FOSTER HOPE

1 October - 1 December

CHRISTMAS DRIVE

MEDIA KIT

01 WHAT'S INSIDE

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This kit gives you everything you need to talk about the Foster Hope Christmas Drive and run one of your own. Take the pages you need, print the posters, and pass the rest on.

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4 **Why a gift matters**
The need, the numbers and the message.

5 **Three ways to help**
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6 **What we need**
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7 **Run a Giving Tree**
A simple plan for schools, workplaces and clubs.

8 **Talk to us**
Regional co-ordinators, trustees and how to donate.

9 **Posters to print**
Three A4 posters, each with a low-ink version.

16 **Giving Tree tags (optional)**
Boy and girl gift tags to print, cut out and hang on your tree, with a low-ink version.

THE DRIVE IN THREE NUMBERS

0–18
the ages we collect gifts for

1 DEC
have your gifts to us by this date so they reach children before Christmas

$30
a good guide for the value of each gift

NOT SURE WHERE TO START?

Read page 5, pick one of the three ways to help, then email the co-ordinator for your region on page 8. They will tell you which age groups are short this year and where to send what you collect.

02 ABOUT FOSTER HOPE

WHO WE ARE

Foster Hope is a registered New Zealand charity supporting children and young people entering or living in care with practical, age-appropriate essentials, while showing them that their community cares about them.

Far too many children arrive at a new placement with nothing but the clothes they are wearing and their belongings in a rubbish bag. That realisation led two Auckland women to start what was then called Kits2Kids. The first backpacks went out across Auckland in 2010. Since then Foster Hope has grown into volunteer branches the length of the country.

Everything we give a child is theirs to keep. For many of them it is the first time they have received something that belongs to nobody else. For some, it is the only gift they will receive this Christmas.

WHAT WE STAND FOR

HOPE
for something better

SUPPORT
without judgement

KINDNESS
without limits

BY COMMUNITY
for community

> **ONCE YOU CHOOSE HOPE, ANYTHING'S POSSIBLE**
>
> CHRISTOPHER REEVE

03 WHY A GIFT MATTERS

A gift is a small thing. To a child who has just been moved, it is proof that somebody they have never met thought about them.

Christmas is one of the busiest times of the year for the agencies that care for children. Many tamariki spend the day away from the people and the home they know. Some arrive in care in the days before Christmas with nothing at all.

A brand-new present, chosen for their age and theirs to keep, tells a child they were thought of. For a caregiver taking in a child at short notice, it is one less thing to worry about at the most expensive time of the year.

CHILDREN IN CARE IN NEW ZEALAND

5,640
tamariki and rangatahi spent time in care in the year to 30 June 2025

4,217
were in care on 30 June 2025

2 in 3
children in care are aged 10 or older

Source: Aroturuki Tamariki, Independent Children's Monitor, Experiences of Care in Aotearoa 2024/25. aroturuki.govt.nz

WHAT YOUR GIFT DOES

- Gives a child something brand new that is theirs alone
- Makes sure there is a present to open on Christmas morning
- Takes one cost off a caregiver taking in a child at short notice
- Tells a child their community noticed them

For some, it is the only gift they will receive this Christmas.

04 THREE WAYS TO HELP

1 OCTOBER TO 1 DECEMBER, EVERY YEAR

The Christmas Drive runs through spring in the lead up to Christmas. Pick whichever of the three works for you, or do all three.

01 GIVE A GIFT

Buy one new gift, or a dozen. Then contact your regional co-ordinator for drop-off details.

Keep every gift **new and unwrapped** – a gift bag is fine. Gift ideas by age are on page 6.

02 RUN A GIVING TREE

Put up a tree and ask people to bring a new, unwrapped gift. Add tags with ages and gender if you like, or simply collect and we will match the gifts to children.

Print the Giving Tree poster on page 14. Full plan on page 7.

03 GIVE MONEY

We buy in bulk, so cash stretches further and lets us fill the ages that are short.

Any dollar amount towards Christmas gifts helps. Give online at **fosterhope.org.nz** and your donation receipt is sent automatically. Details on page 8.

WHO RUNS A DRIVE WELL

- **Schools and kindergartens** put up a Giving Tree in reception
- **Workplaces** run a tree or a box and match what staff give
- **Sports clubs** collect at the last home game of the year
- **Churches and community groups** take it on as an Advent project
- **Retailers** offer a discount on gifts bought for the drive
- **Book clubs and social groups** make it their December get-together
- **Families** get the children to choose a gift for another child

05 WHAT WE NEED

YES PLEASE

- Brand-new gifts with the tags still on
- Gifts for any age from newborn to 18
- Left unwrapped – a gift bag is welcome
- Around $30 in value is a great guide
- Gift cards and vouchers for teenagers

SORRY, NO

- Second-hand, used or hand-me-down gifts
- Gifts that are already wrapped
- Toy weapons or anything with violent themes
- Food, sweets, or items that need batteries
- Anything with "to Mum & Dad" family messaging

Why so strict? These gifts go to children who have had a hard year. New, neutral and ready to open is what works.

GIFT IDEAS BY AGE

AGE GROUP	GOOD GIFTS	NOTES
Newborn to 1	Soft toys, rattles, cloth or board books, teething toys	Soft, safe and easy to wipe clean
2 to 3 years	Duplo, stacking and shape toys, picture books, bath toys	Sturdy and simple works best
4 to 7 years	Lego, craft kits, toy cars, dolls, puzzles, art sets	Our busiest age band
8 to 12 years	Sports balls, science and craft kits, chapter books, games	Things to make, play or read
13 to 18 years	Headphones, jewellery, beauty or toiletry sets (no aerosols), gift cards, beach gear	Things a teenager would choose for themselves

Infants under four and teenagers over twelve are often the age groups we are most in need of at Christmas. Ask your regional co-ordinator which ages need the most before you shop.

WHERE YOUR GIFT GOES

1. DROPPED OFF

You drop your gifts off with your regional co-ordinator.

2. SORTED

Volunteers sort every gift by age band and by gender.

3. MATCHED

Gifts are matched to the children our agencies tell us about.

4. DELIVERED

Social workers hand them to children in time for Christmas.

06 RUN A GIVING TREE

One of the easiest fundraisers there is. Put up a tree and ask people to bring a new, unwrapped gift. We will make sure it reaches a child in care. Tags and age lists are there if you want them, but they are optional.

1 Set up your tree

Any time from 1 October. A small artificial tree, a wall tree, or a bare branch in a pot all work.

2 Choose how to run it

Simplest: people leave any new, unwrapped gift under the tree. Or hang tags from page 16 showing an age and boy or girl, so people shop for a specific child. Put the Giving Tree poster on the wall beside it.

3 Tell us

Email your regional co-ordinator so we know to expect you and can tell you which ages are short. If you would like one, ask for a list of boys and girls with their ages to shop for - also optional.

4 Collect the gifts

People bring their gifts new and unwrapped and leave them under the tree, with the tag attached if you used one.

5 Send it on

Contact your co-ordinator for drop-off details and get the gifts to them by 1 December so they reach children before Christmas.

EIGHT-WEEK COUNTDOWN

8 weeks out	1 October: put up the tree, email us, posters up
6 weeks out	Newsletter or staff email to launch it
4 weeks out	Remind people to bring a gift
2 weeks out	Chase the gaps - empty tags or ages still short
1 December	Gifts to your co-ordinator
After	Email us the total, thank everyone

MAKE IT GO FURTHER

- Ask a local business to match what you collect
- Add a wrapping station for the gift bags
- Run it alongside a Christmas morning tea or mufti day
- Invite your local paper – a full tree is a good photo
- Post the number of gifts on social media

Photos and privacy. Please do not photograph or name any child who is in care. Photos of your tree, your team or the gifts are perfect. Tag **@fosterhopenz** and we will share them.

07 TALK TO US

Foster Hope is supported by volunteer branches across New Zealand. Contact the co-ordinator closest to you to arrange a drop-off, a collection or a Giving Tree.

REGIONAL CO-ORDINATORS

REGION	CO-ORDINATOR	EMAIL
Northland	Debbie Sutcliffe	northland@fosterhope.org.nz
Auckland & Waikato	Dee Koekemoer	auckland@fosterhope.org.nz
Lower North Island and Wellington	June Matthews	wellington@fosterhope.org.nz
Marlborough	Leonie McLachlan	marlborough@fosterhope.org.nz
West Coast	Ngarie Worsley	westcoast@fosterhope.org.nz
Christchurch	Ngarie Worsley	chch@fosterhope.org.nz
Otago and Southland	Juanita Willems	otago@fosterhope.org.nz

TRUSTEES

ROLE	TRUSTEE	EMAIL
Chairperson	Louise Burnie	louise@fosterhope.org.nz
Treasurer	Debbie Sutcliffe	debbie@fosterhope.org.nz
Secretary	June Matthews	june@fosterhope.org.nz

DONATE MONEY

The easiest way is online. Enter your details once and your donation receipt is sent to you automatically.

CLICK HERE TO DONATE

This takes you to our Christmas Drive donation page.

Online

fosterhope.org.nz

Follow along

facebook.com/fosterhopenz
facebook.com/fosterhopeakld
facebook.com/fosterhopenorthland
facebook.com/fosterhopewaikato
facebook.com/fosterhopewellington
facebook.com/fosterhopemarlborough
facebook.com/fosterhopechch
facebook.com/fosterhopeotago

Foster Hope Charitable Trust
Registered under the Charities Act 2005
Charity number **CC43568**

08 POSTERS TO PRINT

PAGES 10 TO 17

Three A4 posters follow, each with a low-ink version on the page after it. Print whichever suits your printer. Every poster has space at the bottom for your own name, address and email. Pages 16 and 17 have optional Boy and Girl gift tags for your Giving Tree.

Give a gift poster

PAGES 10 AND 11

The general poster for the drive. Use it on a noticeboard, in a newsletter, or attached to a staff email to explain the Christmas Drive and ask people to give. Add your address at the bottom so people know where to bring gifts.

Drop-off point poster

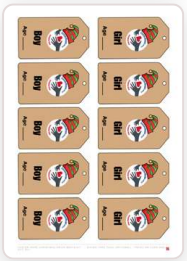
PAGES 12 AND 13

Stick this one on or above your collection box so nobody has to ask what the box is for. It says clearly that the box takes new, unwrapped gifts for children aged newborn to eighteen in care.

Giving Tree poster

PAGES 14 AND 15

For the wall beside your Giving Tree. There is a box to write how your tree works and the date gifts are due. A line underneath asks people to bring a new, unwrapped gift or take a tag.



Giving Tree tags (optional)

PAGES 16 AND 17

Only if you want people to shop for a specific child. Ten tags to a page, with a low-ink version on page 17: print on card, cut them out, write the age on each one and hang them on your tree.

PRINTING

- A4, portrait, 100 per cent scale. Do not tick **fit to page** or the borders will shift
- The low-ink versions print white with red type and use far less toner
- Both versions enlarge cleanly to A3 for a bigger noticeboard
- Plain copy paper is fine. These are meant to be used, not framed

FILLING THEM IN

- The shaded fields at the bottom are fillable. Open this PDF in Adobe Reader or Preview, click a field and type
- Then save a copy, or print it blank and write in the fields by hand. Both work
- Always add a name and a contact, even if it is just an email address
- Send us a photo of yours up on the wall. We love seeing them

1 October - 1 December

CHRISTMAS DRIVE

Every child in care deserves a gift to open this Christmas.

Your gift of a new, unwrapped present for a child aged 0 to 18 tells them their community cares about them.

FOSTERHOPE.ORG.NZ

BRING YOUR GIFT TO

YOUR NAME OR ORGANISATION

Click a field to type, or print this and write it in

ADDRESS

SUBURB, TOWN AND POSTCODE

EMAIL

1 October - 1 December

CHRISTMAS DRIVE

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Click a field to type, or print this and write it in

YOUR NAME OR ORGANISATION

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EMAIL

1 October - 1 December

CHRISTMAS DRIVE

Drop-off point

This is a collection point for new, unwrapped Christmas gifts for children aged 0 to 18 in care.

Thank you for your support.

FOSTERHOPE.ORG.NZ

THIS COLLECTION BOX IS RUN BY

Click a field to type, or print this and write it in

YOUR NAME OR ORGANISATION

ADDRESS

SUBURB, TOWN AND POSTCODE

EMAIL

1 October - 1 December

CHRISTMAS DRIVE

Drop-off point

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FOSTERHOPE.ORG.NZ

THIS COLLECTION BOX IS RUN BY

Click a field to type, or print this and write it in

YOUR NAME OR ORGANISATION

ADDRESS

SUBURB, TOWN AND POSTCODE

EMAIL

In support of Foster Hope we are holding a

GIVING TREE

BRING A NEW, UNWRAPPED GIFT
OR TAKE A TAG AND SHOP FOR A CHILD

FosterHope.org.nz
bringing hope

FOSTERHOPE.ORG.NZ

Click a field to type, or print this and write it in

ORGANISED BY

YOUR NAME OR ORGANISATION

ADDRESS

SUBURB, TOWN AND POSTCODE

EMAIL

In support of Foster Hope we are holding a

GIVING TREE

BRING A NEW, UNWRAPPED GIFT
OR TAKE A TAG AND SHOP FOR A CHILD

FosterHope.org.nz

bringing hope

FOSTERHOPE.ORG.NZ

ORGANISED BY

Click a field to type, or print this and write it in

YOUR NAME OR ORGANISATION

ADDRESS

SUBURB, TOWN AND POSTCODE

EMAIL

FosterHope.org.nz
bringing hope
Girl
Age _____

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bringing hope
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