



Make a Difference this Christmas

*Your guide to supporting people
overcoming violence*



Why?

Every year, Aviva works with thousands of individuals and families who are working to overcome the trauma of family and/or sexual violence.

Christmas can be a particularly hard time of year for the people we work with, which is why support from their community is so important.

Whether you donate funds, so we can be available 24/7 if people need to reach out, or gifts for them to open on Christmas morning or give to their loved ones, your generosity can make such a difference.



“Donations of gifts or contributions to food hampers aren’t just material items; you’re reminding families that they’re not alone, that the community around them cares when they need it most, and that they deserve good things.” – Chelsea, Aviva Support Worker

How?

By donating gifts **pg. 5**

By collecting gifts and donations in your community **pg. 5**

By donating funds **pg. 6**

By becoming a match giver **pg. 6**

Christmas Wish List

New children's games, toys, books

Warehouse, Kmart and other vouchers

Presents for tweens and older teens

Presents for Mum, Dad or other parental figures

Toiletries for adults (including men /teen boys)

Accessories for adults (including men / teen boys)

New clothes

Sports equipment

Movie tickets/vouchers

Wrapping paper and gift tags

Petrol and grocery vouchers

Chocolates and other non-alcoholic treats

Please no wrapped gifts, second hand items, alcohol,

or toy weapons such as Nerf guns

Who for?

Elsie

Interests: sports, guitar, beauty

At 14, Elsie is the eldest of four.

Things were tough at home and often she felt responsible for protecting her siblings. She used to like school, but started falling behind and acting out.

Elsie worked with Aviva to unpack her worries, gain confidence and feel permission to do more things for herself.

Gift ideas: beauty products, vouchers, jewellery



Jonah

Interests: Lego, animals, bike riding

Jonah is eight and lives with his grandparents. Before he moved in with them, life was turbulent and he witnessed a lot of violence.

He came to Aviva struggling with anxiety, especially about separation from his grandparents.

Jonah worked 1:1 with a Tamariki kaimahi to improve his confidence, and is now ready to join a group programme next term.

Gift ideas: bike helmet, Lego, art equipment

Tama

Interests: music, film, cricket

Tama moved to Ōtautahi for Uni. He grew up in a large, close-knit Southland family, where life was pretty good.

When he came out as bisexual in his last year of high school, things changed. His parents became distant and they told him not to tell his grandparents, making him feel ashamed. So when Tama was sexually assaulted at Uni, he felt isolated and didn't want to call his family.

He's currently working with Aviva to navigate a path to healing.

Gift ideas: film vouchers, men's toiletries, sports tops



Ngaire

Interests: singing, poetry, baking

When Ngaire left her abusive partner, taking her two small children with her, she thought the biggest challenge was behind her.

Unfortunately, the abuse escalated and Ngaire feared for her safety. She worked with Aviva, who supported her to become safe, with new locks and a protection order. She is now doing the Courageous Steps programme for women. Her confidence has already improved hugely.

Next term Ngaire will start a course in Business Management. A qualified pastry chef, she plans to pursue her dream of opening a bakery.

Gift ideas: study supplies, toiletries, gifts for her kids



Hemi

Interests: cooking, faith, exercise

At six, Hemi moved to New Zealand, where he had a hard time at school and struggled with the language.

Things were happy at home though until his dad died. His mum eventually remarried, but his stepfather didn't want them speaking Samoan at home, as he didn't understand it. From the age of 11, Hemi witnessed his mum being abused by her new husband. By age 13, he was stepping in to try and protect her.

Wanting to heal from his childhood, so he could be the best dad possible, Hemi joined Aviva's SEUGA programme.

Gift ideas: toiletries, gardening equipment, gym gear



Lexi and Grace

Interests: Lexi - rock music, comedy, history podcasts | Grace - dogs, swimming, gardening

Since Grace was a baby, Lexi has raised her by herself and says they had 'an idyllic life'.

But when Lexi was sexually assaulted, life turned upside down. Eventually she had to leave the job she loved. She started feeling guilty for not being able to provide as much for Grace as before.

Aviva supported Lexi to navigate life after the assault and to feel like the great mum that she is.

Gift ideas: board games, sweet treats, experience vouchers, school supplies, accessories



The stories above represent whai ora (client) stories. However, in order to protect the identity of our whai ora, these are not their real names and stock images are used.

Gifts

Donate gifts

Here are some ideas:

- Refer to the list on page 2.
- Make it a team activity - you can assign people different age groups, genders or gift-type. You can also use the stories on pages 3 and 4 and buy a gift with those people in mind.
- Collect money from people who want to donate - how often do you have the opportunity to go on a shopping spree with other people's money?
- Make use of Buy One Get One Free offers or Black Friday deals
- When in doubt... **you can't go wrong with vouchers.** They can be given directly to clients as gifts, or to parents to choose something for their children. Grocery vouchers are also great this time of year.

Collect gifts

If you run a local retail or customer-facing business, you could become a donation hub. Here's how:

- Let people know that you're collecting - we can provide you with posters, email templates and social media tiles (but you can make your own if you prefer!)
- Make clear the days, times, location and deadline for drop off.
- Share information about the kinds of gifts you are collecting.
- Perhaps you're a retail store and you can encourage customers to choose an extra gift from your store to donate to Aviva.
- Bring the gifts to Aviva at the end of your donation drive, or regularly if you're short of space. If you arrange well in advance, we can also pick up from you.

It's up to you how/if you display and store the gifts. You can go all-in with a giving tree, or something more simple like a hamper or Santa's sack. Or perhaps you'll need to store them securely.

**Drop off gifts before Friday 13 December to:
the Aviva Gift Room, at The Loft, Level 1, Eastgate Shopping Centre**

Raising money

Be a donation place

Don't have the space to be a gift hub, or just want to support Aviva with cold, hard cash? If you have space for a donation bucket and can store it securely when it is unattended, you can support our Christmas Appeal.

We will provide you with donation buckets, and can provide posters and social media post templates.



Become a match-giver

Being a match giver means that your business pledges a maximum amount of money towards Aviva's Christmas appeal. We will then choose with you a day (or week, or weekend), when every dollar donated online will be matched by your business (up to your maximum amount). Whether you can afford \$200 or \$2000 (or anything in between!) we would love to hear from you. Together we can make this Christmas appeal a success.

We can provide you with email templates and work with you on social media tiles, or provide you with our logo and campaign messaging if you would prefer to make your own.

Make a donation

If donation buckets won't work for you, and you don't fancy the admin of a match-giving campaign (though we will try to do most of it!) you can make a cash donation.

To donate online, visit aviva.org.nz/donate.

To make a bank transfer:

Account Name: Aviva

Account Number: 38-9017-0823864-00

Please include your name as a reference.



THANK YOU!

To get in touch about supporting families this Christmas,
contact Aviva's Fundraising & Communications Team

T: 027 453 73237 (Eve) | 022 315 7954 (Wendy)

E: community@aviva.org.nz

W: aviva.org.nz

 **aviva**
live free from violence