



good bitches

BAKING

ANNUAL REPORT 2024/2025

Legal name

Good Bitches Trust

Other names

Good Bitches Baking, GBB

Entity type and legal basis

Good Bitches Trust is a Charitable Trust
incorporated under the Charities Trust Act 1957

Registration number

CC52553

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@GBBaking



@goodbitchesbake

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year in review

In the 2024/25 financial year, our volunteer cohort increased by 7.1%, our recipient organisations by 25.2% and the number of boxes baked and delivered by 33.9%.

This year, we brought in a new role, a Volunteer Coordinator who took on the critical work of being the first point of contact for people interested in what we do and how they can be involved. We also expanded our Prison Bake and Sweet as Hapori programmes.

This steady growth is indicative of the value of our programmes both for our volunteers and for our recipient organisations – and perhaps also of the need for small acts of kindness in our community.

547
RECIPIENT
ORGANISATIONS

62
CUPS OF SUGAR SHARED

3,490
VOLUNTEERS

40
CHAPTERS
(INCLUDING
SUBCHAPTERS)

35,588
BOXES DELIVERED

533,820
MOMENTS OF KINDNESS

If we think about that another way, each box has a financial value of approximately \$95.50: \$62.50 in time (2.5 hours @ \$25/hour), \$22 of ingredients and \$11 of fuel and other consumables. This means that the 35,588 boxes baked and delivered in the 2024/25 financial year equate to a **contribution by our volunteers of about \$3,400,000** to Aotearoa's social economy.

7 Prison Bake
programmes
completed

15 Business
Bitching
events

4 Sweet as Hapori
programmes
completed

chair's welcome



This past year has been another meaningful chapter in the Good Bitches Baking story. As we look back, I feel a deep sense of pride and appreciation for everything we've achieved together. Our commitment to spreading kindness through baking continues to thrive, thanks to the dedication and generosity of our incredible GBB community.

This year, we've seen a significant increase in both the number of recipient organisations we support and the volunteers who make it all possible. It's a powerful reminder that kindness is contagious — and that more and more people want to be part of something good.

One of the standout moments of the year was our Head Bitches Hui in Tāmaki Makaurau. It was a chance to connect, share, and strengthen the bonds that hold our network together. The Board felt it was really important to all be at our second Head Bitches Hui. The energy and ideas that came out of that gathering will shape our direction.

Our Prison Bake programme continues to be some of the most meaningful we do — reminding us that kindness has the power to reach people in all corners of society.

This year also brought a significant leadership transition. We farewelled our incredible General Manager, Katy, whose dedication and vision have played a vital role in shaping GBB into the organisation it is today. We're deeply grateful for her tireless work and the legacy she leaves behind. At the same time, we were delighted to welcome Jane as our new General Manager. She brings a wealth of experience and a fresh perspective, and we're excited to have her leading us into the next chapter of GBB's journey.

To our Board, our small but mighty HQ team — Jane, Nat, Hannah, Sara and Gina — and to every single volunteer across the motu: thank you. You are the heart of this organisation. Your kindness, your baking, and your belief in a better world make all the difference.

Here's to another year of connection, compassion and cake.

Ngā mihi nui,

Simon Thomas
Chair, Good Bitches Trust

gm's welcome



It's a privilege to join the Good Bitches Baking whānau and contribute to this extraordinary movement of kindness, one delicious treat at a time. Since taking up the role of General Manager in late January 2025, I've been consistently inspired by the generosity, humour and heart that defines our people – from our tireless volunteers and dedicated Head Bitches to our passionate HQ team and our very supportive Board.

This year's impact speaks volumes: thousands of baking boxes delivered, more recipient organisations supported than ever before, and strengthened partnerships. Whether it's the magic of our Baking it Better programme or the energy of volunteers going the extra mile and supporting our Prison Bake or Sweet As Hapori programmes, GBB continues to show that kindness, when made simple, joyful and shareable, truly is transformational.

I also want to acknowledge the legacy of my predecessor, Katy. Her leadership laid the foundations for much of what we celebrated this year, and I'm honoured to build on the kaupapa she helped shape. As I settle into this role, my focus is on listening deeply, strengthening what's already working, and leading GBB towards a sustainable, values-led future.

To everyone who helps make GBB the force for good that it is, thank you. We have big dreams and bold hearts, and I'm excited to walk alongside you as we bake a kinder Aotearoa.

Ngā mihi nui

Jane Treadwell-Hoye

General Manager, Good Bitches Baking

Nāu te rourou, nāku te rourou, ka ora ai te iwi

With your food basket and my food basket the people will thrive

about good bitches trust

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

Our receivers of kindness
Our givers of kindness
Organisational sustainability
Advocacy and thought leadership
Active tāngata Tiriti

gbb structure

Our structure holds our kaupapa like a perfectly baked macaron – a stable foot made up of more than 3,400 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, holding 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 have developed other programmes including Prison Bake, Sweet as Hapori, Business Bitching and Collaborative Bitching, each of which extend 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

Simon Thomas, Chair

Justine Street, Treasurer

Sam Feder

Sarah Meikle

Delaney Mes

Geoff Willmott

Megan Helmers, Board Secretary

We farewelled with gratitude Margaret Warrington who stepped down from the Board in Sept 2024.

HQ team

Jane Treadwell-Hoye, General Manager, 0.5FTE

Natasha Meynell, Operations Manager, 0.75FTE

Hannah Molloy, Marketing & Communications Manager, 0.5FTE

Gina Dao-McLay, Social Media Coordinator, 0.25FTE

Sara Mitchell, Volunteer Coordinator, 0.5FTE

We farewelled with our best love Katy Rowden, General Manager who finished up with us in Dec 2024.

HQ volunteers

Monique Webb, Shop

Jemma Simmonds, API Guru

Tori Ma, Google Ads

Philippa Gamse, Google Analytics

Prison Bake programme leads

Alice Burnett

Kate McCormick

Fleur Cook

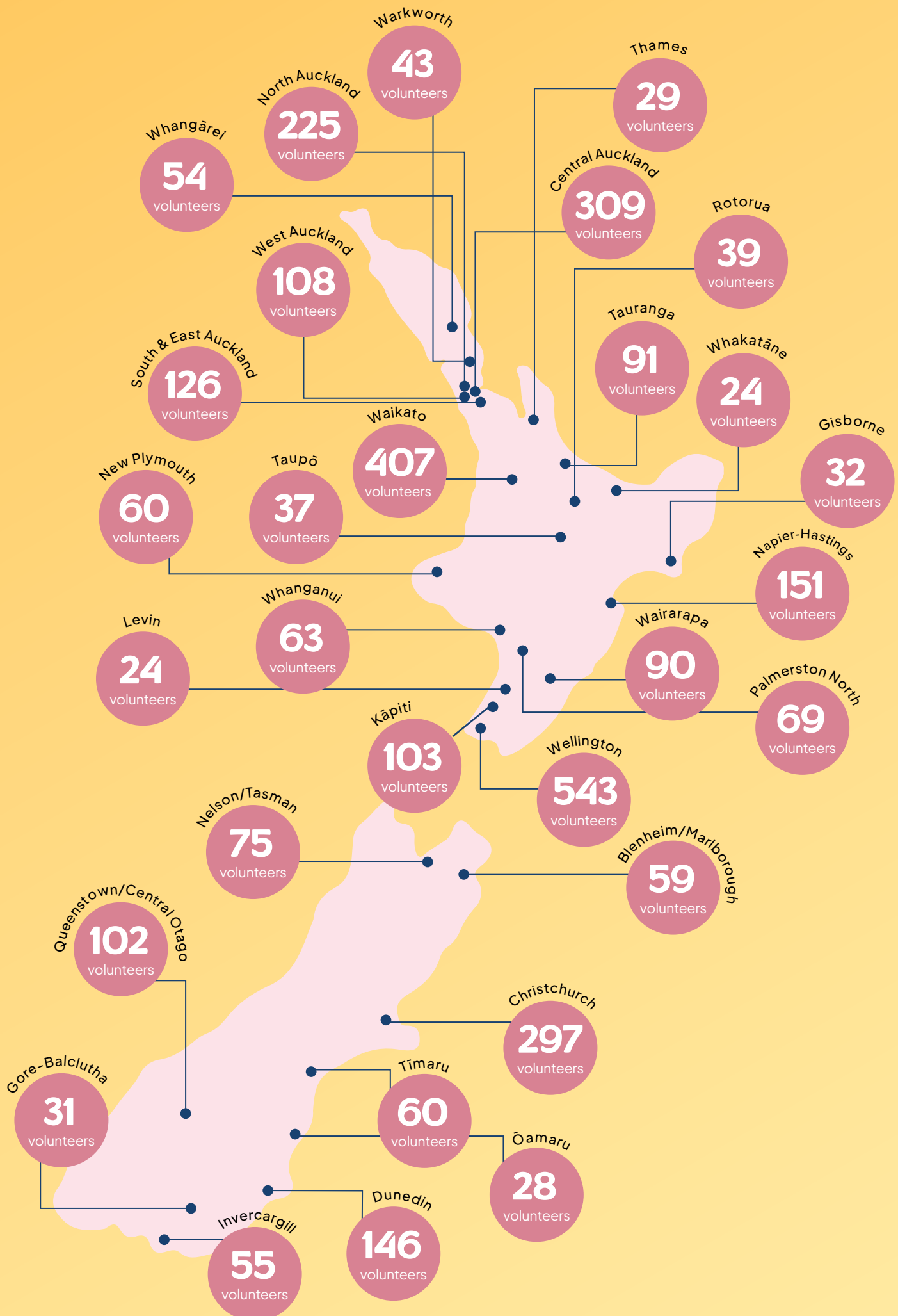
BMS volunteers

Martin Reid

Daniel Foster-Lynam

Lyn Heikell

Nurul Sultan



chapters

On 31 March 2025, there were 40 Good Bitches Baking chapters (including 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 several Head Bitches with much gratitude for their enormous contribution to their chapter: Steph Brunt (Whanganui), Morgan Harrison (New Plymouth), Ash Lowe (Dunedin), Catherine Blackmore (South & East Auckland), India Essuah (Thames), Justine Street (Levin) and Marissa Bell (West Auckland).

Head Bitch	Chapter
Jacinta Khiu	Central Auckland
Sally Clarke	Christchurch
Megan Walker	Dunedin
Sarah Punnett	Gisborne
Hannah Gibson	Gore-Balclutha
Sue Flintoff	Invercargill
Therese O'Sullivan	Kāpiti
Diana Watts	Levin
Kevin Mintenko	Marlborough
Janice Williams	Napier-Hastings
Tamara Staples	Nelson/Tasman
Courtney Honeyfield	New Plymouth
Bronwyn Leak	North Auckland
Alice Read	Ōamaru
Heather Todd	Palmerston North
Viv Madsen-Ries	Queenstown/Central Otago
Stacey Rimene	Rotorua
Dianne Muir	South & East Auckland
Megan Mason	Taupō
Mary Norris	Tauranga
Stacey Dunlop	Thames
Richard Doran	Tīmaru
Fleur Cook	Waikato
Eve Williams	Wairarapa
Jenny Bowen & Sue McKinney	Warkworth
Belinda Barber	Wellington
Sarah Mikkelsen	West Auckland
Tene Jennings	Whakatāne
Tania Taylor	Whanganui
Kathrine Rice	Whangārei

our funding

Our income streams

Good Bitches Baking is primarily funded through grants and donations. We are also grateful to our contra supporters including Gibson Sheat, Millennium Hotels and Resorts, Queen Fine Foods, Fresh As, Herbivore, NZ Food Show, and of course Whittaker's, who provide various goods and services that contribute very meaningfully to the success of our kaupapa.

Our volunteers

Our volunteers are our biggest donors. We estimate their financial contribution of baking ingredients alone to be approximately \$856,000. Good Bitches Baking simply couldn't exist with a different operating model.

We continue to rely on volunteers in many roles:

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

Donations

We have several long-term regular donors to our Cup of Sugar fund and we love that they understand the importance of supporting the supporters. We also gratefully acknowledge an anonymous bequest and a donation from the Good Registry.

We continue to receive a trickle of 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.

other sources of funding

Donations	10.88%
Chapter fundraising	3.99%
Interest income	3.58%
Partnerships	1.44%
Shop sales	1.12%
Other revenue	0.87%
Cups of sugar	0.44%

77.68%
of our funding
comes from
grants



Massive thank you to the bakers and organisers who have delivered baking fortnightly to our hub last year. It has gone out to many families in need & even some volunteers who have had surgeries or loss of loved ones. To be able to help in this way has added so much to clients as we do not have funding or time ourselves to provide such services.

Plunket, Timaru

Kindness and compassion are integral to our work with people living with dementia and their care partners/whānau. Small acts of kindness such as GBB baking make a huge difference to someone's day and fill up their cup, which is very important for their self-care.

Alzheimer's Otago, Dunedin

I just wanted to thank you, and your team, for the yummy baking you provided in support of our recent Waves programme. As always, the group really appreciated, and enjoyed, the baking. It's amazing the comments your baking sparks, each week. It's obvious that what you provide is so much more than food, it brings a sense of comfort and allows the group to know others care for them. Given the stigma associated with suicide-loss, to know others (complete strangers) want to support them, is huge. Thank you so much for your ongoing support of our mahi. Your kindness really does make a very real difference.

Tony's Place, Wellington

Thank you for all the beautiful baking your team brings us, to help support our māmās, tamariki and whānau. Your mahi/work helps to make the days a little sweeter in the most troubling of times.
"Ko tō koha he whetū āno,
Ki te whakamārama tō matou huarahi
- Your gift is another star added to light our path"

*Te Whare Whānau Pūrotu Māori Women's
Refuge, Napier-Hastings*

words of kindness from some of our recipient organisations

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.

*The Acorn Project Hawke's Bay,
Napier-Hastings*

Indulging in homemade treats from GBB brings immense joy to everyone at our centre. For some of our guests, who often experience isolation, visiting our centre is the highlight of their week. The simple pleasure of enjoying homemade baking creates a comforting atmosphere akin to home for our vulnerable older adults.

*North Shore Centre of Mutual Aid,
North Auckland*

time flies when you're having fun! *and spreading kindness...*

In September 2024, Good Bitches Baking celebrated its 10th birthday – a decade of sharing moments of kindness with people having a tough time all over the country.

From the kernel of an idea while mulling over the complexities and hardships they saw around them, Nicole Murray and Marie Fitzpatrick created an organisation that grew very quickly from 15 volunteers in Wellington in 2014 to 3,490 volunteers in 30 chapters nationwide. Deservedly, for the implementation of their concept and to recognise its community impact, Nic and Marie were made Members of the New Zealand Order of Merit in 2019.

A small few of the other highlights from our first decade include being named New Zealand Community of the Year in 2020, Nic and Marie's amazing TEDx talk, our Napier-Hastings chapter's support for Awatoto during Cyclone Gabrielle and the Kindness for Christchurch t-shirts following the Mosque shooting in Ōtautahi.

We've had fun product collaborations with New Zealand brands such as Fix & Fogg, ParrotDog, Sandymount Distillery and The Caker, and produced two cookbooks.

GBB is still very much enabled by our volunteer leadership team of 30 Head Bitches and we'd like to formally acknowledge the current team, as well as those who preceded them.



Wellington — Sep 2014

Belinda Barber
Lyn Millman
Nicole Murray and Marie Fitzpatrick

Central Auckland — Feb 2015

Jacinta Khiu

Palmerston North — Apr 2015

Heather Todd
Monique Spanjaard
TaraLee Parkes
Sandy Carter

Christchurch — Jun 2015

Sally Clarke

Waikato — Jul 2015

Fleur Cook
Sam Higgs
Victoria Jane Hood

Wairarapa — Aug 2015

Eve Williams
Niamh Wingate
Rachel Burgess
Charmayne Guy

Tauranga — Aug 2015

Mary Norris
Jodie Tipping

Invercargill — Aug 2015

Sue Flintoff
Suzanna Selwood

North Auckland — Nov 2015

Bronwyn Leak
Laura Jenkins
Olivia Flack
Natalie Iva

Nelson / Tasman — Jun 2016

Tamara Staples
Anna Kimeswenger
Lucy Williams
Sally Rice

Queenstown / Central Otago — Jun 2016

Viv Madsen-Ries
Kate Holland (Co Head Bitch)
Leo Kurpuis
Sophie Glover
Gaylene Hastie

New Plymouth — Jul 2016

Courtney Honeyfield
Morgan Harrison
Kailee Redington

Whanganui — Oct 2016

Tania Taylor
Steph Brunt
Aroha Eynon
Jamie Macleod
Rachael Pull

West Auckland — Dec 2016

Amy Castle
Sarah Mikkelsen
Marissa Bell
Megan Jones
Sarah Evans
Avantika Gupta

Napier-Hastings — Jul 2017

Janice Williams

Dunedin — Oct 2017

Megan Walker
Ash Lowe
Penny Easton
Tammy Warrington
Jessica Rodgers

South & East Auckland — May 2018

Dianne Muir
Catherine Blackmore
Sian Redshaw
Jacinta Khiu

Warkworth — Dec 2018

Jenny Bowen & Sue McKinney
Pippa Plummer

Marlborough — Jan 2019

Kevin Mintenko
Vanessa Joyce
Jessica Stuart

Kāpiti — Jan 2019

Therese O'Sullivan
Kay Fechney

Gisborne — Jul 2019

Sarah Punnett

Tīmaru — Jul 2019

Richard Doran
Chris Chamberlain
Pauline Robertson

Ōamaru — Aug 2019

Alice Read

Whakatāne — Sep 2019

Tene Jennings
Annette McIndoe
Nyssa Brewer
Millie Bruce

Whangārei — Nov 2019

Kathrine Rice
Cherie Morrison

Taupō — Apr 2020

Megan Mason

Thames — Jul 2020

Stacey Dunlop
India Essuah
Rachael Pull

Rotorua — Oct 2020

Stacey Rimene
Tracy Dender

Gore-Balclutha — Apr 2022

Sarah Mosley
Hannah Gibson

Levin — Jul 2023

Diana Watts
Justine Street

* We know that there are a few gaps in our records – if you have any missing information or anything above is incorrect, please let us know!

head bitch hui 24

In September 2024, we held our second biennial Head Bitch Hui – an extra propitious event because it gave us a chance to sing Happy Birthday to ourselves to mark our 10th birthday!

A key piece of feedback from the first hui was that our volunteer leaders from around the country would have liked more time to just chat to each other, so this year, we worked that into the schedule. We made sure there were longer breaks and several sessions split into smaller groups with one of the HQ team there to offer information but let the HBs discuss and ask questions of each other.

Our Volunteer Coordinator, Sara Mitchell, was brand new into her role and the hui presented a perfect opportunity for her to explain how her role had been designed to support our chapter committees and new volunteers.

The Head Bitches were treated to a baking masterclass and lunch with Best Bitch Petra Galler at Social Cooking before they headed home. This was also a ceremonial moment as we acknowledged our Head Bitches who have been leading their chapters for five+ years – Sally Clarke (Christchurch), Sarah Punnett (Gisborne), Jacinta Khiu (Central Auckland) and Janice Williams (Napier-Hastings), as well as Alice Read (Ōamaru) in her absence.



Common themes that came through were around a growing awareness of the need to share the load as our chapters grow, and to find meaningful, relevant ways to communicate with and engage volunteers beyond the process of rostering bakes.



"All of the sessions were presented in a way that felt like peers talking to peers. In no way did it ever feel 'institutional' - instead the warm, friendly, and casual/not-too-casual approach was amazing. I think it made everyone feel really relaxed."

Kevin, Marlborough

"It was interesting to see how the different chapters communicate with their GBs. I got some good tips on content, setting them up and different media methods."

Sue, Warkworth

"The getting-together (with an applicable theme) is the point to feel/know that we are part of a unified, national organisation."

Janice, Napier-Hastings

"The free flowing idea sharing was really helpful."

Viv, Queenstown / Central

"I appreciate we all have different needs so it's not easy to tailor a session to make it relevant to everyone so the open group discussion was great. There were a few references to other chapters doing things well eg a recipient survey or a FB promo so it would have been good to have those visuals in front of us so maybe next time that chapter is prepared ahead of time to talk about what they done so well that we can all benefit from and then we can take some info back with us."

Belinda, Wellington



foodie fun

The GBB team was delighted to work with the NZ Food Show team to bring a very sweet presence to the Wellington Food Show in July/August 2024. It was a fun way to test out a new avenue for recruiting volunteers and recipient organisations.

As well as a high profile stall right next to the main entryway, our Best Bitch Erin Clarkson held a series of sold-out buttercream icing masterclasses. Using her sugar cookie bars as the base, Erin showed participants some of her tips and tricks with buttercream icing made with generously donated butter from Westgold. We were pleased to have a range of products from Fresh As as well which added the final touch of flair – and deliciousness. Fresh As also gifted each of our participants a pack of freeze-dried raspberries.

The stall was a great opportunity to talk to passersby about our kaupapa and to recruit some new volunteers from around the wider Wellington region. We sold a range of our merchandise including our 10th birthday tea towels and ever popular aprons. In total, the masterclass participants decorated 36 boxes of cookies, which were delivered to our delighted recipient organisations, Te Pa Pori, Headspace, Henry St, Te Menenga Pai, Wellington Women's House, DCM, Soup Kitchen, and Wellington City Mission.

41 volunteers from our Wellington, Kāpiti and Wairarapa chapters put their hands up to support the three-day event, baking and delivering the sugar cookie bars, hosting the stall, and prepping and helping with the masterclasses – an estimated 150 volunteer hours. We're also very grateful to our Wellington Head Bitch Belinda Barber for her huge support during the planning and delivery of the event.



Aimee Bryant	Kristina Keogh
Alexis Hawke	Madison Barton-Ings
Allison McPherson	Mary Curry
Amber Rennie	Michelle Richardson
Belinda Barber	Naomi Lane
Brandie Stephens	Nicola Wilks
Brooke Barcham	Nicole Stanton
Carole Lynskey	Penney Moir
Caroline Salmon	Penny Salter-Duke
Dianne Erickson	Pike Stahlmann-Brown
Dinah Cohen	Sam Heeney-Governo
Elizabeth Marshall	Sarah Key
Greer Jacobs	Sarah Royle
Hayley Jones	Shantelle Hagger
Hermione Kemp	Skyler Robeson
Jacky Burgon	Sophie Stewart
Jane Fisher	Sue Young
Jennifer Neill	Tracy Keyes
Jenny Reid	Vania Tan
Julia FitzGerald	Vidya Kurella
Kate Boulton	

The
Food
Show

Westgold™
New Zealand

CLOUDY KITCHEN

FRESH°AS

supporting the newbies



In June 2024, GBB welcomed its first dedicated Volunteer Coordinator to the HQ team – Sara Mitchell is the first point of contact for our new volunteers, and a key support person for our Head Bitches. In her first six months in the role, Sara estimates that she spoke with 500 people who were interested in signing on with us, explaining how the relevant chapter works and teasing out their expectations, a task that previously fell to our volunteer leaders.

Like the rest of the HQ team, Sara is a part-time contractor, working from home amongst the busyness of family life, which includes chairing her children's school PTA.

"I'm passionate about recruiting and supporting volunteers – so many things appealed to me about the role. The name Good Bitches Baking definitely got my attention, and GBB's kaupapa sounded like a really welcome change from the work I had done previously, in other sectors. I liked the idea of working with a small team, so that I could learn from experts about all aspects of the

organisation and develop a range of skills, and I liked that the role was flexible, both in terms of hours and of what it covers. Now that I have the hang of managing registrations, I can look at other ways to support GBB and all of our amazing volunteers."

Sara stepped into the role just a few months before the Head Bitch Hui, giving her time to find her feet before meeting the people she holds key relationships with.

"It was so lovely to meet all of the HQ team and Head Bitches in person – online chats are great, but having a room full of like-minded people sharing their experiences, tips and tricks for managing hundreds of volunteers is priceless. Meeting the Head Bitches face to face really helped me to develop relationships with them all, which has been so important for my role. I chat with Head Bitches every day about the needs of their chapters, and having a solid relationship ensures that these chats are always positive and productive."

Sara is also helping chapters to develop Collaborative Bitching locally, chatting to workplaces and groups who want to bake together and is on the constant lookout for anything she can do to help make life easier for our Head Bitches and their committees. She has developed a range of reports that can identify volunteers who might need a bit of extra encouragement to get set up in the BMS and onto a roster.

"They all do such an amazing job managing all of their volunteers and recipient organisations, so I'm always pleased when I can streamline a process or run a report to save them time and energy."

One of the best aspects of the role for Sara is hearing about people's reasons for joining GBB, especially the people who received baking in the past and are now keen to give back.

"Every time I hear from people whose baby is home from hospital and who want to start baking for other NICU parents, I'm reminded of why GBB is such a special organisation, and how amazing our volunteers are."

some of our younger volunteers

All of our chapters welcome young people who love to bake to join GBB – about 2% of our volunteers are under the age of 18, (mostly teens, but also regular bakers as young as 12) as well as all the little ones who help their parents with baking and box decorating each month.

Some of our chapters also enable young people to volunteer with GBB as the 'service' part of programmes like Duke of Edinburgh awards, William Pike challenge and the Student Volunteer Army. Sometimes the students go on to join a chapter long term while others are just on the roster for the 6–12 month of their programme.

The chapters who accepted students participating in service programmes in the 2024–25 financial year were:

- North Auckland
- Central Auckland
- South and East Auckland
- Thames
- Waikato
- Tauranga
- Napier-Hastings
- Whanganui
- Palmerston North
- Wellington
- Christchurch
- Timaru
- Queenstown/Central Otago

Not every chapter has capacity to take on student volunteers who have requirements to meet for an external programme because it requires additional time such as signing off on volunteer hours and managing expectations with students and their parents.

The Duke of Edinburgh's Award programme is usually done in high school and is designed to help build confidence, skills, and leadership through personal challenges. It has three levels (Bronze, Silver, and Gold) that involve completing activities across four key areas: physical recreation, learning a skill, volunteering (service), and going on adventurous journeys like tramps or water-based adventures. Participants can choose their own activities, set goals, and record progress with the intention of pushing themselves, trying new things, and giving back to the community.



Lucy McMorran

Waikato Duke of Edinburgh student
2021–2024

Why did you choose GBB?

I chose GBB as my service as it aligns perfectly with the DoE requirements of needing to do a certain amount of hours consistently over a period of time. And baking is something that I have a passion for.

What was the highlight of your GBB/DoE experience?

The highlight of my GBB experience within DoE was probably being able to give back and see the change within the community, things like hearing that someone had GBB at an event or while at hospice. Something else that was great is that I was able to keep baking after I finished my bronze award.

What did your teachers think about it?

Many of my teachers admired the fact that I had chosen something a little bit different as my service and even encouraged other students going into the DoE to consider GBB as their service.



Abigail Goosen

North Auckland Duke of Edinburgh student
2022–current

I have used my baking for Good Bitches as the service part of my Bronze award and part of my Gold award, which has been one of the most rewarding bits!

Why did you choose GBB?

I've always loved baking, but there's only so much I (or my family!) can eat. GBB felt like the perfect way to share something I love with people who need a little kindness, and know it's going to make a real difference in someone's day. I also really appreciated how organised and smooth the process is; it made volunteering easy to fit around my busy schedule. I enjoyed it so much during my Bronze Award that I kept it going for my Gold level too!

What was the highlight of your GBB/DoE experience?

One of my favourite moments was making over 100 gingerbread cookies for Christmas - I loved imagining the smiles they'd bring, especially to kids. It's also a great excuse to experiment with new recipes like lolly slice, lemon slice, or fun decorated cupcakes. I also really love seeing the photos on socials of all the baking being shared and hearing about the impact they have.

What did your teachers think about it?

My teachers thought it was such a cool and unique way to do my volunteering - especially because lots of people tend to stick with things like coaching. They liked that it was something I was genuinely passionate about, and that it combined creativity with community impact.

prison bake well bedded in

Prison Bake continues to roll out around the country – in the 2024/25 financial year, we brought on Waikeria Prison, as well as continuing at Christchurch Women's Prison and Otago Corrections Facility, and began to get things rolling at Whanganui Prison as well.

We're really pleased to get consistent feedback that it's having the effect for the participants that we intend. We hear from our volunteers and the Corrections staff that it does have the deeper impact around understanding the simplicity and benefit of kindness – it's not *just* a series of baking lessons.

An additional benefit of the programme is the experience our volunteers gain, delivering a programme and meeting people who belong to their community, but that they might not usually cross paths with, effectively changing some commonly held preconceptions about incarcerated people.

Deirdre, a volunteer with the Christchurch Women's Prison programme says she describes the programme to people as going "in to bake with the women – most are competent bakers so it is more about them having an opportunity to give back to the community and the women really value giving to other organisations."

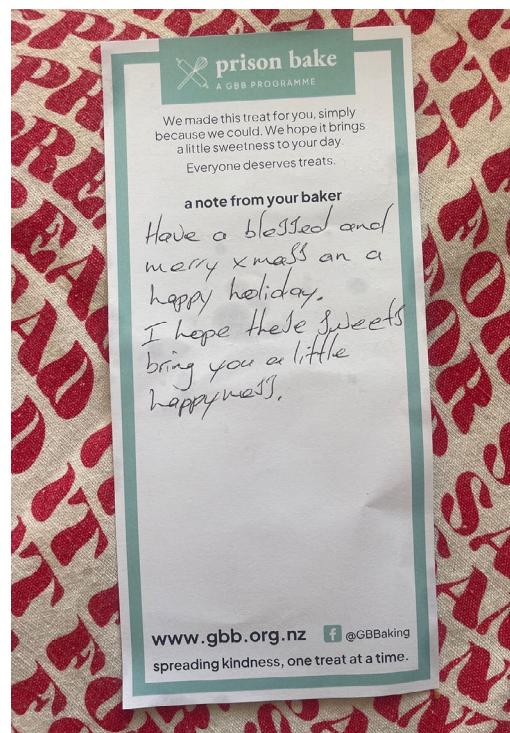
Juliane, a volunteer with the Otago Corrections Facility programme says, "The best thing is the conversations with people I met in the prison and the shared learning. They all have awesome stories to share."

There are challenges inherent in volunteers working in a corrections facility but the coordinators at each site are patient and recognise the value of the programme for their people.

Georgia Ambler, Volunteer Coordinator at Christchurch Women's Prison, says they continued with the programme because, "the women had some wonderful feedback and enjoyed the process of giving back to their wider community."

Nadine Lancaster, Volunteer Coordinator at Waikeria Prison, met with our Operations Manager at a conference and, having spoken with another site who ran the programme, felt it would be really well received by the men in the facility.

"The Prison Bake programme offers a unique opportunity for the men to not only learn a new skill but to do so with intention – knowing the goods they make are going to support a non-profit in our community. One of the men was particularly touched by the "why" of Prison Bake and gained a lot from the gift of giving, which I guess is what makes it such a special programme."



Waikeria Christmas session



At Hawke's Bay Regional Prison

closing the circle of kindness

An evolution of our Prison Bake programme, Sweet as Hapori is a similar concept but based in community organisations. It is highly flexible and can be adapted to suit the working process of each organisation. In the 2024/25 year, Sweet as Hapori was operating in Rotorua and Timaru. Currently both are delivered by the chapter's Head Bitch.

"We started the programme with Te Whare Oranga Ngakau through a contact of one of our volunteers. It has been one of the most meaningful experiences that I and our volunteers have had, building healthy connections with the residents, and seeing how they put their past lives aside and worked side by side (including opposing gang members) baking sweets for our charities that we support. Each week, the residents would choose which of our charities would receive the baking, many times choosing ones that have helped them in the past. Being part of their full-circle moment was heartwarming to see and be a part of."

Stacey Rimene, Rotorua

"Sweet as Hapori started in Timaru after a conversation between ourselves and Juliette at Mōkihi Hauora, one of our existing recipient organisations. We thought this programme would fit well within their existing programmes. A lot of their clients come from a mix of backgrounds, often difficult ones where baking is not necessarily something they do or know how to do. The concept of then passing that baking onto other people in their community, who might be going through a tough time, is also something they have not experienced before."

"The first couple of sessions were met with hesitation from the participants but soon developed into a highlight of their month with different people joining in."

"One of the participants mentioned it was their motivation for getting out of bed and out of the house for that day, knowing how much they were going to enjoy the baking session but also knowing they were giving back to their own community that had supported them in their time of need."

"The programme remains a popular one at the centre and our relationship is growing with mutual respect for what we each do."

Richard Doran, Timaru





Marlborough Farmers Market Stall



Waikato Mother's Day cupcake decorating event

gbs at play

We love to see our volunteers out and about, whether they're representing GBB at market days or volunteer expos, or having a celebration of their own amazingness.



Michelle and Jo, Napier-Hastings Chapter



Wellington Chapter tour of He Tohu



Di, Levin Volunteer Expo, March 2025



Gisborne Chapter 5th birthday

I'm most proud of the way our chapter is ticking along without any issues – our bakers are wonderful and reliable, and our recipients absolutely love the baking they are doing. We've had some great feedback, and it's such a privilege to be leading this group.

Di, Levin

We are only a very small chapter in Whakatāne, but I am really proud to say Julie has come on board this year to help on the committee side – she takes care of our recipients and has engaged a number of new recipients this year. We found these by following up leads that our bakers recommended and also looking at the Hospital notice boards advertising support groups.

Tene, Whakatāne

Most proud of the committee and how things just turn over. Everyone knows their piece in the puzzle and generally we run pretty smoothly, even with changes to process.

Bronwyn, North Auckland

We've added four new recipients which we're really proud of. We now bake for 12 groups which we think is a fine effort for Invercargill.

Sue, Invercargill

hb highlights

We asked our Head Bitches what they were most proud of in the 2024/25 year and here are just a few of their highlights.

Last year was pretty smooth running for us and I'm proud we have gotten to that point and can focus on growth & fun stuff.

Sue & Jenny, Warkworth

Our growth and creating a community within our group of good bitches!

Stacey, Thames

In June last year we were approached to help out a community after a tragic event. Within days, our GBB community came together and we delivered 80+ boxes of baking over three days. Some bakers delivered 2–3 boxes when they did their drop off, not just the one that we had recorded.

Megan, Dunedin

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.



our partnerships

We have relationships with a range of businesses in our community who get what we do, and they like it. We're pretty big fans of them for their support of us too.



what's next?

As we close out another impactful year, we're looking firmly ahead because the need for kindness isn't slowing down. Economic pressures are mounting and more people are facing a tough time, which means the simplicity of receiving a lovingly baked treat is more powerful than ever.

In the year ahead, our focus is clear. We'll strengthen and sustain our chapters to ensure they're thriving, connected, and well-resourced to meet the growing demand in their communities. Our signature programme, Baking it Better, has seen a notable surge in recipient organisations seeking our support, and we'll continue to respond by recruiting more bakers and drivers and increasing local awareness in chapters that need a boost.

We'll also keep delivering our other programmes, Prison Bake, Sweet As Hapori and Business Bitching, as well as Collaborative Bitching, ensuring each continues to connect people in meaningful, inclusive ways. To ensure GBB remains strong and resilient, we'll deepen our relationships with local and national funders and seek new strategic partnerships with those that share our vision. Financial sustainability is key to ensuring our kaupapa endures, and we're committed to building a revenue foundation that supports long-term impact.

Finally, we'll continue using our voice to advocate for a kinder Aotearoa. Whether through storytelling on our own and others' media channels, through public engagement, or partnering with like-minded organisations, we'll amplify the message that kindness matters, and it doesn't have to be complicated. And we'll keep learning and leaning into our responsibilities as a Te Tiriti o Waitangi partner, honouring our role as active allies in creating a fairer, more inclusive future for all.

The path ahead is full of opportunity, and with the strength of our GBB community behind us, we're ready to keep doing our part in making Aotearoa a kinder, better place.

performance report

Good Bitches Trust

For the year ended 31 March 2025

Prepared by Inner Circle Consulting

compilation report

Scope

On the basis of information provided and in accordance with Service Engagement Standard 2 Compilation of Financial Information, we have compiled the financial statements of Good Bitches Trust for the year ended 31 March 2025. These statements have been prepared in accordance with the accounting policies described in the Notes to these financial statements.

Responsibilities

The Trustees are solely responsible for the information contained in the financial statements and have determined that the Special Purpose Reporting Framework used is appropriate to meet your needs and for the purpose that the financial statements were prepared. The financial statements were prepared exclusively for your benefit. We do not accept responsibility to any other person for the contents of the financial statements.

No audit or review engagement undertaken

Our procedures use accounting expertise to undertake the compilation of the financial statements from information you provided. Our procedures do not include verification or validation procedures. No audit or review engagement has been performed and accordingly no assurance is expressed.

Independence

We have no involvement with Good Bitches Trust other than for the preparation of financial statements and management reports.

Disclaimer

We have compiled these financial statements based on information provided which has not been subject to an audit or review engagement. Accordingly, we do not accept any responsibility for the reliability, accuracy or completeness of the compiled financial information contained in the financial statements. Nor do we accept any liability of any kind whatsoever, including liability by reason of negligence, to any person for losses incurred as a result of placing reliance on these financial statements.



Inner Circle Consulting

Warkworth, Auckland, New Zealand

Dated: 2 July 2025

directory

Nature of business

Good Bitches Baking is all about spreading kindness, one treat at a time. We do this by sharing a moment of kindness with people going through some kind of a tough time, through the mechanism of home-baking.

Continued focus

Our ongoing focus is on maintaining a pragmatic financial reserve, especially as we continue to operate in a compressed funding and income generation ecosystem. Financial prudence ensures we can continue to operate, giving surety and confidence to our volunteers, funders and other partners. This also requires creativity and experimentation with developing a diverse fundraising portfolio, as well as refining and curating how we describe the impact of our operations to various audiences.

We prioritise volunteer experience as our volunteers are our largest donors, contributing approximately \$856,000 of ingredients annually to the operating model. The social environment also means that demand for social and community services, including ours, is increasing and, in an ongoing cost of living crisis, it is critical to our sustainability that we pay ongoing attention to these key in-kind contributions as well as financial ones.

Address

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New Zealand 6011

New Zealand Business Number

9429043297405

IRD number

117-728-463

Trustees

Sam Feder, Sarah Meikle, Delaney Mes, Justine Street, Simon Thomas, Geoff Willmot

approval of performance report

The Trustees are pleased to present the approved performance report including the financial statements of Good Bitches Trust for the year ended 31 March 2025.

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
Chair
21 July 2025

statement of financial performance

	NOTES	2025	2024
Revenue			
Grants, sponsorships, fees, prizes	1	\$321,629	\$286,196
Donations		\$47,428	\$33,341
Fundraising and other similar revenue	1	\$27,605	\$34,290
Interest income		\$15,005	\$15,703
Total revenue		\$411,667	\$369,530
Expenses			
Expenses related to baking and programmes	2	\$30,400	\$35,836
Expenses related to public fundraising	2	\$13,323	\$33,071
Volunteer management (incl staff costs)	2	\$269,593	\$201,640
Other expenses	2	\$51,233	\$54,981
Total expenses		\$364,549	\$325,529
Surplus/(deficit) for the year		\$47,117	\$44,002

statement of financial position

Assets	NOTES	31 MAR 2025	31 MAR 2024
Current assets			
Bank accounts and cash	3	\$370,056	\$383,175
Accounts receivable		-	\$927
Inventory	3	\$13,137	\$4,324
GST receivable		\$9,940	\$8,103
Total current assets		\$393,133	\$396,529
Total assets		\$393,133	\$396,529
Liabilities			
Current liabilities			
Creditors and accrued expenses		\$27,272	\$21,390
Income in advance	4	\$7,500	\$63,895
Total current liabilities		\$34,772	\$85,285
Total liabilities		\$34,772	\$85,285
Net assets		\$358,361	\$311,244
Accumulated funds			
Accumulated surpluses or (deficits)	5	\$358,361	\$311,244
Total accumulated funds		\$358,361	\$311,244

statement of cash flows

	2025	2024
Operating activities		
Receipts from grants, donations and sponsorships	\$17,268	\$29,362
Receipts from customers	\$58,399	\$39,402
Payments to suppliers and employees	(\$389,966)	(\$375,021)
Interest received	\$15,005	\$15,703
Cash receipts from other operating activities	\$325,201	\$287,821
Other cash expenses	(\$35,574)	(\$6,309)
Net cash flows from operating activities	(\$13,667)	(\$9,043)
Investing activities		
Other cash items from investing activities	\$547	-
Net cash flows from investing activities	\$547	-
Net cash flows	(\$13,120)	(\$9,043)
Cash and cash equivalents		
Cash and cash equivalents at beginning of period	\$383,175	\$392,218
Net change in cash for period		
Bank accounts and cash		
Donorbox, Paypal etc	-	(\$480)
Bank account	\$6,507	(\$24,785)
Business Online Call	(\$25,342)	\$10,040
Notice Saver (90 Days)-01	\$5,347	\$5,663
GBB credit cards	\$368	\$518
Total bank accounts and cash	(13,120)	(\$9,043)
Total net change in cash for period	(\$13,120)	(\$9,043)
Cash and cash equivalents at end of period	\$370,056	\$383,175

statement of service performance

Introduction

Good Bitches Baking is a network of volunteers all over Aotearoa who bake treats in their own kitchens, with their own ingredients, to give to our recipient organisations working in local communities with people having a tough time.

Our kaupapa is very simply to spread kindness through the mechanism of home-baking as we believe everyone deserves treats, no matter their circumstances or how they got there. Enabling small acts of kindness has a ripple effect throughout the community, resulting, in the long term, in a more compassionate and connected, less judgmental society.

Description and quantification of outputs

	2025	2024	2023	2022	2021
Good Bitches Baking chapters (including sub-chapters)	40	39	29	28	28
Recipient organisations	547	437	322	277	265
GBB volunteers	3,490	3,260	2,853	2,947	2,868
Boxes of baking delivered	35,588	29,072	23,840	17,167	15,366
Prison Bake programmes completed	7	5	-	-	2
Sweet As Hapori programmes completed	4	-	-	-	-
Business Bitching activations	15	11	-	-	-
Cups of Sugar shared	62	28	18	29	20
Moments of kindness	533,820	436,080	343,340	257,505	230,490

Explanation

We distribute baked treats via our recipient organisations and they distribute the baking in a way that works best for their clients.

The baking benefits our recipient organisations in a wide range of ways such as stretching budgets, encouraging their service users to spend more time onsite, supporting tikanga and other cultural practices, padding out lunch boxes and food parcels, and for some, literally opening doors for home visitors.

For our volunteers, we provide people with flexible, accessible opportunities to be kind. People often want to contribute meaningfully to their communities but don't know how to or perhaps 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 programme, which alleviates financial barriers to participation, supports this outcome.

Based on an approximate financial value of \$95.50 per box, the 35,588 boxes baked and delivered during the 2024/25 financial year represent a significant contribution by our volunteers, estimated at approximately \$3.4 million in value to Aotearoa's social economy.

Additional information

Recipient organisations 2021/2022: A further 46 recipients on hold due to covid

Cups of Sugar shared 2020/2021: This number was incorrectly reported as 18 in the 2020/21 Annual Report

statement of accounting policies

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 2025. In those cases, the portion related to the next financial year was 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

1. Analysis of revenue	2025	2024
Grants, sponsorship, fees, prizes		
Grants		
Grants received	\$318,129	\$288,907
Historical correction	-	(\$6,211)
Total grants	\$318,129	\$282,696
Supporters	-	\$3,500
Total grants, sponsorship, fees, prizes	\$318,129	\$286,196
Donations		
Bequests	\$1,000	-
Cup of Sugar donations	\$1,846	\$1,990
In-kind donations	-	\$13,355
Website donations	\$3,315	\$275
General donations	\$41,267	\$17,722
Total donations	\$47,428	\$33,341
Fundraising and other similar revenue		
Partnerships		
Chapter partnerships	\$2,500	\$2,000
Fundraising	\$12,336	\$20,021
Total partnerships	\$14,836	\$22,021
Merchandise, books etc	\$9,882	\$7,813
Business Bitching	\$2,887	\$4,457
Total fundraising and other similar revenue	\$27,605	\$34,290
Interest, dividends and other investment revenue	\$15,005	\$15,703
Total revenue	\$408,167	\$369,530

2. Analysis of expenses	2025	2024
Baking and programme expenses		
Baking related costs		
Programme related costs	\$30,459	\$31,362
Business Bitching programme	\$388	\$5,793
Prison Bake programme	\$1,975	\$1,819
Total programme related costs	\$2,363	\$7,612
Total baking & programme expenses	\$32,822	\$38,974
Public fundraising expense		
Fundraising expense	\$452	\$5,916
Merchandise, books sales expense	\$44,123	\$7,681
Total public fundraising expense	\$44,575	\$13,597
Volunteer management and staffing expenses		
Staffing costs (contractors)	\$190,864	\$182,972
Volunteer management	\$67,038	\$7,651
Total volunteer management and staffing expenses	\$257,902	\$190,623
Other general expenses		
Consulting and accounting expense	\$7,210	\$4,506
General expenses	\$17,111	\$58,360
Marketing and social media expenses	\$654	\$19,469
Total other general expenses	\$24,976	\$82,335
Total expenses	\$360,275	\$325,529

Note: The expense totals for the year ended 31 March 2025 differ from those reported in prior periods due to a detailed review and reclassification of the chart of accounts, as well as a reassessment of GST coding. These changes were undertaken to improve the accuracy and consistency of financial reporting in line with best practice under the PBE SFR-A (NFP) framework. Comparative figures have been updated where appropriate.

3. Analysis of assets

	2025	2024
Bank accounts and cash		
Kiwibank accounts	\$254,692	\$273,159
Term deposit	\$115,364	\$110,017
Donorbox/Paypal/Shopify	-	-
Total bank accounts and cash	\$370,056	\$383,175
Debtors and prepayments		
Accounts receivable	-	\$927
GST	\$9,940	\$8,103
Total debtors and prepayments	\$9,940	\$9,030
Inventory		
Merchandise for sale to public	\$12,422	\$4,303
Total inventory	\$12,422	\$4,303

4. Analysis of liabilities

	2025	2024
Creditors and accrued expenses	\$27,272	\$421,390
Income in advance	\$7,500	\$63,895

GBB has received a number of grants that relate to periods that extend beyond 31 March 2025. The portion related to the next financial year has been recognised as income in advance. In 2024, 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.

Significant donated assets

There have been no significant donated assets this year.

5. Accumulated funds

	2025	2024
Opening balance	\$311,244	\$267,242
Accumulated surpluses or (deficits)		
Current year earnings	\$47,117	\$44,002
Total accumulated surpluses or (deficits)	\$47,117	\$44,002
Total accumulated funds	\$358,361	\$311,244

Cash reserves stand at \$370,056, equivalent to 13.6 months of operating expenditure.

6. Commitments

There are no commitments as at 31 March 2025 (last year: nil).

7. Contingent liabilities and guarantees

There are no contingent liabilities or guarantees as at 31 March 2025 (last year: nil).

8. Goods or services provided to the entity in-kind

2025	2024
\$5,500	\$13,355

We also gratefully acknowledge the other organisations that supported us with in-kind or contra goods: Millennium Hotels & Resorts, Foodstuffs Community Trust South Island, Gibson Sheat, Queen Fine Foods, Fresh As, Herbivore, NZ Food Show, and Whittaker’s.

9. Related parties

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

10. 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).

11. Ability to continue operating

The entity will continue to operate for the foreseeable future.

