



**TREASURED TAMARIKI**  
A holistic approach to childcare



# PARTNERSHIP PROPOSAL

Nurturing beginnings, building  
brighter futures—together

[WWW.MUMS4MUMS.ORG.NZ](http://WWW.MUMS4MUMS.ORG.NZ)

# WHO WE ARE

The **Treasured Tamariki Foundation Limited**, operating as **Treasured Tamariki Early Childhood Education and Childcare Centre**, is a social enterprise of **Mums4Mums Charitable Trust**, which provides free in-home support for new mums and babies—an important maternal mental health initiative. Our early childhood centre is dedicated to giving every child the best start in life through a safe, nurturing, and culturally grounded environment.

Guided by care, connection, and community, we partner with whānau to foster each child's potential. With donor and community support, we build stronger families, resilient communities, and brighter futures.



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.

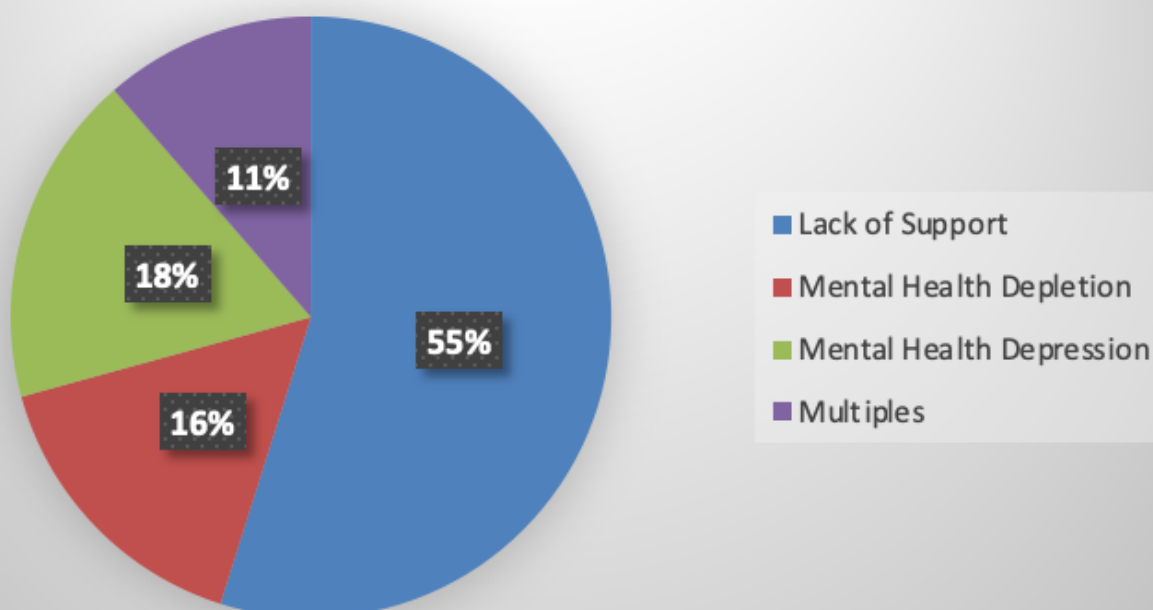


By partnering with the Treasured Tamariki Foundation, your business has the opportunity to create lasting impact. Together, we can give children the best possible start in life while directly addressing one of New Zealand's most urgent challenges—our nation has the worst maternal mental health outcomes in the OECD. Supporting mothers, babies, and families is not only an act of compassion; it is the foundation for thriving communities and a resilient society. When businesses invest in families, they are investing in the future of us all.

New Zealand is facing a maternal mental health crisis. Families are struggling, and the demand for support has never been greater. At Mums4Mums Charitable Trust, we've already received over 30 requests to expand our services nationwide. Our vision is clear: in every community where Mums4Mums operates, there will also be a Treasured Tamariki Centre—delivering high-quality early childhood education while sustaining and strengthening maternal wellbeing.

With your partnership, we can grow together—ensuring mothers are supported, children are nurtured, and communities are equipped to flourish for generations to come.

## All Referral Reasons



# 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



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## Nurture Supporter



**Tier 1: \$500 - \$5000**

**Purpose:** Boost day-to-day cash flow.

**Impact:** Helps cover resources, staff development, and programme costs for tamariki

**Recognition:** Name included in supporter roll, quarterly updates on impact

## Growth Partner



**Tier 2: \$5,000 - \$25,000**

**Purpose:** Strengthen Sustainability

**Impact:** Covers specialist support (OT, speech therapy, inclusion resources), community events, kai programme, and family well-being initiatives.

**Recognition:** Logo/name on communications, invite to donor appreciation events.

## Vision Builder



**Tier 3: \$25,000 - \$100,000**

**Purpose:** Scale impact across the centre

**Impact:** Funds major equipment, playground upgrades, technology, and expansion of programmes.

**Recognition:** Naming rights for a programme/project, feature in annual report.

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## Foundation Investor

**Tier 4: \$100,000 - \$500,000**



**Purpose:** Strategic growth & stability.

**Impact:** Secures long-term staffing capacity, specialist contracts, and contributes to property overheads.

**Recognition:** Prominent recognition in centre, exclusive briefings on strategy, naming opportunity for a room or learning space.

## Centre Purchaser / Legacy Parter

**Tier 5: \$1,000,000 +**



**Purpose:** Acquisition of Treasured Tamariki Centre property - 15 Millers Road, Brookfield.

**Impact:** Ensures the permanence of Treasured Tamariki as a community-owned asset, safeguarding stability for generations.

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

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## Expansion Partner - Rotorua & Omokoroa



**Tier 6: \$2,000,000 - \$5,000,000**

**Purpose:** Acquire an existing ECE and Before and after school business in Rotorua and establish a new centre in Omokoroa.

**Impact:** Expands Treasured Tamariki's reach, supporting more whanau with high-quality care and education across the Bay of Plenty.

**Recognition:** Founding Partner recognition across new centre, naming rights for new sites, featured in regional and national communications.



# Mums4Mums

## Mā Māmā, Mō Māmā

Mums Supporting New Mums in our Community



Thank you for your consideration  
collaborating us.

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