.

We ask a lot of our people. Our national and chapter operations run almost exclusively on volunteer hours. The kindness of our people is overwhelming and it has been incredible to have their support.

Funding is a barrier faced by every charity. We can always do more if we have more. Whether it is paid staff who have the time to

focus their attention on projects or allowing us to provide someone who otherwise would not be able to afford to, an opportunity to be kind – consistent, secure funding would provide us with those choices.

Consistent, reliable funding would provide us with the ability to be more sustainable. Our HQ volunteers could be set up to better do their jobs and our chapters would have a seamless, intuitive way to manage their volunteers – whether that's the Wellington Chapter, with more volunteers than they can process, or a new chapter establishing itself and building a community of kindness.

Forward plan 2020/21

Some of our goals are aspirational – we know we're not going to achieve them in the next 12 months, but we want to be moving in the right direction, and we want to make significant progress where we can.

Some of our goals are vital to our ability to continue to deliver and grow at the pace we have – and these will be our highest priority.

Our Bitch Management System (BMS) will be vital for our Chapters to efficiently and effectively manage our 2436 volunteers across the country. We need to build this to be fit for our purposes, and to meet our needs, and that's why an off-the-shelf model isn't an option. Once fully operational, the BMS will automate our chapters' rostering system, be a database of volunteers and recipients, and provide seamless reporting on each and every moment of kindness we spread.

We've been incredibly fortunate over the last 12 months to have our work recognised and gain exposure to new audiences as a result. This provides us with a huge opportunity to build partnerships and enduring relationships with corporates, philanthropists and other kind Kiwis who can help us create a sustainable income stream and give us the certainty that comes with that.

How do you define kindness? We're asking ourselves the same question and we hope that by next year we'll be in a position to tell you our definition – built from engaging with partners, volunteers and everyday Kiwis. And that's

Forward plan 2020/21 cont...

the easy part – we then want to look at how we measure and operationalise kindness. What's the social and fiscal impact of a moment of kindness? What is the return on investment of a Chapter of kindness in a community? How do you put a number on the work that we do? These aren't easy questions to answer, but we want to be provocative and start a conversation with New Zealand and with the world.

One area we think we're having a phenomenal impact is with our

Prison Bake initiative (read more on page 23) and that has us thinking about how else we can have an impact in our communities. Baking is a great way to start a conversation about kindness and we will continue to use it in the future, but it won't be our only vehicle of kindness.

We want to think about the big issues and how kindness might have a positive impact on them. Whether it's homelessness, mental health issues, or kids who don't have all the support they need – we're thinking about who needs

Performance Report



Approval of Performance Report

The Good Bitches Trust are pleased to present the approved Performance Report for the Good Bitches Trust for the year ending 31 March 2020.

The Trustees are solely responsible for the information contained in this financial report and have determined that the accounting policies used are appropriate for the purpose that the Performance Report is prepared.

Justin Lester

Simon Thomas

Nic Murray

Margaret Delaney

Marie Fitzpatrick

Julie Treanor

Performance Report

for the year ended 31 March 2020

Good Bitches Baking relies solely on short-term funding that is often one off.

Consequently it is important to ensure prudent financial management and sufficient reserves to cover any shortfall in funding should it occur. This will mean that with the support of our volunteers, we can continue to deliver moments of kindness to those who need them. During the year Good Bitches Baking raised sufficient funding to deliver 331,960 moments of kindness, donate \$40,000 to victims of the Christchurch massacre and maintain our cash reserves. We continue to focus on funding to ensure the sustainability of the Trust and continue making Aotearoa one of the kindest places in the world.

Statement of Financial Performance

for the year ended 31 March 2020

	NOTE	THIS YEAR \$	LAST YEAR \$
Revenue			
Grants, Sponsorships, Fees, Prizes		31,681	20,000
Donations		55,336	17,349
Fundraising and other similar revenue	1	53,122	58,699
Other Income		872	-
Total Revenue		141,011	96,048
Expenses			
Expenses related to public fundraising	2	36,079	38,464
Volunteer and employee related costs		47,273	22,800
Other expenses	2	10,600	6,499
Total Expenses		93,953	67,763
Surplus/(Deficit) for the Year		47,059	28,285

Statement of Financial Position

for the year ended 31 March 2020

	NOTE	THIS YEAR \$	LAST YEAR \$
Assets			
Current Assets			
Bank accounts and cash	3	126,577	119,496
Debtors and prepayments	3	-	6,961
Inventory	3	13,891	2,409
Total Current Assets		140,468	128,866
Total Assets		140,468	128,866
Liabilities			
Current Liabilities			
Creditors and accrued expenses	3	12,011	84,134
Income in advance	3	36,667	-
Total Current Liabilities		48,677	84,134
Total Liabilities		48,677	84,134
Net Assets		91,791	44,732
Accumulated Funds			
Accumulated surpluses	4	91,791	44,732
Total Accumulated Funds		91,791	44,732

Statement of Cashflows

for the year ended 31 March 2020

	THIS YEAR	LAST YEAR
	\$	\$
Cash Flows from Operating Activities		
Cash was received from:		
Donations, fundraising and similar receipts:		
Grants	68,000	20,000
General Donations	55,336	17,349
Receipts from providing goods or services	71,205	50,335
Christchurch Mosque appeal prepaid tshirts		81,323
Cash was applied to:		
Payments to suppliers and contractors	- 187,459	- 64,638
Net Cashflows from/(to) Operating Activities	7,081	104,369
Net Increase/(Decrease) in Cash	7,081	104,369
Add Opening Cash	119,496	15,127
Closing Cash	126,577	119,496
This is represented by:		
Kiwibank account	122,955	102,430
Paypal account	3,622	17,066
Total Bank Accounts and Cash	126,577	119,496

Statement of Accounting Policies

for the year ended 31 March 2020

Basis of Preparation

Good Bitches Trust has elected to apply PBE SFR-A (NFP) Public Benefit Entity Simple Format Reporting – Accrual (Not-For-Profit) on the basis that it does not have public accountability and has total annual expenses of equal to or less than \$2,000,000.

All transactions in the Performance Report are reported using the accrual basis of accounting. The Performance Report is prepared under the assumption that the entity will continue to operate in the foreseeable future.

GST

Good Bitches Trust registered for GST in March 2019. Amounts prior to this date are shown inclusive of GST and subsequent amounts are recorded exclusive of GST.

Income Tax

The entity is wholly exempt from New Zealand income tax having fully complied with all statutory conditions for these exemptions.

Bank Accounts and Cash

Bank accounts and cash in the Statement of Cash Flows comprise cash balances and bank balances (including short term deposits) with original maturities of 90 days or less.

Inventory

Inventory purchased and held for resale is valued at lower of cost or net realisable value.

Changes in Accounting Policies

Until 2018 Good Bitches Trust reported on a cash basis under Tier 4 of the Charities Commission reporting framework. In 2019 it moved to accrual accounting under Tier 3 of the reporting framework. Prior year comparatives have been restated to reflect the change. (There were no changes to accounting policies during the prior year).

Notes to the Accounts

for the year ended 31 March 2020

Note 1: Analysis of Revenue

Fundraising Revenue

Merchandise, books, etc	24,408	31,198
Speaker fees	2,435	-
Chapter fundraising	26,279	27,501
	53,122	58,699

Note 2: Analysis of Expenses

Expenses related to public fundraising

Baking related costs	19,312	8,048
Merchandise, book, etc costs	6,957	17,831
Chapter fundraising costs	9,811	12,585
	36,079	38,464

Other expenses

Bank and shopify fees	3,955	3,742
Postage and couriers	6,645	2,757
	10,600	6,499

Notes to the Accounts (continued)

Note 3: Analysis of Current Assets and Liabilities

Bank accounts and cash

Kiwibank account	122,955	102,430
Paypal account	3,622	17,066
Total	126,577	119,496

Debtors and prepayments

Sundry Debtors	-	2,482
Paypal and shopify fees paid in advance	-	4,479
Total	-	6,961

Inventory

Merchandise for sale to public	13,891	2,409
Total	13,891	2,409

Creditors and accrued expenses

Christchurch T-shirt prepayments received (comment 1)	-	81,323
GST payable	5,648	
Other accrued expenses	6,363	2,811
	12,011	84,134

Income in advance

Grants (Comment 2)	36,667	-
	36,667	-

Comment 1

Following the Christchurch mosque shootings in March 2019, GBB presold t-shirts with the proceeds being donated to the victims of the shooting. The transactions spanned two financial years. To better reflect the financial performance of the charity, the income and costs associated with this donation have been excluded from the financial results of the Trust. Full details of the income and expenditure are detailed in note 6.

Comment 2

GBB received a grant from Lotteries covering the period March 2020 to February 2021, the portion related to the next financial year has been recognised as income in advance.

Notes to the Accounts (continued)

Note 4: Accumulated Funds

		This year	
	Capital contributed by owners or members	Accumulated surplus or (deficit)	Total
Opening Balance	-	44,732	44,732
Surplus/(deficit)	-	47,059	47,059
Closing Balance	-	91,791	91,791
		Last year	
Opening Balance	-	16,447	16,447
Surplus/(deficit)	-	28,285	28,285
Closing Balance	-	44,732	44,732

Note 5: Other Disclosures

Commitments

There are no commitments as at balance date (last year: \$81k related to Christchurch Mosque fundraising t-shirts)

Contingent Liabilities and Guarantees

There are no contingent liabilities or guarantees as at balance date. (Last Year - Nil)

Related Party Transactions

There were no transactions involving related parties during the financial year. (Last Year - Nil)

Events after Balance Date

There were no events that have occurred after the balance date that would have a significant impact on the Performance Report. (Last Year - Nil).

Note 6: Fundraising for the Christchurch Mosque Shooting Victims

Good Bitches commissioned a fundraising T-shirt with all profits going to the victims of the Christchurch Massacre.

The fundraising spanned the end of the 2019 financial year and the start of the 2020 financial year.

All income, expenses and the donation have been offset within the financial statements of Good Bitches Trust.

Details of the fundraising have been included in this note for transparency.

T-shirt Sales Revenue	69,809
Costs (including materials, fees and postage)	30,918
Donation to Christchurch Victims	38,890



good bitches

BAKING