



Thrive



Your impact on the future of New Zealand whānau

Kia ora

This is an exciting moment – I am pleased to introduce our donor newsletter, ‘Thrive’ where you can see the amazing impact of your support. *Thrive* is a first for Whānau Āwhina Plunket and launching it in my first year as Chief Executive is a memorable milestone.

As I reflect on these initial 12 months, I am humbled and incredibly grateful for our community, seeing the tangible difference that generous people like you are making every day. It has been a demanding year for our whānau and communities who are doing it tough. But because of you, our front-line teams can continue to support families in the ways that they each want and need.

We are proud to be part of the communities we serve, and your shared commitment to whānau across the country is inspiring. Thank you for your understanding and contribution to helping our youngest New Zealanders thrive.

Ngā mihi nui, Fiona Kingsford - Chief Executive

PS: As this is the first of these seasonal newsletters, keep an eye on your inbox for the next instalment this summer!



You have empowered hope, care, and connection

You have enabled more support for parents throughout Aotearoa New Zealand. With your help, over \$90,000 was raised in July, offering hope to struggling parents when they need it most.

Thanks to our beautiful donors, people just like you, more parents across the country now have access to support when they need it most.

You helped us raise an amazing \$93,800 in July to provide hope for parents when they are struggling.

Every new mum and her baby should have access to the care they need. It makes such a difference to them to have an experienced Plunket nurse, kaiāwhina or community karitāne (trained health workers) supporting them.

You have made this possible.

Your donation is helping to connect parents and whānau during lonely times, making sure they get support how and when they need it.

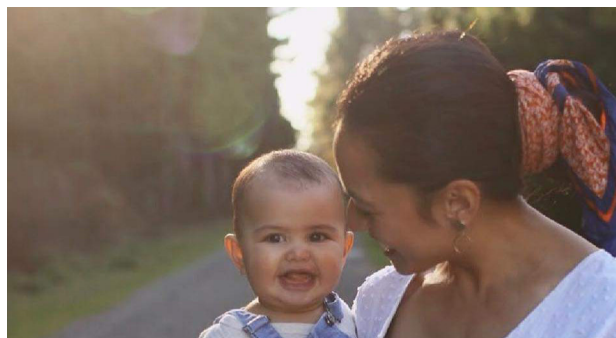
Beautiful mum, Liga shared the difference that the support of her Plunket nurse made in her journey.

“She instinctively knew what was valuable to me and what I needed. I wasn’t left in the deep end. My Plunket nurse gave me validation, reassurance that I was doing a good job. Plunket showed me that you don’t have to do it the hard way. There is support you can reach out for.”

Having a Plunket nurse caring for a new mum and her baby is something that should be available to everyone in our community.

This is possible thanks to donations made by special people in our community. People like you.

Thank you.



“There is support you can reach out to,” Liga (pictured)



From strength to strength: your gift transforming families

Thank you for raising over \$34,000 to help whānau across Aotearoa thrive.

It is so heartening to see your support for new mums and their children.

Being a mum is not easy at the best of times – and you appreciate that. The last few years have been especially tough on everyone.

This is why it was amazing that when we partnered with Huggies and reached out to you in May, over \$34,000 was raised to help whānau across New Zealand thrive.

With your support, new mums who are battling with difficult circumstances now have practical support and opportunities for connection and community. But it doesn't stop there. By supporting mums, you're also supporting their children.

Now, when mums reach out, there is someone they can talk to. Your gift has provided parents with the necessary tools and assistance they need to thrive.

Having healthy, strong, connected, and confident parents means their children are also more likely to flourish.

The impact of your generosity is real - as you can hear from Jessie who unexpectedly battled with her mental health after the birth of her son.

"My son is now 20 months old and he's a gorgeous, cute, and happy kid and sleeping through the night!"

Your investment in our future generation has set children up for better early experiences that will positively impact their entire life.



Pictured: Jessie and son

Champion of care: Raelene's enduring influence

After 39 remarkable years, Plunket's Clinical Leader and Nurse, Raelene Todd retired. Her legacy spans thousands of whānau, strengthening community ties in South Canterbury and North Otago, and fostering breastfeeding advocacy.

After 39 incredible years supporting families in South Canterbury and North Otago, Clinical Leader and Plunket nurse, Raelene Todd, recently retired.

Throughout her extensive career, Raelene has touched the lives of thousands of whānau. Initially this was when her work with Plunket began in 1984, as a District Plunket Nurse. In 2003 she became a Clinical Leader, providing support and guidance to Plunket nurses and community karitane.

As well as building and strengthening relationships within Whānau Āwhina Plunket, Raelene has worked closely with stakeholders and agencies in the community, leading to her involvement in many community boards and forums. One of these is Breastfeeding Aotearoa.

Breastfeeding has always been an important topic for Raelene, who was part of successfully negotiating a contract in mid and south Canterbury called Breastfeeding Works – a peer counsellor program supporting breastfeeding mothers in the community. It has been a huge success and continues to go from strength to strength.

At her farewell event, many heartfelt words were shared including:

"The impact you have made has shaped the organisation we know in this region and will continue to do so long after you have left. For the people you have touched, supported and walked alongside...we say thank you!"



Raelene pictured with Dr. Paul Watson, who is stepping into her role of Clinical Leader.

Dunk It For Plunket update

In August, communities across Aotearoa came together for Dunk it for Plunket, raising over \$45,000. Thank you to the individuals and businesses who stepped up to help our youngest New Zealanders thrive.

It was so heartwarming to see wonderful groups all over Aotearoa come together in August to share a cookie and a cuppa in support of our youngest New Zealanders. From workplaces to community groups, and friends and whānau across the country, I'm so grateful to everyone who came together as part of Dunk it for Plunket.

Because you cared enough to get involved, parents across Aotearoa can be nurtured to shape the future of their children through support, education, community, and advice. Thanks to all the beautiful individuals and businesses who hosted and donated to events, over \$45,000 was raised!

We are privileged to partner with some amazing organisations that, like you, are instrumental in shaping stronger families in Aotearoa. A special thanks must go to key Dunk it for Plunket sponsor, Arnott's. The Arnott's



team have generously given not only the morning tea goodie boxes, but also their time and financial support, bringing life to this appeal.

We're looking forward to sharing another cuppa with you through Dunk it for Plunket in 2024!

Want to sign up as a Dunk It for Plunket VIP for early news and updates? Email supporters@plunket.org.nz and ask to be added to the list!

www.dunkitforplunket.nz

Donor spotlight: Anne's Plunket connection

Anne, a wonderful donor like you, shared her heartfelt Plunket journey including fond memories as a new mum, and a child welfare officer. The ongoing support of wonderful people like you and Anne is making a difference to families now and in the future.

Recently, Anne reached out to us to tell us why Whānau Āwhina Plunket means so much to her.

Anne reflected fondly on her early experiences as a new mother, vividly recalling the moment of weighing her baby:

"It was wonderful to place baby in the big open bowl and watch it swing on its chains held up to balance against the weights placed on the opposite dish!"

As a Child Welfare Officer in the 1960s, Anne has long known the positive impact Plunket has in communities.

"I was always glad to coordinate our efforts with those of the Plunket Nurses in looking after babies and young children. There was never enough time for us to devote to each 'case' so the network of others was very important."

"Being a mother brings new and different challenges that can be frightening. Being at home alone with a new baby is so different from going to work with colleagues each day. Not everyone can reach out for help for themselves. The regular visits from the Plunket Nurse, the records and advice in the Plunket

Book, and the guidance into social groups of other new mums were wonderful supports."

Anne's words from her experience with Plunket decades ago still ring true today!

The ongoing support of Plunket from wonderful people like you and Anne is making a difference to families now and in the future.

Your story is important to us and we'd love to hear about your connection to Plunket. Please feel free to share with us at supporters@plunket.org.nz



Photo by Joshua Rawson-Harris

