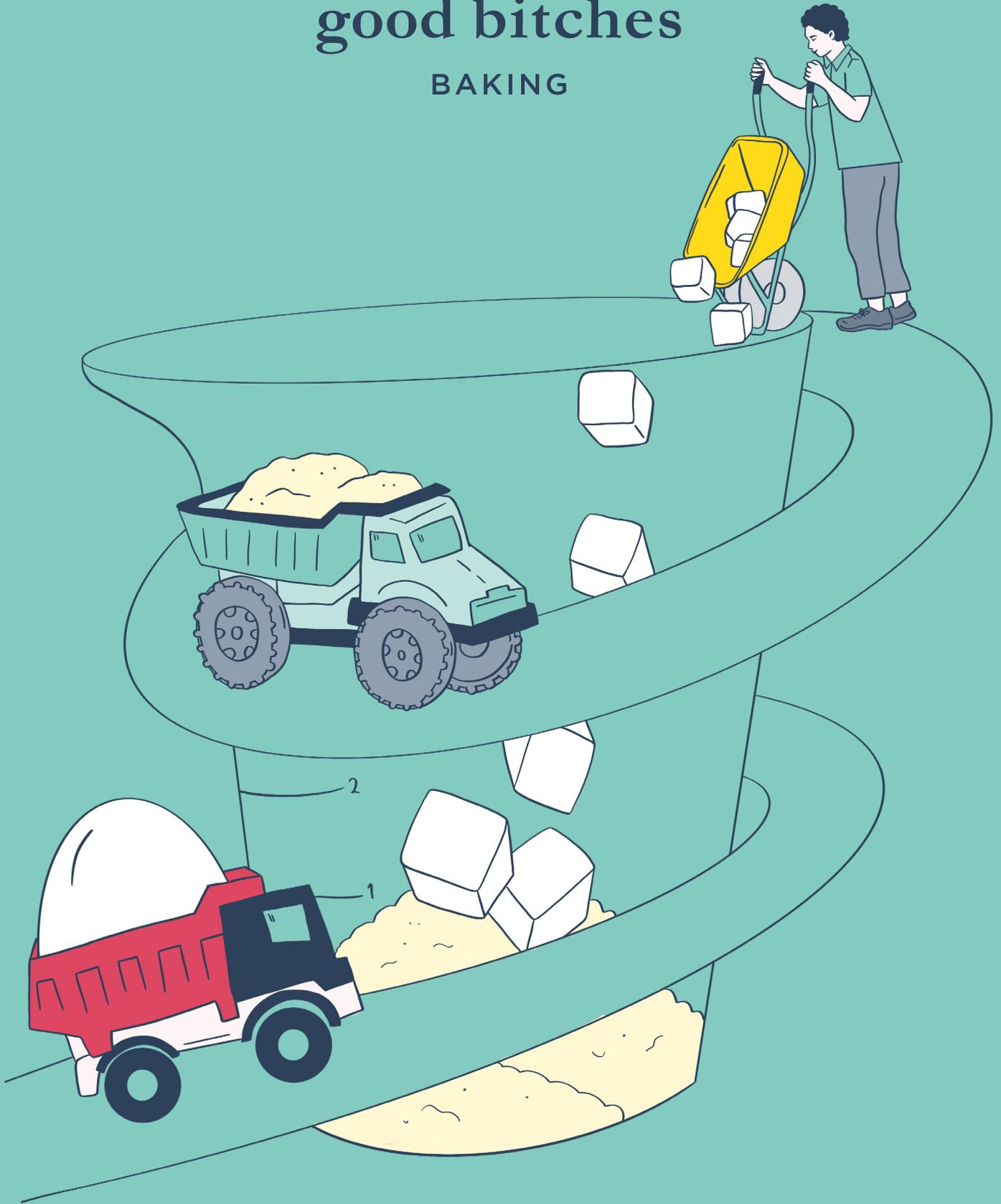




# good bitches

BAKING

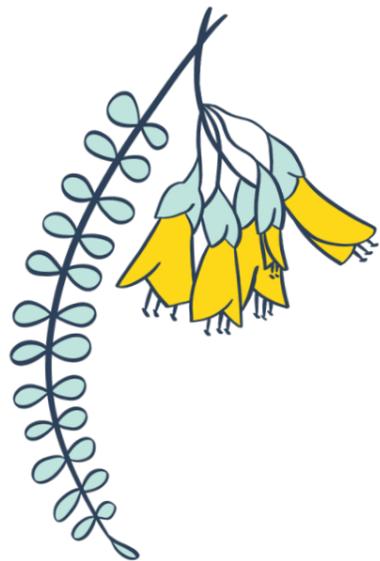


ANNUAL REPORT 2021-2022

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*To all the people having a tough time,  
and to all the Good Bitches who walk  
alongside them.*

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<b>Legal name</b>	Good Bitches Trust
<b>Other names</b>	Good Bitches Baking, GBB
<b>Entity type and legal basis</b>	Good Bitches Trust is a Charitable Trust incorporated under the Charities Trust Act 1957
<b>Registration number</b>	CC52553
<b>Postal address</b>	10 The Terraces, Wānaka, 9305
<b>Contact</b>	<p>hq@gbb.org.nz www.gbb.org.nz</p> <p>  @GBBaking   @goodbitchesbake   @goodbitchesbake   @goodbitchesbake </p>

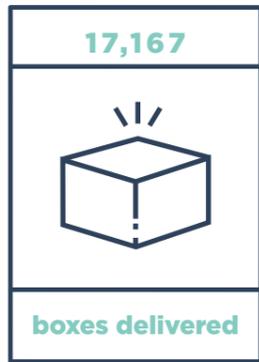


twenty eight  
CHAPTERS

— 2,960 —



VOLUNTEERS



WHICH MEANS



**343,340**  
MOMENTS OF  
SWEETNESS

BROKEN DOWN ANOTHER WAY



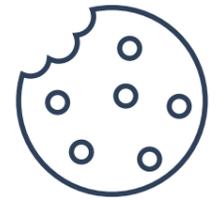
**\$62.50**

2.5 HOURS  
@ \$25/HOUR



**\$20.00**

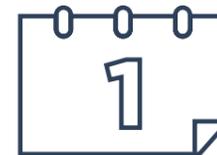
INGREDIENTS



**\$10.00**

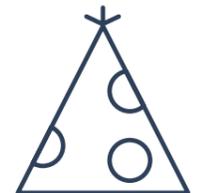
FUEL AND OTHER  
CONSUMABLES

THIS MEANS THAT



**our 17,167 boxes**  
in the 2020/21 financial year

— equate to about —



**\$1,587,947**  
of volunteer contribution to  
Aotearoa's social economy

# Chair's welcome



**Tungia te ururoa, kia tupu whakaritorito te tupu a te harakeke.**

*Set the flax bush alight and the new shoots will spring up.*

As I write this, I've been the chair of the Good Bitches Trust board for just over three months, looking both forward and back across an organisation that has grown from a casual idea that manifested in a massive way, and at a much faster pace than our founders Nic and Marie anticipated.

Our volunteers around the country offer small and individual gifts of kindness that collectively have an enormous impact in our community. Our recipients regularly tell us of the power and connectivity of 'flax roots' community support.

The past financial year was again affected by Covid-19 and as a board, we had to navigate the complexities of ensuring our volunteers remained able to participate while respecting and supporting the needs of our recipient organisations' often vulnerable clients and adhering to Government requirements. This was challenging for an organisation that's value set is based on inclusion and kindness.

Our Auckland and Hamilton chapters were especially affected by their extended lockdown and we know that it's taking time for them to get back to full strength—the patient work of those five Head Bitches has been incredible.

It's important to acknowledge the challenges we all faced and it's so good that we're coming out the other side of it.

We farewelled two of our trustees this year. Firstly, Justin Lester, the previous chair, who helped us, from a governance perspective, step away from operational hands-on management into long-term strategic planning and truer governance. He has always had a lot on his plate and we recognise his generosity in sharing his time with us.

Secondly, Nick Lewis brought a commercial and risk-based lens to our board discussions. We want to acknowledge and thank them both for their generosity with their time and knowledge. We welcomed three new trustees: Sarah Meikle, Sam Feder, and Sophie Richardson, all of whom have been GBs in various capacities for quite some time. Their passion and enthusiasm is a fantastic addition to the Board.

We farewelled our previous General Manager Anjuli Muller, at the end of 2021 with considerable gratitude for her daily mahi, for her meticulous attention to detail, her compassion and her dedication to Good Bitches Baking.

She has left an enormous mark on the organisation and we wish her the very best for her PhD.

Our new General Manager, Katy Rowden has started in the role with infectious energy, a wealth of strategic experience, and a fresh perspective. With almost 3,000 volunteers, nationwide, Good Bitches Baking is a big charity by New Zealand standards. Katy, her small team, and the Board recognise this and are implementing new systems to support the great work of our volunteers.

During this financial year, Good Bitches Baking generated a surplus of \$83,001. This is reflected in our cash reserves which have grown by approximately \$40,000.

We are grateful for the support we received from many organisations and benefactors, including our volunteers. We are focused on ensuring we use the money we receive wisely, to support as many volunteers and recipients as possible.

Looking forward to the coming year, we will be investigating opportunities to expand Prison Bake and our other programmes and to support our Head Bitches who do such an amazing job leading each of our now 29 chapters. We want to continue to enable our community 'flax roots' to thrive and grow.

Kia kaha

BOARD CHAIR



# About Good Bitches Trust

## How does being a GB make you feel?

*“Like I am improving another person's day.”*

*“It keeps me challenged as baking doesn't come naturally.”*

*“It's great to be able to support the most vulnerable in our community in such a practical and tasty way.”*

## BITCH SURVEY 2022

### 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.

### OUR VALUES

- Everyone will benefit from the opportunity to be kind
- Everyone deserves to receive kindness

### OUR GOAL

Good Bitches Trust is an enduring, self-sustaining movement of kindness, thinking big and acting brave.

### OUR STRATEGY

- Build a self-sustaining business and operating model
- Going Beyond Baking to enable Good Bitching of all kinds
- Advancing kindness across the world



## How does it make the people you work with feel to receive kindness in the form of home baking from a stranger?

*“Loved, happy, seen.”*

*“Feels like a visit from our Grandmothers with those surprise baked goodies in her basket!”*

*“It's huge. Many of the people accessing our services feel alienated from the community. They feel seen when they receive gifts and kindness such as this.”*

*“This is a great gesture to be able to offer families in a material form, it helps to form relationships with families.”*

## RECIPIENT SURVEY 2022

# Good Bitches Trust structure

**If Aotearoa NZ was the kindest place on Earth, what would be different?**

*“There’d be less judgement in all aspects.”*

*“We would remember that we all have more in common than the things that separate us.”*

*“We would not have most of the recipients we bake for.”*

*“Our words as well as our actions would be gentle and honest, compassionate and clear.”*

**BITCH SURVEY 2022**

Our structure is like a layer cake, filled with buttercream icing and decadent jam, combining to make a delicious treat that is also structurally sound.

We have a network of people, our Good Bitches, who bake, in their own kitchens, treats that they think will bring pleasure to someone else. The boxes of treats are collected and delivered to a recipient organisation whose kaupapa is to support people having a tough time. That’s it, that’s the process.

Surrounding this simple process is another layer of people who manage the logistics, our Chapter committees, who look after the rosters, manage the relationships with the recipient organisations, distribute boxes and flyers, recruit new volunteers and recipients, plan and execute fundraising, and complete reporting for HQ.

The next layer of people is the HQ team, three paid and around 20 volunteers who look after all the operational aspects of maintaining a successful and relevant charity, as well as looking towards the future and what we can do next. And then there’s the board, more volunteers who oversee the governance and strategic direction of the organisation.

These layers mean that our Good Bitches can focus on the part that’s actually important—creating the moments of sweetness for people in crisis and spreading kindness through our community.



## Good Bitches Trust Board



## The Good Bitches HQ team on 31 March 2022

### - HQ -



### DESIGN TEAM

- Britt Davies (*Brand Guardian*)
- Jo Warrington
- Caroline Pope
- Sophia Bishop

### MARKETING & COMMUNICATIONS TEAM

- Christina Sit-Yee (*Newsletter Bitch*)
- Jacky Burgon (*Recipient Stories*)
- Sally Jackson (*Recipient Stories*)
- Sue Sewell (*Recipient Stories*)
- Toni-Raine McAlpine (*Social Bitch*)
- Alex McCracken (*Social Bitch*)
- Hannah Bennett (*Social Bitch*)
- Jayden Brown (*Social Bitch*)
- Courtenay Jamieson (*Blog Bitch*)

### SHOP TEAM

- Kathy Twydl
- Monique Webb

### BMS PROJECT

- Rob Fitzpatrick (*Technical lead, Tech specialist*)
- Natasha Meynell (*Project coordinator, Technical specialist, Helpdesk support*)
- Martin Reid (*Oracle back-end*)

Some of our volunteers come and go with projects or as their availability changes. We’d also like to thank:

Justin Lester, Nick Lewis, Ashleigh Muir, Maria Hansard, Nyssa Brewer, Emma Smaller, Kay Fechny, Ava Gorzeman, Kelsie Inglis, Natalie King, Louise Daly, Katie Arathimos, Rachel Collingridge, Kat Young, Leonie Schaumann, Holly Robinson, Fiona Monks, Rebecca Andrews,

Jacki Sherwood, Kyla Lange, Stephanie Slattery, Denise McGettigan, Sharyn Hight, Emma Town, and all the others who have contributed their time so generously.



# Our funding

## What impact do you think your volunteering has in making Aotearoa a kinder place?

*“A small change but if everyone makes small changes Aotearoa will be kinder.”*

*“I guess this is where our baking only really reaches those in difficult circumstances who may be more patient because of this, as opposed to those who are in more privileged positions and are creating issues.”*

*“Given the growth of GBB over the years - kindness is infectious and making a positive impact across the country.”*

*“Every little bit helps! Spreading love one crumb at a time!!”*

**BITCH SURVEY 2022**

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 including our second cookbook, donations, and grants received from several national and regional funders and our treasured national sponsors.

We also enjoy in-kind services from Gibson Sheat Lawyers and Studio Acht, who created this beautiful report.

This patchwork of income streams keeps our volunteers’ ovens on and their beaters beating.

## OUR VOLUNTEERS

Good Bitches Baking relies on volunteers in many roles:

- Baking
- Driving (to deliver baking)
- Local and national governance (Committees and Board)
- Fundraising
- Administration
- Improvement projects
- Marketing support (social media, writing etc)

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

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

## DONATIONS

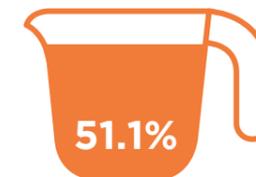
We’re constantly delighted and humbled by the trickle of donations we receive, both large and small.

These range from organised portals (such as Good Registry, payroll giving options, Donorbox, MyGivingCircle, RewardHub, and others), to our regular and one-off donors who contribute to our Cup of Sugar

programme, and the generous people who leave us a tip when they make a purchase from our shop.

We also acknowledge the people who support our local chapters’ fundraising events with cash donations that often exceed the cost of the ticket price.

## FUNDING BREAKDOWN



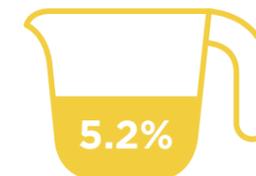
**Grants**  
Last year: 50%



**Sponsorship**  
Last year: 18%



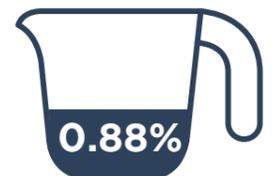
**Other donations**  
Last year: 17%



**Shop sales**  
Last year: 7%



**Chapter fundraising**  
Last year: 7%



**Cup of Sugar**  
Last year: 1%

# Statement of Service Performance

## What does ‘kindness’ mean to the people you work with?

*“Care, support, food, warmth.”*

*“Feeling treated with respect, being listened to, knowing that even after they leave our transitional housing, they can still return for support, advocacy and help with practical needs or advice. To feel ‘seen’—many have encountered prejudice and barriers.”*

*“Many of them don’t know kindness. Mums who come to see us often are shown no kindness and giving them special things will bring them to tears.”*

*“For many, kindness is astounding to them, they have often not been met with much kindness, maybe forgotten what it is like. Kindness can help give them hope again, and want to live.”*

## RECIPIENT SURVEY 2022

### DESCRIPTION OF OUTCOMES

Our current 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 through the mechanism of baking.

We distribute baking via organisations that work with people in difficult circumstances, 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.

Our model also provides opportunities to be kind. In our experience, people often want to show they care but don’t know how and our flexible, accessible model of volunteering enables participation across demographics, financial circumstances, cultural and ethnic backgrounds, ability and skill. Our ‘Cup of Sugar’ programme, which alleviates financial barriers to participation, supports this accessibility.

### DESCRIPTION OF OUTPUTS

In this financial year, we continue to work towards our mission and to develop the ways we do so. Our chapters are stable and we continue to have growth in recipient and volunteer numbers, while also developing additional programmes that will support our mission.

The organisational restructure, resulting in three paid HQ staff, means that this development can happen sustainably, alongside enabling financial stability through diversified income streams.

OUTPUTS	2021/22	2020/21	2019/20
Number of Good Bitches Baking chapters in New Zealand	28 chapters	28 chapters	25 chapters
Number of organisations receiving Good Bitches Baking baking	277 recipient organisations <small>*46 recipients are also on hold due to Covid-19</small>	265 recipient organisations	225* recipient organisations
Number of Good Bitches Baking volunteers	2,960 volunteers	2,868 volunteers	2,436* volunteers
Number of boxes of baking delivered	17,167 boxes	15,366 boxes	16,598 boxes
Number of Prison Bake programmes delivered	None due to Covid-19 restrictions	Two 7-week programmes	Two 8-week programmes
Number of “Cups of Sugar” shared	29	20**	N/A

\* this number was incorrectly reported in the 2019/20 Annual Report

\*\* this number was incorrectly reported as 18 in the 2020/21 Annual Report



# New friends and old ones

## What impact do you think your volunteering has in making Aotearoa a kinder place?

*“It gives people a sense of purpose and of community.”*

*“A huge impact. We are always hearing from our recipients just what a difference this is making to people's lives.”*

*“I think it's the influence on my own teenage children. They can see how you can do something simple to make a difference for other people.”*

*“A small drop in the ocean needed.”*

BITCH SURVEY 2022

We've made lots of new friends this year, and enjoyed our continuing long term relationships with others. We consider ourselves very lucky to have been approached by other organisations and companies that love what we do and want to be part of it by helping us out in practical ways.

These approaches—some from us, some to us—have led to some pretty great collaborations, from custom beer to workplace bakes. This annual report would be longer than a novel if we wrote about everything we've achieved with our partners this financial year, so here are just a few to give you a flavour.



### PARROTD OG

Sophie, a Blood Orange Sour was a custom-made beer that was sold nationwide throughout on-premise and off-premise retailers. Sophie was released on 1 September 2021 to coincide with New Zealand's Random Acts of Kindness (RAK) Day - and was sold out within a month!



### WESTGOLD

We know butter makes everything better and our very comfy relationship with Westgold exemplifies this. We were stoked to renew this partnership for another year and truly appreciate their creative minds coming up with lots of fun and delicious ideas. #FunIsFun



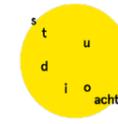
### NEW WORLD

As part of their community Christmas kindness plans, New World approached us to see if their amazing bakers could be Good Bitches for a day. We said of course! The result was several New Worlds around the country baking for our recipients and learning a little about how it feels to do what we do.



### QUEEN

As the BMS project came to fruition, we worked with Queen Fine Foods with the end result being their branding sits pride of place in the BMS and their generous contra (in the form of delicious baking ingredients) will be distributed in a range of ways around our community.



### STUDIO ACHT

We're so lucky to have this creative agency on our team. Our brand design and much of our day-to-day graphic design comes from their clever brains and we know it's the best looking collateral in the country.

A quick shout out here to our other volunteer designers too!



### MITRE10

They came to the party again with support for National Volunteer Week 2021, which meant we could send a little treat to all of our volunteers to say thank you for their mahi.



### GIBSON SHEAT

Forever keeping us on the straight and narrow, but also lending many helping hands to do some of our finicky tasks like envelope stuffing—don't let anyone tell you lawyers aren't kind!



### PORT NICHOLSON

They continued to supply us with our pristine white boxes at a hearty discount, so our recipients receive their baked treats in great condition.

## GRANTS



Tai Shan Foundation



The Guy Anson Waddell Charitable Trust and the AD Hally Trust, proudly managed by:



Roy Owen Dixey Charitable Trust

A.J. Scott Charitable Trust

## LOCAL PARTNERS

Wellington



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Christchurch



Dunedin



# Spreading kindness, not Covid



Covid-19. A term that everyone has had enough of, but that continues to affect every aspect of what we do at GBB.

There's no denying it, a global pandemic presents logistical challenges to spreading kindness but we're so proud of the massive way our volunteers stepped up, from being so respectful of their recipient organisations' restrictions—many of them work with very vulnerable people—to the sheer scale of the task of covering places on the roster as our own people became suddenly unwell. Our Head Bitches and their committees continue to go above and beyond to make sure our Good Bitches get the satisfaction of participation and our recipients get the treats that their clients so enjoy.

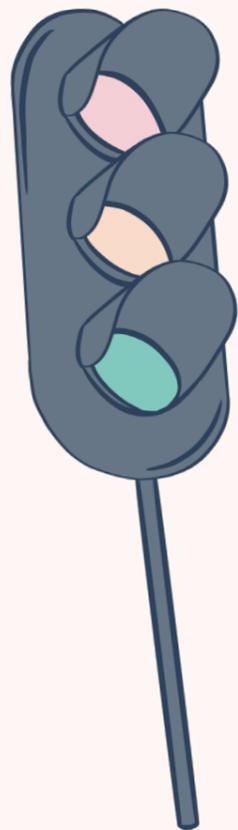
We especially acknowledge our four Auckland chapters who persevered through their extended lockdown period. We heard many comments from our GBs saying they just wanted to bake for people—lockdown is a tough time and they couldn't provide that moment of sweetness that creates a feeling of connection for so many. Coming out of such a long period of being unable to operate, it has been a real challenge to get going again, with volunteers dropping away, recipient organisations'

needs changing as Government requirements changed, and, for the committees, their own wellbeing.

We also acknowledge Hamilton's similar challenges coming out of their second lockdown, and the ongoing trickiness for all our chapters as they surf the ongoing Covid-19 waves.

In response to the Red Traffic Light restrictions, and the need to support the Government's effort to both protect our vulnerable communities and keep the country moving, the Board developed a high-trust policy around volunteer vaccination—during the Red Light phase, our volunteers were required to be fully vaccinated to accept a place on the roster.

The Board found it challenging to make decisions that, in effect, excluded some volunteers from baking. On one hand, our organisation's values acknowledge the benefit people receive when given the opportunity to be kind. On the other hand, the Board believe in the importance of protecting our recipient organisations' vulnerable clients and following health advice. We are grateful these measures were only temporary.



# Building a bloody kind Aotearoa

In October 2021, Charlotte te Riet Scholten-Phillips joined GBB as our first Programme Manager, with a background in international development and keen interest in spreading kindness through developing our programmes.

Although Covid-19 has scuppered the implementation of Prison Bake to date, Charlotte has everything in train to get the programme back underway, this time in Otago Correctional Facility and Christchurch Women's Prison, when the Ministry of Corrections guidelines allow. She is in productive discussions with several other facilities around the country as well.

The eight-week programme involves volunteers teaching a group of prisoners nearing the end of their sentences how to bake, while initiating and facilitating conversations about kindness and what it means to be kind.

At the end of this financial year, she was beginning the process of implementing a similar programme, called Sweet as Rangatahi, into alternative schools in Timaru and Porirua.

As these and other programmes roll out, we will monitor and evaluate the impact they have so we can be sure they're effective and benefitting the communities they are designed for before we advance into new regions.

Charlotte is creating a programme strategy based on a whole of community approach, a theory of change that maps out how simple doable acts of kindness ripple out into the community, effecting change on a larger scale.

We have also begun to develop a framework for a piece of research that will investigate what 'kindness' means to different communities, whether geographic or demographic. This work begins with reframing our recipient and bitch surveys to incorporate questions along these lines.

The programmes are supported by generous in-kind contributions from Davis Food Ingredients.



## When you imagine a kind community, how does it function?

*“With respect for others’ opinions, thoughts. No violence towards anyone, everyone is safe and nurtured, a collective.”*

*“A community without violence or abuse or something needed in return if they do something for you. To be able to show empathy and care for all and that society would be non-judgmental.”*

*“Awareness of the challenges some people face in the community, and a willingness to do something about it.”*

*“Support without judgement, filling a need without being asked, empowering others to be the best version of themselves, without taking over or 'doing' for them and making them feel disempowered/vulnerable.”*

## RECIPIENT SURVEY 2022

# An algorithm of our own

## How does being a GB make you feel?

*“Amazing! I literally tell everyone I know what I do and share all my baking on Instagram.”*

*“I feel as though I make a small baking contribution that is very much appreciated by its recipients... as there is very little face to face or even voice contact GBB has had little social impact for me. Maybe that is mostly a result of covid's effects on us all.”*

*“Good - I like to say thanks to the universe for the good things in my life.”*

*“Proud to be helping in a small way in my community.”*

### BITCH SURVEY 2022

One of the biggest and most complex changes Good Bitches Baking has undergone in the 2021/22 year is the implementation of our Bitch Management System, affectionately known as the BMS.

After several years and many hours of pondering and development by Rob Fitzpatrick about a solution to the identified need to streamline and reduce the workload of the Roster and Head Bitches, especially in larger chapters, and to enable consistency and equity of process, we established the BMS project team in May 2021.

The previous rostering system for chapters was time consuming, did not allow for equal baking opportunities, and was mostly run on spreadsheets. Rob’s solution was to build a software system with the functionality for Good Bitches to update their own information, that allows more equal opportunities for everyone, provides better reporting for chapters and HQ, reduces the hours involved in the rostering process each month, and provides a way to better manage the needs of both recipients and volunteers.

With information held in one place, it also means GBT is better able to manage the increasing regulatory requirements of being a charity.

The result is a custom-designed algorithm that can perform the matching process in seconds, while considering many factors including location, responses, scenarios that will create a fair roster, and, crucially, ensures people can manage it efficiently.

The rollout took place from July to February (Warkworth only started really using the system in April) and—unusually for a tech project of this scale—went off without a single technical glitch. This seamlessness meant there was more time and capacity to help people learn the new way of working.

Volunteers had become very accustomed to the previous system and, as is to be expected with any significant organisational change, there were people who needed support to learn, and a few pockets of resistance. The result is a nationwide team of volunteers who are in control of their volunteering experience—they can decide when they’re available and how often, what they would like to do (drive or bake or both), and change any of it at any time they need to.

While the reduction in workload, which includes customisable automated reporting and easy accountability to stakeholders, and the increase in organisational consistency are the overarching and essential benefits of the BMS, we are aware that for some volunteers, there has been a reduction in the sense of community, of connection to

the recipients and to others in the chapter. While the organisational need was significant enough to implement the change, it has thrown light on the need to develop GBB’s social network and to find ways to replace that human connection.



Our grateful thanks to the project team who collectively worked hundreds of volunteer hours over the period, finishing up at the end of March:

- Rob Fitzpatrick (*Technical lead, Tech specialist*)
- Natasha Meynell (*Project coordinator, Technical specialist, Helpdesk support*)
- Martin Reid (*Oracle back-end*)
- Daniel Lynam-Foster (*Technical specialist*)
- Fiona Monks (*Technical specialist*)
- Rebecca Andrews (*Support and rollout*)
- Jacki Sherwood (*Support*)
- Kyla Lange (*Communications*)
- Stephanie Slattery (*Communications support*)
- Denise McGettigan (*Training materials*)
- Sharyn Hight (*Trainer*)
- Sam Heeney (*Trainer*)
- Emma Town (*Communications, Change management*)



# Our beautiful new cookbook

## How does the baking you receive from GBB support the work that you do?

*“It’s incredible - it not only helps us keep costs low as far as morning teas etc but also has enabled us to deliver during lockdowns and give people that little bit of love that has been so badly needed these last few years.*

*“It enables us to recognise significant milestones in the lives of those clients whose birthday would pass by without any acknowledgment from family or friends.”*

### RECIPIENT SURVEY 2022

In 2021, GBB felt it was time to do another version of our very successful cookbook. The first one, *Bloody Good Baking*, flew out the door, and to no one’s very great surprise, so did *Mahi Pēkena Māreikura*.

Creating a book is a huge task that draws on a very wide range of skillsets, from information-gathering to relationships, from (in this case) recipe testing to food styling, from proof-reading to design, from marketing to budget management. As we always are, we were very lucky to be able to build a team that brought all of these skills and more, and the result was a beautiful cookbook that pleases the eye as well as the taste buds.

Project manager Ava Gorzeman oversaw all the moving parts, but especially the contacts with the people who gave us one of their favourite recipes. In the words of Robyn Malcolm who wrote the foreword for us, “Each recipe comes from someone’s home, life, and history”, a comment which is a pretty good representation of how this organisation works in general—something from our home and heart to yours.

We tried a couple of new things this time around. Clayton Cook spent time learning about GBB and baking so he could translate some of the recipes and text into te Reo Māori. We were also gifted the te Reo name *Mahi Pēkena Māreikura* which is a lovely and deeply layered transliteration of *Good Bitches Baking*. As an organisation,

we’re beginning to think more deeply about our te Tiriti and te Ao Māori journey, and this felt like a good step on that path.

We also approached book shops all around the motu to see if they would be keen to have our pink perfection on their shelves—they were and we had several asking for more copies once they’d sold out. Kelsie Inglis led the marketing and sales of the cookbook, supported by GBB’s social media team especially during its launch during Kindness Week in November. We’re delighted to say that the cookbook sold 200 copies in its first week and all 750 of the first print run by mid-January.

The purpose of a publication like this for an organisation like ours is two-fold—it creates awareness of us and connection into our community, and it is a revenue stream. Cost of production and holding stock is significant but we’ve seen twice now that there is meaningful financial benefit to a project like this - not every year, and not the same every time. We’re starting to think about what the next one might look like—watch this space!

PS: we got another print run so it’s not too late to get a copy!

## THE PROJECT TEAM

Ava Gorzeman (*Project manager*)

Kelsie Inglis (*PR, marketing and sales*)

Sarah Nutbrown (*Writer*)

Clayton Cook (*Te Reo translation*)

Kearin Armstrong and Sophie Patient (*Proof-reading*)

Brenda Qualls and Sam Alexander (*Photography*)

Zahra Elmetri and Christine McDonnell (*Food styling*)

Martin Gorzeman (*Props*)

Sophia Bishop (*Illustrations*)

Jo Warrington, Brittany Davies, Louise Daly and Caroline Pope (*Design*)

Ashleigh Muir (*Communications*)

Natalie King and the Social Bitches (*Social media*)

Belinda Barber, Carmel Gulliver, Dianna Donald, Fiona Herbert, Ina Reichenberger, Kerry Marshall, Jess Matthews, Jude Jordan, Natasha Meynell, Mary Curry, Melanee Beatson, Sam Heeney and Sophie Richardson (*Recipe testing*)

*“Being Māori, culturally it is fitting to bring some food to a hui whether in someone’s house or another location = a form of manaakitanga. We see the agenda in a hui as taking us to a space of tapu. Talking about some challenging issues to whanau, whether social or physical is sometimes like opening a can of worms. So to bring us back to a place known as noa (the ordinary or what is a normal in your life) opposite of tapu in some respects. Also when we are talking to whanau that might be anxious or elevated we use food to bring them back to a more relaxed state so making it easier to connect with the whanau.”*

### RECIPIENT SURVEY 2022



# Dreaming of a kinder future



As it has since it was founded, the Good Bitches Trust has big dreams, and now with three paid staff to support our almost 3000 volunteers, some of those dreams can be investigated, developed, and implemented.

While our overarching strategy is under review to ensure it is still fit for purpose, we are working busily to keep up the momentum.

Our research and community consultation about what 'kindness' means to different communities, and how they see it effecting change in their specific contexts will inform much of what we do from here. This research has begun with our revised bitch and recipient surveys—the comments you see throughout this document come from those surveys and start to give us a framework for creating the next stage of consultation.

Through this work, we will also draw a clearer picture of the demographic make-up of our volunteer base and how we need to do some work to diversify it, and where the gaps are—who aren't we reaching or why don't those people see value in our kaupapa? How can we adjust our lens to better include that of others?

Supporting this, we have also commenced cultural capability training around Te Tiriti o Waitangi, with the Board,

HQ staff, Head Bitches, and other HQ volunteers invited to participate. Similarly to the community research, once understood and embedded, the outcomes of this work will inform everything the Good Bitches Trust does.

While our BMS project has been a significant systems change, we are aware that there are other tools and systems that would help us deliver a first class volunteering experience and enable us to look after our donors carefully. We will continue to listen to feedback from our GBs so we can adapt and implement tools that make the best and most efficient use of their valuable and generously shared time.

We're also delighted that our Head Bitch Hui, in planning for at least two years, and put off more than once for Covid related reasons, is GOING AHEAD later this year. We're very much looking forward to bringing our Head Bitches together from around the motu to connect with each other, to share their common and disparate experiences, to upskill in various areas, and to share kai.

All of these things require financial stability and resources, so we're focussing on developing additional mutually beneficial commercial partnerships as well as seeking compatible grant funders.

We'll always dream of a kinder future, but those dreams will always be supported by pragmatism and listening to community voices.

## What impact do you think your volunteering has in making Aotearoa a kinder place?

*"If my baking makes a difference to one person's day then my baking has served its purpose."*

*"It helps us remember we are humans who need to support others in a less fortunate position."*

*"The edge of the ripple of kindness moving forth."*

BITCH SURVEY 2022





**\$1,587,947**

Of volunteer contribution to  
Aotearoa's social economy

# Performance Report

FOR THE YEAR ENDED 31 MARCH 2022

## Approval of Performance Report

The Good Bitches Trust is pleased to present the approved Performance Report for the Good Bitches Trust for the year ending 31 March 2022. 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.

*Margaret Warrington*

*Simon Thomas*

*Sam Feder*

*Sophie Richardson*

*Sarah Meikle*



During the 2021/22 financial year, the Good Bitches Trust posted a surplus of \$83,001 and increased our cash reserves to \$272,903. While this supports the Board focus on financial security, the surplus in part reflects savings made following the delay of some programmes due to COVID-19 and lockdowns. The Board expects to implement these during FY23 and this will see our expenses increase.

We will continue to focus on ensuring the 'Trust is financially stable through collaboration with partners and showing our benefactors the impact their contributions are having on our recipient organisation' and the individuals they work with. We are grateful for every donation, grant and financial contribution we receive.

## Statement of Financial Performance

For the year ended 31 March 2022

	NOTE	THIS YEAR	LAST YEAR
<b>Revenue</b>			
Grants, sponsorships, fees, prizes		\$203,880	\$114,584
Donations		\$23,235	\$30,282
Fundraising and other similar revenue	1	\$60,438	\$50,580
Interest income		\$1,031	\$0
<b>Total revenue</b>		<b>\$288,585</b>	<b>\$195,447</b>
<b>Expenses</b>			
Expenses related to baking and programmes	2	\$41,248	\$18,325
Expenses related to public fundraising	2	\$38,742	\$27,430
Volunteer management (incl staff costs)		\$110,554	\$59,311
Other expenses	2	\$15,039	\$5,540
<b>Total expenses</b>		<b>\$205,583</b>	<b>\$110,606</b>
<b>Surplus/(deficit) for the year</b>		<b>\$83,001</b>	<b>\$84,840</b>

## Statement of Financial Position

As at 31 March 2022

	NOTE	THIS YEAR	LAST YEAR
<b>Assets</b>			
<b>Current assets</b>			
Bank accounts and cash	3	\$272,903	\$232,379
Accounts receivable		\$1,598	-
Inventory	3	\$17,828	\$15,825
GST receivable		\$1,696	-
<b>Total current assets</b>		<b>\$294,024</b>	<b>\$248,204</b>
<b>Total assets</b>		<b>\$294,024</b>	<b>\$248,204</b>
<b>Liabilities</b>			
<b>Current liabilities</b>			
Creditors and accrued expenses	3	\$18,575	\$6,778
Income in advance	3	\$15,817	\$54,000
GST payable		-	\$10,796
<b>Total current liabilities</b>		<b>\$34,392</b>	<b>\$71,574</b>
<b>Total liabilities</b>		<b>\$34,392</b>	<b>\$71,574</b>
<b>Net assets</b>		<b>\$259,632</b>	<b>\$176,630</b>
<b>Accumulated funds</b>			
Current year surplus		\$83,001	\$84,840
Prior accumulated surpluses		\$176,630	\$91,790
<b>Total accumulated funds</b>		<b>\$259,632</b>	<b>\$176,630</b>

## Statement of Cashflows

For the year ended 31 March 2022

	THIS YEAR	LAST YEAR
<b>Cashflows from operating activities</b>		
Receipts from benefactors, supporters and customers	\$265,475	\$225,286
Net receipts for inventory sales	\$19,716	\$21,019
Payments to suppliers and contractors	- \$232,334	- \$141,116
Net receipts/(payments) from GST	- \$12,333	\$612
<b>Net cash flows from operating activities</b>	<b>\$40,524</b>	<b>\$105,802</b>
<b>Net increase/(decrease) in cash</b>	<b>\$40,524</b>	<b>\$105,802</b>
Add opening cash	\$232,379	\$126,577
<b>Closing cash</b>	<b>\$272,903</b>	<b>\$232,379</b>
<b>This is represented by</b>		
Kiwibank account	\$171,479	\$231,973
Term deposit	\$101,017	-
Paypal account	\$406	\$406
<b>Total bank accounts and cash</b>	<b>\$272,903</b>	<b>\$232,379</b>

## Statement of Accounting Policies

For the year ended 31 March 2022

### 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.

## Note to the Accounts

For the year ended 31 March 2022

	THIS YEAR	LAST YEAR
<b>Note 1: Fundraising revenue</b>		
Merchandise, books, etc	\$41,430	\$35,720
Chapter fundraising	\$19,008	\$14,860
	<b>\$60,438</b>	<b>\$50,580</b>
<b>Note 2: Analysis of expenses</b>		
<b>Expenses related to baking and programmes</b>		
Baking related costs	\$23,536	\$18,325
Programme-related costs	\$17,712	-
	<b>\$41,248</b>	<b>\$18,325</b>
<b>Expenses related to public fundraising</b>		
Merchandise, books, etc	\$30,765	\$23,807
Chapter fundraising costs	\$7,977	\$3,624
	<b>\$38,742</b>	<b>\$27,430</b>
<b>Other expenses</b>		
Bank and Shopify fees	\$439	\$350
Subscriptions	\$5,323	\$3,253
Other general expenses	\$9,277	\$1,937
	<b>\$15,039</b>	<b>\$5,540</b>

## Note to the Accounts (continued)

For the year ended 31 March 2022

	THIS YEAR	LAST YEAR
<b>Note 3: Analysis of current assets and liabilities</b>		
<b>Bank accounts and cash</b>		
Kiwibank account	\$171,479	\$21,019
Term deposit	\$101,017	-
Paypal Account	\$406	\$612
<b>Total</b>	<b>\$272,903</b>	<b>\$232,379</b>
<b>Inventory</b>		
Merchandise for sale to public	\$17,828	\$15,848
<b>Total</b>	<b>\$17,828</b>	<b>\$15,848</b>
<b>Income in advance</b>		
Grants	\$15,817	\$54,000
<b>Total</b>	<b>\$15,817</b>	<b>\$54,000</b>

## Note to the Accounts (continued)

For the year ended 31 March 2022

During the year GBB was awarded the following grants. Some of these grants relate to periods that extend beyond 31 March 2022 and this income has been recognised on an accruals basis. The relevant grants are marked below with an asterisk.

Grant	AMOUNT	REGION
AD Hally Trust (Perpetual Guardian)	\$1,000*	Timaru
AJ Scott Trust (Public Trust)	\$2,000*	North Auckland
Community Trust South	\$400	Invercargill & Queenstown
Dunedin City Council +	\$2,900*	Dunedin
Lion Foundation	\$30,000*	National
Marlborough District Council	\$1,937	Marlborough/Blenheim
Nikau Foundation	\$2,300	Kāpiti & Wairarapa
Pub Charity Limited	\$10,000	National
Roy Owen Dixey Charitable Trust (Public Trust)	\$5,000	Christchurch
TG Macarthy Trust (Public Trust)	\$5,000	Kāpiti, Palmerston North, Wairarapa, Wellington, & Whanganui
Tai Shan Foundation	\$28,800	National
The Guy Anson Waddel Charitable Trust (Perpetual Guardian)	\$1,000	Invercargill
<b>Total</b>	<b>\$90,337</b>	

+ Please note, in the 2020/21 Annual Report, the Dunedin City Council grant was incorrectly reported as being received in the 2020/21 financial year and as a sum of \$29,000. It is now correctly recorded as received in the 2021/22 financial year and at \$2,900.

### Note 4: Other disclosures

#### Commitments

There are no commitments as at balance date (last year: Nil).

#### Contingent liabilities and guarantees

There are no contingent liabilities and 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 occurred after the balance date that would have a significant impact on the performance report (last year: nil).



**good bitches**  
BAKING