

*"Kamua, ka muri"*

REFLECTING ON THE PAST YEAR TO PLAN FOR THE YEAR AHEAD



**KURA KAI**

CARING FOR OUR COMMUNITY



Our Year in Review Report  
for the Year ending 31<sup>st</sup> March 2025

# NGĀ KAI O ROTO

## CONTENTS

A Message from our General Manager | Pg **3**

Our Kura Kai Rōpū (Team) | Pg **4**

Our Partnered High Schools| Pg **5**

Our Kura Kai Coordinators | Pg **6**

Our Impact | Pg **7**

Our 4 Focus Areas | Pg **8–11**

Testimonials | Pg **12**

Our Key Partners | Pg **13**

VJ Cooks| Pg **14**

Sharing our Kaupapa | Pg **15–17**

Our Key Funders | Pg **18**

Te Mutunga (end) | Pg **19**

Our Tohu | Our Logo | Pg **20**



“

## A MESSAGE FROM OUR KAIWHAHAERE MATUA

As we reflect on the past year, it's clear we have had a year of growth and connection at a community level. At Kura Kai, we've never been about the numbers, although we know the need is great. We're about our people. It's the relationships we build, the support we share, and the positive impact we create together at the grassroots level within our hāpori (communities) that truly matter.

To everyone who has supported us, whether you've been hands-on at the ground level or contributed in other meaningful ways, we are so grateful.

Looking ahead to 2025, we've got some exciting things planned, including a very special milestone; our 5th Year Anniversary! To mark the occasion, we're hitting the road and launching "Our Kura Kai Roadie" which is a celebration of our key volunteers and supporters. We can't wait to connect, spotlight your stories, and celebrate the journey together.

Ngā mihi nui ki a koutou katoa  
*Marie Paterson (General Manager)*





# OUR KURA KAI RŌPŪ (TEAM)



**Founder and Trustee**

**Makaia Carr** has always had a passion for supporting rangatahi. Inspired by a local school's "compassion freezer", Makaia loved the idea of giving families direct help through a home-cooked meal, and the Kura Kai concept was born.

Her work targets high schools because the teen years can be that crucial "fork in the road" period when rangatahi often come under pressure to make some big decisions, ones that can impact the course of their future. It is Makaia's hope that the Kura Kai freezers become an accessible hub of kai that the wider school community enjoy using and hopefully give teens and their whānau just one more reason to stay in school and focus on their education.



**Trustee**

**Katie Thomas** has stepped into Kura Kai as a new Trustee but has been part of Kura Kai right from the very beginning as our Wellington Area Volunteer Coordinator and Engagement Manager.

With a strong passion for connecting and engaging with people and their wider communities, Katie has worn many Kura Kai pōtae (hats) over the years, and with her incredible experience and leadership at a board level, Katie is a fantastic addition to our trustee roopu (team).



**Engagement Manager**

**Kelly Kingston** is our Kura Kai Engagement Manager. Kelly brings over 13 years of experience in business ownership and team leadership, with a strong passion for community engagement. As a business director, she fostered an award-winning workplace culture and her experience as a business mentor!

Kelly also fills a Kura Kai Volunteer Coordinator role for Mount Maunganui, Pāpāmoa and Te Puke area.



# OUR PARTNERED HIGH SCHOOLS

## **NORTHLAND**

1. Whangārei Girls College

## **AUCKLAND**

1. Mahurangi College
2. Ormiston Junior College
3. De La Salle College
4. Manurewa High School
5. Papakura High School
6. James Cook High School
7. Aorere College

## **WAIKATO/TAUPŌ**

1. Te Aroha College
2. Putāruru High School
3. Rototuna Senior High School
4. Tauhara College

## **TAURANGA**

1. Tauranga Girls College
2. Mount Maunganui College
3. Pāpāmoa College
4. Ōtūmoetai College
5. Aquinas College
6. Katikati College
7. Te Puke High School
8. BOP Youth Development Trust

## **BAY OF PLENTY**

1. Western Heights High School
2. Tarawera High School
3. Ōpōtiki College

## **HAWKES BAY/WAIRARAPA**

1. Central Hawkes Bay College
2. Napier Boys High School
3. Kuranui College

## **TARANAKI**

1. Taranaki Boys High School
2. Spotswood College
3. Te Paepae o Aotea

## **WELLINGTON**

1. Porirua College
2. Mana College
3. Bishop Viard College
4. Te Kura Māori o Porirua
5. Naenae College
6. Wainuiomata High School
7. Samuel Marsden Collegiate

## **MARLBOROUGH**

1. Marlborough Girls College

## **CHRISTCHURCH**

1. Haeta Community Campus

## **DUNEDIN**

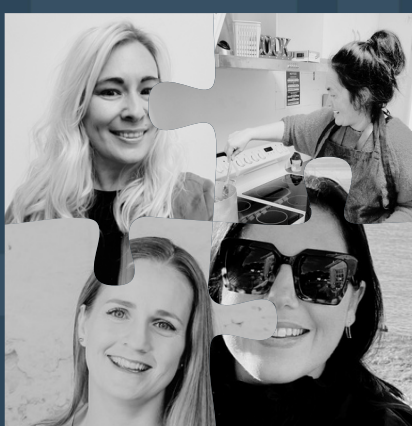
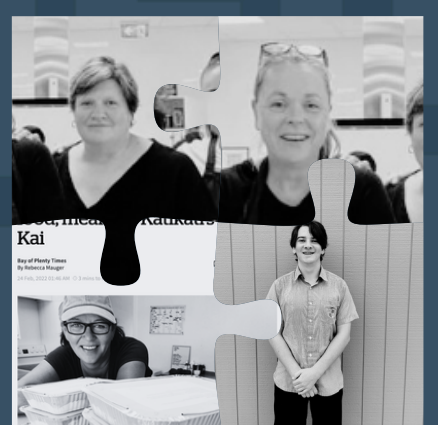
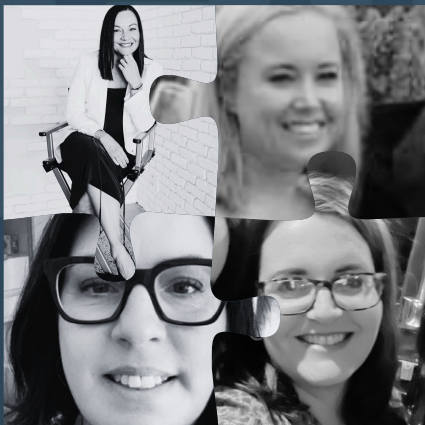
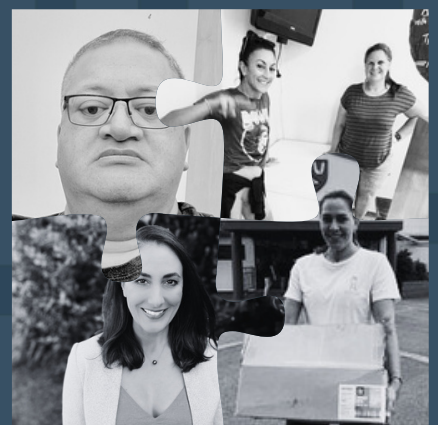
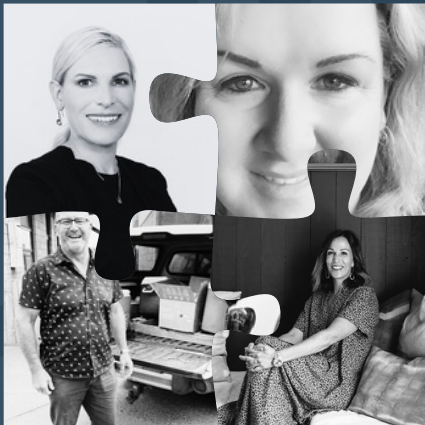
1. Trinity Catholic College
2. Queen's High School
3. King's High School

# Kura Kai Coordinators

Our wonderful team of 34 Volunteer Coordinators help ensure the smooth running of communications and operations for Kura Kai volunteers and our partnered High Schools across Aotearoa.

Our school based Coordinators are key in engaging their students to cook meals and understand the role Kura Kai plays in their school and community.

They are the heart of Kura Kai, allowing us to stretch resources further and reach more people in need, spreading awareness and inspiring others to get involved.



34  
Kura Kai  
Coordinators



# OUR IMPACT



**41**

**PARTNERED HIGH SCHOOLS**



**25**

**SCHOOLS ADOPTING OUR  
RANGATAHI INITIATIVE**



**16**

**REGIONS**



**1000's**

**RANGATAHI AND WHĀNAU  
HAVING FULL PUKU**



**\$13,500 +**

**DONATED GROCERY VOUCHERS  
TO HELP SUPPLY MEALS**



**\$25,000 +**

**FREEZERS + MEAL PACKAGING +  
PRODUCT DONATIONS**



# OUR FOUR POU | KEY FOCUS AREAS

Kura Kai



## Response to poverty and emergency

We aim to help improve food access for our vulnerable communities by;

- Donating chest freezers to high schools that we partner with.
- This past year we have donated over \$13,500 in grocery vouchers to support our schools and key volunteers to help purchase ingredients for meals.
- Building a network of volunteers, students and community groups who cook nutritious family meals to keep the freezers well stocked up.
- Providing easily accessible meals – no waiting times through social agencies.
- Distributing the meals to support rangatahi and their whānau.



# OUR FOUR POU | KEY FOCUS AREAS



## Empowering Rangatahi (Youth)

We choose to support secondary schools because we know how important a completed secondary education is to the future of our rangatahi. We do this by;

- Engaging youth through our Kura Kai Rangatahi Programme. We piloted our Kura Kai Rangatahi initiative in 2020 and are now successfully rolling this out in 25 of our partnered schools.
- Supporting the advancement of education by providing nutrition and fuel to support student motivation and mental wellbeing.
- Celebrating successes including Hamish Tanner winning the Youth Spirit Award in the WBOP Community Awards.
- Partnering with youth organisations like Scouts Aotearoa.





# OUR FOUR POU | KEY FOCUS AREAS

Koru



## Community Engagement

- Providing a platform where schools, rangatahi, elderly, volunteers, iwi and community organisations can come together and support their hapori (community) – whakawhanaungatanga.
- Sharing our Kura Kai stories to highlight the positive impact. Our posts across our social media are performing in the top percentile of charities and not for profits.
- Bringing awareness to our communities around poverty and the need.
- Connecting communities through Kura Kai.





# OUR FOUR POU | KEY FOCUS AREAS

Whā



## Kaupapa Māori Values

Kaupapa Māori values are an important foundation of Kura Kai. We align to these values through;

- Our vision and purpose.
- Shared understanding with our Trustees, volunteers and partners.
- Connections with iwi and organisations that support Māori for example the Māori Wardens in Auckland who volunteer to be our mobile coordinators, collecting and dropping off meals.
- Aligning our programme to the 'Tapa Whā' model of Health.



“

“I just wanted to say a huge thank you for the package that was left at home. It really means a lot to me”!

“Oh, my goodness! I am so humbled by this. Thank you so so much. what an amazing community. You make me cry!”

“Thank you so much for everything you have done for me and my kids”

“Thank you once again for your wonderful support to our school”

”

**- Meal Recipients**

“

I am so grateful for my life and for food. I cook for others because it hasn't always been that way for me.

**- Volunteer**

”

“

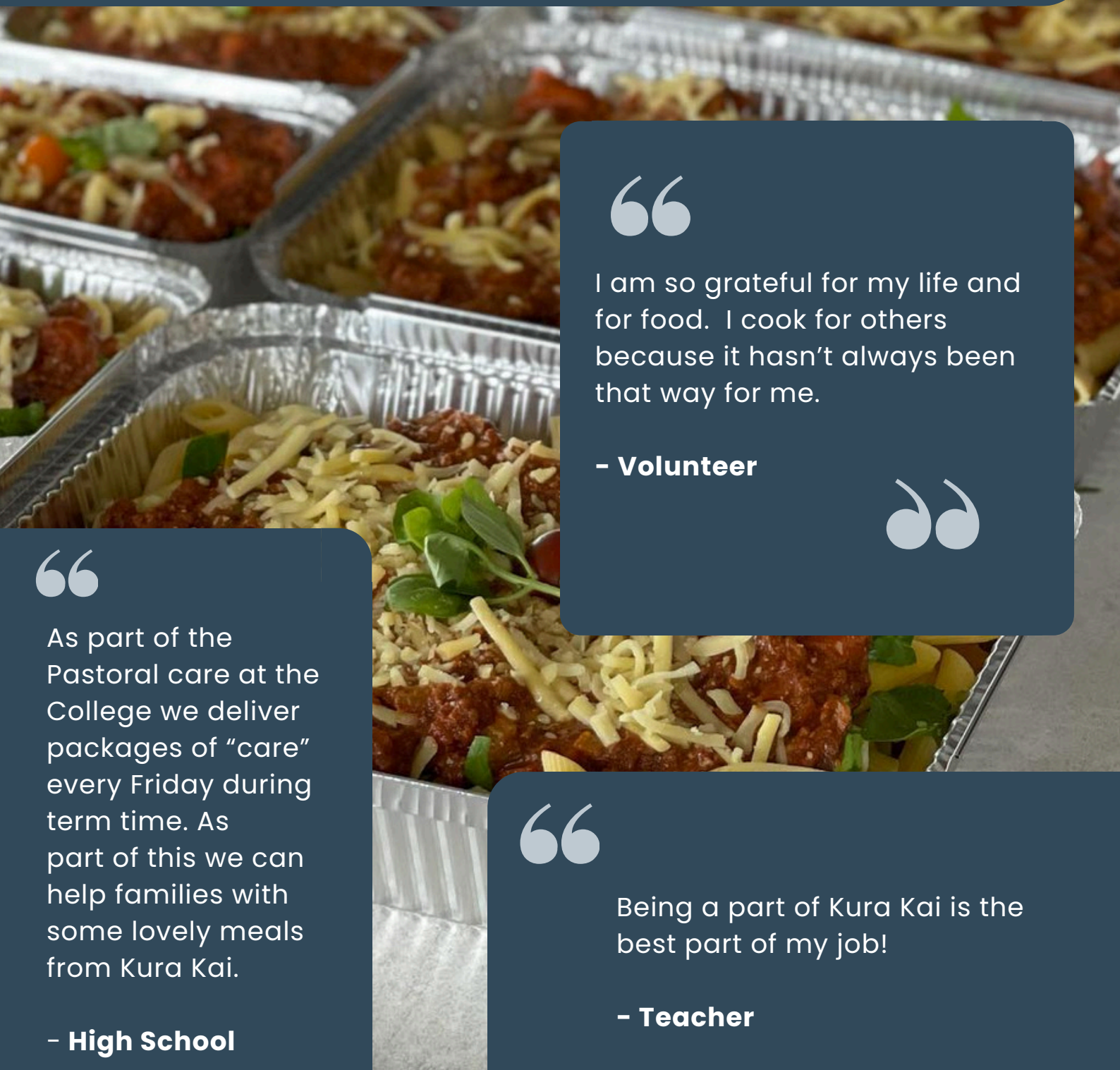
As part of the Pastoral care at the College we deliver packages of “care” every Friday during term time. As part of this we can help families with some lovely meals from Kura Kai.

**- High School**

“

Being a part of Kura Kai is the best part of my job!

**- Teacher**







## OUR KEY PARTNERS

### **AsureQuality – Kaitiaki Kai**

September marked the second anniversary of our partnership with AsureQuality, whose generous support through their Employee Volunteer Programme has been invaluable to Kura Kai. Their contributions make a significant impact, and we feel fortunate to have such a large organisation so actively engaged with our kaupapa.

### **Farmer Autovillage**

We're incredibly grateful to have the continued support of Mike, Martin, Hannah and the team at Farmer Autovillage for a third year. Their backing has empowered us to keep doing the mahi we love and reach more of our communities. We just love our Kura Kai Waka (vehicle)!





In July we welcomed VJ Cooks as our very first Kura Kai Ambassador!

Vanya Insull is a bestselling author who runs the hugely popular VJ Cooks on Instagram and Facebook. Having VJ Cooks as our Ambassador helps share our kaupapa and her recipes are the perfect fit for Kura Kai



# *Introducing...* **VJ Cooks**

As our **NEW**  
**KURA KAI**  
Ambassador

[www.vjcooks.com](http://www.vjcooks.com)



# SHARING OUR KAUPAPA



Kura Kai Charity Event

She Is Unleashed NZ hosted a Kura Kai charity event that raised over \$13,000, generating awareness of our kaupapa. This success would not have been possible without the strong support from both the business and local community. We are so grateful for everyone who attended and donated to this charity event.



We launched our very first Kura Kai Rangatahi Ambassador – our youth voice.

“I’m thankful to hold the position of Kura Kai Rangatahi Ambassador for 2025 and I’m looking forward to a great year of strengthening community spirit and giving back – Felix”



Christmas Bags

We created and launched our Kura Kai Christmas Bag Campaign, where volunteers, high schools, business's and organisations contributed to filling 500 bags with goodies. The Bags went to students who needed a little extra “aroaha” over exam time. We are very appreciative of everyone who donated.





# SHARING OUR KAUPAPA



Kai Rescue + Donation

Kura Kai partners with food rescue initiatives and uses donated products to promote sustainability and minimise food waste. This allows us to deliver nourishing meals to students and families while raising awareness about the importance of food rescue and sustainable practices. We made some meaningful partnerships over the year!



Our Matariki Campaign marked its third year, celebrating the power of community coming together to do good. It's a special time to express aroha, using kai as a way to give back and uplift those around us. From Kura Kai meals to hangi packs, we loved seeing how kai brought people together over this time.



Chiefs Rugby + NZ Sevens

We teamed up in the kitchen with the Chiefs Rugby Team and the NZ Sevens Boys to help stock our Kura Kai freezers with nutritious kai and spread the word about our kaupapa.





# SHARING OUR KAUPAPA



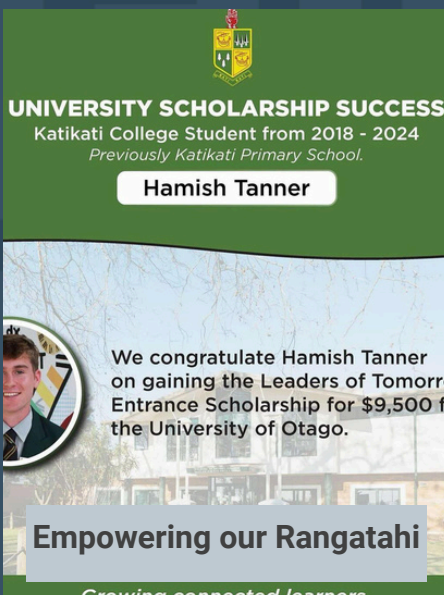
**Business Support**

Business group cook-ups are incredibly important to Kura Kai because they help fill our freezers while building connections. These cook-ups not only support our kaupapa through hands-on contribution, but also raise awareness of food insecurity and inspire ongoing support, collaboration, and advocacy from the business sector.



**Scouts Aotearoa**

We partnered with Scouts Aotearoa to deliver the Kai Better World Badge. This badge is to learn where kai comes from, explore the cultural significance of kai, some of the social environmental challenges of food inequity, and investigate some of the things happening in their community – like Kura Kai!



Our Kura Kai Rangatahi Initiative keeps building from strength to strength. It is inspiring to see the creative ways schools are making it their own. Whether it's through mufti days, restaurant nights, or other unique events, Kura Kai can be shaped to reflect each school's values. It's all about giving students a chance to learn and make an impact.



# OUR KEY FUNDERS



**foodstuffs** NORTH ISLAND



**ACORN  
FOUNDATION**  
WESTERN BAY OF PLENTY



**THE LION  
FOUNDATION**

**A** Auckland  
Airport





**Na to rourou,  
na taku rourou ka ora ai te  
haporī**

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





# OUR KURA KAI TOHU (LOGO)

THIS TOHU (LOGO) CONCEPT WAS PREDOMINANTLY INSPIRED BY PĀTAKA KAI, THE MĀORI TERM FOR A FOOD STOREHOUSE. NOWADAYS, THE PĀTAKA IS WELL-KNOWN AS A SOLUTION TO IMMEDIATE AND LOCAL NEED, RESCUING FOOD AND ENCOURAGING THE CO-SHARING BETWEEN NEIGHBOURS TO STRENGTHEN COMMUNITIES. WE BELIEVE THAT KURA KAI ALSO ENCOMPASSES SUCH VALUES.

"MANAAKITANGA" WAS SOMETHING THAT WE NEEDED TO REPRESENT IN THE TOHU (DESIGN) AS IT CLEARLY PLAYS A KEY ROLE IN MĀORI SOCIETY AND IS ALSO VERY REFLECTIVE OF THE KURA KAI GOAL AS MĀORI PEOPLE, TRADITIONALLY, BEING HOSPITABLE, LOOKING AFTER OTHERS AND CARING HOW OTHERS ARE TREATED - NO MATTER WHAT THEIR STANDING IN SOCIETY - IS OF PRIME IMPORTANCE.



WITH OUR MANAAKITANGA DESIGN WE WANTED TO ENSURE THAT IT REINFORCED THE IDEA OF EQUALITY AND PEOPLE WORKING TOGETHER TO MOVE ONWARDS AND UPWARDS AND ACHIEVE A COMMON GOAL.

WE ALSO WANTED TO TOUCH ON THE MORE LITERAL SENSE OF KURA KAI BY MAKING THE "MANAAKITANGA" SYMBOL LOOK LIKE A TREE GROWING FROM THE EARTH.

**KURA KAI**  
CARING FOR OUR COMMUNITY

*The inspiration behind our tohu*