



**Pro Love  
Statement of Service Performance  
For the year ended 31 March 2025  
Charity number CC58682**

**ProLove**

the greatest is love  
Ko te mea nui ko te aroha

# 1. Charity Overview

## **Our Mission:**

**The Pro Love mission is to be a ripple effect of Aroha in action to our communities, regions, nations and the world, to support and serve the vulnerable and our future generations.**

## **Principal Focus:**

**The Principal focus of Pro Love is to**

- a) Value all lives through love in action and provide wrap-around services.**
- b) Gather a variety of baby supplies from generous donors and provide love boxes to the mums/parents/caregivers of babies and toddlers.**



# Chair's Annual Report - Pro Love

For the Year Ending 31 March 2025  
By Melissa Dobbs

## Chair's Message

This past year has been a powerful reflection of what love in action truly means. At Pro Love, we have witnessed resilience in its rawest form—mothers choosing joy, love and life in the midst of crisis, and a community rising to meet them with grace, support, and hope. Thanks to your support, we were able to provide safe spaces and our new Pro Love Haven, critical resources, and a listening ear at the exact moment they needed it most.

## Our Impact at a Glance

- 900+ families supported across the year.
- Over 5000 essential items distributed (nappies, formula, clothing, bedding).
- Spoke at schools, baby showers, and community events.
- Hosted women and babies at Pro Love Haven.
- Welcomed new donors and supporters into the Pro Love family.

## Challenges We Faced

This year was not without difficulty. We encountered delays and frustrations with funding and finances. Funding limitations restricted our ability to expand. The need was great, often exceeding our current capacity.

## Looking Ahead

In the year ahead, we plan to expand Baby Haven services, train more volunteers, build stronger partnerships, and advocate for a culture of compassion where no mother walks alone, no family is left stranded and fostering a community of Love and Life all around.

## Thank You

Whether you gave a blanket, a dollar, a prayer, or your time—you made a difference. You are part of this movement of love, and we are deeply grateful. Together, we are turning compassion into action, and hope into a future.

**“Every mother matters. Every life is precious.”**





## 2. Key Activities

- **Baby Love Baskets:**  
Providing care packages with essential items for newborns, delivered directly to families in need.
- **Baby Haven in Manurewa, South Auckland:**  
A safe and supportive space specifically for pregnant women and mothers with newborns or young babies under 1 year old. This Haven offers essential items and a nurturing environment for mothers during a critical time in their lives.
- **Community Outreach:**  
Pro Love actively engages with local communities, organising support and meetups to foster connections and provide support for families.
- **Partnerships:**  
Collaboration with organisations to extend the reach and resources to better serve the mothers and the families in need.
- **Volunteer Involvement:**  
This charity encourages community members to participate in their mission, whether through donations, volunteering, or spreading awareness about their cause and heart.



### 3. Outputs Delivered

#### 1. Baby Haven Services (Manurewa, South Auckland)

- Safe space for pregnant women and mothers with babies.
- Distribution of baby essentials (clothing, nappies, formula, etc.).
- One-on-one support for urgent needs.

#### 2. Community Outreach Events

- Organizing meetups for mothers (e.g. gatherings).
- Providing meals, gifts, and encouragement.
- Building relationships and reducing isolation among vulnerable mothers.

#### 3. Collaborative Support

- Partnering with organisations like Habitat for Humanity to help families prepare for childbirth or move into better housing.
- Donor and volunteer coordination for furniture deliveries, baby gear, etc.

#### 4. Emergency Assistance

- Rapid response to urgent needs via referrals and direct contact.
- Practical help, including rides to appointments, relocation support, and birth prep kits.

#### 5. Ongoing Emotional and Spiritual Care

- Listening and encouragement without judgment.
- Connecting mothers to faith-based or holistic care communities when welcomed.

Service Provided	Performance Measure	Actual (Year Ended 31/3/2025)
Baby Love Baskets	Number of baskets delivered	900
Housing and support	Number of mums and babies supported in-home	6

# 4. Key Achievements

## 1. Opened a Pro Love Haven for Vulnerable Mothers and Babies

- Successfully provided temporary housing to numerous pregnant women and new mothers facing crisis or homelessness.
- Created a safe, stable, and nurturing environment for mothers to bond with their babies during critical early months.

## 2. Wraparound Support Services

- Delivered holistic care, including parenting education, mental health support, and life skills training.
- Connected mothers to essential services such as healthcare, legal aid, social work, and counselling.

## 3. Community and Partnership Building

- Formed strong partnerships with local organisations, agencies, and volunteers.
- Accepted and processed referrals from social workers, midwives, and crisis services, filling a vital gap in the community.

## 4. Emergency Relief and Practical Aid

- Distributed thousands of dollars' worth of baby items, clothing, food, and emergency support.
- Responded swiftly to urgent needs (e.g., unsafe housing, lack of food or baby formula).

## 5. Empowerment Toward Independence

- Helped mothers transition to long-term housing, employment, and education opportunities.
- Supported personal growth, self-worth, and confidence through trauma-informed care and mentorship.

## 6. Volunteer and Community Engagement

- Built a dedicated volunteer team contributing time, meals, baby goods, and transportation.
- Hosted community events, workshops, and support circles fostering connection and healing.

## 7. Operational Growth and Sustainability

- Scaled services and expanded reach through donations, partnerships, and public support.
- Strengthened internal systems to support growing demand and improve impact measurement.

**Delivered 900 Baby Love Baskets** to families in need.

Provided in-home support to **6 mums and their babies**, fostering healing and stability.

Total of **2224 Volunteer Hours** for the year.



## 5. Challenges Faced

### **Lack of trained volunteers:**

Difficulty in recruiting volunteers to provide in-home support.

### **Transport barriers:**

Challenges in providing transport for mums to attend essential appointments and events.

### **Limited Housing Capacity:**

- High demand for crisis accommodation exceeds the number of available beds.
- Unable to accept all eligible referrals due to space constraints.

### **Funding Limitations:**

- Operating as a charitable service requires ongoing fundraising and donor support.
- Lack of consistent funding restricts the ability to hire full-time staff or expand services.

### **Complex Client Needs:**

- Many mothers arrive with a history of trauma, domestic violence, addiction, or mental health challenges.
- Supporting their recovery requires specialized, consistent, and sensitive care.

### **Delays in Government and Agency Support:**

- Long wait times for social housing, legal aid, and mental health services can hinder a mother's progress.
- Navigating government systems is often slow and frustrating for both clients and support workers.

### **Inadequate Donations or Resources at Times:**

- At critical times, the home may lack essentials like baby formula, cots, or hygiene products.
- Limited storage space also makes managing donations more difficult.

## 6. Looking Ahead – The Future of Pro Love

- **Having more Pro Love Haven Homes** across New Zealand and further.
- **Increase the number of Baby Love Baskets** delivered to whanau in need.
- **Grow our volunteer base.**
- **Grow partnerships** with local organisations and businesses to broaden support networks.

As we move forward, Pro Love Haven is committed to deepening our impact and expanding our reach to support even more mothers and babies in crisis. Our vision is bold but necessary—and grounded in compassion, community, and hope.

### 1. Expand Housing Capacity

- Secure additional housing to support more mothers and their children.
- Establish new haven locations across the region to meet growing demand.
- Add transport services to assist mums with trips to essential appointments, shopping, and events.

### 2. Strengthen Wraparound Services

- Hire additional trained staff (e.g., social workers, counsellors) to deliver more comprehensive and trauma-informed care.
- Introduce in-house programs focused on parenting skills, budgeting, emotional healing, and job readiness.





# Executive Summary

## Pro Love

### For the year ended 31 March 2025

Key indicator	2025	2024
<b>Cash</b>		
Cash received	48,355.36	16,555.12
Cash spent	38,159.39	19,066.53
Cash surplus (deficit)	10,195.97	(2,511.41)
Closing bank balance	14,143.71	3,947.74
<b>Profitability</b>		
Income	48,005.36	16,314.24
Direct costs	5,616.76	4,860.63
Gross profit (loss)	42,388.60	11,453.61
Other income	0.00	0.00
Expenses	30,993.63	13,885.12
Profit (loss)	11,394.97	(2,431.51)
<b>Balance Sheet</b>		
Debtors	0.00	0.00
Creditors	0.00	0.00
Net assets	24,580.96	13,185.99
<b>Performance</b>		
Gross profit margin (%)	88.30	70.21
Net profit margin (%)	23.74	(14.90)
Return on investment (p.a.) (%)	46.36	(18.44)

# Cash Summary

## Pro Love

### For the year ended 31 March 2025

<b>Account</b>	<b>2025</b>	<b>2024</b>
<b>Income</b>		
Donations	43,202.04	15,110.00
Interest Income	108.38	91.46
Other Revenue	694.94	1,112.78
Rental Income	4,000.00	0.00
<b>Total Income</b>	<b>48,005.36</b>	<b>16,314.24</b>
<b>Less Expenses</b>		
Accommodation	693.77	74.66
Advertising	304.87	376.12
Bank Fees	26.80	1.00
BLB items	5,616.76	4,860.63
Cleaning & Lawns	220.00	0.00
Consulting & Accounting	1,008.86	995.66
Donations/Flowers/Gifts	855.74	450.00
Entertainment - Non deductible	618.44	241.42
Events	22.00	284.13
Freight & Courier	45.64	0.00
Fuel	1,371.06	1,947.41
General Expenses	3,581.15	558.35
Insurance	105.89	0.00
Interest Expense	0.16	0.00
Merchandise	391.00	1,212.42
Motor Vehicle Expenses	990.55	548.06
Office Expenses	1,003.16	380.50
Printing & Stationery	37.19	162.57
Rent	13,780.00	285.00
Repairs and Maintenance	80.50	498.00
Rubbish Removal	969.25	729.24
Salaries	1,700.00	1,900.00
Storage	37.20	360.00
Subscriptions	469.84	0.00
Telephone & Internet	83.80	604.28
Travel - National	991.94	1,884.65
Utilities - Haven	560.00	0.00
Volunteer Expenses	0.00	154.51
Water - Haven	241.03	0.00
Website	803.79	237.14
<b>Total Expenses</b>	<b>36,610.39</b>	<b>18,745.75</b>
<b>Surplus (Deficit)</b>	<b>11,394.97</b>	<b>(2,431.51)</b>
<b>Plus Other Cash Movements</b>		
Fixed Assets	(1,199.00)	(79.90)
<b>Total Other Cash Movements</b>	<b>(1,199.00)</b>	<b>(79.90)</b>
<b>Net Cash Movement</b>	<b>10,195.97</b>	<b>(2,511.41)</b>
<b>Summary</b>		
Opening Balance	3,947.74	6,459.15
Plus Net Cash Movement	10,195.97	(2,511.41)
Cash Balance	14,143.71	3,947.74

# Profit and Loss

## Pro Love

### For the year ended 31 March 2025

<b>Account</b>	<b>2025</b>	<b>2024</b>
<b>Trading Income</b>		
Donations	43,202.04	15,110.00
Grants	0.00	0.00
Interest Income	108.38	91.46
Other Revenue	694.94	1,112.78
Rental Income	4,000.00	0.00
<b>Total Trading Income</b>	<b>48,005.36</b>	<b>16,314.24</b>
<b>Cost of Sales</b>		
BLB items	5,616.76	4,860.63
<b>Total Cost of Sales</b>	<b>5,616.76</b>	<b>4,860.63</b>
<b>Gross Profit</b>	<b>42,388.60</b>	<b>11,453.61</b>
<b>Operating Expenses</b>		
Accommodation	693.77	74.66
Advertising	304.87	376.12
Bank Fees	26.80	1.00
Cleaning & Lawns	220.00	0.00
Consulting & Accounting	1,008.86	995.66
Donations/Flowers/Gifts	855.74	450.00
Educational Class Expenses	0.00	0.00
Entertainment - Non deductible	618.44	241.42
Events	22.00	284.13
Freight & Courier	45.64	0.00
Fuel	1,371.06	1,947.41
General Expenses	3,581.15	558.35
Insurance	105.89	0.00
Interest Expense	0.16	0.00
Merchandise	391.00	1,212.42
Motor Vehicle Expenses	990.55	548.06
Office Expenses	1,003.16	380.50
Printing & Stationery	37.19	162.57
Rent	13,780.00	285.00
Repairs and Maintenance	80.50	498.00
Rubbish Removal	969.25	729.24
Salaries	1,700.00	1,900.00
Storage	37.20	360.00
Subscriptions	469.84	0.00
Telephone & Internet	83.80	604.28
Travel - National	991.94	1,884.65
Utilities - Haven	560.00	0.00
Volunteer Expenses	0.00	154.51
Water - Haven	241.03	0.00
Website	803.79	237.14
<b>Total Operating Expenses</b>	<b>30,993.63</b>	<b>13,885.12</b>
<b>Net Profit</b>	<b>11,394.97</b>	<b>(2,431.51)</b>

# Balance Sheet

## Pro Love

### For the year ended 31 March 2025

Account	31 Mar 2025	31 Mar 2024
<b>Assets</b>		
<b>Bank</b>		
Debit Card account	186.89	28.47
Pro Love	13,956.82	3,919.27
<b>Total Bank</b>	<b>14,143.71</b>	<b>3,947.74</b>
<b>Fixed Assets</b>		
Computer Equipment	2,197.00	2,197.00
Educational Equipment	1,607.12	1,607.12
Office Equipment	2,695.13	1,496.13
Vehicles	3,938.00	3,938.00
<b>Total Fixed Assets</b>	<b>10,437.25</b>	<b>9,238.25</b>
<b>Total Assets</b>	<b>24,580.96</b>	<b>13,185.99</b>
<b>Net Assets</b>		
	<b>24,580.96</b>	<b>13,185.99</b>
<b>Equity</b>		
Current Year Earnings	11,394.97	(2,431.51)
Retained Earnings	13,185.99	15,617.50
<b>Total Equity</b>	<b>24,580.96</b>	<b>13,185.99</b>

# 7. Statement of Receipts and Payments

## Receipts

- Donations \$43,202
- Receipts - Rental Income \$4000
- Other \$803

## Payments

- Providing Goods and Services \$28,468
- Other \$19,537

# 8. Statement of Resources & Commitments

Bank accounts and cash as at 31 March 2025 \$14,143

Money owed to Pro Love - NIL

Other commitments - Lease for Pro Love Haven Home Annual Rent is \$52,000 per annum

Guarantees - None

# 9. Notes to the Performance Report

## Basis of Preparation

Pro Love is permitted to apply PBE SFR-C (NFP) Public Benefit Entity Simple Format Report Cash (Not-for-profit) and has elected to do so. All transactions are reported in the Statement of Receipts and Payments and related Notes to the Performance Report on a cash basis.

## Goods and Services Tax

Pro Love is not registered for GST.

Therefore, amounts recorded in the performance report are inclusive of GST (if any).

## Related Party Transactions

There were no transactions with related parties during the financial year.

## Events after Balance Date

There were no significant events after Balance Date and at the date when the performance report was finalised for approval.

