



good bitches

BAKING

Annual Report 2023–24



**For all the people who need a
little more kindness and a little
less judgement – we see you.**

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

Postal address

L15 Grant Thornton House
215 Lambton Quay
Wellington 6143

Contact

hq@gbb.org.nz
www.gbb.org.nz



@GBBaking



@goodbitchesbake

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a year in review

In the 2023/24 financial year, our volunteer cohort increased by 14.27%, our recipient organisations by 35.7% and the number of boxes baked and delivered by 22.9% — **and we only spent 6.2% more money!** This is an enormous ripple effect of kindness spreading through our communities.

39

Chapters (including sub-chapters)

437

Recipient organisations

3,260

Volunteers

29,072

Boxes delivered

436,080*
moments of
kindness

If we think about it another way, each box has a financial value of approximately \$95.50.

\$62^{.50}

Time (2.5 hours @ \$25/hour)

\$22

Ingredients

\$11

Fuel and other

This means that the 29,072 boxes baked and delivered in the 2023-24 financial year equate to about **\$2,776,376** of Good Bitch contribution to Aotearoa's social economy.

28

Cups of Sugar shared

5

Prison Bake programmes completed

11

Business Bitching events

* This number has previously been calculated based on each box of baking containing enough for 20 people — 15 is a more realistic number.

chairs' welcome



Kia ora koutou,

As we reflect on the past year, I am filled with gratitude and pride for what we've accomplished together. Our mission of spreading kindness has continued to flourish thanks to the unwavering support and dedication from our incredible Good Bitches community.

This year, we have seen the launch of our refreshed strategy, which we are confident will provide the framework for the ongoing success of Good Bitches Baking. We are particularly pleased to have landed this as it will set the direction for what we do in the future and has really focussed us on what is important for GBB now and into the future.

We also saw this year the release of the findings of our kindness research project. This was a significant and unique undertaking that evolved from a really big question of what does 'kindness' mean to different communities, into a more practical one: what is the role of kindness from the perspective of community services organisations in Aotearoa NZ? We learned a huge amount from the research project and have published the findings on our website to enable all those involved in the charitable sector in New Zealand to learn something about how kindness and charity are perceived in Aotearoa. We hope to use this research piece to better inform how we do what we do and to make sure we are having the impact we want to have.

We have been fortunate to have the ongoing support of many benefactors, partners and funders, and we acknowledge and thank all those people and organisations who have contributed to GBB through funding, goods and services, or with their time and ingredients.

We would like to extend my thanks to our Board and to our General Manager Katy, for her exceptional leadership and whose tireless efforts keep our operations running smoothly. To the entire GBB team, Nat, Hannah and Gina, thank you for your commitment and passion.

In closing, to our thousands of volunteers across the motu, you are the heart and soul of Good Bitches Baking. We want to thank each and every one of you for being a part of our journey. Together, we are creating a kinder, more connected world.

Here's to another year of spreading kindness and making a difference, one treat at a time.

Ngā mihi nui

Margaret and Simon
Co-Chairs

gm's welcome



As I reflect on the past year, I feel incredibly honoured to be the General Manager of such a fantastic organisation. Every week brings countless “wow” moments as I witness the amazing impact Good Bitches Baking has on so many lives.

Often, it's a heartfelt message from a recipient thanking their local chapter for the kindness and support. Other times, it's a post from a new volunteer sharing the warmth they felt after their first bake, knowing it will help someone experiencing a tough time feel seen and valued.

Our growth has been remarkable. A 35.7% increase in recipients clearly demonstrates the growing demand for our services and the immense value we bring to these organisations. In these challenging economic times, this increased demand also highlights the exceptional generosity of our Good Bitches, who donate their time, ingredients, and resources to ensure all those boxes of treats arrive with our hundreds of recipients organisations. Based on the 29,072 boxes delivered in the past year, this equates to a remarkable \$640,000 worth of treats and over 73,000 volunteer hours.

I'd like to take this opportunity to thank my amazing HQ team, Nat, Hannah, and Gina, whose unwavering commitment and support are invaluable.

To our incredible 30 Head Bitches and your committees, who are so selfless, hardworking, and passionate about your communities, thank you.

To the wonderful HQ GBs who have volunteered their time, expertise, and brains to help us with the big picture, we are so lucky to have you.

To our board of trustees, thank you for your ongoing support and guidance in steering our dream.

Finally, to our GBs across the motu, you truly are the best. Thank you for everything you do.

As we look to the year ahead, I am excited to see our plans for the circle of kindness expand like a perfect bread dough. We'll focus on supporting our current GBs and welcoming new ones into our community to meet the growing demand for our services. We'll also expand our programmes, like Prison Bake, and grow initiatives like Business Bitching, creating more opportunities for people in different environments to experience the joy of spreading kindness one treat at a time.

Katy Rowden
GBB General Manager



We can not thank you enough for your time, kindness and generosity. The baking gives people warmth, kindness and creates new happy memories in a place they feel safe. For many of our members, home baking never happens for many reasons so this is truly a gift with many levels of happiness baked inside.”

Napier-Hastings Recipient

about gbb

our values

- Kind
- Open-hearted
- Non-judgemental
- Empathetic
- Inclusive
- Accessible
- Respectful

our dream

Our dream is that all people in Aotearoa New Zealand who are having a tough time feel supported and valued, whatever their circumstances.

our method

We enable the spread of kindness through the mechanism of baking, because kindness benefits everyone involved and ripples through the community.

our services

Our volunteers bake and deliver treats to organisations that support people going through a tough time.

our priorities

Priority 1: Our receivers of kindness

Priority 2: Our givers of kindness

Priority 3: Organisational sustainability

Priority 4: Advocacy and thought leadership

Priority 5: Active tangata Tiriti

our structure

Our structure holds our kaupapa like a perfectly baked macaron – a stable foot made up of more than 3,200 Good Bitches across Aotearoa, with the chapter committees and Head Bitches creating the shell that keeps the day-to-day operation moving. The icing in the middle is the HQ team and board, keeping it all together and running smoothly.

Our main programme remains Baking it Better — our Good Bitches bake treats in their own kitchens for distribution to organisations that support people having some kind of tough time, no questions, no restrictions, no judgement.

Alongside this programme, we are developing other initiatives including Prison Bake, Business Bitching and Collaborative Bitching, each of which extends the concepts of the Baking it Better programme into more corners of our community, expanding the circles – and ripples – of kindness.

good bitches trust board

Margaret Warrington, Co-Chair
Simon Thomas, Co-Chair
Sam Feder
Sarah Meikle
Delaney Mes
Geoff Willmott
Megan Helmers, Board Secretary

good bitches hq team

Katy Rowden, General Manager, 0.5FTE
Natasha Meynell, Operations Manager, 0.5FTE
Hannah Molloy, Marketing & Communications Manager, 0.5FTE
Gina Dao-McLay, Social Media Coordinator, 0.25FTE
During this financial year, we farewelled the delightful Alex McCracken, Social Media Team Lead.

hq volunteers who worked with us during the 2023–24 financial year

Shop

Kathy Twyde
Monique Webb

Marketing & Communications team

Britt Davies, Brand Guardian
Christina Sit-Yee, Newsletter Bitch
Jacky Burgon, Writer
Sue Sewell, Writer
Jane Bitomsky, Writer
Jemma Simmonds, API Guru

BMS technicians

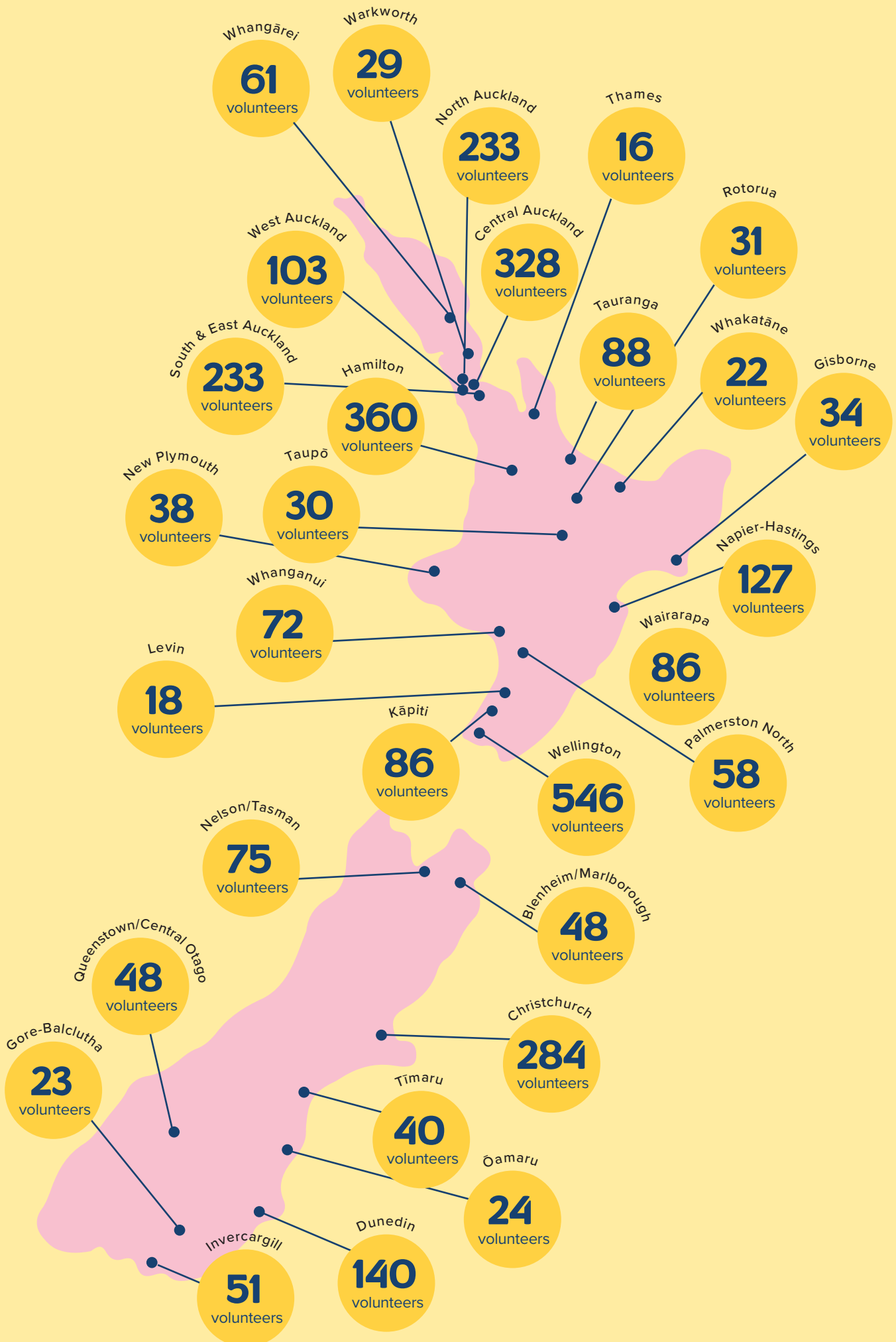
Martin Reid
Daniel Foster-Lynam
Lyn Heikell
Nurul Sultan
Jordyn Van Boheemen

Programmes

Alice Burnett, Prison Bake
Kate McCormick, Prison Bake

Projects

Hannah McGlue, Policy Review
Mandy Frankland, Partnerships Research
Jenna Bottcher, Strategy Refresh



chapters

On 31 March 2024, there were 39 Good Bitches Baking chapters (incl subchapters) across Aotearoa. Each chapter is led by a Head Bitch, and some also have a Roster Bitch, Newbies Bitch, Recipient Bitch, Box Bitch and/or Comms Bitch.

We farewelled, with much gratitude for their enormous contribution to their chapter, Cheree Morrison (Whangārei), Penny Easton (Dunedin), Monique Spanjaard (Palmerston North), Lucy Williams (Nelson/Tasman), Annette McIndoe (Whakatāne).

Head Bitch

Kevin Mintenko
 Jacinta Khiu
 Sally Clarke
 Ash Lowe
 Sarah Punnett
 Hannah Gibson
 Fleur Cook
 Sue Flintoff
 Therese O'Sullivan
 Justine Street
 Janice Williams
 Tamara Staples
 Morgan Harrison
 Bronwyn Leak
 Alice Read
 Heather Todd
 Viv Madsen-Ries & Kate Holland
 Stacey Rimene
 Catherine Blackmore
 Megan Mason
 Mary Norris
 India Essuah
 Richard Doran
 Eve Williams
 Jenny Bowen & Sue McKinney
 Belinda Barber
 Marissa Bell
 Tene Jennings
 Steph Brunt
 Kathrine Rice

Chapter

Blenheim/Marlborough
 Central Auckland
 Christchurch
 Dunedin
 Gisborne
 Gore-Balclutha
 Hamilton
 Invercargill
 Kāpiti
 Levin
 Napier-Hastings
 Nelson/Tasman
 New Plymouth
 North Auckland
 Ōamaru
 Palmerston North
 Queenstown/Central Otago
 Rotorua
 South & East Auckland
 Taupō
 Tauranga
 Thames
 Timaru
 Wairarapa
 Warkworth
 Wellington
 West Auckland
 Whakatāne
 Whanganui
 Whangārei

funding

Good Bitches Baking is primarily funded through grants and donations. We are also grateful to our supporters including Gibson Sheat, Millennium Hotels and Resorts, GoMedia and Whittaker’s who provide various goods and services that contribute very meaningfully to the success of our kaupapa.

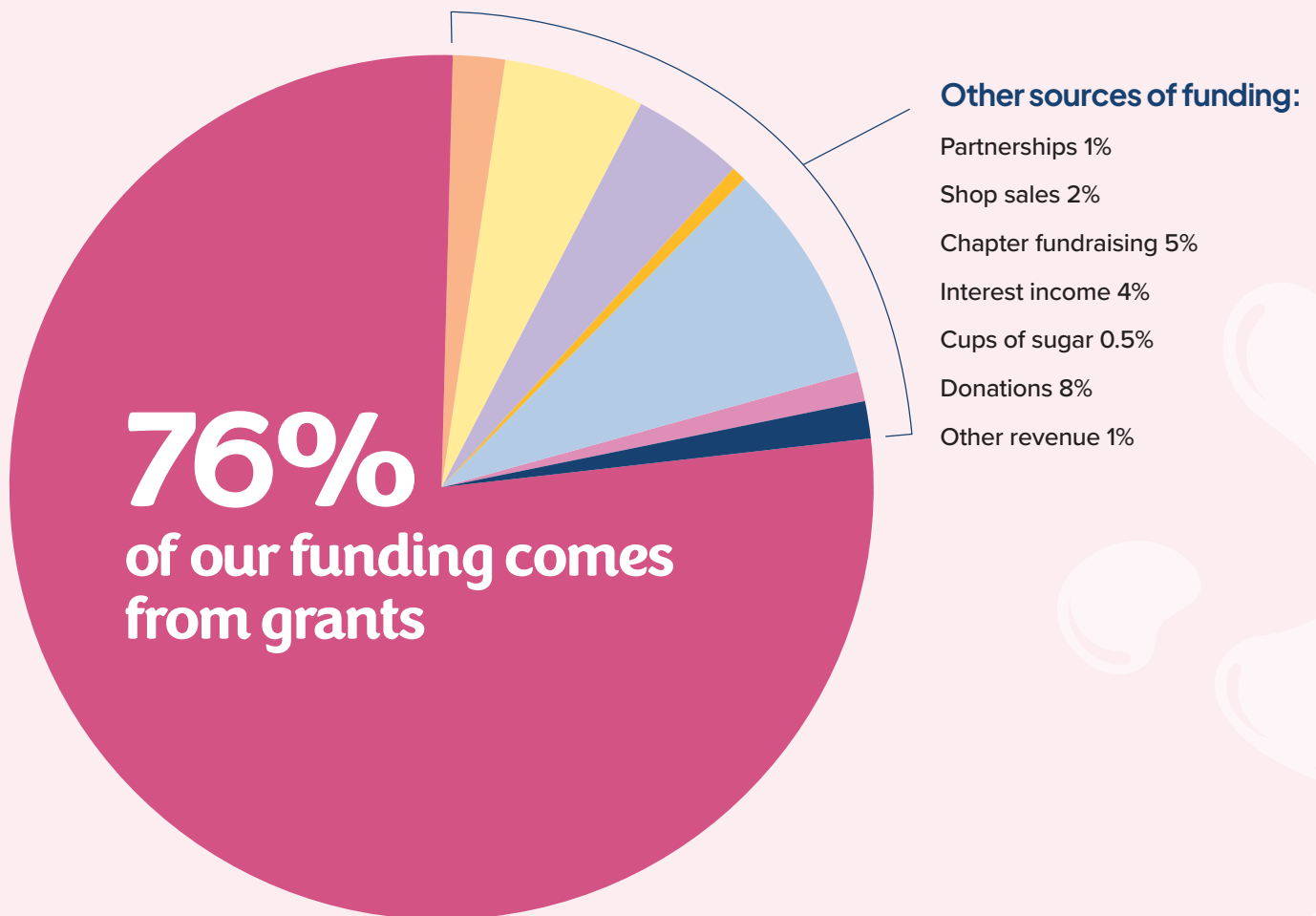
our volunteers

Our volunteers are also our biggest donors. We estimate their financial contribution of baking ingredients alone to be approximately \$640,000. Good Bitches Baking simply couldn't exist with a different operating model. We continue to rely on volunteers in many roles:

- Baking
- Driving
- Local and national governance
- Administration
- Projects

donations

We continue to receive donations from individuals and businesses across the country. These mean we have some flexibility in how we allocate budget items around tagged funding from contestable grants.



statement of service performance for Good Bitches Trust

(for the year ended
31 March 2024)

introduction

Our dream is that all people in Aotearoa New Zealand who are having a tough time feel supported and valued, whatever their circumstances.

We enable the spread of kindness through the mechanism of baking, because kindness benefits everyone involved and ripples through the community. Our volunteers bake and deliver treats to organisations that support people going through a tough time.

Description and quantification of the entity's outputs	2023/24	2022/23	2021/22	2020/21	2019/20
Chapters (including subchapters)	39	29	28	28	25
Recipient organisations	437	322	277 ¹	265	225 ²
Volunteers	3,260	2,853	2,947	2,868	2,436
Boxes of baking delivered	29,072	23,840	17,167	15,366	16,598
Prison Bake programmes completed	5	0 ³	0 ⁴	2	2
Business Bitching events	11				
Cups of Sugar shared	28	18	29	20 ⁵	0

explanation

We distribute baked treats via organisations that work with people having some kind of tough time without judgement or exclusion – a tough time is a tough time and everyone deserves treats. We deliver baking to those organisations, who distribute the baking in a way that works best for their clients.

The flip side is that we provide people with flexible, accessible opportunities to be kind. People often want to contribute meaningfully to their communities but don't know how or perhaps they don't have the time or skills for other kinds of volunteering. Our model of volunteering enables participation across demographics, financial circumstances, cultural and ethnic backgrounds, abilities and skills. Our Cup of Sugar fund, which alleviates financial barriers to participation, supports this outcome.

Additional information

- 1 An additional 46 recipients were on hold due to COVID-19
- 2 This number was incorrectly reported as 176 in the 2019/20 Annual Report
- 3 Hawke's Bay Regional Prison started just before the end of this financial year on 15 March 2023
- 4 No programmes were completed due to COVID-19 restriction
- 5 This number was incorrectly reported as 18 in the 2020/21 Annual Report

a clear recipe for the future

With our tenth birthday approaching, the Board and HQ team spent a good portion of time discussing a strategic refresh. We were very lucky to have the support of a Masters in Business Administration student who took on our project as one of her final pieces of work.

One of our sticking points had been how to work towards our previous mission to make Aotearoa the kindest place on earth in a meaningful and measurable way. Discussions about the Board’s strategic vision for the organisation, alongside the practicalities of the work happening at HQ and in chapters were shaped and informed by Jenna’s research and facilitation. All of this resulted in a practical and cohesive strategic plan for the next five years.

It became really clear really quickly that spreading kindness, one treat at a time is what we do, and we do it well so we should stick to our baking. The way the strategy is shaped means that we have a clear but aspirational dream, scaffolded by a practical and measurable method, wrapped in meaningful and relevant values. It sets out a straightforward recipe that anyone can understand and follow but it’s also a recipe that we can adapt based on the ingredients at hand.

Good Bitches Baking Strategy 2023–2028





OUR VALUES Kind Open-hearted Non-judgemental Empathetic Inclusive Accessible Respectful

OUR DREAM Our dream is that all people in Aotearoa New Zealand who are having a tough time feel supported and valued, whatever their circumstances.

OUR METHOD We enable the spread of kindness through the mechanism of baking, because kindness benefits everyone involved and ripples through the community.

OUR SERVICES Our volunteers bake and deliver treats to organisations that support people going through a tough time.

OUR PRIORITIES

Priority 1: Our receivers of kindness	Priority 2: Our givers of kindness	Priority 3: Organisational sustainability	Priority 4: Advocacy and thought leadership	Priority 5: Active tangata Tiriti
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“

Kai plays a very important part in the day-to-day life of DCM. Our people are often experiencing homelessness, with the many challenges that come with that level of deprivation and marginalisation. Being able to come to DCM and receive a moment of kindness courtesy of GBB can settle their wairua, lift them up, and help us facilitate conversations that can lead to positive outcomes in their lives.”

Wellington Recipient



kindness in the face of disaster

At the beginning of the 2023-24 financial year, which was immediately after the Cyclone Gabrielle floods, our Napier-Hastings chapter swung into action to offer some extra support to the people in Awatoto, a small community between Napier and Clive, who were almost entirely displaced. Drivers were organised to pick up from bakers and deliver to a contact at the golf course just across from the industrial/residential area for distribution to the families.

Over the six week period, 33 GBs delivered 80 boxes of delicious baking to the 15 families. HB Janice expressed her appreciation to her volunteers:

"GBB was able to help relieve some of the families' personal and forefront issues through demonstrating kindness in action, just through what you love doing for others – baking and delivering treats. Even though it pales in contrast to the damage ... the cyclone has caused to so many people and their families, it's often the ability to recognise that these people need the love and care from unknown others who can offer in their own way."

The residents expressed their appreciation too:

"Thanks so much for helping make a difficult time a little sweeter."

"Thank you so much for all of the lovely treats. It's nice to know we have amazing people out there. Put a smile on our faces every Monday and great to catch up with all my neighbours."

our newest chapter

In July 2023, we were chuffed to get our 30th chapter underway in Levin. Head Bitch Justine has got things off to a snappy start, with 42 boxes of treats baked and delivered to five recipient organisations by 18 GBs in their first seven months!



The impact your baking has on the whanau that are accessing our services is the perfect icebreaker, as it helps us to break down the barrier of receiving help and makes for a much easier conversation to begin. Most of the whānau that receive your kai never have treats like this, as they cannot afford them or have the means to make them.

Hamilton Recipient

managing geographic spread

With significant growth over the past couple of years, we have introduced the idea of subchapters in Hamilton and Queenstown/Central Otago. This structure complements an existing structure in some of our other cities, both of which create more equitable access to the roster.

The sublocale structure has been in place for many years in larger centres and enables GBs to choose the areas for delivery that fit with their day-to-day movements around the city.

A subchapter operates the same way as a chapter except they are one of a group overseen by a single regional committee, each with their own Local Support Bitch, volunteer cohort and recipient organisations. Hamilton has six subchapters - Cambridge, Matamata, Morrinsville, Te Awamutu and Hamilton city – and Queenstown/Central Otago has three – Wānaka, Alexandra and Cromwell – as well as sublocales in Queenstown, Frankton and Arrowtown.

our biggest donors

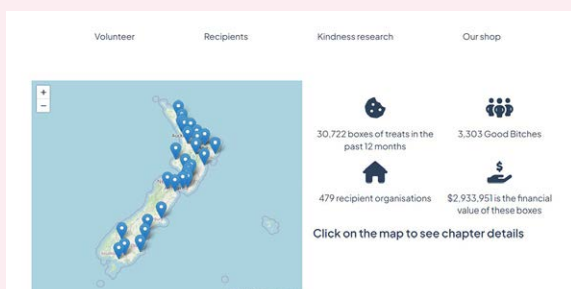
We've done a lot of thinking and learning over the past year about diversifying our income generation. Part of that was considering the contribution our Good Bitches make in dollar terms. Their donation of *ingredients alone* each year has an actual cost/value of about \$640,000 — we simply couldn't do what we do with a different operating model.

It's especially important to acknowledge this as we're working our way through a cost of living crisis, and as we apply for funding in an increasingly oversubscribed and under-grown contestable funding ecosystem.

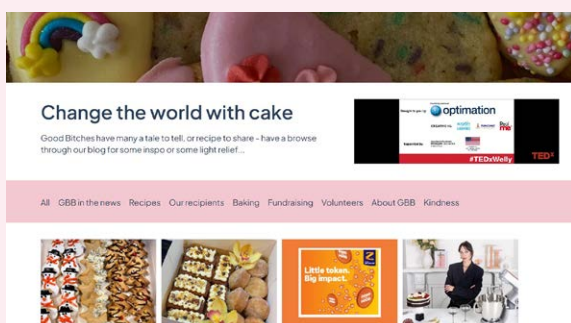
We take our commitment to looking after our volunteers seriously, and this small shift in the way we think about them, as financial donors as well as volunteers contributing time and skill, adds a layer to that commitment.

refresh your screen!

With our chapters growing so busily and programme development picking up, our website was starting to look a bit shabby and uninformative — time for a refresh.



We take our responsibility to be prudent with our financial resources seriously, so we looked around for ways to get a fancy new website without the big price tag - and with thanks to the DIA's Community and Volunteering Capability Fund, we were able to work with an intern from The Logic Studio in Ōtepoti.



The funding meant that our intern was able to get some industry experience while also learning a bit about the ins and outs of the not-for-profit charitable sector, and it meant we got to work with a super fresh mind, well supported by his team.



One of our must-haves was a degree of interactivity that would make it super easy for viewers to see in a flash the impact our volunteers are having all over the country and also to see what's actually happening in their own area. It's a real motivator for our people to see the range of organisations we support

as well as the programmes we're developing. Another must-have was simple but comprehensive information about how to get involved with GBB, as a volunteer, a recipient organisation or even as a donor or business partner.

We are delighted with the result - it looks great, it has up-to-date information, and it's designed for the reader, whether they're curious about volunteering with us, our programmes, supporting us, our name, or our chapter statistics. It's also built so that as we develop new programmes and resources, we can adapt it easily and we can highlight all the amazing people and organisations that support us in all their different ways.

The baking photos are by one of our very clever Head Bitches, Belinda in Wellington. It also has the shielded site button for people seeking resources to help them escape domestic violence.

Have a browse some time!

www.gbb.org.nz

corporate kindness

Over Christmas 2022, we received some very generous donations from several small – medium-sized businesses which, combined with the occasional requests for business participation, got us thinking. How could we make it easy (and fun!) for our business community to spread a little kindness in the form of baked goods?

We came up with Business Bitching — and in fact two models of it.

We worked with our friends at Millennium Hotels and Resorts to develop a masterclass version that involves a group spending half a day working with one of their fantastic pastry chefs to learn some new skills while doing a little team bonding. Same as usual, the baking is donated to one of our recipient organisations, giving these corporate teams a taste of what it means to be a Good Bitch.

The ongoing development of our volunteer management system made the second model an easy win. It's more of an in-house concept where businesses work with their local Head Bitch to determine who they can bake for and how much is needed. The team produces the treats, boxes it up and it's delivered to the recipient organisation. Again, a simple way for a business operating in the community to get a taste of spreading kindness.

Both these models incorporate a donation to GBB, connecting them to two of our strategic pillars – more givers of kindness and operational sustainability.



Some Business Bitches from Veeram Software with their treats ready for delivery.

prison bake is BACK

We're so pleased with the progress of Prison Bake rolling out around Aotearoa, with the programme now on rotation at Hawke's Bay Regional Prison, Christchurch Women's Prison, and, after some delays, at Otago Correctional Facility.

We talk a lot about how we can enable more givers of kindness and who we're missing – we know our operating model works really well for a large proportion of our community but there are lots of people who are disenfranchised, disconnected, isolated or excluded. Because we see again and again the real impact a small act of kindness has on both the doer and the receiver, we're very keen to ensure we're reaching into as many corners of the community as we can find.

The programme is a four to six week series of classes, teaching the practical skills of baking but also some less tangible ones about kindness – what it means to be kind and to receive kindness. The participants' feedback reflects the impact of the programme, proving the relevance of its deeper concept time and time again.

Our volunteers are keen to sign up, making space in their work-day schedules and reflecting on the impact working inside the wire had for them as well. The programme can be adapted to suit the requirements of each facility, as well as those of the volunteers.

Prison staff also recognise the value of the programme for the people they're responsible for and are hugely appreciative of our volunteers. They also noted the increase in baking products purchased in the grocery stores during and after the programme...

Over the next financial year, we're looking forward to productive conversations with other facilities around the country, and getting this programme into as many as we can.

“ A chance to connect with and support women I may not otherwise have connected with, [a] reminder of my own privilege in my life.”

Prison Bake volunteer

“Knowing you have made something for someone else, the feeling of donating is awesome”

Prison Bake participant



Christchurch Prison Bake volunteers and Corrections staff showing off the treats whipped up at Christchurch Women's Prison.

in plain sight all along

We had an idea last year that it was important for us to think about **why** we develop programmes — is it to make us look and feel good, or is it to support the work of other organisations?

We decided the second was a better reason to do anything but were also clear that we don't know everything about kindness and how it's useful (we know some stuff for sure) so a research project seemed like a good approach to finding out how our work could be useful to others' work. We received funding support from the DIA's Community Research Fund which enabled us to work with the spectacular team at Martin Jenkins, and particularly Penny Fitzpatrick.

With Penny's help, our big question evolved from a **really** big question (what does 'kindness' mean to different communities) into a more practical one: *what is the role of kindness from the perspective of community services organisations in Aotearoa NZ?*

The project was supported by a sector advisory group of nine people with a wealth of collective experience across the community services sector. 258 individuals who work for, or volunteer with, wide ranging community services organisations (CSOs) in Aotearoa New Zealand participated in 50 in-depth interviews and 208 survey responses. The project team also referenced a literature review Allen & Clarke did for us in 2020.

We learned a lot along the way and the final report is really valuable, both for GBB and for the wider community, with insights into how community organisations, intermediaries and importantly, funders can use the findings.

“Some of our young people may think they have nothing to give. They might not understand that kindness doesn't have to be financial, it can be shown in actions.”

Interview participant

“Sometimes when we show kindness to people, they aren't ready to receive it, because they don't think they are worth it.”

Interview participant

“ People who are disrespectful and unkind generally have no love or respect for themselves, and if you can help them allow themselves to learn to love themselves and see that there is a measurable value in sharing and nurturing that in the community – it’s the most important thing really. ”

Interview participant

kindness

a dynamic, two-way exchange

YOU can turn insights into action
The research provides interesting insights. But without action, insights are of little value to the community services sector. Clear logic, dedicated funding, meaningful partnerships, and careful design could enable CSOs to run more kindness programmes for the benefit of their clients, themselves, and wider society.

CSOs can...

1. Carry on doing what you are doing – your kindness is important **mahi** that is seen by more people than you think.
2. Unpack what kindness means in your organisation, and what it looks like in action. It is reframed as a dynamic, two-way exchange.
3. Consider how you currently use kindness (to achieve strategic objectives and to put values into action) – and what opportunities may exist to do this more.
4. Clearly articulate the role of kindness in achieving your programme objectives.

Intermediaries can...

1. Raise awareness of kindness as an intervention.
2. Explore further the possible perception that some people are less deserving of kindness, and how this perception may impact the use of kindness programmes.
3. Work with CSOs, including Māori-led providers, to co-design kindness programmes that are appropriate to the people the CSO works with.
4. Work with funders to help them to understand and measure the contribution of kindness.

Funders can...

1. Unpack what it means to be a kind funder.
2. Review requirements of funded organisations to ensure they create a kind environment for funding.
3. Support cross-organisation/sector-wide kindness initiatives, and measurement.

Tips for avoiding kindness mis-steps

1. Reframe kindness as a dynamic, two-way exchange
2. Practice active listening
3. Respect boundaries
4. Seek cultural awareness
5. Empower, don't enable
6. Consider long-term impact
7. Collaborate and seek consent
8. Be realistic about your capacity and skills
9. Reflect and learn
10. Regularly self-reflect

Find the full report at www.gbb.org.nz/kindness-research. We'd love for you to be part of the ongoing conversation - contact research@gbb.org.nz to find out how.

kindness

a dynamic, two-way exchange

“It feels like it's one of those things that once you've started to uncover it, it's actually been there in plain sight all along. It's so much a part of the air we breathe.” - Interview participant

“People need the most love when they are the least lovable.” - Interview participant

This study began with a question: **What is the role of kindness from the perspective of community services organisations (CSOs) in Aotearoa New Zealand?**

To answer this question, we engaged 258 individuals who work or volunteer with wide-ranging community services sector organisations in Aotearoa New Zealand. The research included 50 in-depth interviews, and 200 survey responses.

We conclude that kindness is both integral to the survival and effectiveness of CSOs, and that CSOs themselves have a critical role in fostering kindness within society. By reframing kindness as a dynamic, two-way exchange, and being intentional in the design of kindness programmes, CSOs can look to harness the power of kindness and amplify its benefits for their clients, for themselves, and for the wider community.

Kindness programmes come in many forms

Delivering on strategy Intentions for and with clients: to benefit clients, to support client wellbeing objectives			Values in action Initiatives that may or may not include clients: to be authentic and fulfil values		
Kindness as a foundation Receiving donations of resources, time, money. A way to approach delivery of service. An intangible currency of the sector					

To so Māori values of *manaakitanga* and *awhatanga* are often associated with kindness. They speak to generous interactions that enhance the mana of all involved.

“In receiving kindness, our mothers believe in themselves and show up for their kids. They feel empowered, and it has such a ripple effect on their lives, it becomes transformational, and the mothers want to share this with other, and they end up gratefully giving without realising it - it shows how they interact with their children, their partners, they are empowered to give more to their communities through their time.” - Interview participant

Four types of barriers prevent CSOs from seeing more kindness programmes

System settings - challenges that are common in the community services sector also hinder kindness programmes (like shortage of funding, resources, and competing demands)

Awareness - while kindness is common, many interviewees lack language to describe it as an organised and intentional intervention, which may also inhibit funding for such programmes.

Sustainability - many of the challenges that bring people to CSOs for support can also make it harder for them to engage with kindness programmes.

Perceptions - a query is raised as to whether society may have a view that some people are less deserving of kindness, and whether this perception creates unconscious barriers to kindness programmes for some CSOs. As one interviewee powerfully stated - people need the most love when they are the least lovable - a salient reminder of the importance of work to propagate kindness and to be grateful to those who are delivering kindness to people in tough times.

Clear logic, dedicated funding, meaningful partnerships, and careful design could enable CSOs to run more kindness programmes for the benefit of their clients, themselves, and wider society.

A set of values
Enter explicit, or implicit in organisational and individual values.

A practice
The words individuals use, the way work is organised, organisational policies and settings.

A way to show up
The attitude and intent that organisations and individuals staff/volunteers bring to their interactions with each other, and with the people they serve.

Intentional acts
Spontaneous and organised, giving of time, money, service, items.

Kindness permeates all aspects of the community services sector

- CSOs give kindness, for example through charitable acts
- CSOs receive kindness, for example through donations
- CSOs facilitate the flow of kindness, for example by creating opportunities for others to get involved in kindness exchange
- The existence of CSOs is a symbol of kindness in the communities where they operate.

Kindness programmes serve two purposes for CSOs:

- Programmes contribute to delivery of strategic objectives for clients
- Programmes put values into action

Most of the formalised programmes that CSOs described are focused on putting values into action, rather than delivering strategic objectives for clients - such as, mental wellbeing, resilience, connection. While most survey respondents report running programmes that enable clients to get involved in giving (53%) and receiving (75%) kindness, we find these opportunities tend to be incidental to achievement of objectives, rather than intentional.

“The beneficial connection, like somebody making you feel worthwhile. It's about belonging, being seen and being heard.” - Interview participant

Find the full report at www.gbb.org.nz/kindness-research. We'd love for you to be part of the ongoing conversation - contact research@gbb.org.nz to find out how.

a few of our volunteers



Kevin Mintenko Marlborough Head Bitch

Kevin believes everyone *knows* what volunteering means but it's hard to define it because everyone has their own perspective on it. For him, it's about giving something without expectation of anything in return – usually time or action rather than money. He says, “The word is so ubiquitous but the act is very personal. It's like the economy – everyone talks about it but does anyone really know what it is...?”

He was drawn to GBB because “the really badass name caught my interest. I've been a transient member of the Marlborough community but had just moved to Blenheim for permanent work so it was time to start giving back, and this is a really simple way to do that.”

Kevin was still new and excited about GBB, with visions of how much more could happen with the chapter, so he put his hand up to take over the Head Bitch role in February 2023 when the previous HB resigned.

“I love to fill my plate to bursting so it felt natural to add the Head Bitch role. It has been great to add new recipient organisations and volunteers and one of the best bits is seeing people smile when they see the white box. I often deliver for other volunteers, and walking from my office to a recipient, someone will often recognise the box and shout out ‘good work’ – people know what it means.”

Top of mind for Kevin is balancing his volunteer cohort with the number of recipient organisations - he's in the enviable position of having more volunteers than stuff to do, a problem he thinks many organisations would love to have.

“It's an interesting volunteering model, like a gateway drug to volunteering. Our people can do as much or as little as they want to so it has a low impact on their day-to-day lives but a high impact for our recipients.”



Jenna Bottcher Strategic refresh project

Jenna was completing her Masters In Business Administration and needed to find a final project, but she wanted one that wasn't just about finding ways for a corporate to make more profit. Jenna has a bent for volunteerism and community —. "I'm a public servant so it's part of my nature to do things that help other people - it has a feelgood factor. Volunteering is about giving back, connection and also networks and meeting people. Particularly in our big cities, we've lost that a bit."

Casually reading GBB's 2022/23 annual report (as everyone does), she noticed that we intended to do a strategic refresh, so she got in touch.

"GBB's not going to take away anyone's problems but it gives an uplift to people — it's so practical. It has a unique value proposition that doesn't exist in New Zealand or internationally so I couldn't lift and reuse anything existing. I can't really believe it doesn't exist anywhere else."

Jenna worked closely with the board and the HQ team, revelling in the chance to spend time with our people — "Board members are also volunteers, stepping away from their work and family and it felt really good to hang out with everyone and listen to their passion for GBB."

The project combined the best of all worlds for Jenna and she says it never felt like a chore. "We really achieved what we set out to achieve so it was a real high note to finish my Masters on. It was really validating for my own self-confidence too to be doing this on my own time and for it to be so successful."

And now for Jenna? "I had heard of GBB but until I did this project, I didn't really get it. Now I've joined the roster — I drank the Koolaid..."



Nurul Sultan BMS Helpdesk

Nurul has found a couple of niches with GBB that have suited her at different stages, allowing her to volunteer in a way that she enjoys and that fits around the rest of her busy life. She began as a baker in our Wellington chapter in 2020, signing up because she loves baking but didn't have many opportunities to do it — "it's a fun way to share my skills but I also really like the variety of recipient organisations — it feels like I'm not giving my time to just one thing."

In a case of good timing, Nurul's schedule became too busy to manage baking at the same time as HQ was looking for someone to join the BMS helpdesk team. "I didn't want to leave GBB just because I was too busy and being on the helpdesk means I still feel like I'm doing something helpful. I'm learning a lot too."

Nurul remembers talking to other volunteers when she was still a baker about the implementation of the BMS and how challenging some GBs were finding it. She says, "I'm a very tech-minded person and in this role I get to understand the problems people have and find ways to solve them."

She describes the idea of volunteering as "sharing my skills with people and organisations that may not be in a position to pay for them. Volunteering shows that people can be kind and care about others; it's a little bit of light in what can be a difficult world. This is definitely GBB — everyone involved is so genuine and being part of it makes you go out into the world with a bit more positivity."



it's not all work...

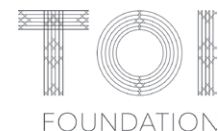
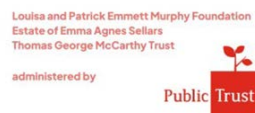
Our chapters have held some great events over the past year, with the aim of creating a sense of community for their volunteers. They range from regular coffee catch ups in cafes or GBs' homes to Christmas parties with goodie bags to baking-related challenges – needless to say there are always tasty snacks.

We were also chuffed to have our Wellington and Dunedin chapters on the receiving end of community awards.



funders

We have a comprehensive contestable funding calendar and over the year, the HQ team spends about 350 hours preparing applications and reports. As well as the obvious financial impact these grants make to the organisation as a whole, local grants signal a recognition of the wide community benefit of our programmes and this is always well received by our GBs.



partnerships

We've said it before and we'll say it again, we love our long-term relationships. The businesses listed below have supported us in so many ways, with product, expertise, money and most importantly with a belief in our kaupapa. We love them all (see?) and we thank them gratefully from the bottom of our hearts.



what's next?

Great question. The short answer is lots - we have heaps of work to do that can be neatly wrapped up in our new strategic framework.

We'll continue to develop our programmes, rolling out Prison Bake and its friends Collaborative Bitching and Sweet As Hāpori across the country while keeping a sharp eye out for corners of the community we haven't reached into yet.

We're approaching our tenth birthday which means, as an organisation, we are pretty grown up now and it's time to look forward, which means a little bit of looking back. We know our name has been a huge asset in terms of our growth and success, but we also know that it presents a barrier for some so we'll be doing some work on what that means in the context of our new strategy.

We're starting to do some deeper thinking about our relationship with and responsibility to Te Tiriti o Waitangi and how we can be an active partner with the concepts in New Zealand's founding document.

We have our third cookbook in the works and it's a gem, we'll be welcoming our Head Bitches to their second national hui and we're reshaping our staffing structure so it will work best for our organisation's – and our people's – ambitions and needs.

Stay tuned...

“It’s amazing! I love to bake and getting to do something I love that has such a positive impact on others is a perfect way to enjoy baking and give back to my community. The GBB community itself is also a really lovely community of people and everyone has been really nice!”

North Auckland Good Bitch

approval of performance report

Good Bitches Trust

For the year ended 31 March 2024

The Trustees are pleased to present the approved performance report including the financial statements of Good Bitches Trust for the year ended 31 March 2024.

The Trustees take full responsibility for the accuracy and appropriateness of the information contained in this financial report and affirm that the accounting policies employed are suitable for the purpose of this report.

APPROVED

For and on behalf of the Trustees.

Simon Thomas

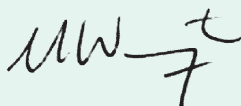
Co-Chair



Date 17/6/24

Margaret Delany

Co-Chair



Date 17/6/24

statement of financial performance

Good Bitches Trust
For the year ended 31 March 2024

ACCOUNT	NOTES	2024	2023
Revenue			
Grants, sponsorships, fees, prizes	1	\$286,196	\$222,749
Donations		\$33,341	\$55,097
Fundraising and other similar revenue	1	\$34,290	\$29,674
Interest income		\$15,703	\$6,193
Total revenue		\$369,530	\$313,712
Expenses			
Expenses related to baking & programmes	2	\$33,181	\$24,385
Expenses related to public fundraising	2	\$19,422	\$14,578
Volunteer management (incl. staff costs)		\$190,171	\$229,477
Other expenses	2	\$82,303	\$37,680
Total expenses		\$325,077	\$306,121
Surplus/(deficit) for the year		\$44,453	\$7,591

statement of financial position

Good Bitches Trust
As at 31 March 2024

ACCOUNT	NOTES	31 MAR 2024	31 MAR 2023
Assets			
Current assets			
Bank accounts and cash	3	\$383,175	\$392,218
Accounts receivable		\$927	\$0
Inventory	3	\$4,303	\$12,392
GST receivable		\$8,035	\$210
Total current assets		\$396,440	\$404,820
Total assets		\$396,440	\$404,820
Liabilities			
Current liabilities			
Creditors and accrued expenses	4	\$20,870	\$28,471
Income in advance		\$63,895	\$109,127
Total current liabilities		\$84,765	\$137,598
Total liabilities		\$84,765	\$137,598
Net assets		\$311,675	\$267,222
Accumulated funds			
Accumulated surpluses or (deficits)	6	\$311,675	\$267,222
Total accumulated funds		\$311,675	\$267,222

statement of cash flows

Good Bitches Trust
For the year ended 31 March 2024

ACCOUNT	2024	2023
Operating activities		
Receipts from grants, donations & sponsorships	\$312,058	\$239,864
Receipts from customers	\$44,527	\$75,855
Payments to suppliers and employees	(\$375,022)	(\$311,498)
Interest received	\$15,703	\$6,193
Other cash expenses	(\$6,309)	\$108,088
Net cash flows from operating activities	(\$9,043)	\$118,502
Net cash flows	(\$9,043)	\$118,502
Cash and cash equivalents		
Cash and cash equivalents at beginning of period	\$392,218	\$273,717
Net change in cash for period		
Bank accounts & cash		
Donorbox, Paypal etc	(\$480)	(\$972)
Bank account	(\$24,785)	(\$116,382)
Business online call	\$10,040	\$232,856
Notice saver (90 days)-01	\$5,663	\$3,337
Credit card	\$518	(\$336)
Total bank accounts & cash	(\$9,043)	\$118,502
Total net change in cash for period	(\$9,043)	\$118,502
Cash and cash equivalents at end of period	\$383,175	\$392,218

statement of accounting policies

Good Bitches Trust

For the year ended 31 March 2024

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.

Goods and services tax (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.

Income In advance

GBB has received a number of grants that relate to periods that extend beyond 31 March 2024. The portion related to the next financial year has been recognised as income in advance.

Changes in accounting policies

There have been no changes in accounting policies. Policies have been applied on a consistent basis with those of the previous reporting period.

notes to the performance report

Good Bitches Trust

For the year ended 31 March 2024

1. ANALYSIS OF REVENUE	2024	2023
Grants, sponsorship, fees, prizes		
Grants		
Grants received	\$288,907	\$195,749
Historical correction	(\$6,211)	\$0
Total grants	\$282,696	\$195,749
Supporters	\$3,500	\$27,000
Total grants, sponsorship, fees, prizes	\$286,196	\$222,749
Donations		
Cup of sugar donations	\$1,990	\$2,700
In-kind donations	\$13,355	\$0
Website donations	\$275	\$0
Donations	\$17,722	\$52,397
Total donations	\$33,341	\$55,097
Fundraising and other similar revenue		
Partnerships		
Chapter partnerships	\$2,000	\$0
Chapter fundraising	\$20,021	\$9,755
Total partnerships	\$22,021	\$9,755
Merchandise, books etc	\$7,813	\$19,919
Business bitching	\$4,457	\$0
Total fundraising and other similar revenue	\$34,290	\$29,674
Interest, dividends and other investment revenue	\$15,703	\$6,193
2. ANALYSIS OF EXPENSES	2024	2023
Baking & programme expenses		
Baking related costs	\$31,362	\$23,572
Programme related costs	\$1,819	\$813
Total baking & programme expenses	\$33,181	\$24,385

Public fundraising expenses		
Fundraising expense	\$11,709	\$970
Merchandise, books etc	\$7,713	\$13,608
Total public fundraising expenses	\$19,422	\$14,578
Volunteer management & staffing expenses		
Staffing costs	\$182,972	\$197,710
Volunteer management	\$7,199	\$31,767
Total volunteer management & staffing expenses	\$190,171	\$229,477
Other expenses		
Consulting & accounting expense	\$4,506	\$5,072
General expenses	\$58,354	\$30,690
Marketing & social media expense	\$19,443	\$1,919
Total other expenses	\$82,303	\$37,680
3. ANALYSIS OF ASSETS	2024	2023
Bank accounts & cash		
Kiwibank accounts	\$273,159	\$287,385
Term deposit	\$110,017	\$104,354
Donorbox/Paypal/Shopify	\$0	\$480
Total bank accounts & cash	\$383,175	\$392,218
Debtors and prepayments		
Accounts receivable	\$927	\$0
GST	\$8,035	\$210
Total debtors and prepayments	\$8,962	\$210
Inventory		
Merchandise for sale to public	\$4,303	\$12,392
Total inventory	\$4,303	\$12,392
4. ANALYSIS OF LIABILITIES	2024	2023
Creditors and accrued expenses	\$20,870	\$28,471
Income in advance		
Income in advance	\$57,684	\$109,127
Historical adjustment	\$6,211	\$0
Total income in advance	\$63,895	\$109,127

GBB has received a number of grants that relate to periods that extend beyond 31 March 2024. The portion related to the next financial year has been recognised as income in advance. The income in advance account contained a historical error prior to the 2023/2024 year that could not be located. A manual adjustment has been entered into the accounts against the "grants income" account to balance the "income in advance" account as outlined in note 1 and above.

5. PROPERTY, PLANT AND EQUIPMENT

Significant donated assets

There have been no significant donated assets this year.

6. ACCUMULATED FUNDS	2024	2023
Accumulated funds		
Opening balance	\$267,222	\$259,631
Accumulated surpluses or (deficits)	\$44,453	\$7,591
Total accumulated funds	\$44,453	\$7,591
Total accumulated funds	\$311,675	\$267,222

7. BREAKDOWN OF RESERVES

Cash reserves stand at \$383,175, equivalent to 12 months of operating expenditure.

8. COMMITMENTS

There are no commitments as at 31 March 2024 (last year: nil).

9. CONTINGENT LIABILITIES AND GUARANTEES

There are no contingent liabilities or guarantees as at 31 March 2024 (last year: nil).

10. GOODS OR SERVICES PROVIDED TO THE ENTITY IN KIND

	2024	2023
Millennium Hotels & Resorts and Foodstuffs Community Trust South Island	\$13,3550	

We also gratefully acknowledge the organisations that supported us with in-kind or contra goods: Whittaker's, Queen New Zealand, Gibson Sheat Lawyers, Davis Trading, Westgold and GoMedia.

11. RELATED PARTIES

There were no transactions involving related parties during the financial year (last year: nil).

12. EVENTS AFTER THE BALANCE DATE

There were no events that have occurred after the balance date that would have a material impact on the performance report. (last year: nil).

13. ABILITY TO CONTINUE OPERATING

The entity will continue to operate for the foreseeable future.



good bitches

BAKING