

2022



Parenting Place Charitable Trust

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From our Chair

I've been reflecting on what has been both a challenging and rewarding year. My own family, as I'm sure is the case with whānau across Aotearoa has been reminded of what really matters and the need to do the basics of life well; connecting with each other, slowing down to breathe and deliberately prioritising family in our life choices.

While the worst of the pandemic is hopefully over, COVID-19 has left us with a hangover of sorts and there is a tangible sense of depletion in many parts of our community. We are, in reality, parenting a post-pandemic generation; a generation that needs to experience grace, be supported to find their spark and be nurtured back to flourishing.

At Parenting Place, we remain grounded in our vision where 'every parent in Aotearoa feels confident and every child feels deeply loved'. Despite increased levels of change and anxiety in the world around us, we can still ensure our homes provide safe and loving spaces for children. Helping even more parents create this loving environment is core to our strategy. Over the last 12 months, we have remained focused on delivering Toolbox, Building Awesome Whānau, Space and Family Coaching, while also developing our offerings and confirming plans to build our digital capability.

As we approach the remarkable milestone of 30 years of Parenting Place, it is important to me that we capture the expertise and wisdom of the past while working hard to ensure this knowledge is both applicable and available to the parents of today. This is a moment to celebrate our

history, while also acting with courage to maximise the potential we have to serve a new generation of parents.

I would like to extend heartfelt thanks to our generous donors, funders and sponsors for their continued support over the years. You make our work possible, and you truly make a difference in the lives of parents. On behalf of the board and staff of Parenting Place, I express our deepest gratitude for believing in our work and empowering us to carry three decades of momentum into 2023.

I would also like to acknowledge the staff of Parenting Place who have continued to passionately serve others through the challenges of the pandemic, whilst juggling care for their own families and the needs in their personal lives. They faithfully do so with tenacity and grace because, like me, they believe in the transformative power of great parenting and the hope we carry for the future of Aotearoa.

Ngā mihi nui,

Tuhi Isaachsen
Parenting Place Board Chair



From our CEO

Most parents will know that the evening routine is a precious time for families, but one often fraught with uneaten vegetables, delay tactics and pleas for “just one more page”.

I have recently taken to riding around the block with my son during this time, to burn off any remaining energy and do something fun together. Recently on a ride, he fell off his bike and landed on his hands and knees. I bent down to comfort him, but instead of running into my arms, he rode away in tears asking for his mum. I experienced a range of emotions as I pedalled home after him – empathy, frustration and then disappointment that I was unable to comfort him in a moment of need.

These feelings will be familiar to most parents, particularly in the last few years. Navigating change and uncertainty is disorientating. Watching our kids go through their own challenges and feeling helpless to rescue them is profoundly difficult. And navigating the big feelings of our kids, while also managing the big feelings subsequently triggered in ourselves, is another relentless parenting challenge. Each week at Parenting Place, we have the privilege of working with families around the motu, encouraging them in the most important job they will ever do. Some parents need a strategy to get through a particularly difficult challenge, some need a listening ear and to learn they are not alone, while others simply need to know they are enough and to be guided towards hope for the future.

We know that children and whānau across Aotearoa need support now, more than ever. Parenting Place has spent 30 years working right across society, advocating for parents in media and partnering with social service agencies, schools, churches and early childhood centres to encourage and equip parents wherever they find themselves. We have spent the last few years redeveloping our core work and are

getting close to launching updated Space, Toolbox and Building Awesome Whānau courses. We have reviewed our coaching model and made improvements, investing in alignment with international best practice to ensure we are achieving the results we hope for. Our media work and online events and courses are all gaining momentum, reflecting the habits of a younger generation of parents, as well as the openness many parents now have to online engagement. We are looking to invest significantly in this online space, thus reducing the barriers (financial, geographical or simply time constraints) many whānau face when accessing support.

As families adopted the necessary posture of flexibility and resilience to withstand the challenges of the pandemic, so did we as an organisation. Compelled by our legacy, we remain steadfast in our continued commitment to supporting families throughout the lifetime of their parenting journey.

As I rode home the other day, with a crying son leading the way, the encouragement of one of our family coaches came to my mind. I don't need to be a perfect parent. My role is to create a safe place for my son to grow up in – a place where he can push the boundaries, avoid eating his vegetables, negotiate and even refuse a hug from his dad. A place where he knows there is nothing he can do to make me love him more, or less.

Ngā manaakitanga,

Dave Atkinson
Parenting Place CEO

Who we are

Our history

Ian and Mary Grant founded 'Parenting with Confidence' in 1993, inspired to make the world a better place for children by supporting and equipping parents.

Our founders started our work with the conviction that **all children deserve to grow up in a home where they know they are deeply loved and that all parents can benefit from encouragement and support.**

Our vision

That every parent in Aotearoa feels confident and every child feels deeply loved.

Our mission

Supporting parents to build strong family relationships.

Our heart

Our heart is to be the **trusted voice of parenting education in New Zealand**. We know that parents need information, but they also need inspiration, to be reminded that **parenting is the most important job there is**.

Our children are the messages we send into the future. Because of this, we place considerable focus on how we communicate, using humour, storytelling and empathy. We also employ parenting specialists, who ensure our material is based on the **latest evidence from Aotearoa and around the world**.

We've been working with parents in Aotearoa for nearly 30 years, through face-to-face courses, family coaching sessions, articles, resources and our central Auckland parent hub, to **provide parents and whānau with strategies to build strong family relationships**.

**He aha te mea nui o te ao
He tangata he tangata he tangata.**
What is the most important thing in the world
**It is people
It is people
It is people**

We are living in the strangest of times and face unprecedented challenges. For families, the pressures can be extreme and, unfortunately, these challenges may be with us for some time to come. Relationship and parenting skills are vital in this moment.

At Parenting Place, we are committed to helping whānau navigate these turbulent times. When whānau receive support, move from surviving to thriving. The power of aroha and encouragement, coupled with practical information and skills, can make a profound difference.

Pio Terei
Pou Tangata + Kaikōrero



Our programmes

Our programmes are designed to be **relatable, inspiring and engaging**, and equip parents with strategies to become more confident in their parenting.

We work with a variety of organisations to deliver our three core programmes: **Building Awesome Whānau, Toolbox and Space** (pg. 16-21). These programmes are delivered by trained facilitators who are passionate about **supporting parents to become the greatest they can be.**

Our in-house services also include Family Coaching and presentations, along with a team dedicated to digital content and media appearance (pg. 22-29).

Programme outcomes

Our programmes aim to achieve the following outcomes for participating whānau:

- Improved parent-child connection and attachment
- Improved family atmosphere
- Increased parent competence and coping capacity
- Improved parent and caregiver mental health
- Increased parent capacity to manage children's strong emotions in a supportive way, so as to increase children's development of emotional regulation.

Building Awesome Whānau

is a six-session, small-group parenting course designed for families/whānau of children aged 0–12 years. Building Awesome Whānau draws from Te Whare Tapa Whā and incorporates mātauranga Māori, including whakatauki and tikanga, and upholds the values of manaakitanga and whanaungatanga.

64

BUILDING AWESOME WHĀNAU COURSES DELIVERED

405

BUILDING AWESOME WHĀNAU COURSE PARTICIPANTS



What has been achieved over the past year?

We rapidly redeveloped our content during September 2021, preparing it for online delivery in response to the limitations imposed on gatherings due to COVID-19. While the Building Awesome Whānau kaupapa is best suited to face-to-face delivery, we felt it was vitally important to do whatever we could to ensure parents across Aotearoa still had access to resources and support.

The core Building Awesome Whānau programme is currently being redeveloped. The new course will include greater time for whanaungatanga and connection between participants, therefore improving learning opportunities. Refinements to the course will further strengthen the Māori voice within the kaupapa, while keeping it accessible to and inclusive of all whānau living in Aotearoa.

What were some challenges over the past year?

The COVID-19 tail has been much longer than expected, with the effects being most keenly felt by our partner organisations who work face-to-face with their clients. Many of our partner organisations resumed face-to-face group facilitation for the first time in term two of 2022, and these courses are running with smaller group sizes.

Feedback

"I have done six different parenting courses and this is by far more relaxed and understanding. The material is easy to follow and the videos are fun."

"During session three, one of the participants stated that they felt comfortable enough in the group to share some childhood traumas that they had not told many others. As a group, they were able to identify some of the impacts that these experiences had on their parenting and discussed strategies to combat this. Others then opened up about similar experiences in their own lives and all contributed to a conversation around how these impact multiple aspects of their lives and how they deal with these and seek support day-to-day. This led to participants sharing contact details to continue supporting one another outside of the group environment."

"There is a bit of stigma around the kaupapa but not this one, because the title says it all. Everyone, including me, wants to build that awesome whānau."

Key community partners

- Solomon Group
- Lifewise Family Services
- Jigsaw North
- Iosis
- The Salvation Army
- Genesis Youth Trust
- and many other community organisations across the motu.

Toolbox

is a six-week, small-group parenting course that equips parents with skills and strategies to help build strong family relationships. Toolbox comprises three courses by age of tamariki – Baby and Toddler Years, Primary Years and Teenage Years. Parents connect with others who have children of similar ages, allowing them to share their challenges and wins during the six weeks together.

91

TOOLBOX COURSES
DELIVERED

606

TOOLBOX COURSE
PARTICIPANTS



What has been achieved over the past year?

In September 2021, we rapidly redeveloped our Toolbox content for all three age-related variants and provided Zoom training for facilitators, meaning courses could be delivered online. This was especially valuable for families in extended lockdowns, particularly in the Auckland region, but enrolments for these initial online courses included parents from across New Zealand.

In response to the obvious demand for online delivery, we decided to trial running one course per term for each of the three Toolbox variants, facilitated in-house by some of our best Parenting Place presenters. This new suite of courses commenced in March 2022 and the response exceeded our expectations. All courses were either fully booked or nearly at capacity. In term two of 2022, we offered two online courses of each of the three Toolbox variants. Again, these offerings proved popular and highly successful.

Our Programme Development team have completed the redevelopment of two of our three Toolbox programmes (Primary Years and Teenage Years).

- The Teenage Years programme was completed and started rolling out in term three of 2021
- The Primary Years programme was completed and started rolling out in term two of 2022
- Our Preschool Years will be ready to be rolled out in term one of 2023

Our Preschool Years course is the Baby and Toddler Years programme renamed. The course will now focus on parenting children aged two to five years old. We are also developing a self-directed online course that will focus on the baby and toddler years, giving parents with children in this age range greater flexibility and access to good parenting information.

What were some challenges over the past year?

Despite our best efforts to communicate the online option, many Toolbox facilitators opted to postpone or cancel courses, on an assumption that the pandemic would subside quickly. The COVID-19 tail has been much longer than expected, with the effects being most keenly felt by our partner organisations who work face-to-face with their clients. Many of our partner organisations resumed face-to-face group facilitation for the first time in term two of 2022, and these courses are running with smaller group sizes.

Feedback

"I feel like I have strategies going forward to help me support my teenager and manage my own frustrations. I feel calmer and am noticing the positives and thinking beyond the behaviour as to what might be the cause. We are much more aware of listening, empathising and remembering that this is an important part of our teenager's life, and keeping the connection strong is at the heart of it all."

"It has helped me and my husband have some conversations about how our family runs, which may not have occurred organically otherwise. This has helped us understand each other better and we have been able to discuss some ideas that might make things go a little smoother."

"I listen to my children more and actually hear what they are saying, rather than twisting it into what I want them to say."

Key community partners

- Lifewise Family Services
- The Great Families Charitable Trust
- Grace Vineyard Church
- The Chapel Church
- Family Works
- and many other community organisations across the motu.

Space

is designed to support parents and their babies throughout the first critical year together. Groups meet weekly over 20-40 weeks to explore parenting and infant development, discovering what works for their family in a safe, facilitated environment. Alongside helpful discussion topics, such as sleep, attachment and brain development, participants enjoy music, books and play experiences while getting to know other new families and building strong relationships in their local community.

326

SPACE COURSES
DELIVERED

4,567

SPACE COURSE
PARTICIPANTS



What has been achieved over the past year?

The Space curriculum is currently being updated and rewritten, with sessions being piloted by key partners as they are completed. The process of involving our partners has proved highly successful and has allowed us to finetune our content and delivery as we receive feedback. As of 30 June 2022, we are halfway through the redevelopment. The new curriculum will be completed by the end of term one, 2023.

Space has continued to grow in this period, despite the challenges of COVID-19 and some programmes having to run via Zoom, especially in the Auckland region. We have signed up several new partners, including Grace Vineyard in Christchurch, SouthernREAP in Winton, Canterbury Playcentre and St Johns Anglican Bucklands Beach.

We ran several very successful Space facilitation training workshops in Wellington, Tauranga, New Plymouth, Nelson, Christchurch and Auckland, training over 80 facilitators.

What were some challenges over the past year?

With vaccination mandates in place, some partners lost a number of excellent staff leaving programmes without trained facilitators. Resourcing was difficult, however our partners were very responsive and worked through these challenges, meaning only a handful of programmes were affected. Once programmes were back to face-to-face facilitation, groups were initially smaller as fears around COVID-19 were still very real, especially for parents of young babies. By mid 2022, group sizes were back to pre-COVID-19 numbers, and we are continuing to see growth.

Feedback

"Space group is such a wonderful resource for new mums. It's a safe place to share experiences, seek advice and make new friends. Just two hours a week had such a positive impact, as we navigated the whole new world of 'being a mum' together. Highly recommended!"

"I'm an immensely better parent because you [the Space facilitator] came into my life. I'm more empathetic, more engaged, more tolerant and much easier on myself. I regularly find myself mentally thanking you for all your tips and tricks."

"For me, the experience in Space was amazing and I think I could not find a better place than this. A wonderful environment for my son to play and learn. Very much a family atmosphere with mums learning from one another. Staff are genuinely dedicated to caring for the children while encouraging all aspects of their development. The excellent communication with regular updates is very reassuring. Most importantly, as a foreign mum, knowing my son is happy is invaluable and we are very grateful to the staff at Space."

Key community partners

- Playcentre Aotearoa
- Auckland Anglican Diocesan
- Rainbow Preschool
- The Salvation Army
- Beststart
- and many other community organisations across the motu.

Family Coaching

is a one-on-one session, designed for parents in need of simple solutions to everyday challenges at any stage of their parenting journey. Our coaches bring their extensive learning and experience to help uncover new insights, ideas and practical strategies for parents and their whānau.

370

FAMILY COACHING
SESSIONS

286

FAMILY COACHING
PARTICIPANTS



What has been achieved over the past year?

We have been rebuilding the coaching team after prior restructuring. A new family coach joined us in 2021. Further, we hired a Family Coaching Manager in May, who has been working on implementing changes to the coaching team, such as developing a two-session model, as well as sourcing training that consolidates an evidence base to work from.

What were some challenges over the past year?

The most obvious challenge was navigating the impacts of COVID-19 on whānau, and on the work of Parenting Place in general. However, we were able to continue coaching by offering our service online via video call, or over the phone. This made coaching available to whānau from all over Aotearoa and has subsequently grown our reach.

Feedback

"I got so much out of our session and within the space of only a week, just by focusing on more conscious connection points, our world felt much happier and calmer. And funnily enough, as an added bonus the kids are on their devices way less. I am actually really proud of what has visibly changed for us. So, I would love to arrange another session to talk through the last month and then also get into a bit more around navigating through tween emotions and dramas. Many thanks."

"At our next family meeting we talked about how we should treat ourselves (our previous meeting was about how we ought to treat each other). Everett chimed in quickly with "We shouldn't tear ourselves down. We should listen to Mr Nice". This week I also had a teacher parent interview with Everett's teacher. The teacher said that she has seen him grow A LOT in the last two terms – especially in his resilience and ability to bounce back from making mistakes. WOW. So so so so encouraging. Thank you Jenny!!! You have been an angel to our family. We are having a holiday for a month. No doubt we will be booking another session when we get back. In the meantime, I am recommending Parenting Place and coaching to my friends. They may be in touch soon".

"Thank you so much. Things have been going well and we wrote out a plan together. We've had a family meeting around meals and there has been a big improvement. We also have put the anger iceberg on our fridge and had a discussion with everyone about it. It's amazing how great it is when things are talked about and boundaries are put in place. Thank you so much for all your help. You are amazing and we are so thankful for you and your expertise in supporting families."

Presentations

are inspirational and entertaining events where parents gain practical skills and solutions for parenting challenges.

29

COMMUNITY
PRESENTATIONS
DELIVERED



What has been achieved over the past year?

Throughout the year, we delivered 29 presentations to community organisations and corporate gatherings. We seized the opportunity to provide presentations to several corporates who indicated that they felt care and concern for their staff members with tamariki at home, especially during periods of extended lockdown.

What were some challenges over the past year?

As with other programmes, for a large amount of the year, COVID-19 made it impossible to provide face-to-face gatherings. However, we were able to continue presenting via online delivery.

Feedback

"Last Friday, 11th March 2022, we experienced something magic. The audience was made up of young parents, grandparents, educators and social workers, most of whom were manawhenua and all of whom left with their kete filled. The sharing and learnings that we heard from Pio and Nathan were refreshing and relaxed. The korero was honest and confronting at times, but when delivered with humour, it made the messages land for the audience. The message reached an audience that is off the grid, who would never go to a workshop or online course. The friends I went with are a Kaupapa Māori Psychologist and a Master of Education and Social Work. They said that this has the potential to be transformational for 'hard to reach' whānau. My husband, who hardly speaks about anything, has been talking about what he learnt. It validated his parenting approach of giving time and attention to our children and moko (he's like a baby whisperer), but he learnt some new things too. Especially for him, teenagers are a challenge, and he might be a little more understanding now. He could also see how he can help our son-in-law and daughter be better parents and has asked me about how to find out more."

Digital offerings

We provide topical, helpful parenting information through our website articles, email newsletters and social media posts and videos. This is a future growth area for us as we invest in our digital content strategy over the next three years and beyond.

What has been achieved over the past year?

We have steadily grown our followers and engagement on Facebook and Instagram in the last twelve months, with plans to significantly increase our reach through these social media channels.

Website activity has remained steady with continued engagement evident in the number of article views and site visitors finding out about our courses and resources. We continue to provide topical parenting information to our subscriber database through fortnightly email newsletters, as well as regular donor and facilitator communications.

In late 2021, we conducted a review of our technology capabilities and limitations to inform our future digital strategy. As a result, we have begun work on a new CRM build and are looking to create an online parenting education hub for caregivers, for educators in schools, kindergartens and early childhood education providers, and for Parenting Place course partners and facilitators across Aotearoa.

What were some challenges over the past year?

Budget constraints have limited our expansion into digital in the last 12 months, as we look to grow our reach and services to be more readily available online.



01 July 2021 – 30 June 2022

104,204
WEBSITE TOTAL VISITORS

312,721
WEBSITE TOTAL PAGES VIEWED

~176,395
INSTAGRAM REACH

~513,972
FACEBOOK REACH

As at 30 June 2022

169
ARTICLES - TOTAL NUMBER LIVE

80
ARTICLES - TOTAL NUMBER NEW PUBLISHED

117,279
ARTICLES - REACH BY PAGE VIEWS

26,731
TOTAL NUMBER OF SUBSCRIBERS TO EDMS (ALL LISTS)

4,700
INSTAGRAM FOLLOWERS

21,600
FACEBOOK PAGE LIKES

23,500
FACEBOOK FOLLOWERS

865
LINKEDIN FOLLOWERS

Please note, reach metrics are estimated for Facebook and Instagram as is standard for Meta Business Suite reporting.

Public relations

Parenting Place is regularly engaged by New Zealand media to provide topical parenting information across television, radio, print and digital channels.

Our current team of presenters is comprised of family coaches, psychologists and experienced communicators who cover a wide range of topics and perspectives, informed by evidence and grounded in their everyday experiences of parenting.

24

TV APPEARANCES

151

RADIO APPEARANCES

What has been achieved over the past year?

Over the last two years, we have developed strong relationships with media as networks sought out helpful and relatable parenting information. The impacts of COVID-19 and the pressure of working from home shone a spotlight on the juggle of family life, with media recognising that parents needed more support.

Our PR and Communications team are continuing to grow these media relationships, solidifying our position as a trusted 'go-to' voice on parenting in Aotearoa.

Throughout our radio and television appearances in the last 12 months, we covered topics such as:

- Getting siblings to treat each other well
- How does your career affect your parenting?
- Screentime and online safety
- Enhancing school holiday connection
- Kids and lockdown
- Dealing with disappointment
- Te reo at home
- Adjusting to home-learning
- Helping teens navigate exams
- Mental health for teens and young adults

What were some challenges over the past year?

At times it was challenging to meet the urgent and 'last-minute' requests of media, but wherever possible, our presenters prioritised these opportunities, often conducting interviews from home in the mornings and evenings, and at times even from carparks or the side-lines of their own children's extra-curricular activities.

Key media appearances

- The AM Show – TV3
- Breakfast – TVNZ
- Seven Sharp – TVNZ
- MoreFM Nationwide
- LifeFM
- Rhema
- Pacific Media Network
- Māori Media Network
- Mai FM



shaping tomorrow

We reshaped our strategy in 2020 to provide direction for the next five years. Our reshaped strategy draws from the past and responds to the present, while preparing us for the future. COVID-19 has required us to relook at our unique role in supporting parents. We need to be dynamic and adaptable as an organisation to navigate our ever-changing world, while staying true to our core purpose of supporting parents, caregivers and whānau in Aotearoa.

Our 5 strategic objectives

- 1. Invest in digital**
- 2. Extend our presence**
- 3. Grow successful partnerships**
- 4. Cultivate practical expertise**
- 5. Strengthen our organisation**

Family shape and life in Aotearoa has shifted significantly since Parenting Place first opened its doors in 1993. Blended families, single-parent families, inter-generational families as well as multi-family households are all commonplace in Aotearoa, alongside the evolving nuclear family. Being aware of the different contexts and new challenges that parents face is vital for Parenting Place to provide relevant and inclusive content for families in this next season.

The rise in technology over the last 30 years has been unprecedented. Technology has given us new ways to connect, learn and work. It has also created new challenges for families and children, with many New Zealand kids knowing their way around an iPhone before they hit preschool. Moving to a comprehensive digital offering (including online courses both self-directed and facilitated, extending our online family coaching capabilities, and providing relevant and timely content through topical webinars and relatable podcasts) allows Parenting Place to reach more New Zealand parents in their own homes, on any digital device, at a time they choose.

Summary of financial statements

The full set of financial statements are available at parentingplace.nz

Parenting Place Charitable Trust Statement of Financial Position as at 30 June 2022

	2022	2021
	\$	\$
Current Assets		
Cash at Bank	213,841	169,999
Accounts Receivable	55,146	75,037
Stock on Hand	17,977	22,904
Prepayments	22,003	7,047
Total Current Assets	308,967	274,987
Non-Current Assets		
Property, Plant and Equipment	16,565,853	16,849,327
Total Non-Current Assets	16,565,853	16,849,327
Total Assets	16,874,820	17,124,314
Current Liabilities		
Accounts Payable and Accruals	(144,029)	(166,592)
Finance Leases	(7,336)	(38,564)
Bank Overdraft	(86,058)	(88,786)
Bank Loan	(118,977)	(93,892)
Income in Advance	(74,386)	(386,395)
Provision for Holiday Pay	(67,951)	(76,445)
PAYE Payable	-	(18,079)
Total Current Liabilities	(498,737)	(868,753)
Non-Current Liabilities		
Finance Leases	-	(7,336)
Long Term Loans	(237,954)	(392,102)
Total Non-Current Liabilities	(237,954)	(399,438)
Total Liabilities	(736,691)	(1,268,191)
Trust Funds	16,138,129	15,856,123

The Board of Trustees authorised the financial statements for issue on:



Tuhi Isaachsen
Chairperson
Date: 26 October 2022



Dave Atkinson
CEO
Date: 26 October 2022

**Parenting Place Charitable Trust
Statement of Movement in Net Assets
for the year ended 30 June 2022**

	Accumulated comprehensive revenue and expense	Revaluation reserve	Total trust funds
	\$	\$	\$
As at 1 July 2021	4,905,965	10,950,158	15,856,123
Surplus for the period	282,006	-	282,006
Other comprehensive revenue	-	-	-
Total comprehensive revenue and (expense)	282,006	-	282,006
As at 30 June 2022	5,187,971	10,950,158	16,138,129
As at 1 July 2020	5,210,036	9,392,172	14,602,208
Deficit for the period	(304,071)		(304,071)
Other comprehensive revenue		1,557,986	1,557,986
Total comprehensive revenue and (expense)	(304,071)	1,557,986	1,253,915
As at 30 June 2021	4,905,965	10,950,158	15,856,123

**Parenting Place Charitable Trust
Statement of Comprehensive Revenue and Expense
for the year ended 30 June 2022**

	2022 12 months \$	2021 12 months \$
Operating Revenue - Exchange Transactions		
Fees	329,843	703,112
Sale of Goods	14,595	23,161
Other Income	18,711	17,261
Rent Received	765,379	760,596
	1,128,528	1,504,130
Other Revenue - Non-Exchange		
Donations	1,265,993	1,347,782
Sponsorship	407,010	214,905
Ministry of Social Development Funding	956,876	956,339
	2,629,879	2,519,026
Total Operating Revenue and Other Revenue	3,758,407	4,023,156
Operating Expenses		
Programme and Administration Staff Costs	(2,238,223)	(2,834,615)
Cost of Goods Sold	(6,095)	(5,519)
Programme Costs	(249,450)	(367,204)
Operational Costs	(266,450)	(378,850)
Rental and Operating Leases	(46,181)	(50,420)
Professional Fees	(9,920)	(9,418)
Property Expenses	(290,492)	(285,954)
	(3,106,811)	(3,931,980)
Operating Surplus/(Deficit)	651,596	91,176
Interest Income	127	113
Interest Expense	(23,934)	(34,304)
Depreciation	(386,320)	(383,481)
Gain on disposal of assets	40,536	22,425
	282,006	(304,071)
Other Comprehensive Revenue and Expenses		
Revaluation gain on property, plant and equipment	-	1,557,986
Total Comprehensive Revenue and Expense	282,006	1,253,915

Key partners and supporters

We are extremely grateful to all our donors, sponsors and business partners who have supported us over the past year. We would also like to thank those who make our work possible through grant funding. We deeply appreciate your support!

Principal partner



Key corporate partners



Key business supporters

BELL GULLY



Grant funders

Acorn Foundation
Caleb No. 2 Trust
Catholic Diocese of Christchurch
Community Trust South
Charles R Stead Trust
David Levene Foundation
Eliza White Charitable Trust
Hawke's Bay Foundation
Lion Foundation
Longview Trust
Lottery National
Community Committee

Matua Foundation
Maurice Carter Charitable Trust
New Zealand Christian Foundation
Pacific Charitable Trust
Pub Charity
Robert Horton Memorial Trust
Waidale Missionary Trust
Wilberforce Foundation
Wright Family Foundation



This is the first year Parenting Place has been legally required to comment on both financial and non-financial data. We took the time to consider why we chose this information in the Annual Report. The statistics chosen for this report best reflect the reach and impact of our work.