



MIDDLEMORE
FOUNDATION



Jammies for June

2025
Impact Report

Thank you for wrapping 28,770 tamariki in aroha ***- How awesome!***

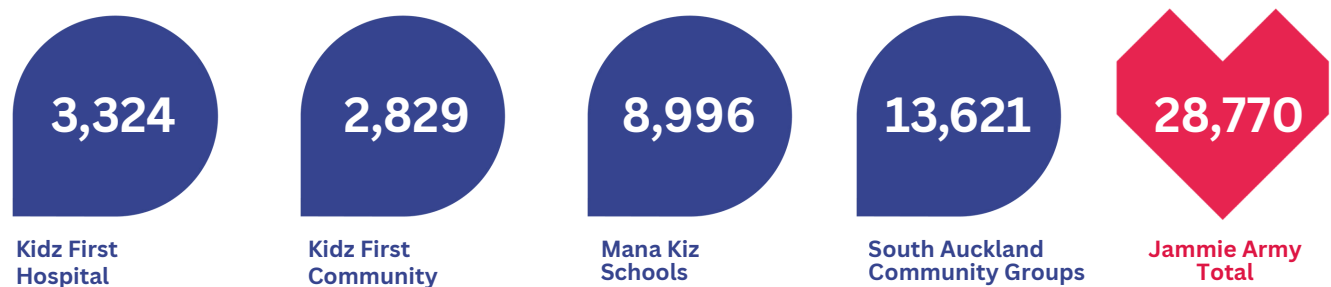
Each pair is a gift of warmth, comfort, and care. But the impact went far beyond cosy nights. In the hands of nurses and social workers, those jammies became a bridge. They opened doors to conversations with whaanau about healthy homes and the early signs of respiratory infections that can become so serious for little ones.

Led once again by Olympic champion Dame Valerie Adams and her “Jammie Army,” this campaign brought people together with one clear purpose: To keep children warm at night and protect them from the illnesses that follow the cold.

With Middlemore Foundation working alongside Kidz First Hospital, Kidz First Community, Mana Kidz school nurses, and Awhi Healthy Homes and Mercury Energy, we saw the difference we can make when compassion meets clinical expertise.

This year, thousands of you showed your love in so many ways; from donating online, dropping off jammies, to writing heartfelt messages as you “put a pair of jammies on the line.” Every \$10 gift meant another child could go to bed warm and safe in their own cosy pair of jammies.

And just look at what we achieved together:



Your efforts put thousands of jammies into the hands of children who needed them most; a true community triumph. That’s the true power of Jammies for June.

Now, turn the page to see the Jammie Army in action.





“I hated winters as a kid. I could never, ever get warm... my bedroom had condensation running down the walls.”

For Dame Valerie Adams, the Jammies for June campaign is deeply personal. Growing up in cold, damp homes in South Auckland, she knows exactly what it feels like to go to bed shivering.

It's why she is so passionate about leading the Jammie Army and why she says, “These kids have probably never had pyjamas, or at least haven't had new pyjamas before. I know what that's like. I see the look of pure joy on the kids' faces when they get something brand new, and I understand what a big deal it is for them.”

As both a mother and an Olympic legend, Dame Valerie uses her platform to teach empathy at home and across Aotearoa.

She makes sure her children are part of the movement, taking new jammies to their school collection box and collecting donations with her.

“If my kids ask me why, I say, ‘Because Sione doesn't have a pair of pyjamas, so we're helping get him some.’”



That authenticity was captured in her heartfelt feature in *Woman's Day*, where she shared not just her story as a world champion, but as a single mum who understands hardship and is determined to create change.

When launching this year's campaign, Valerie returned to her old school in Māngere East with boxes of brand-new pyjamas.

“One of my wonderful teachers, Mrs Phillips, is still teaching there. It's just so awesome to see how the school has grown and how happy the kids are. I feel it's my job to bring this to the forefront of people's minds who don't suffer through winters. When I hear the stories of these young children in need, it brings a tear to my eye and pulls at my heartstrings.”



She turned her supporters into an unstoppable Jammie Army, rallying donations from schools, businesses, sports clubs, and whānau groups.

From visiting collection events to personally helping pack deliveries, Dame Valerie's warmth and passion inspired thousands. Her message was simple: It is about 'ofa, dignity, and hope for children in South Auckland.

Through her leadership, the Jammie Army has grown stronger than ever, wrapping more children in warmth this winter.





Up the WAHS!

We are still buzzing from being invited to the May 25 **Warriors** home game against the Raiders at Go Media Stadium.

Eight-year-old Vision, a proud Warriors fan and recent Kidz First patient, had the unforgettable honour of being the official Ball Boy. Dressed in his jammies, he brought his family onto the field to meet the players and helped champion Jammies for June in front of thousands of fans. Just weeks earlier, Vision had spent ten days at Kidz First recovering from surgery.

Thanks to the incredible generosity of the fans and volunteers, more than \$9,000 was raised in a single night to help keep children in our community warm this winter.

Randwick Park School

Warriors' winger, **Ed Kosi** returned to his roots at Randwick Park School, delivering 700 pairs of jammies alongside his Warriors and NRLW teammates. A huge highlight for him was seeing his old teacher, Mrs Thakur. Ed is much taller than she remembered!

Warriors fans young and old truly appreciated the team bringing big smiles and warmer nights. The Middlemore Foundation and the Warriors Community Foundation had a blast meeting the students that The Mana Kidz School Nurses care for each day.





The Middlemore Jammie Cup

Jammies for June has been quietly supported by frontline staff for 15 years. These are the healthcare workers who see firsthand the difference a warm pair of jammies can make.

The Jammie Cup is a friendly competition where hospital departments battled to collect the most donations for the cause. **Radiology** rolled in like champions with a whopping 391 pairs! Taking out the Jammie Cup. With the **Respiratory** taking out the Small but Mighty Cup.

At the centre of the Radiology team's success is Rhys Bean. Whether it's through her role at Middlemore Hospital or her outreach in the local church community, Rhys is always finding ways to give back. "Just do what you can." she says. "Every little bit helps."

Stars Netball Game Day and Hospital Visit

The **Stars** Netball Team played a winning role in supporting Jammies for June this year. They not only hosted Middlemore Foundation and Dame Valerie Adams at their home game against the Mystics on June 30, but also rallied their supporters to donate both funds and winter jammies.

The Stars brought more than jammies on their Kidz First Hospital visit; they brought joy.

Families celebrated with their little ones as the Stars filled the wards with warmth, laughter, and hope. Their presence turned donations into memories, and pyjamas into symbols of care and connection. A NICU mum now proudly shares that her baby's first visitors were her favourite Netball team.





*Truly connecting people,
and improving lives.*



Thank you **DHL** for not only helping us deliver thousands of Jammies across South Auckland but also for rallying your team to donate over a thousand Jammies.

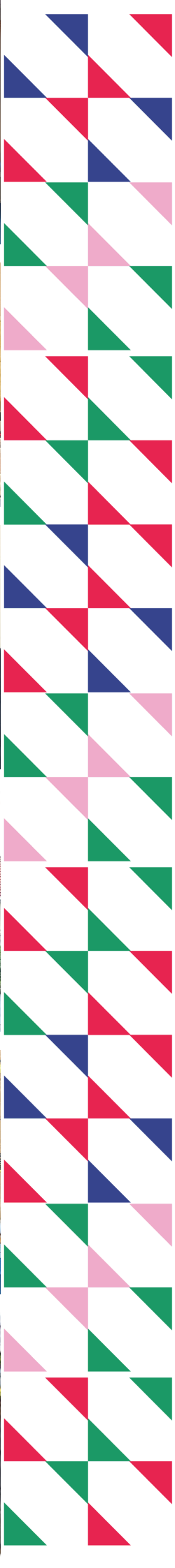
The team donated many hours packing orders and deliver jammies to Kidz First Community, schools and local community organisations.

DHL are an awesome partner of Middlemore Foundation supporting not just Jammies but also our Pacific Workforce Development Fund and Kidz First Community with Home Safe Kete and toys.



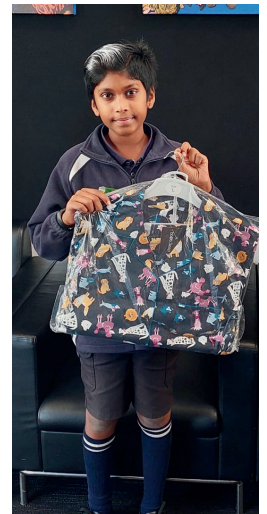
In their seventh year, our friends at **Bed Bath & Beyond** once again went above and beyond. Delivering two vans packed to the rafters with jammies and snuggly winter items. Their generosity has kept the Jammie Army marching strong, and we are so thankful for their continued support in keeping children warm this winter.

bed bath & beyond









Aroha Mai, Aroha Atu
Love recieved, Love given

Thank you, We did it!



On the final week of winter, the very last pair of jammies were delivered to the **28,770th** child. There is absolutely no way this could have happened without you and all of Dame Valerie's Jammie Army.

Thank you to every person who bought a pair, every school that held a pyjama day, every business that was a collection point and every community group that hosted an event. We are especially grateful to those who donated online from around the motu. These gifts allowed us to respond quickly, purchase what was needed on the day, and stretch every dollar for maximum impact and warmth.

Special thanks to our corporate partners and the incredible volunteers who rolled up their sleeves to sort, fold, and deliver the jammies. Together, we wrapped our kids in aroha this winter.

Because of you, children in hospital and across our community were warmer this winter. You're wrapping them in comfort, aroha, and hope and we're so grateful.

Margi Mellso,
Middlemore Foundation CEO.



Behind every jammie is a story of generosity.