

Bellyful Strategic Plan 2025-2027

OUR VISION

Nourished whānau,
connected communities.

OUR MISSION

Bellyful nourishes whānau and connects communities by bringing volunteers together to cook and deliver meals to families with babies and young children who are without a support network.

OUR VALUES

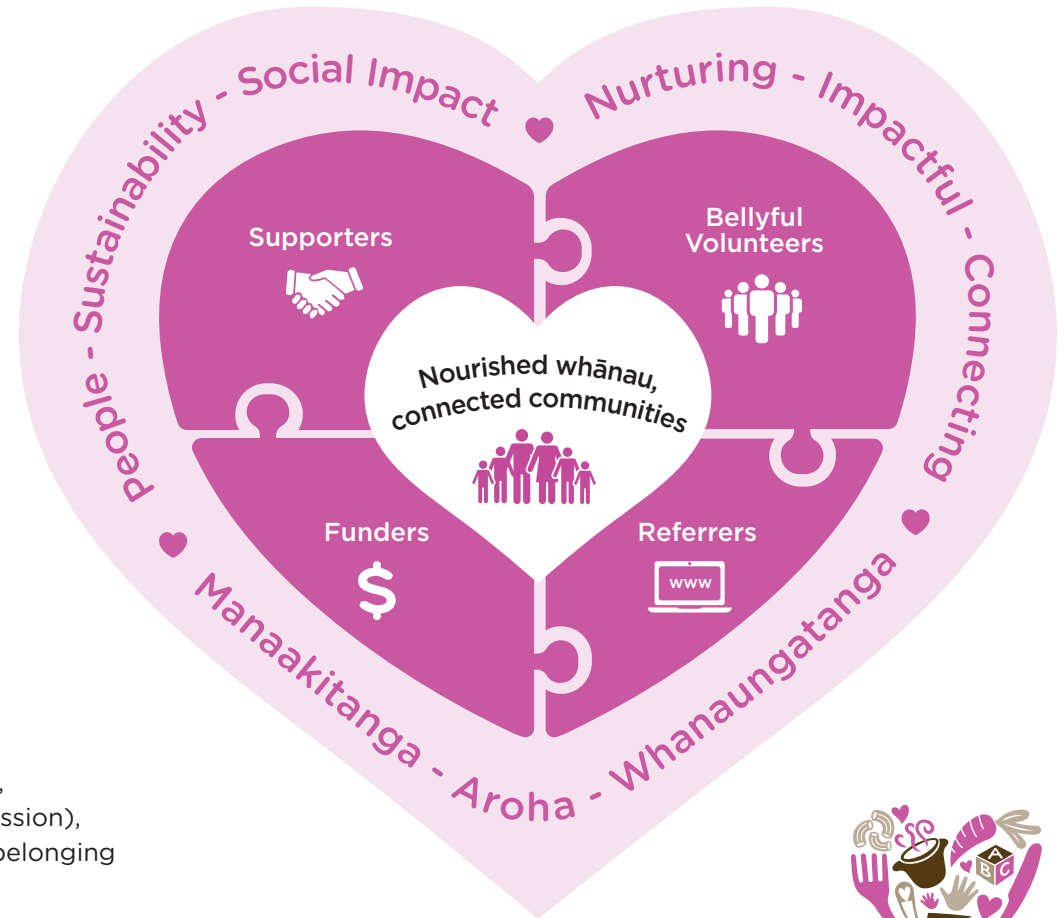
Values shape our attitudes and actions, guiding us in what matters most.

At Bellyful, we value how we nurture whānau with nourishing meals, connect communities to support families, and make a positive impact.

In Te Ao Māori, this reflects manaakitanga (hospitality, kindness, and care), aroha (love, empathy, and compassion), and whanaungatanga (the power of community and belonging in making a difference together).

OUR STRATEGY

Bellyful's strategy is about strengthening our ability to nourish whānau and connect communities by empowering our people, improving the way we operate, and deepening our impact. It focuses on supporting and developing our volunteer leaders, enhancing sustainability through streamlined systems and financial resilience, and ensuring our mahi continues to meet the real needs of families. By investing in our people, tools, and reach, we aim to grow stronger, work smarter, and make a meaningful, lasting difference in the lives of whānau across Aotearoa.



Bellyful
NEW ZEALAND

Kia manawa
reka i te aroha

WHO DO WE SERVE?

Bellyful provides meals for whānau with babies or children under 12 who are without a support network and are facing challenges such as illness, bereavement, stress, isolation pregnancy, miscarriage, or baby loss – regardless of financial situation.

WHAT DO WE PROVIDE?

Bellyful branches depend on local volunteers to prepare and deliver meals. If a family meets the criteria and lives within a delivery zone, then referrals will be prioritised in the order they are received. Depending on meal availability, each referral may receive up to three nights of meals, feeding the primary caregiver/s and the children in their care.



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Our goals and priorities:

How we plan to achieve our vision and mission.



1 PEOPLE: Empowered leaders, thriving community

We will strengthen leadership capabilities, fostering a culture where our people are engaged and thriving by:

- Providing targeted training and support structures to inspire new leaders and improve role clarity.
- Establishing clearer leadership and development pathways, including adapting Volunteering New Zealand's Best Practice Framework for Volunteer Management.
- Developing wellbeing initiatives to support our people.

2 SUSTAINABILITY: Increased capability, smarter operations

We will improve the efficiency and scalability of our operations and provide branches with the tools and support to meet the increasing needs of our communities by:

- Streamlining processes and improve IT systems to reduce administrative burden and provide tools to support consistent service delivery.
- Strengthening financial sustainability and operational efficiency across the organisation.
- Focusing on investing in current branches with the tools and resources needed to maximise their impact and reach within local communities. This may include expanding delivery zones, exploring satellite branches, and identifying other ways to reach targeted priority communities (e.g., Hospital NICU/SCBU/Maternity/Paediatric Wards, Women's Refuge, etc.).

3 SOCIAL IMPACT: Nourished whānau, connected communities

We will demonstrate Bellyful's impact to ensure our work is relevant and effectively meets community needs by:

- Clearly defining and communicating Bellyful's impact.
- Using impact data and real stories to shape how Bellyful should best meet the needs of the community in the future.

To find out more
about Bellyful visit:
bellyful.org.nz

