

ANNUAL REPORT 2022/2023

PŪRONGO Ā-TAU



Mums4Mums

Mā Māmā, Mō Māmā

Mums Supporting New Mums in our Community

WWW.MUMS4MUMS.ORG.NZ



Table of Contents

Contact Details	2
Our Purpose	3
Our Vision	3
Our Mission	3
Our Principles	4
Managing Trustee Report	5
Treasurer's Report	6
Let's Review the Research	8
New Zealand Statistics	8
The Social Isolation/Social Connection Scoping Project	9
Our Community Projects	13
Thank You to Our Funders	14
Thank You to Our Collaborators	15
Referral Providers	16
Our Board	17
Staff and Volunteers	18
Achieved Projects	19
Upcoming Projects	19
What did we do?	20
Our Stats	21
Our Events	22
Performance Report	25



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Our Purpose

The purpose of the Trust will be to bring together committed members of the community whose aim is to collaboratively improve maternal mental health outcomes for new mums and quality of life outcomes for babies. The Trust will also provide referral to supporting programs and agencies as needed.

How do we do this?

There are lots of steps in the background but put simply we coordinate loving, experienced women in our community who are police vetted into the homes of new mums and newborns. We provide the important support and nurturing needed to assist mum and babies to improve their outcomes.

Our Vision

Mums4Mums vision is that every baby born (single, twin or triplet) or with unique health needs and their mum in New Zealand are nurtured and supported for 6-12 weeks for the best chance of survival and quality of life. Support can be provided longer if needed and based on the unique needs of the mum and whanau. (We now support babies up to 24 months of age).

Our Mission

Mums4Mums Volunteers believe it is the right for every baby born and their mums to receive the best care possible. We achieve this by supporting mums in their home to care for their babies, support the mums and connect them with other supporting entities to ensure the best outcomes possible for whanau.

Our Principles



Connecting/Whanaungatanga

Connection is so incredibly important. It's what grounds us and stabilizes us and provides us with mana and courage to face what is ahead of us. It's through lack of connections that we struggle. Mums4Mums volunteers provide that connection / whanaungatanga in your home and makes that adjustment to motherhood a more successful beginning. A good foundation on which for you and your whanau can build.

Collaborating/Kotahitanga

We are not going to re-invent the wheel if we don't have to. If there is an existing supporting agency in the community we will connect with them and see if they can assist with meals, clothing, baby items, transportation, etc. We understand that it takes a village to raise a child. Not all needs will be met through Mums4Mums so we will do our best to find out who else can provide support too.

Supporting and Caring / Manaakitanga

We do this the best. We stand beside you, support you, and care for you and your pēpi. Our services are provided in the comfort of your own home and it is done regardless of your residency status. Mums and babies are supported and given the best opportunity for a positive outcome. When māmā and pēpi are doing well, then we as a community are doing well.



Managing Trustee Report

People ask us all the time “What is it that you do?” We often will answer with the official answer. “We provide practical, emotional and social support and respite to new mums and babies up to 24-months in their home. It’s an important maternal mental health initiative.”

Even though that is a simple answer it truly doesn’t answer the question. As for each mum her journey in motherhood is unique and different from all our other mums. Their baby or in some cases babies are all unique and require us to be adaptable in our support.

But to each mum no matter how we have supported her and cared for baby. Each will say it was incredible and life changing.

Mums4Mums started as a call to action to a maternal mental health crisis in our community. We know New Zealand has a deep dark secret that needs to be exposed and that is we have the highest suicide rates of the OECD countries for pregnant and post-birth mums and it’s 7 x higher than the UK. Let that sink in. (<https://www.stuff.co.nz/opinion/128523790/how-new-zealand-pushes-so-many-new-mothers-to-the-brink>)

Our staff and our incredible volunteers are there to support mums and babies, whanau and ultimately our community during a woman’s most vulnerable time in her life. This isn’t a babysitting service - this is a call to action to a crisis that will affect us all either directly or indirectly.

What’s incredible is that each of us no matter employed or volunteering with Mums4Mums all have our own personal story of motherhood. It fuels our “WHY?” on why we do what we do. This is what motivates us to put aside our egos and our time to be in service to mums and babies in our communities.

Our motto “Aroha in Action” says it all. We take our hearts, our time, our experience, our knowledge and compassion into each home and whanau and support them to be the very best mum/parent/caregiver of their new precious baby.

From when we started as a grass roots community initiative in February 2021 to now completing our first year as a charity. We know we have sparked a movement that is going to transform not just our mums and babies but we believe will be an amazing legacy we give to our community.

What can be better than that?

It’s been my privilege and honor to be the founder and leader of this amazing organization. I know I won’t hold this role forever. My focus is on equipping, inspiring and preparing for the baton to be passed onto to the next generation of leadership as our goal is that Mums4Mums will be strongly and properly grounded and equipped to duplicate our services where needed throughout New Zealand.

To date we have had more than 21-inquiries to expand our organisation to other communities and in time we will be able to do that.

We need you to join us - as a financial supporter, Trustee, team member or volunteer. All our roles are different and all are incredibly important and valued to keep up our crucial and valuable mahi going.

We look forward to welcoming you into our whanau soon.

Ngā mihi nui,
Caroline J Dafoe “CJ”

Board of Trustee's Report



There is a picture in CJ's home that says "Trust your Journey."

That has been very true for Mums4Mums as we have transitioned from a grassroots initiative to our first year as a charity.

At first all our funding applications were declined because the team were so focused on being in the homes and supporting mums and caring for the babies, we forgot to do the networking and handshaking needed. Who can blame us though those babies are so cute and irresistible!

Eventually, we had to release CJ from doing what she loves - and do what she is good at and that is having the chats and connecting with the community and funders to get our name out and secure the funding.

We were blown away by how Seeka, Ballance and Findex and other anonymous donors heard about us and sent us in cash donations. It boosted our morale and helped us get some essentials.

Then we had an angel investment from Spirit of MacMad who committed to giving us a \$50,000 kick start funding and then \$50,000 each 01 April for 3-years as long as we keep up our good work. With that we were able to promote two of our amazing volunteers to part time staff and CJ was able to train them to take on the roles of our first Regional Coordinators. Later we added to our team our Administrator and HR Coordinator.

From there other funders got behind us like Bay Trust, Tauranga City Council, Western Bay of Plenty Council, Grassroots, The Lion Foundation and we were on our way. We started with \$77.00 and then in our first year as a charity we were gifted just under \$80,000.

What we have been able to accomplish this first year has been amazing. We have kept our operations lean and efficient.

With the support and guidance from Lisa Mead our Accountant and her team at Social Currency, we have set up our accounting in Xero to keep track of our financial position and have kept up to date with our GST Returns.

We were introduced to Thankyou Payroll through Socialink which has been a big assistance with us getting ourselves organized and teaching us how to make our budgets that will meet the requirements our funders are looking for.

It's been a huge learning curve, but we made it.

Mums4Mums Board of Trustees



Becoming a mother is one
of life's most
vulnerable transitions.

~ JACQUIE MAGUIRE ~
CLINICAL PSYCHOLOGIST



Lets Review the Research



Insight 1: Better support for Perinatal mental health could be transformational for whanau and communities.

Insight 2: Perinatal distress is widespread, complex, and linked to systemic inequities.

Insight 3: Making sure parents and whanau have access to support is the best way to protect perinatal mental well-being.

<https://helenclark.foundation/publications-and-medias/ahurutia-te-rito-it-takes-a-village/>



New Zealand Statistics



- New Zealand has around 60,000 births a year;
- Approximately 15,000 parents of those births will experience anxiety or depression as a result;
- 40% of those experiencing postnatal distress will have experienced antenatal distress;
- That's 7,000 mums, 3,000 dads and 12,000 children affected in some way.

Source: <https://pada.nz>



THE SOCIAL ISOLATION / SOCIAL CONNECTION SCOPING PROJECT

FINAL REPORT
April 2022



“...it’s like any problem is not such a problem if it’s shared...it’s just knowing someone’s there”

Acknowledgments

There are many that have contributed to the knowledge within this document, and we acknowledge the collective who gave of themselves to support a strengths-based approach talking about and understanding social isolation and therefore social connection. You all embody the essence of a flourishing community.

Ngā mihi mahana / warmest thanks to:

All participants who gave so generously of their time, thoughts and feelings

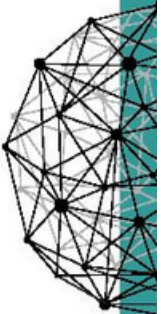
- Caroline Dafoe and Agnes Peyron (Mums4Mums Charitable Trust)
- Dipika Patel (BoP/Te Puke Migrant Indian Women’s Group)
- Rima Behere (Indian community)
- Tina Zhang (NZ China Friendship Society Tauranga)
- Kurt Cordice (Enigmatic Global)
- Gill Gardner and board members (Western BoP Disability Support Trust)
- Kathy Webb (SocialLink & Neighbourhood Support)
- Haidee Kalirai, Jodie Robertson and Lisa McKinnon (Tauranga City Council)

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ii

Contents

Acknowledgements	i
Contents	ii
Executive Summary	1
Key Recommendations	2
Introduction	4
Methodology	12
Findings	16
Discussion	37
References	42
Appendices	46



The Social Isolation / Social Connection Scoping Project: **Final Report**

1

Executive Summary

The Social Isolation / Social Connection Scoping Project was commissioned by Tauranga City Council. It directed Manawaora / The Centre for Health (MCH) to approach a number of sector groups within Tauranga to pinpoint drivers of social isolation and potential solutions. This report focuses on discussions held with individuals from four target groups identified through Vital Update Tauranga 2020 where social isolation was evident: kaumātua/older people (60+ years), rangatahi/young adults (16-24 years), migrants, and people living with disabilities. MCH established a project team to undertake study design, evaluation of relevant literature, development of an interview guide, participant recruitment and reporting strategies.

The scoping project used a kaupapa Māori philosophical approach for all participants. Qualitative methods underpin this study, ie: involving in-depth discussions with participants about particular topics. It was originally anticipated data would be collected by facilitating a number of hui with participants from the targeted groups. However, the advent of COVID and subsequent lockdowns or periods of mandatory isolation meant it was not always possible to get a number of people to meet at the same time. Therefore, the majority of interviews were either held one-on-one with an interviewer, in small groups of one or two people, or via Zoom. Recruitment was challenging for a number of reasons including COVID, finding so-called ‘isolated’ individuals, and cynicism from some sectors about the value of the study.

By-in-large findings revealed little evidence of chronic isolation or feelings of loneliness by participants interviewed. While many admitted to these feelings occurring, it was usually attributed to part of the ebb and flow of ‘normal’ life which can include the death of a spouse/partner, moving to Tauranga from another area within Aotearoa/New Zealand or migrating from overseas, and health status. Barriers such as English language ability, not being able to drive, cultural differences and visa status also can contribute to feelings of social dislocation. Support from a number of organisations such as Mums4Mums Charitable Trust, Multi-Cultural Tauranga, ethnic community facilitators, WBoP Disability Support Trust as well as Tauranga City Council’s Welcoming Communities personnel, help mitigate feelings of loneliness and social isolation for some sectors of the Tauranga community.

Evidence from participants indicated few expectations around a role for Council in finding solutions for individuals who were feeling socially isolated or lonely. The majority of participants demonstrated personal agency if and when they felt they were lacking social connections through activities such as contacting family and friends, befriending neighbours, joining an exercise group or taking up a hobby or volunteering. However, there were a number of suggestions forthcoming which pointed to enhanced infrastructure such as bus routes and stops, community hubs, improved communication about local events and sponsored events to attract people together which have the potential to help develop and sustain social connections.





Key Recommendations

- **Foster a community-centric culture** within the Council whereby staff are encouraged and supported to genuinely learn from the community about its need
- **Detail local assets** by involving people from the four target communities to co-produce solutions to loneliness and social isolation.
- **Involve rangatahi/young adults** in event planning to support social connection activities.
- **Develop community information services** which aim to reach as many people as possible by using a variety of mediums.
- **Support development of community hubs in all areas.** Libraries and community halls could be used where available and appropriate.
- **Encourage libraries to provide language diverse books** and other resources reflective of the ethnic diversity of the area.
- **Facilitate 'good neighbour' events** to foster connection within neighbourhoods and local communities, for example street parties, neighbourhood market and sports days.
- **Clearly describe the different roles of local and central government,** health providers and so on to support migrant populations. Information about how to access agencies which can assist with aspects of daily living such as childcare and schooling, transport options and driver licence training and requirements, GP practice enrolment procedures, support agencies and so on should be included.
- **Co-development of public bus transport routes and stops** reflecting the needs of the local population. For example, a bus-stop on Cameron Road near Park Street to enable residents to better access medical and other professional services nearby.
 - **Support local community education/information days about bus services.** The aim being to provide residents, especially kaumatua/older people, with an opportunity to learn more about how to use buses which may engender confidence and encourage greater use of available services.
 - **Ensure bus services meet the needs of people living with disabilities,** such as wheelchair or walker access along with driver education to provide empathetic response to this sector of the community's use of public transport.
 - **Improve safety measures at Wharf Street Bus Depot** to ensure bus passenger safety.



For the full report check out our
Resource section on our website:
[https://www.mums4mums.org.nz/resou
rces--nga-rauemi/](https://www.mums4mums.org.nz/resources--nga-rauemi/)

Discussion

Participants in this scoping study were asked to consider two main questions: first, what they thought the drivers of social isolation and loneliness were and second, what were the things they thought the city council could do to enable and improve social connectedness within the Tauranga community to reduce social isolation and loneliness?

Participant responses about the drivers of social isolation were generally pragmatic and while a few admitted to periods of loneliness or social isolation, the overall feedback did not paint a picture of chronic ongoing distress or a lack of social connectedness. The findings reveal for the most part, participants were of the view that the responsibility for overcoming feelings of isolation or loneliness lay with the individual. For example, one of the global ambassadors interviewed said she thought her mother's advice to "get your mind on something, get busy, start a new hobby, learn something new" was a useful perspective if people were feeling lonely or isolated as it meant adopting an outward rather than inward perspective. There was little expectation voiced by participants that loneliness or social isolation was either TCC's or someone else's 'problem' to solve. This personal ownership was demonstrated in a myriad of ways: maintaining connection with family and friends; joining interest groups such as sports clubs, gyms, fitness and exercise forums; taking up hobbies (embroidery, garden clubs, card games and art were among some of the activities mentioned); belonging to a church, youth or support groups, or meeting up regularly with friends to go to the movies, a cafe or restaurant. Many participants also spoke about their concerted efforts to make new friends, whether by joining a group or getting to know people living in their neighbourhood. Some made new friends and connections by default through their employment or school-aged children and meeting other parents.

The scoping study findings do reveal levels of potentially sustained loneliness in two of the four groups interviewed: migrants and rangatahi/young adults. The majority of older migrants voiced few concerns about being lonely or isolated. However, the situation for many of the young mothers was different because they were relatively new arrivals to Tauranga and therefore had not had time to make friends or social connections. Few had family in Aotearoa/New Zealand and if they did, in the main they lived some distance away from them. With the advent of a young baby and being relatively 'housebound', their ability to connect with people outside their domestic realm was constrained, especially for those who either didn't know how to drive or were nervous about venturing too far afield because they lacked experience of driving in Aotearoa/New Zealand. Mention was also made of women living in rural areas with little or no access to transport and the loneliness and isolation they experienced. It appeared all of the young mothers interviewed had supportive partners but because they were working it meant considerable time alone in the home caring for young children.



Another aspect revealed through the interviews with migrant mothers and the Mums4Mums facilitators was a lack of awareness by many of the young women about what facilities and activities were available, for example play groups, music groups and so on. If information about such groups or events was provided to migrants it was felt migrants would be encouraged to use them. It seems that even if such information is currently available, many migrants are not accessing it because they do not know it exists. Having a key contact to inform migrants about websites or other information portals would be of benefit.

Similarly, a number of older migrants spoke about the benefits they received from belonging to Multicultural Tauranga where they were able to connect with people from their own ethnic backgrounds as well as from other countries. This connection helped them to development networks and friendships.

A number of the rangatahi/young adults interviewed expressed feelings of loneliness and lack of social connection. Reasons were varied and included living away from home, often for education purposes, or general feelings of disconnection from those around them. Mental health problems such as social anxiety and depression affected several participants. One young woman described strategies she had developed to cope with situations and environments where she felt anxious. Two young women who experienced bouts of depression talked about the close bond they had formed which meant they could share their experiences of depression with each other. Despite this they appeared somewhat reluctant to connect with people face-to-face, preferring to use social media to message or chat. As Laursen and Hartle's (2013) research indicates, young adulthood is a time of change physically, cognitively and emotionally. It is also a time of exploration where family dynamics and relationships in general are tested. As young people mature a more in-depth understanding of relationships, community and the wider social environment can occur along with an appreciation of when social connections are important and when time spent alone is valued.

Another driver of social isolation is transport. Although the majority of participants used their own vehicles, there was some mention about public transport options not being 'fit-for-purpose'. This was because of lack of frequency, bus routes, bus stop locations, driver behaviour and anti-social behaviour occurring at the central bus hub in Wharf Street. For people with disabilities, being able to access a bus relatively easily with a walker or wheelchair or other aids was also mentioned. Older people seemed reluctant to use buses mainly because they were unsure of routes and how the public transport system worked. There also seemed some confusion among a few people about what their Gold Card entitled them to as far as public transport was concerned. Rangatahi/younger people did at times use public transport but again the frequency of routes and the time taken to travel were considered disadvantages as opposed to using their own transport.



These women spoke about family support they could have expected if they had remained in their home countries. In some cases, because of the restrictions on international travel imposed by the COVID-19 pandemic, families who may have flown to Aotearoa/New Zealand to help them were unable to do so and similarly, people could not leave the country either to visit family overseas.

Mums4Mums is a charitable trust which provides in-home support for young mothers and their babies. Families are referred through family or friends, the District Health Board, Plunket, or self-referrals. Volunteers are available for between 6-12 weeks, and the need for ongoing support is reviewed at the end of this period. This support is available to New Zealand/Aotearoa residents as well as those who do not have residency (such as people on Work Visas only). Migrant families who do not have permanent resident status or citizenship find themselves not entitled to maternity leave, which means if a woman's partner is here on a Work Visa, he would have to take unpaid leave to help after the birth of their baby. Without residency status, access to help from Plunket or through WINZ (for example, after a caesarean section) is also unavailable. It was apparent from the interviews with young migrant mothers that Mums4Mums provides a much needed 'life-line' to many families and many of the volunteers who work with the migrant families become an important part of their social connection and a de facto member of the family. One young mother explained the importance of the support she received from Mums4Mums.

...just being able to have some adult conversation, having someone to talk to who understands what you are going through...[Mums4Mums provided] someone to lean on, someone who can hold the baby while you have a shower...if I was back in Nepal with my parents and sisters, I wouldn't have to worry about anything, they would take care of my daughter.
(Su, young migrant mother)



The quality of roading and the increased volume of traffic was also mentioned as factors of concern and for some of the older people interviewed, meant they were less likely to venture too far from where they lived.

Transport was not the only infrastructure considered a barrier to social connection; environmental factors such poor building design and roading and pavement quality can influence people's ability to access facilities and enjoy amenities. A number of participants living with disabilities mentioned not being able to visit cafes or restaurants or businesses because of stairs or narrow entrance ways. Public transport was also often difficult because of access or an apparent unwillingness by drivers to ensure a person was safely seated before driving.

Insofar as responses about what the role of Tauranga City Council should be in supporting social connection, limited expectations were voiced by the majority of participants. Rangatahi/younger people compared Tauranga, especially the CBD, less favourably than centres such as Auckland and Wellington, citing a lack of 'vibe' and events to attend. Suggestions to encourage social connection included regular outdoor markets within the CBD precinct, a space similar to Our Place where people could meet as opposed to visiting shopping malls, sponsorship of cultural and educational events, and youth clubs providing a range of games and facilities. A number of rangatahi/young people also mentioned the need for Council to better provide for homeless or vulnerable people so their needs could be met.

Community hubs were considered assets which could encourage and enable social participation and a number of participants spoke about the lack of public meeting places within their areas. A few people mentioned using their local library and younger people indicated they were most likely to use it as a study space. Using libraries as community hubs is becoming an increasingly common way to promote community identity. Overseas examples include recognition of the diversity of those living within a community through the collection and display of information and knowledge about the socio-cultural make-up of an area, provision of books and other resources in languages reflecting the diversity of those living within communities as well educational or other programmes aimed at bringing people together. Some libraries have formed partnerships with healthcare services, workforce development centres or supported community gardens.

Improving communication to residents throughout the wider Tauranga area was seen as a way to better enable social connection. Ideas for communication strategies ranged from billboard advertising, neighbourhood Facebook pages and the use of print media either by way of newspapers or mail-outs. Participants also spoke about organisations such as churches potentially being willing to distribute information about upcoming community events. Information about the role Council plays compared to that of central government might also alleviate some of the misunderstandings revealed during the interviews.



For example believing it is the responsibility of Council to increase superannuation levels or to reinstate a health facility removed from a particular community, as opposed to the role Council could play in advocating to central government about these concerns.

During the framing of the scoping project TCC agreed with MCH they would commit to following up on recommendations in this report. The level of engagement from participants about what they thought TCC could do to reduce isolation and loneliness within Tauranga and how they could better enable social connection was muted, as can be seen from the responses above. A number of participants and organisations interviewed voiced cynicism about the project and the likelihood of any changes being forthcoming. Weariness towards bureaucratic entreaties to take part in surveys, research and other forms of information collection were considered to have wrought little in the way of tangible improvements. The 'voices' bureaucracies apparently want to hear remain unheard because the status quo prevails.

This project has presented an overview of responses from participants about the drivers of isolation and loneliness as well as their ideas about ways to encourage social connection. Ensuring neighbourhoods and communities have the required infrastructure, readily accessible up-to-date information, and a supportive, listening and responsive bureaucracy are ways Tauranga City Council can better enable social connectedness.

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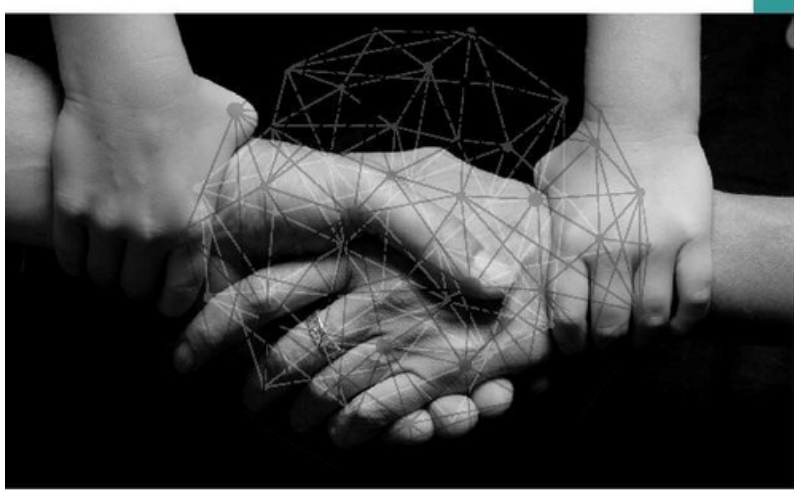
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For the full report check out our Resource section on our website: <https://www.mums4mums.org.nz/resources--nga-rauemi/>



Our Community Involvements

- Migrant and Former Refugee Women's Hui
- Maternal Mental Health Hui Te Puke
- The Social Isolation / Social Connection Research
- NZ Health Strategy Engagement with Ethnic Communities



"Tools to deal with stress in our lives"



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RSVPs to: val.cheah@tautokomai.co.nz by 14th of October



tautoko
SEXUAL HARM SUPPORT
Bay of Plenty | Waikato



Thank You to Our Funders



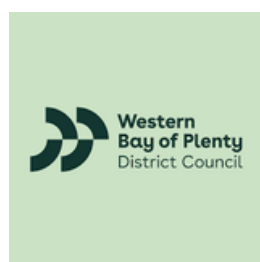
THE SPIRIT OF
MACMAD

BAY TRUST
Supporting
Great Communities

grassroots
trust



**THE LION
FOUNDATION**



Tauranga City

FINDEX
Community Fund.

Seeka

- The Spirit of MacMad
- Bay Trust
- Grassroots
- The Lions Foundation
- Western Bay of Plenty Council
- Tauranga City Council
- Ballance
- Findex community Fund
- Seeka
- Shu Ting Art work - get her business name
- Allure Japanese Jewelry



Thank You to Our Collaborators

- Plunket
- Dr. Val Cheah, Tautoko Mai Sexual Harm Support
- Poutiri Wellness Centre
- Bellyful
- Kidz Need Dadz
- Multicultural Tauranga and Bay of Plenty Interpretative Services (BOPIS)
- All4Love Tga
- Pregnancy Choice
- Katikati Community Centre
- The Hub Te Puke
- Good Neighbour
- Here to Help You
- Welcoming Communities
- Volunteering Bay of Plenty
- Brain Injured Children's Trust
- Shakti
- Tauranga Migrant Settlement Network
- Baby on The Move





Referral Providers



- Plunket
- Family Start
- Hauora a Toi BOP
- PIMHS
- Poutiri Wellness Centre
- Te Whatu Ora
- Midwives across BOP
- True Colours – Honoring Mothers
- Nurtured Clinic



Our Board



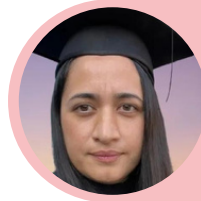
CJ Dafoe
Chair



Agnes Peyron
Trustee



**Bobby-Lea
Cassidy**
Trustee



**Courtenay
Hurt-Suwan**
Treasurer



Kendra Sanders
Secretary



**Mrs Prabha
Ravi, QSM, JP**
Trustee

Thank you to our Exiting
Board Member



Pene Meiklejohn
Trustee



Our Staff



**Bobby-Lea
Cassidy**
Regional Coordinator



Racheal Wheeler
Regional Coordinator



Paige Saxby
Admin & HR



Thank you to our Volunteers

We wanted to say a big thank you to all of our volunteers at Mums4Mums without you there would not be a Mums4Mums in the community.

Your mahi, dedication and aroha for all of our families mean the world to all the whanau, mums and babies that we have helped.





Achieved Projects

- Translation of brochures into 4 languages
- Volunteer recruitment drive
- Volunteer chocking and CPR training



Upcoming Projects

- Mums4Mums Chapter planned for Whakatane & Rotorua
- Migrant Mums Support Service/ Ngā Rātonga Tautoko Mō Ngā Mama Manene starting
- Ata Tautoko / M4M Extra Care Services Team starting
- Breast pump and capsule car seat loaning programme





What did we do...

Description and Quantification (to the extent practicable) of the Entity's outputs:	2022	2021
Number of Referrals received	116	44
Number of Families Supported	97	44
Number of Children Supported	105	46
Number of Volunteer Hours	3556 *	3000
Number of Volunteers	97	70

***Note:** Volunteer hours did not increase proportionately in 2022 as we added 3-staff and we stopped counting CJs volunteer hours.

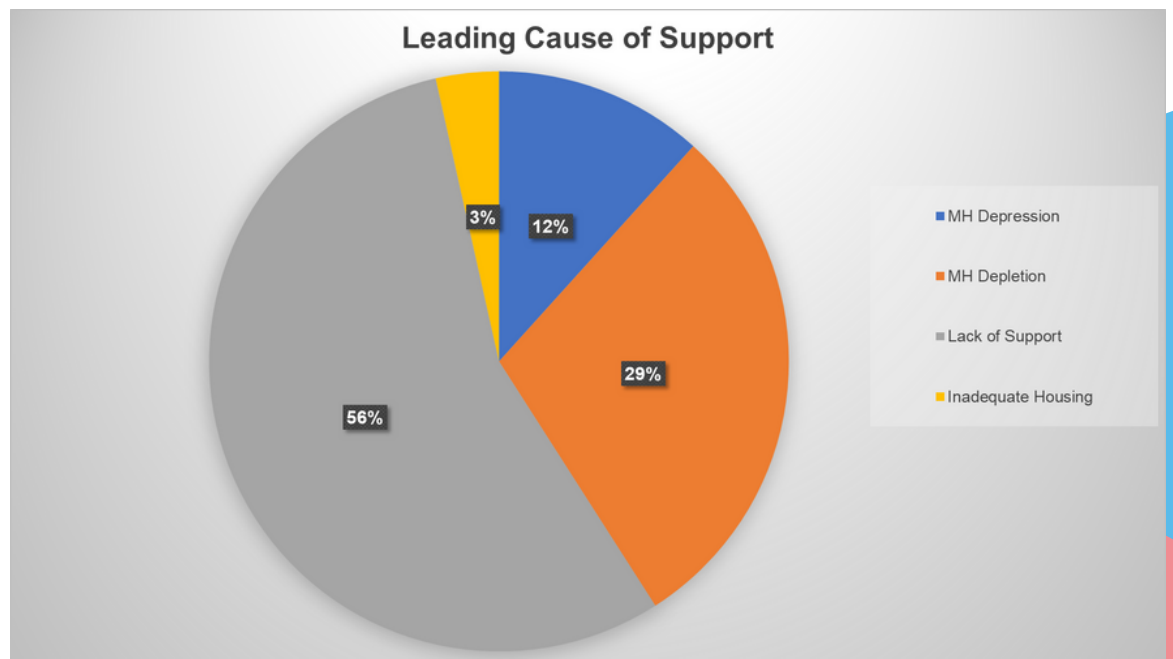
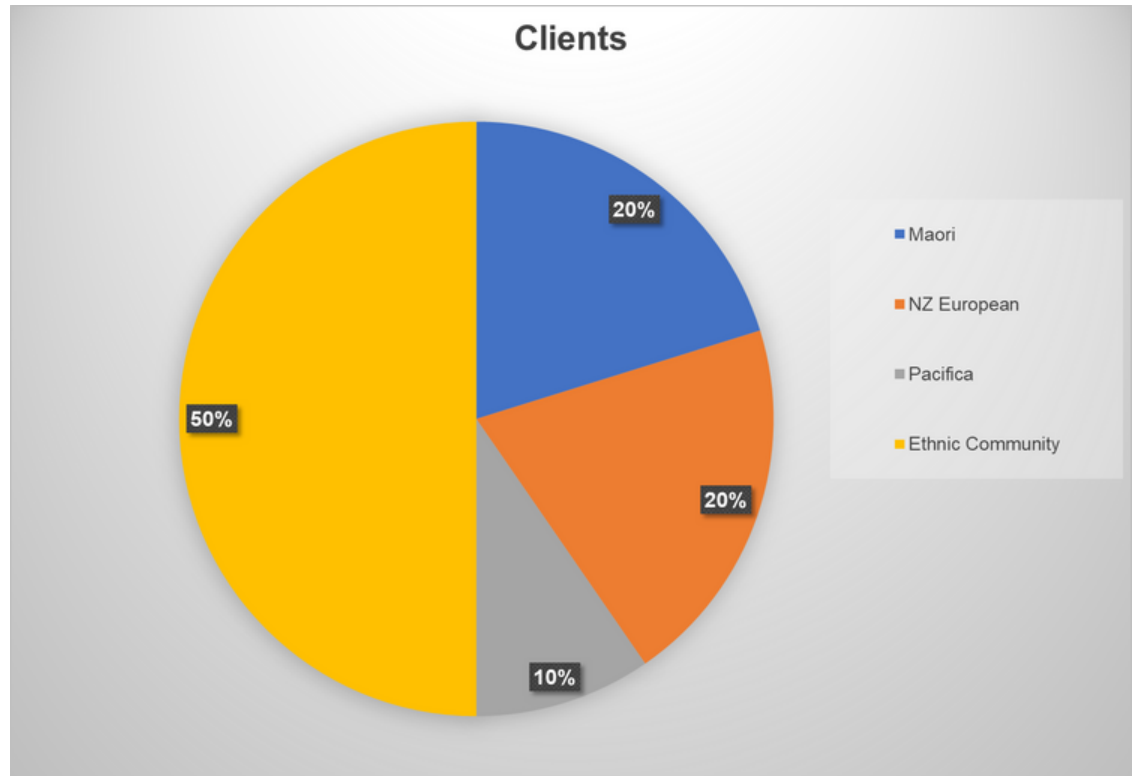




Our Stats:

Supporting Ethnic Communities to date From:

- America
- Brazil
- Canada
- Columbia
- England
- Fiji
- India
- Korea
- Mexico
- Pakistan
- Philippines
- Samoa
- South Africa





Our Events



VISIT FROM
MINISTER PRIYANCA
RADHAKRISHNAN



FINALIST FOR THE
WESTERN BAY
COMMUNITY
AWARDS 2023

“HEART OF THE
COMMUNITY”







1ST YEAR AS A CHARITY CELEBRATION



Morning Tea Connect

Mums4Mums Charitable Trust

Performance Report

Mums4Mums Charitable Trust
For the year ended 31 March 2023

Prepared by Social Currency Investments Limited

Contents

3	Compilation Report
4	Entity Information
5	Approval of Financial Report
6	Statement of Service Performance
7	Statement of Financial Performance
8	Statement of Financial Position
9	Statement of Cash Flows
10	Statement of Accounting Policies
11	Notes to the Performance Report

Compilation Report

Mums4Mums Charitable Trust For the year ended 31 March 2023

Compilation Report to the Directors of Mums4Mums Charitable Trust.

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 Mums4Mums Charitable Trust for the year ended 31 March 2023.

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 this financial report and have determined that the accounting policies used are 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 Mums4Mums Charitable Trust other than for the preparation of financial statements and management reports and offering advice based on the financial information provided.

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 this financial report.

Social Currency Investments Limited

Dated: 15 June 2023

Entity Information

Mums4Mums Charitable Trust For the year ended 31 March 2023

'Who are we?', 'Why do we exist?'

Legal Name of Entity

Mums4Mums Charitable Trust

Entity Type and Legal Basis

Charitable Trust

Registered NZ Charity

Registration Number

CC59848

Entity's Purpose or Mission

The purpose of the Trust will be bring together committed members of the community whose aim is to collaboratively improve maternal mental health outcomes for new mums and quality of life outcomes for babies.

Entity Structure

We have a head office in Tauranga and will be looking to open up other regional offices throughout New Zealand. The board has a minimum of 3-Trustees and no more than 10-Trustees. Including 3-executive positions of President(Chairperson), Secretary and Treasurer.

Main Sources of Entity's Cash and Resources

Donations and grants

Main Methods Used by Entity to Raise Funds

Social media, advertising, networking, grant applications and donation requests

Entity's Reliance on Volunteers and Donated Goods or Services

The Trust relies entirely on volunteers, donations and donated/discounted services

Physical Address

c/o The Kollektive, DX Box HP40007, Tauranga, New Zealand, 3112

Postal Address

c/o The Kollektive, DX Box HP40007, Tauranga, New Zealand, 3112

Approval of Financial Report

Mums4Mums Charitable Trust For the year ended 31 March 2023

The Trustees are pleased to present the approved financial report including the historical financial statements of Mums4Mums Charitable Trust for year ended 31 March 2023.

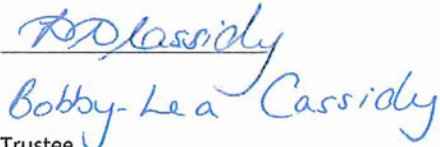
APPROVED



Caroline Jane Dafoe

Trustee

Date 27.6.2023



Trustee

Date 27.6.2023

Statement of Service Performance

Mums4Mums Charitable Trust For the year ended 31 March 2023

'What did we do?', 'When did we do it?'

Description of Entity's Outcomes

Mums4Mums mahi supports mums and babies in their home with practical, emotional and social support in the community.

Respite has increased by approximately 250% from our first year of operations. Referrals are coming from many cohorts within the community and weekly referrals have increased. Volunteer hours have not increased significantly over the first year despite the number of families increasing. This is due to the 3 volunteers that have taken on part time employment with Mums4Mums during the financial year and therefore their hours are not showing as volunteer but paid work. We have decided not to report on CJ Dafoe's volunteer hours which are substantial and have decided to view the hours volunteers are working in homes with mums and babies.

	2023	2022
Description and Quantification of the Entity's Outputs		
Number of Referrals received	116	44
Number of Families Supported	97	44
Number of Children Supported	105	46
Number of Volunteer Hours	3,556	3,000
Number of Volunteers	97	70

Description and Quantification of the Entity's Outputs

We have had 21 enquiries to date for expansion of Mums4Mums into other communities in New Zealand. M4M is now able to achieve this as there is a system in place which is able to be replicated to provide the framework to other communities. This can bring the skills and local knowledge into further communities to develop this vital and crucial maternal mental health initiative. With the support of funders, sponsorships and donations this important work can continue to expand and help more mums improve their competence and confidence in the first 2 years of motherhood.

Additional Output Measures

We have been able to gather our statistics and demographics through our various trial databases and through our referral forms.

We know that 52% of our clients are from a migrant family – those that have chosen to make NZ their home either while studying, on a work visa or as new Residents or Citizens and have typically been in New Zealand for less than 4 years yet to establish a stronger family and friendship support system. This is an important gap that Mums4Mums is filling in our community as all mums/caregivers regardless of their citizenship status will be supported.

The leading reason for coming into Mums4Mums for support is due to but not limited to: a lack of reliable support systems, loneliness, birth trauma for mum or baby, and post-partum care concerns such as post-partum depletion and depression, pre-existing mental health diagnosis that are complicated with the birth process and recovery time which includes change in hormones, birth trauma recovery, lack of sleep and time for personal care and routines.

Statement of Financial Performance

Mums4Mums Charitable Trust For the year ended 31 March 2023

'How was it funded?' and 'What did it cost?'

	NOTES	2023	2022
Revenue			
Donations, fundraising and other similar revenue	1	79,439	17
Revenue from providing goods or services	1	1	700
Total Revenue		79,440	717
Expenses			
Expenses related to public fundraising	2	411	-
Volunteer and employee related costs	2	35,142	-
Costs related to providing goods or service	2	18,400	824
Other expenses	2	10,642	259
Total Expenses		64,595	1,083
Surplus/(Deficit) for the Year		14,845	(365)

This statement has been prepared without conducting an audit or review engagement, and should be read in conjunction with the attached Compilation Report.

Statement of Financial Position

Mums4Mums Charitable Trust As at 31 March 2023

'What the entity owns?' and 'What the entity owes?'

	NOTES	31 MAR 2023	31 MAR 2022
Assets			
Current Assets			
Bank accounts and cash	3	16,653	825
Other Current Assets	3	2,596	-
Total Current Assets		19,249	825
Total Assets		19,249	825
Liabilities			
Current Liabilities			
Creditors and accrued expenses	4	4,770	1,190
Total Current Liabilities		4,770	1,190
Total Liabilities		4,770	1,190
Total Assets less Total Liabilities (Net Assets)		14,479	(365)
Accumulated Funds			
Accumulated surpluses or (deficits)	5	14,479	(365)
Total Accumulated Funds		14,479	(365)

This statement has been prepared without conducting an audit or review engagement, and should be read in conjunction with the attached Compilation Report.

Statement of Cash Flows

Mums4Mums Charitable Trust For the year ended 31 March 2023

	2023	2022
Cash Flows from Operating Activities		
Donations, fundraising and other similar receipts	79,806	20
Receipts from providing goods or services	1	805
GST	2,098	-
Payments to suppliers and employees	(63,480)	-
Total Cash Flows from Operating Activities	18,425	825
Cash Flows from Investing and Financing Activities		
Repayment received on loans made to other parties	104	-
Loans made to other parties	(2,700)	-
Cash flows from other investing and financing activities	-	-
Total Cash Flows from Investing and Financing Activities	(2,596)	-
Net Increase/(Decrease) in Cash	15,828	825
Bank Accounts and Cash		
Opening cash	825	-
Net change in cash for period	15,828	825
Closing cash	16,653	825

This statement has been prepared without conducting an audit or review engagement, and should be read in conjunction with the attached Compilation Report.

Statement of Accounting Policies

Mums4Mums Charitable Trust For the year ended 31 March 2023

'How did we do our accounting?'

Basis of Preparation

The entity 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 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)

The entity is registered for GST. All amounts are stated exclusive of goods and services tax (GST) except for accounts payable and accounts receivable which are stated inclusive of GST.

Income Tax

Mums4Mums Charitable Trust 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.

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

Mums4Mums Charitable Trust For the year ended 31 March 2023

	2023	2022
1. Analysis of Revenue		
Donations, fundraising and other similar revenue		
Donations	78,994	17
Fundraising Income	445	-
Total Donations, fundraising and other similar revenue	79,439	17
Revenue from providing goods or services		
Sales	1	700
Total Revenue from providing goods or services	1	700
	2023	2022
2. Analysis of Expenses		
Expenses related to public fundraising		
Fundraising Cost	411	-
Total Expenses related to public fundraising	411	-
Volunteer and employee related costs		
KiwiSaver Employer Contributions	824	-
Salaries	34,317	-
Total Volunteer and employee related costs	35,142	-
Costs related to providing goods or services		
Advertising	1,255	-
Bank Fees	28	-
Community Assistance	2,004	-
Entertainment - General Events	531	-
Equipment Rental Fees	157	-
Freight & Courier	37	9
Insurance	540	-
Motor Vehicle Expenses	6	-
Office Expenses	-	46
Printing & Stationery	492	-
Rent	1,500	-
Repairs and Maintenance	5,839	-
Subscriptions	3,981	768
Telephone & Internet	620	-
Training	2,107	-
Travel costs for staff	558	-
Total Costs related to providing goods or services	19,655	824
Other expenses		
Consulting & Accounting	6,832	-
Entertainment - Non deductible	610	-

Legal expenses	1,946	259
Total Other expenses	9,388	259

2023 2022

3. Analysis of Assets

Bank accounts and cash

M4M Debit Visa Acct	290	-
M4M Payroll Account	11,216	-
Mums4Mums Charitable Trust	5,147	825
Total Bank accounts and cash	16,653	825

Other current assets

Loan - Employee	2,596	-
Total Other current assets	2,596	-

2023 2022

4. Analysis of Liabilities

Creditors and accrued expenses

Accounts Payable	6,472	1,214
GST	(1,701)	(23)
Total Creditors and accrued expenses	4,770	1,190

2023 2022

5. Accumulated Funds

Accumulated Funds


Opening Balance	(365)	-
Accumulated surpluses or (deficits)	14,845	(365)
Total Accumulated Funds	14,479	(365)
Total Accumulated Funds	14,479	(365)

6. 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).

7. Ability to Continue Operating

The entity will continue to operate for the foreseeable future.



"THIS ORGANISATION HAS BEEN A GAME CHANGER FOR ME, AS A FIRST-TIME MUM WITH TWINS AND NO FAMILY HERE IN NEW ZEALAND. SO GRATEFUL THAT IT EXISTS AND THESE AMAZING LADIES ARE COMING TO MY HOUSE TO HELP OUT!" - MUM OF TWINS

"I WAS A NEW MUM WITH TWIN BOYS AND WE HAD NO SUPPORT DUE TO THE LOCKDOWNS. WE SIMPLY WOULD NOT HAVE BEEN ABLE TO COPE IF IT WASN'T FOR THE HELP FROM MUMS4MUMS. THESE VOLUNTEERS ARE NOW AN EXTENSION OF OUR FAMILY." - MUM OF TWINS



THANK YOU VERY MUCH TO MUMS4MUMS AND OUR VOLUNTEER. TO BE HONEST I HAD SOME ANXIETIES ABOUT BEING PREGNANT AND AFTER BABY WAS BORN. ALL MY FAMILY IS IN JAPAN AND WITH SO MANY DIFFERENCES IN THE MEDICAL SYSTEMS AND MY POOR ENGLISH, I HAD SO MANY CONCERNS, BUT OUR VOLUNTEER HELPED AND SUPPORTED ME THROUGH EVERYTHING.

I JUST WANT TO SAY, THAT MUMS4MUMS SAVED OUR FAMILY'S LIFE IN NZ. THANK YOU VERY MUCH - MUM

