Becoming one Plunket

There were 18 separate Area Boards with some doing well but others struggling to find volunteers and funds, and to provide community services – often in the areas of greatest need.

Mainly delivering support and services face-to-face or via PlunketLine - with limited use of technology.

People, property and resources coming together to make the biggest difference to families and communities.

Support improving for frontline teams so they can focus more on families and communities.

Building ways to ensure our decisions reflect volunteer, family and community voices.

Plunket sees 90% of NZ babies.

Delivering responsive Plunket nursing and community services in innovative ways, thanks to better understanding family, and especially whānau, needs.

Smart technology supports Plunket’s work, and makes it easy for families to access our support.

Confidence in our funding means we deliver valuable community services, especially for those who most need us.

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Mainly delivering support and services face-to-face or via PlunketLine - with limited use of technology.

Area Boards were very good at identifying local needs but it was hard for some to fund and deliver much-needed community services. This was often true in areas that needed the most support from Plunket.

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Some buildings were in good shape but many others were in disrepair. Some buildings were in places that no longer suited communities.

Volunteers and staff were required to spend too much time on maintenance – keeping them away from community service.

National on-call maintenance service gives volunteers and staff more time for community support.

Property strategy to make sure families can interact with us in ways and places that suit them best.

Plunket continues to be present in local communities in fit-for-purpose buildings.

Along with offering new digital services, Plunket may also be in other places that suit families e.g. mobile hubs, pop-ups, health hubs.
Around a quarter of all New Zealand children live in poverty. That’s why we’re doing the things we’re doing – to improve the lives of those babies, children and communities missing out under our old way of working.

Under our old structure we had lots of different area boards. Some were doing really well and able to continue offering lots of community services, while others were really struggling to find volunteers and raise money for the things they wanted to do for local children and families.

We have a government contract to deliver our Plunket nursing service – that hasn’t changed.

But everything we do above and beyond our nursing service – parenting programmes, support groups for migrants, car seat advice for example – is funded through the efforts of our local and national fundraising teams.

Without that money coming in we simply can’t do all the great work we do in communities across the country.

In fact, that’s another reason we’ve moved to one charity. Now we have the ability to see the big picture and to plan ahead. We still have local groups fundraising for local services, but we also have the ability to ‘plug the gaps’ for those areas less able to fundraise. And they are often the ones that need help the most.

It also means we can start (and already have) making improvements to buildings across the country with the help of national support and funding.

Plunket’s leaders will continue to tell our story, why we are changing and what will be better. It’s vital that we take our families, volunteers, funders and donors with us as we make progress.

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**Community fundraising**

Local volunteers and Plunket community groups are involved in Plunket’s annual planning to set the year’s priorities for local community services.

If volunteers and local groups fundraise for those agreed projects, that money is set aside to be spent only on that project.

As agreed by Plunket’s members when they voted to become one Plunket, any funds raised locally above and beyond those projects, goes toward supporting communities who are less able to fundraise. Helping others in this way is true to who we are.

When Plunket became one national charity, money that had been raised locally for local projects was ‘tagged’ and used for that purpose only.

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**Property promises**

When Plunket’s members voted to become a single entity, we made a promise we would talk with local Plunket groups before making any big changes to Plunket buildings they were using, including any intention to sell.

Plunket also made a commitment that no property would be sold to fund Plunket’s general operating costs – for example regional and national support office costs or overheads.