



PARTNERSHIP PROPOSAL

WHO WE ARE

Mums4Mums Charitable Trust is a community-driven organization dedicated to supporting mothers and families during times of need. We believe that every mum deserves a helping hand, whether it's through essential supplies, emotional support, or practical assistance. Our mission is to create a network of kindness, ensuring no mother feels alone in her journey. Through donations, volunteer efforts, and local partnerships, we provide essential resources such as baby items, food, and support services to those facing hardship.

At **Mums4Mums**, we uplift, empower, and stand together—because when mums support mums, families and communities thrive.



Mums4Mums Charitable Trust understands that parenting can be overwhelming, and when families experience emotional or social challenges, the burden can feel even heavier. Our mission is to ensure that no mother feels alone and that every child has access to the essentials they need to thrive. We believe small acts of kindness create lasting change, which is why we provide not just material aid but also emotional, social, and practical support to struggling mums.

Many mothers in our communities face unexpected hardships, including maternal mental health challenges and social isolation. Disturbingly, New Zealand has the worst maternal outcomes among OECD countries, with rates of maternal distress and complications seven times higher than in the UK. By stepping in with immediate assistance, we help ease these burdens, giving mothers the space to decompress, feel supported, and reconnect with their baby in a positive way.

We operate with the core belief that when we uplift one mother, we strengthen an entire family—and ultimately, the whole community. Our initiatives empower mothers with dignity, respect, and care, ensuring they receive the support they deserve without judgment. Every donation, volunteer effort, and act of generosity contributes to a more connected and compassionate society.

Our impact goes beyond providing material assistance; it fosters hope and resilience. By working together, we create a ripple effect where kindness is paid forward, and families gain the strength to rebuild and thrive. Whether it's a mum recovering from a birth trauma, social isolation, fatigue, maternal mental health distress or seeking emotional reassurance, Mums4Mums is here to offer comfort, guidance, and community.

Because at **Mums4Mums**,
we believe in more than just giving—
we believe in **Aroha in Action**





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

~ JACQUIE MAGUIRE ~
CLINICAL PSYCHOLOGIST



WHY SUPPORT US?

Partnering with Mums4Mums Charitable Trust is an opportunity for businesses to make a tangible, lasting impact in their community. By supporting our work, your business will be directly helping vulnerable mothers and families, ensuring they receive the essential care and support they need during critical times. Aligning with Mums4Mums demonstrates a commitment to social responsibility, strengthening your brand's reputation as a company that cares.



Through sponsorships, donations, or employee volunteer programs, your business can contribute to meaningful change while fostering a culture of giving and community engagement. Together, we can create a ripple effect of kindness, resilience, and support—because when businesses invest in families, they invest in the future of our communities.

Description and Quantification (to the extent practicable) of the Entity's outputs:	2025	2024	2023	2022
Number of Familes Supported	128	148	97	44
Number of Children Supported	138	167	105	46
Number of Volunteer Hours	4162.50	4610	3556	3000
Number of Volunteers	429	355	97	70



Our Achievements



Feedback From Our Families

“I am so very grateful for the help provided by Mums4mums. We don't have any family nearby and our volunteer was so lovely and helpful. Her visits allowed me to have some much needed rest and me time. “

Even though I never really felt like I got much done when a volunteer was here, it was still really nice to be able to have someone to talk to and help process some of the things my family, and I had been going through at the time. Mums 4 mums is great, I highly recommend the service. SR

An invaluable part of restoring my positive mental well-being as I transitioned into motherhood.

The volunteers were all such beautiful people! The love and care that they showed the twins was amazing and they will be friends for life - BH

The support right through by Rachael was incredible. The act of support and kindness has transformed my life during the incredible motherhood journey.
- AA

Mums4mums has been a lifesaver for me. The volunteer has now basically become a family member.

The one thing that really helped me feel like family was support. If you can, a little more time would be excellent. I genuinely value their assistance, which is beneficial on both a mental and physical level. KF

I loved that my volunteers loved on my baby and me. They made me feel supported and valuable. Having mum4mums helped me through a really tough spot. I was really struggling and they lifted me up - SO



Building Brighter Futures: One Baby at a Time

It takes our **community**
to raise a **child**



Dignity Project Partner

Support of \$2,000,000 - \$5,000,000

As a Dignity Project Partner, your business will make a lasting difference in the lives of pregnant mothers and mothers with young children under five. By aligning with us, you are not only investing in essential accommodation and support services but also in the dignity, stability, and future of families navigating critical life transitions.

Your partnership ensures access to mentoring and life coaching that empowers mothers to build resilience, restore hope, and create strong foundations for their children. In recognition of your commitment, you will receive a tailored sponsorship package with annual benefits designed to showcase your leadership in supporting women, children, and families at their most vulnerable moments.

Purpose: Acquisition of accommodation(s) for Dignity Project property in Tauranga.

Impact: Ensures urgently needed housing and tailored support services for mums and babies.

Recognition: Major naming rights, legacy plaque, involvement in governance-level discussions.

In the Bay of Plenty, many families face added pressures from housing insecurity and limited access to tailored support services, leaving mothers with young children particularly vulnerable. These challenges highlight the urgent need for targeted initiatives such as the Dignity Project, which provides safe accommodation, mentoring, and life-coaching to help mothers and children in Tauranga build stable, hopeful futures.



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Legacy Partner

Support of \$1,000,000 +

As a Legacy Partner your business will play a crucial role in supporting the essential work we do at Mums4Mums. By partnering with us, you will receive a range of exclusive benefits that help raise awareness of your commitment to empowering mothers and families in need. Your sponsorship package includes the following annual offerings:

Purpose: Acquisition of a Mums4Mums Head Office and Community Centre Space in Tauranga

Impact: Ensures the permanence of Mums4Mums and extends our reach and support in the community with programs, workshops and events to promote maternal and infant wellness.

Recognition: Major naming rights, legacy plaque, involvement in governance-level discussions.

By becoming a Growing Star Sponsor, you align your brand with a cause that nurtures the future, one child at a time.

Together, we can create a lasting impact, build stronger communities, and provide essential support to those who need it most.



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GROWING STAR two year commitment SPONSOR

Support of \$20,000+ per year one available

As a Growing Star Sponsor, your business will play a crucial role in supporting the essential work we do at Mums4Mums. By partnering with us, you will receive a range of exclusive benefits that help raise awareness of your commitment to empowering mothers and families in need. Your sponsorship package includes the following annual offerings:

- **Medium Refer Subscription Plan** (if applicable), giving you access to our network and resources. OR **6-months FREE Childcare** up to a value of \$3,900.
- **A Personal Presentation or Speech** by the Mums4Mums Founder, providing a unique opportunity to engage with your team or customers and share the impactful work being done.
- **Prominent Acknowledgement** on our Treasured Tamariki Early Childhood Education and Childcare Building and Signage, ensuring your brand is visible in a meaningful, community-centric space.
- **Recognition on All Mums4Mums Social Media Platforms**, amplifying your support through regular posts and digital shout-outs to our engaged community.
- Use of the Mums4Mums Brand as outlined in our sponsorship agreement, allowing you to showcase your partnership with a trusted, impactful organization.



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Nurturing Hands Sponsor

three year commitment

Support of \$10,000+ per year two available

As a Nurturing Hands Star Sponsor, your business will play a crucial role in supporting the essential work we do at Mums4Mums. By partnering with us, you will receive a range of exclusive benefits that help raise awareness of your commitment to empowering mothers and families in need. Your sponsorship package includes the following annual offerings:

- **Small Refer Subscription Plan** (if applicable), giving you access to our network and resources. OR **4-months FREE Childcare** up to a value of \$2,400.
- **Acknowledgement** on our Treasured Tamariki Early Childhood Education and Childcare Building and Signage.
- **Acknowledgement** on all social media and digital benefits. Use of the Mums4Mums Brand as outlined in our sponsorship agreement.

Caring Cradle Sponsor

one year commitment

Support of \$5,000+ per year five available

- **Acknowledgment** on building and all signage
- **Acknowledgement** on all social media, and digital media
- **Use of Mums4Mums branding** as set out in Agreement



Mums4Mums
Mā Māmā, Mō Māmā
Mums Supporting New Mums in our Community



thank  you



Thank you for your consideration
collaborating with
mums4mums Charitable Trust

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