



Meet the Need

Feeding Aotearoa



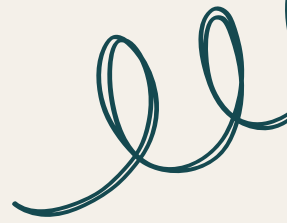
Annual Impact Report



April 2024 - March 2025

www.meettheneed.org.nz

A message from our General Manager: Zellara Holden



"In a year of continued challenge for many Kiwi families, our mission stayed the same – get meat and milk directly from our farmers to those who need it most. Thanks to your generosity, innovation and compassion, we've made a measurable difference. Each meal we deliver is a message: 'You are not forgotten.'"

We believe everyone should have access to the nutritious protein that is grown right here in New Zealand. Alongside farmers, we're on a mission to achieve just that. We are so incredibly thankful to everyone who has supported us so far."

"Four weeks ago, when I got back from my Mum dying, I would walk around the kitchen like a zombie after I got through the day at work. Your delicious meals were like a hug every day, not to mention wholesome and delicious sustenance. As much as the food, the sense of being supported and not alone, of being allowed to receive help instead of trying to be strong when all my strength had gone meant so much."

Food for Love recipient, Wanaka



No one should go hungry or unnourished

in Aotearoa



*"Meet the Need is changing the face of
food insecurity across New Zealand."*

Wellington City Mission



A word from our

Board Chair: Nick Fisher



"One of the reasons I joined Meet the Need is that I understood at a deeply personal level that you never know when you're going to need support. I was struck by the simplicity and power of the model – food, directly donated, efficiently distributed.



“

One in five children in New Zealand experience food insecurity. This means that a significant portion of children live in households that struggle to provide adequate and nutritious food.

It's a grassroots, Kiwi solution to a national problem. As we look to the year ahead, our role is not only to sustain impact, but to scale it.

Thank you for believing in the kaupapa."

"We are extremely grateful to Meet The Need and the NZ Farmers for your continuous donations of Mince and Milk Powder. In November we provided 2,033 food parcels which fed 1,317 Adults (aged from 18 to 65+ years) and 1,608 Children (aged from 0 to 17 Years).

All the clients of our service, comment on how they have "never had such tasty mince ever" – They call it "Mince to die for". Without a doubt they are truly blessed to receive top quality meat."

Fresh Start 20/20 Inc, Kaitaia



"I want people to imagine what it would be like to live on a couple of dollars a day. That's the reality facing thousands of people in our community."

– Meet the Need General Manager,
Zellara Holden

**2.9
Million**

Mince and Milk Meals Delivered
in 5 years of operating

130 +

Foodbanks and Community
Groups Supplied each month

Impact
at a glance



	Last 12 Months	Total to Date
Mince Meals Delivered	655,684	2,058,003
Milk Meals Delivered	539,952	877,605
Total Servings	1,195,636	2,935,609
Unique Donors	659	2,047

Significant Milestones



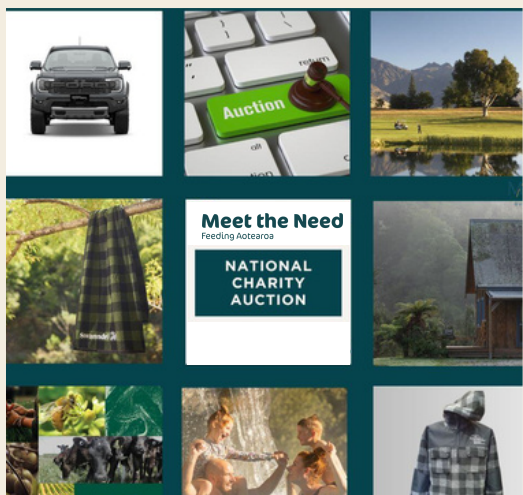
Thanks to Meridian Energy - fully sign-written electric vehicles



New partnership with Fresh Pork



Green Meadows on board, allowing us to service more foodbanks



2024 Meet the Need National Charity Auction



Rebranded to Meet the Need

Significant Milestones



Patoa Farms first pig farmer donation



Welcomed Hazlett on board as a partner



Food parcel packing events – Delta Community Support & Salvation Army



Silver Fern Farms Summer Meatball and Burger Campaign featured first billboard



Dairy Women's Network Long Lunches

Donor story

● Brodie & Ryan Smith - A ● new generation of giving

For the Smith family, dairy farming isn't just a livelihood – it's in their DNA. Generations of farming in Taranaki have instilled in them a deep appreciation for hard work, community, and giving back.

This past Christmas, 10-year-old Brodie Smith proved that generosity knows no age when he made a heartfelt decision that inspired those around him.

While many kids eagerly anticipate presents under the tree, Brodie had a different idea.

"I didn't really need anything," Brodie said. "Mum had shown us this website called Meet the Need that gives mince and milk to people in need, and I thought it would be a good idea to give my Christmas money to that."

Instead of receiving gifts from his parents, Brodie asked them to donate the value of his presents to help provide essential protein to families in need.

His selfless act was not only a reflection of his caring nature but also a powerful testament to how young people can make a real impact.

Brodie's generosity inspired his older brother, Ryan, to follow suit. Ryan decided to donate a portion of his summer earnings from working around the family farm, further supporting the mission of Meet the Need. "You don't have to give much, every little bit helps out," Ryan said.

The boys' actions demonstrate the power of leading by example and the ripple effect of kindness. Their commitment to helping others shows that even small gestures can have a meaningful impact on local families struggling with food insecurity.



Connecting quality protein grown by NZ Farmers to *those in need*



"We received your meat from Royal Oak Food Bank. I would like to thank you so much - I managed to get 7 meals from one 500 gram of mince, and it was fantastic quality mince!"

Royal Oak Food Bank Recipient



Lisa's story

- “It felt like a bit of normal
- in a really hard time”

Lisa and her husband Mike were your typical middle-class Kiwi family. With good jobs, a mortgage, and two young kids, life was busy but comfortable. “We had some savings, and all the insurances — we thought we had everything covered,” Lisa says.

Then Mike fell ill and was unable to work. Despite doing everything she had been told to do to prepare for 'a rainy day', the insurance didn't pay out. “It was a slow slide. I was working, trying to hold everything together but my income didn't cover our fixed expenses.”

“The savings covered us for just over 3 months. The bills kept coming, food was the only flexible part of our budget and when we couldn't afford groceries, it felt like failure.”

Lisa skipped meals, and had to find ways to keep the kids distracted so they ate less. “We hadn't bought meat for 8 months.” That's when she went to the local foodbank. “I didn't expect much—maybe pasta, tins, but when I got to the freezer section I saw meat. I cried.”

“

*That food wasn't just nutrition.
It was dignity. It was love.”*

Through Meet the Need, Lisa received high-quality meat donated by farmers around Aotearoa. “I'm Italian, so being able to cook a ragu again, to make something hearty and familiar – it felt like a bit of normal in a really hard time.”

Having the ability to cook a proper meal gave Lisa more than just full bellies – it gave her hope. “That food wasn't just nutrition. It was dignity. It was love.”

Today, things are looking up and the family is finding their feet again. “I'll never forget what that meat meant to us,” Lisa says. “It helped carry us through.”





**We'd like to thank all
our partners for their**
generous support

Processing Partners

Processed +2.3million Meals to NZ Families in need



Diamond Sponsors

Donated +23,000 Meals to NZ Families in Need



Protein Supporters

Providing Hundreds of Quality Protein Meals Each Month to Families in Need



We'd like to thank all our partners for their *generous support*

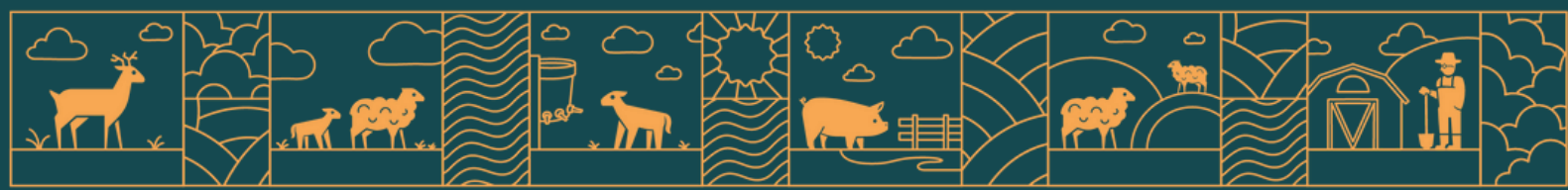
Platinum Sponsors

Donated +9,000 Meals to NZ Families in Need



Silver Sponsors

Donated +900 Meals to NZ Families in Need



generous support



To everyone who has supported us on the journey so far...

Thank you



Whether you've donated meat or milk, partnered with us, spread the word, or simply believed in our mission – you've helped make a real difference for whānau and communities in need across Aotearoa.

We also want to acknowledge the incredible Meet the Need board and team, whose tireless work and unwavering commitment continue to drive our shared vision of a food-secure New Zealand.

Your passion and mahi behind the scenes are the backbone of this kaupapa, and we couldn't do it without you.

Ngā mihi nui ki a koutou katoa.



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