

# LIVE HERE GIVE HERE



HAWKE'S BAY  
FOUNDATION

Winter 2025



## A message from Alesha

As I write this message to you today, the cold of winter has arrived, but I am snug and warm inside. During our roundtables held in May, we were reminded this is not the reality that winter brings for all. Winter for many in our community, means choosing between kai or a warm house. It means sending kids to school without warm clothing. It means illness but not having access to a doctor.

I was concerned that heading into my first roundtables I would be left despondent by the challenges facing our community. However, it was quite the opposite. I left feeling inspired and optimistic due to the incredible people leading the charities in our community tackling our greatest issues. It is their mahi that will create positive change in Hawke's Bay. We exist to support this mahi.

We are only able to support these charities each year because of the generosity of our donors. If it is you who is reading this today, thank you. Hawke's Bay Foundation feels honoured to be part of the village that enables this impact in our community.

If you are one of the people making an impact – whether that be by your mahi or generosity – please keep doing what you are doing. You are making a difference. Hawke's Bay needs your support now and for generations to come.

**Alesha Hope,**  
Executive Officer

## Sowing seeds of change for our whānau

Dr Aria Graham – mum, nurse, PhD, and passionate advocate for new mothers and tamariki – describes her not-for-profit in Waipatu as “a magic garden”.

“There's always a pot on the stove, and every kind of stew or curry or soup being made. Someone's baking focaccia. There are māmā lying on their Swiss balls doing yoga, or learning te reo Māori and tikanga. There's a hīkoi to Aunty's Garden next door to fill our kitchen with fresh kai. That's the kaupapa we've created and we see the magic daily when people are smiling, babies are cuddled, and connections are made.”

Mamia is a kaupapa Māori, holistic, wraparound service and a place for māmā-to-be, new māmā and their pēpi to come. And it's for everyone. “We have a diverse range of mums arrive here, who might be resourced and have their own cars, who might be lonely, worried and needing time out – and equally we have mothers coming from difficult and challenging family, financial and housing situations, where access to [culturally] appropriate services is lacking, but who need support,” says co-founder Dr James Graham, Aria's husband.

On any given day, māmā attend appointments, courses, can have a shower or take a nap while baby is cared for by a trusted ‘aunty’. And the kaupapa has expanded through to toddlers and pre-schoolers. With funding from Hawke's Bay Foundation, Mamia now offers a new service that's moving the dial when it comes to cognitive, developmental and behavioural support.

Aria who holds a PhD in maternal wellbeing using kaupapa Māori methodology, says for many whānau, traditional paediatric services are out of reach, wait lists too long, or tamariki are considered too young to be treated.

She innovated Tākuta Tamaiti, a child development initiative for whānau of tamariki who are struggling with neuro-divergencies or behavioural matters.

Hawke's Bay Foundation's grant has helped progress the initiative, which launched in 2024. Now, Aria and James employ two part time staff – a paediatrician and a cultural therapist – who work with whānau to improve understanding and outcomes for their more challenged children.

“Having financial support from Hawke's Bay Foundation allows us to utilise the frameworks we've developed in a new way,” says Aria. “It means whānau can come to us for a kōrero with our specialist team and we have the ability and the freedom to support them. We have been able to adapt and be responsive to this need.”

Aria, who is also the chair of the marae, says “Mamia is not just about the now, but about the generations to come. If we do good work with parents, we listen to their needs, and we pull together a kaupapa which we develop with them, we're able to make a bigger impact – and not just with them, but with and for their mokopuna. We're planting seeds in the magic garden that they will keep cultivating themselves.”

## Half-million-dollar pledge to help Hawke's Bay dementia sufferers

It's a deeply personal act of generosity, and one that will support those living with dementia for many years and decades to come.

Napier's David Etheridge says it was in the early days of his wife and soulmate's own dementia journey that he was first introduced to Hawke's Bay Foundation, and the idea of gifting something meaningful to the community foundation began to crystallise.

"Diana and I had discussed making a bequest before she got dementia," says David. "That decision was cemented when we spoke to our daughter, who recommended giving one lump sum to something dear to our hearts, and doing it in a trust that would keep the capital in tact and so be useful for many years."

As Diana began to lose her independence to the disease, 93-year-old David made the arrangements, and with his wife's support, built a \$500,000 bequest into the couple's wills. The income from this remarkable gift will go on to support others facing dementia and accessing end-of-life care in Hawke's Bay.

Once a vibrant and active woman, Diana (91) is now confined to a hospital bed in the care wing of Napier's Princess

Alexandra retirement village, while David lives independently close by in a townhouse. The emotional toll of her decline has been difficult, he admits.

"I've seen the suffering of my wife and the mental dilemma that it causes," David continues. "It is important to us both to have found some way of assisting other dementia sufferers. Our bequest is for them - to support incredible services like Dementia Hawke's Bay, Mahana, and Hawke's Bay Hospice, and hopefully fund research that may one day lead to a cure."

The Etheridges' generous half-million-dollar donation will sit under Hawke's Bay Foundation's newly established Dementia Relief Fund. The fund is structured so that this, and any subsequent donations are invested wisely, with returns used to support dementia services across the region.

Hawke's Bay Foundation Executive Officer Alesha Hope says she is humbled by the couple's gift and their desire to help other locals facing the many challenges of dementia.

"Dementia is a cruel disease that affects the entire family," she says. "It's a tiny silver lining that we can honour the Etheridges' generosity now and forever, to support others going through the same journey."



Diana and David Etheridge

David says he hadn't known a lot about community foundations until he attended a talk, and was impressed by the long-term potential of the model.

"I found it a very good vehicle for people who wish to support communities and their interests after they've gone. Understandably, some may feel they can't do it while they're alive, or simply don't have the capital. It's a more achievable goal to utilise your estate. But you need to make provision for it while you're alive. You can't do it when you're dead."

The Etheridges' connection to Hawke's Bay runs deep. David spent decades running the family toy and bicycle business, Etheridge's, on Emerson Street - a cherished Napier institution.

Diana, a trained Karitane nurse and accomplished floral artist, was also truly community minded. Her volunteer work spanned four decades, including 40 years with the Red Cross and countless hours arranging flowers at churches. She once hosted then-Prime Minister Helen Clark as president of the Tauhara

Luncheon Club and also served as export manager at Geotherm Orchids.

"Diana has enormous talent and has supported me not only as a wife but in business and life," David reflects. "Despite what's happening to her, she embodies what it means to be gracious, and continues to live for her family."

The couple have five children, 13 grandchildren, and nine great-grandchildren - their lives are full, despite Diana's worsening condition.

"Every day, so many organisations need support," David says. "You can't help them all, so you choose what's closest to your heart. For us, that's dementia. Our family has been so affected - we want to give back."

David also believes in leaving a legacy, not just wealth. "My family aren't going to miss out too much and I don't think you owe it to them to leave them millionaires," he says. "You help them as much as you can in your lifetime, and what's left at the end is a bonus."

He encourages anyone with an interest to investigate donating to a community foundation. "If, like us, you have an ounce of philanthropy in you, then Hawke's Bay Foundation is a wonderful vehicle to put it into practice.

"As I watch Diana go through this journey, I am so very pleased we made this decision."

*To donate to the Dementia Relief Fund, visit [www.hawkesbayfoundation.org.nz](http://www.hawkesbayfoundation.org.nz)*

## COMMUNITY FUND SPOTLIGHT

Community groups or charities can create a 'Community Fund', that will provide a reliable long-term fundraising vehicle to support their vision forever, making sure people can benefit from their services, visit the places they've built or enjoy the experiences they create for generations to come. It is free to set up and supporters can donate to their fund at any time. To view our current funds, view Our Funds on the website.

### Te Mata Park – Ngā Tipuna Fund

Te Mata Park and its famous peak is one of the most loved and visited places in Hawke's Bay - a cultural, historical and recreational treasure. The objective of the Ngā Tipuna Fund is to ensure the operations of the Park are financially sustainable by helping to close the current funding gap, enabling the Trust Board to continue to deliver on its vision to - 'sustain, enhance, protect, maintain and embrace the cultural, environmental and recreational values of the Park in balance with each other, so that the Park can continue to be valued by all, now and in the future'.

Donate to support their mahi today, by visiting our website: [www.hawkesbayfoundation.org.nz](http://www.hawkesbayfoundation.org.nz)



## A heartfelt gift through each home sold

'Loyalty' is a word that means the world to Susie Sturt.

The real estate agent, who has lived in Hawke's Bay since 2009, says she's not only loyal to the region, but to the concept of giving back in as many ways as she can.

Susie - who with Jarrod Lowe runs a successful real estate partnership through Tremains - has been a faithful supporter of Hawke's Bay Foundation

since meeting Ambassadors Jules and Tim Nowell-Usticke. "They were our neighbours when we moved down from Auckland, I learned a lot about the advantages of community foundations because of my friendship with them."

So it was only natural that Susie would also become a passionate advocate of the Foundation. She was part of the team that brought The Night of Us, a fundraiser benefitting Hawke's Bay Foundation, to life in 2021. Jarrod and



Jarrod Lowe and Susie Sturt

Susie were also thrilled to realise the sale of luxury Tuki Tuki Road property in 2023 - the proceeds of which were generously donated to Hawke's Bay Foundation with commission waived. And recently, the pair have joined the Tremains TeamUp programme.

When homeowners list with Jarrod and Susie, who operate primarily out of the Havelock North office but sell throughout the Bay, they choose a charitable cause to help fund. In Susie and Jarrod's case, Hawke's Bay Foundation is one of two organisations that they select to receive a \$500

donation upon the sale of the property. The donation comes directly from Tremains - not from the proceeds of the home - so it's a win-win, says Susie. "It's very important to us that the money donated stays local and remains in our community. Charity begins at home," she continues. "I love to explain to vendors the model of the Hawke's Bay Foundation and how the distributions work.

Susie says she and Jarrod believe in the "more controlled" model of giving that underpins the work of Hawke's Bay Foundation. "I'd love to see more people aware of the work the Foundation does

and for those that are able to, to leave a bequest in their will."

This is something Susie personally backs - she and her husband David are in the process of updating their own wills to include a gift to Hawke's Bay Foundation. Susie says she'd like to "change a few people's minds" and encourage them to give in this way, too. But for now, she'll continue to loyally support a thriving Hawke's Bay through the \$500 donations that Tremains clients select when they sell. "We're slowly building up that pot - I like the fact that every dollar you donate keeps on giving for years to come."





## A vision to transform young lives

When a generous man named Robert France died over 135 years ago, he left explicit instructions as to how his estate should be managed. His property on Napier Hill was to be gifted to his sister. And because he passed away unmarried with no dependents, the remainder of his wealth was to put in trust for the benefit of local young people.

Much has changed in the intervening years – including the trustees who have been tasked with the management of Robert France's estate and earlier this year, the decision was taken to transfer the assets of the Robert France Trust to Hawke's Bay Foundation.

Pat Gallagher, who has served as a trustee for some 45 years, says he is delighted at the move, which ensures the ongoing sustainability of what will be known as the Robert France Fund. "With two of the trustees now in their 80s, this move provides the administrative support and continuity the trust requires," Pat explains.

"Hawke's Bay Foundation is well set up to administer the fund."

He finds it interesting that the initial trust deed, written before France's death in 1887, specified that the income would go to "destitute orphaned children" across the Napier and Petane areas.

Pat thinks he'd be pleased to see how many children and teenagers have been positively impacted by his generosity. In the early days of the trust, income mainly went towards the ongoing costs of children's homes. "But in 1980, trustees made an application to the High Court to widen the scope and geographical area in order to make it more relevant and meaningful," says fellow trustee, Michael Waite.

While not being able to put a firm figure on the numbers who have received income, the retiring trustees say it's "in the hundreds" and that the assistance has taken many forms, from helping with boarding school fees to funding

educational travel to broaden the minds of our rangatahi. "We've given many young people a more affordable pathway to get through either secondary or tertiary education, or we've eased their way in difficult financial circumstances," says Pat.

The trust has also supported medical needs and not-for-profit organisations such as Riding for the Disabled.

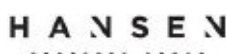
But it's perhaps best known for helping to fund local high school students entering the next phase of their lives. Through a rotation system, three different Hawke's Bay secondary students receive a grant each year that helps shepherd them into further education. Starting with those leaving school in 2022, students from nine colleges have each received \$2,500 per year for three years of tertiary study or training.

Through careful investment and retained income, Robert France's legacy now sits at \$1.3m. "By partnering with Hawke's Bay Foundation and transferring the assets, we reduce overheads and more money can go to directly helping our young residents," adds Pat.

And as the cost of education continues to rise, both Pat and Michael are confident that Robert France's substantial gift will be well used into the future. "I find it quite astonishing" concludes Pat, "that in the hundred-plus years since Robert France died, his generosity is still benefiting young people in Hawke's Bay. I think that is, in itself, a remarkable thing."

*Image above: Alesha Hope with France Trust trustees Robbie, Pat and Michael.*

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