



**OXFAM**  
Aotearoa

# IMPACT

REPORT 2025

# OUR VALUES

## MANAAKI/CONNECTEDNESS

We link up, between, across and most importantly, with.  
We reach out respectfully, authentically, and with reciprocity.  
We engage, we care, and we use knowledge drawn from diverse thinking.  
We strengthen solidarity through inclusion.

## MĀIA/COURAGE

We choose courage over comfort.  
We challenge ourselves and others.  
We hold ourselves and others to account.  
We ask brave questions and make bold decisions.

## TIKA/JUSTICE

We recognise everyone's equal value and fight for their rights.  
We promote what's fair and right.  
We challenge those in power alongside those who feel they are powerless.  
We strive for power-sharing in all we do.

Photo: Aimee Han/ Oxfam





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Oxfam is a worldwide development organisation that mobilises the power of people against injustice. At Oxfam Aotearoa, our work challenges the underlying causes of poverty and injustice through long-term development programs, advocacy work and emergency relief.

# OUR VISION & MISSION

## TE PAE TAWHITI, OUR VISION:

We believe in a just, inclusive, and sustainable world for everyone, now and for future generations.

## TE WHĀINGA, OUR MISSION:

Together with you, we challenge and transform the systems that drive injustice: climate breakdown, women's inequality, and unfair economies.

## TE TIKANGA, HOW WE BEHAVE AND APPLY TE KAUPAPA:

We understand that how we behave is as important as the issues we work on.



Photo: Mactar Tondi/Oxfam

# FOCUS AREAS



## GENDER JUSTICE

We work for a world where people of all genders can realise their human rights and live free from violence. We work to transform harmful gender norms and achieve women's equal participation in political processes. We push for women to be able to own land and businesses, and to get the resources they need to live dignified lives.



## CLIMATE JUSTICE

We act to change the course of the climate crisis, especially for those who have done the least to cause it. We pressure people in governments and corporations to stop harmful practices and instead invest in sustainable solutions. We learn with others about ways to build resilience and adapt in the face of changing environmental conditions.

# HOW WE DO IT



## RESPOND TO EMERGENCIES

Helping local partners to be better prepared allows us to respond efficiently to people affected by recurrent disasters exacerbated by climate change and to humanitarian crises such as conflicts and violence.



## REMOVE BARRIERS TO ESCAPING POVERTY

Our long-term relationships with local partners expand their voices and support their communities to address the root causes of poverty and work to change the systems that keep families poor.



## EXPOSE AND CHANGE UNJUST LAWS & IDEAS

Our work holds powerful people in governments and corporations to account, so they make decisions that prevent and reduce poverty and discrimination to ensure joyful abundance for all.

# INTRODUCTION



It is our pleasure to introduce the 2025 Impact Report on behalf of Management and the Board.

This page made for grim reading last year as we shared the financial challenges facing the organisation and what these meant for a reduction in the workforce to align our ambition with the resources available. The good news is that the difficult decisions we made at that time have borne fruit and we are back on more stable footing to deliver the crucially important work that Oxfam is so well known for.

We finished FY2025 with a budget surplus of \$1,040,925. Several factors contributed to this result, including unbudgeted bequests totaling more than \$800,000. A gift in your will is one of the most powerful ways you can support our work, and we are in awe of the generosity of our bequestors.

We have focused somewhat inward over the past 12 months to do the hard work required to ensure that we are around to meet our ambitious goals into the future. We reset our public fundraising programme and the Board approved a new three-year Public Fundraising Strategy in November. Alongside this, we focused on building an organisational culture in which our people feel valued and love coming to work. 100% of staff expressed confidence in leadership and agreed that we have a great

culture in our latest staff survey. These are impressive numbers that are the result of hard mahi.

At the same time as steadying the ship, and as you can read about in the pages that follow, the team and our partners continued to have impressive impact through their efforts. Our HAMRIIK project in Timor Leste has seen great results after just one year, addressing the gendered impacts of climate breakdown and strengthening gender-inclusive access to resources. Our 'No New Fossil Fuels' and 'Make Rich Polluters Pay' campaigns mobilised our supporters and we continued to invest in disaster preparedness working with our long-term partners in Tonga.

It was also a busy year for the Board. As the organisation continues to emerge from the operational challenges of recent years, the Board has been able to lift up and focus more on the horizon. A two-day strategy retreat in November resulted in sharpening our strategic focus around the gendered impacts of climate change in the Pacific. A critical focus of our work remains ensuring that the Pacific region continues being served by a high-performing Oxfam presence. Our Board has also approved a revised commitment to Te Tiriti o Waitangi here in Aotearoa. In August, the Board welcomed Toleafoa Schuster to the governance table.

A sincere thank you to all those who continue to contribute to our work. We are enabled and empowered by the contributions of our donors, supporters, volunteers and partners. As we look forward, and the world of international aid and development is necessarily and fundamentally reshaped, we will continue to do our very best. We choose a future that is equal, and we will not rest until this becomes our reality.

Thank you in advance for your continued support.

**Jason Myers** (Executive Director) and **Ngila Bevan** (Board Chair)

# OUR STRATEGIC GOALS



1

## GENDER EQUALITY

Address the gendered impacts of climate breakdown and strengthen gender-inclusive access to resources



2

## CLIMATE ACTION

Advocate for climate justice, alongside our Pacific partners and their communities



3

## EMERGENCY RESPONSE

Working with and through our partners, prepare and respond in times of crisis and disaster



4

## COMMUNICATION

Communicate impactful stories of working towards climate and gender justice



5

## OPERATIONAL

Strengthen the operational effectiveness of Oxfam Aotearoa



6

## FUNDRAISING

Raise sufficient resources and engage supporters through public and institutional fundraising



7

## RELATIONSHIPS

Act collectively to strengthen relationships and self-determination in Aotearoa, with Oxfam in the Pacific, and across the confederation

We recognise that change doesn't happen in a silo, or in a straight line. As we work towards these goals, we will also be driving progress on these U.N. Sustainable Development Goals:



## WHERE WE SUPPORTED PROGRAMMES AND CAMPAIGNS

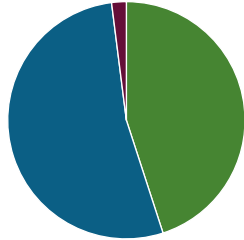
Our development programmes and humanitarian aid reach people in need all across the globe, but our work is concentrated in the Pacific region and Southeast Asia.



Photo: Patrick Moran/Oxfam

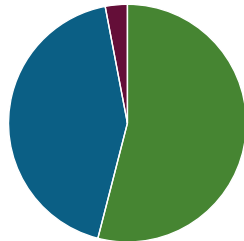
## WHAT WE RAISED

2025  
Total Revenue:  
\$8,637,218



- 45% Public Fundraising
- 53% Institutional & Government Funding
- 2% Interest Revenue

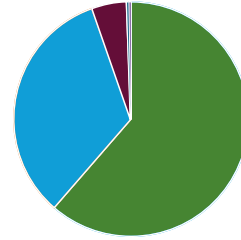
2024  
Total Revenue:  
\$7,477,993



- 53% Public Fundraising
- 44% Institutional & Government Funding
- 3% Interest Revenue

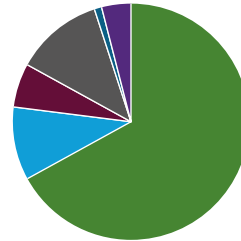
## PUBLIC FUNDRAISING

2025  
Total Public Fundraising Revenue:  
\$3,845,998



- 61% Regular Giving
- 33% Philanthropy
- 5% Single Giving
- 0% Event Fundraising
- 0.2% Special Appeal
- 0.2% Other

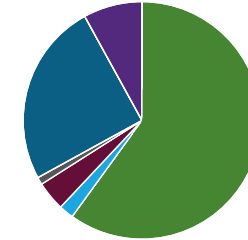
2024  
Total Public Fundraising Revenue:  
\$3,981,428



- 67% Regular Giving
- 10% Philanthropy
- 6% Single Giving
- 12% Event Fundraising
- 1% Special Appeal
- 4% Other

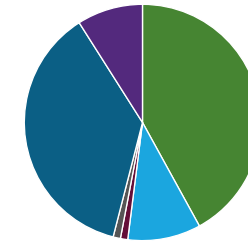
## WHAT WE SPENT

2025  
Total Expenditure:  
\$7,596,293



- 60% Development Partnerships, Humanitarian Response & Comms and Advocacy Action
- 25% Personnel
- 8% Office Resourcing and Depreciation
- 2% Fundraising
- 4% Operations and Board Administration
- 1% Travel
- 1% (unlabeled)

2024  
Total Expenditure:  
\$8,527,132



- 42% Development Partnerships, Humanitarian Response & Comms and Advocacy Action
- 37% Personnel
- 9% Office Resourcing and Depreciation
- 10% Fundraising
- 1% Operations and Board Administration
- 1% Travel
- 1% (unlabeled)

## GOAL 1

# Address the gendered impacts of climate breakdown and strengthen gender-inclusive access to resources



### WE TRACK OUR PROGRESS ON THIS GOAL WITH MEASURES THAT INCLUDE:

► **NUMBER OF PEOPLE WE HAVE WORKED WITH THROUGH OAO DEVELOPMENT PROGRAMMES: 108,606**

- Through our HAMRIK programme in Timor-Leste, we worked with 1512 people directly including 832 women and 680 men, and 145 people living with disabilities, and a further 6,653 people indirectly.
- We worked directly with 8,914 people and with a further 15,892 indirectly in Papua New Guinea, Solomon Islands, Timor-Leste, and Tuvalu through our Kōtui projects.
- We worked with 75,635 people through our Essential Cash and Livelihood Support programme in Laos.





## HAMRIIK'S FOCUS ON RURAL WOMEN AIMS FOR RESILIENT FUTURES FOR ALL

Operating in the rural municipalities of Oé-Cusse and Liquiçá, in Timor-Leste, Oxfam Aotearoa's HAMRIIK project recognises that women, particularly in rural areas, bear disproportionate burdens from climate-related challenges. As natural resources become more scarce, women work ever longer hours to ensure their families have enough food and water. Bad weather and more frequent disasters also increase their caregiving responsibilities.

The name "HAMRIIK," meaning "to stand" in Tetum, reflects the project's goal of helping vulnerable communities – especially women – stand strong in the face of climate destruction. The project is guided by the principle that gender justice is essential to effective climate adaptation. It targets 35 remote rural communities with a strong focus on solutions that reduce women's workload (like water points closer to home) and increase their assets and options (like home vegetable gardens, savings groups and small business loans). **By listening to women's experiences and encouraging women and men to plan together, HAMRIIK works to dismantle traditional gender barriers that often exclude women from resource governance and decision-making at household, community, and municipal levels.** In this way, women are positioned as key agents of change in shaping local adaptation strategies, and their priorities are foregrounded in decision-making around climate finance.

In its first year, HAMRIIK has already achieved success in these areas, bringing improved access to water to 359 rural households. Over 66% of participants in training programs on organic composting, fertilisers and pest control were women. This training, and others like it, not only build technical skills but also enhance women's economic agency. Improved techniques lead to higher yields which lead to increased income for women. The formation of 20 new savings groups – almost all led by women – with combined savings of more than \$47,500 NZD – further strengthens community resilience. **More time at their disposal and new income, coupled with the financial literacy and access to small loans of a savings group, results in women being more able to prepare for hard times and bounce back when disasters strike.**

On a recent trip to the village of Bobacasse, we heard the story of Agnes (pictured to the left) whose sewing machine was damaged beyond

repair in a flood that destroyed her home. With a loan from her HAMRIIK savings group, Agnes bought a new sewing machine, and earned enough income to repay the loan in just three months, and continue supporting her family thereafter. Without the loan, Agnes does not know what they would have done to get by.

HAMRIIK has already surpassed its target of reaching 7,800 people across 12 villages, and will continue to work with them to adapt to ongoing changes to the climate, centring gender equity in all its work. **By partnering with civil society organisations and local authorities, Oxfam Aotearoa is promoting a model of climate adaptation that integrates gender justice and inclusive resource access into policy and practice. In doing so, HAMRIIK not only addresses the immediate impacts of climate breakdown but also builds the long-term capacity of women to lead in shaping equitable, resilient futures for their communities.**

OXFAM'S WORK  
TACKLES  
TOUGH  
PROBLEMS.  
  
SEE OUR  
**ACTIVITIES**  
**AND IMPACT**  
**AT A GLANCE.**

## KŌTUI: TUVALU CLIMATE FINANCE PROJECT

Tuvalu

### ISSUE:

Women in Tuvalu are not often included in decision-making spaces and so climate finance does not always benefit them.

### PARTNER

Tuvalu Climate Action Network (TuCAN)

TuCAN traveled to the outer island community of Nanumaga to conduct awareness sessions on climate change and climate finance. TuCAN also convened the first Climate Justice event in Tuvalu to raise awareness and amplify voices of women and youth experiencing the impact of climate change.

### ACTIVITY

Government departments have started asking TuCAN to provide input into climate policy discussions to ensure that climate finance planning is gender-responsive.

### IMPACT

### WHY IT MATTERS:

Decision-making around climate finance must be inclusive, equitable, and transparent, so that all people have the support they need to adapt, and the power to influence the decisions that impact them.



Photo: Gitty Yee/TuCAN

## ESSENTIAL CASH & LIVELIHOOD SUPPORT TO VULNERABLE COMMUNITIES

Lao PDR

### ISSUE:

Vulnerable and rural communities continue to struggle with the economic impacts of the Covid-19 pandemic.

### PARTNER

Community Association for Knowledge in Development (CAMKID), Informal Women Advancement Association (IWAA), Gender Development Association (GDA), Community Health and Inclusion Association (CHIAs)

### ACTIVITY

Cash transfers and livelihoods support such as poultry and livestock to provide opportunities for new and improved livelihoods and economic resilience.

### IMPACT

This project has already reached over 75,000 people, bolstering their ability to earn income to support their families.

### WHY IT MATTERS:

With a reliable income source, families can make improvements to their homes, send their children to school, and plan for the future.



Photo: Rachel Schaevitz/Oxfam

## KŌTUI: CLIMATE FINANCE PROJECT

Timor-Leste

### ISSUE:

Women and girls are disproportionately affected by climate breakdown, but don't always benefit equally from climate finance.

### PARTNER

Core Group Transparency, Youth Parliament Alumni Association

### ACTIVITY

Partners conducted participatory research on climate finance tracking and women's experience of climate change. Based on the findings, Oxfam and partners are advocating for gender responsive climate finance.

### IMPACT

The TL government now advocates for inclusion in climate finance and there is greater transparency in how climate funds are spent and allocated. Women's voices are included in decision-making.

### WHY IT MATTERS:

For climate finance to provide the most impact, it must get to where it is most needed. For women to access funding, they need to be at the table when the decisions are being made.



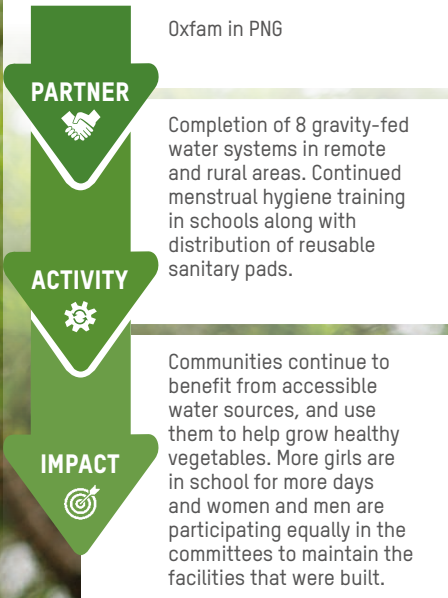
Photo: Rachel Schaevitz/Oxfam

## KŌTUI: FLOW PROJECT

Papua New Guinea

### ISSUE:

Girls often miss school during their period, so they aren't getting the education they need to escape poverty.



### WHY IT MATTERS:

Regular access to clean water improves health outcomes and allows women and girls more time to earn an income or go to school. With education, girls can get higher wage jobs, advocate for their rights, and move themselves and their families out of poverty.



Photo: Jeshua Hope/Oxfam

## KŌTUI: CLIMATE FINANCE & EMPOWERMENT PROJECT

Solomon Islands

### ISSUE:

Women in Solomon Islands are not often included in decision-making groups or processes.



### WHY IT MATTERS:

Decision-making around climate change and climate finance must be inclusive, equitable, and transparent, so that all people have the power to influence the decisions that impact them.



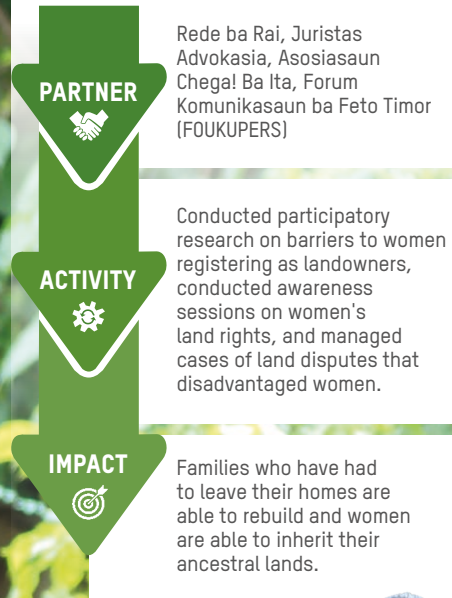
Photo: Rachel Schaevitz/Oxfam

## KŌTUI: WOMEN AND LAND PROJECT

Timor-Leste

### ISSUE:

Women's access to land where they live and farm often depends on the support of their husbands or fathers, leaving their livelihoods, identity and resilience at risk.



### WHY IT MATTERS:

With secure access to and control of land, women can build long term livelihood strategies with confidence, building resilience for themselves and their families.

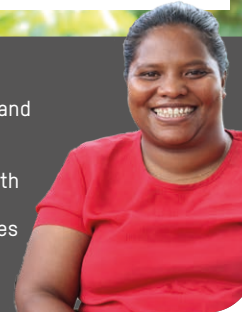


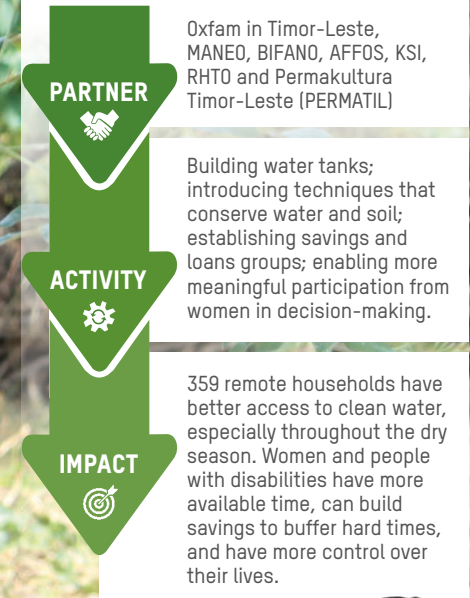
Photo: Rachel Schaevitz/Oxfam

## HAMRIIK – STRENGTHENING INCLUSIVE RESILIENCE IN COMMUNITIES

Timor-Leste

### ISSUE:

Climate change is changing rainfall patterns and bringing droughts and floods to communities that rely on agriculture to survive.



### WHY IT MATTERS:

Preserving soils, conserving water, diversifying livelihoods, and inclusive governance are all critical to living with the changing climate.



Photo: Rachel Schaevitz/Oxfam

## GOAL 2



# Advocate for climate justice alongside our Pacific partners and their communities

### WE TRACK OUR PROGRESS ON THIS GOAL WITH MEASURES THAT INCLUDE:

► **NUMBER OF CLIMATE AND GENDER JUSTICE GROUPS IN AOTEAROA THAT OAO PARTNERS WITH: 4**

- This year, we didn't run a coalition campaign in the same way we did in the lead-up to the 2023 election. Instead, we have focused on building our relationships through the Aotearoa Climate Action Network (AoCAN) and Council for International Development (CID) networks. Our active support for AoCAN included attending a strategic hui and regular members' meetings, contributing to a strengthening of AoCAN's commitments to climate justice grounded in Te Tiriti and Indigenous justice. We have also supported CID to become more active in advocacy around climate finance and development assistance.

We collaborated with Pacific Climate Warriors on public climate justice events and partnered with WorldVision to produce an advocacy report on climate finance, with recommendations that have been publicly supported by CID.

► **NUMBER OF PEOPLE ENGAGING WITH OUR CAMPAIGNS: 1998**

- Unique views of our campaign pages urging government action on our justice goals.

► **NUMBER OF CAMPAIGN ACTIONS TAKEN BY OXFAM CAMPAIGNERS FOR CLIMATE JUSTICE: 796**

- Across various options available to the public, including signing petitions, attending public campaign events, or writing to a Minister, Oxfam's supporters took 796 actions for climate justice this year.





## ALIGNING CAMPAIGNS TO ADVANCE A SINGLE GOAL

Oxfam Aotearoa's advocacy strategy is rooted in a commitment to climate justice and aims at a multi-pronged approach.

By advocating for the wealthiest polluters to pay their fair share toward climate action, standing alongside the Pacific in opposing new fossil fuel developments, urging increased climate finance to the Pacific, and highlighting New Zealand's obligations, Oxfam Aotearoa aims to create a comprehensive approach to addressing climate change. These interconnected campaigns seek to ensure that those most responsible for climate change contribute to solutions, while supporting vulnerable communities in building resilience and adapting to a changing climate.

Oxfam Aotearoa's "Make Rich Polluters Pay" campaign is a global initiative aimed at holding the wealthiest individuals and corporations accountable for their disproportionate contribution to climate change. The campaign highlights that the richest 1% of New Zealanders emit more carbon pollution than the combined total of millions of people in Pacific nations like Fiji, Vanuatu, and Kiribati. **Oxfam advocates for taxing the super-rich and fossil fuel corporations to fund climate action, emphasising that those who have caused the most harm should bear the greatest responsibility in addressing the crisis.**

Complementing this, the "No New Fossil Fuels" campaign urges the New Zealand government to halt new oil, gas, and coal exploration and extraction both on land and at sea. Instead, we call

for a transition towards renewable energy sources, such as community-owned solar projects, and advocate for investments in public transportation and infrastructure that prioritize low-emission alternatives. This campaign aligns with the "Port Vila Call for a Just Transition to a Fossil Fuel-Free Pacific," emphasising the need for a regional commitment to sustainable energy practices, and reminding New Zealand's leadership of their role in standing with the Pacific on this issue.

In addition to these campaigns, this year Oxfam Aotearoa launched an open letter initiative asking supporters to write to government Ministers, urging them to maintain and increase our country's climate finance commitments to Pacific communities. We drew special attention to the importance of public grants over loans to support adaptation and resilience-building efforts and praised New Zealand's positive track record of contributing climate finance as grants in the past. The campaign seeks to ensure that New Zealand continues to stand with its Pacific neighbours in the fight against climate change.

Oxfam Aotearoa and World Vision New Zealand's collaborative report, *Doing Our Fair Share: New Zealand's Responsibility to Provide Climate Finance*, released in August 2024, underscores New Zealand's obligation to contribute its fair share toward global climate finance. The report calculates that New Zealand should be contributing between NZ\$558 million and

NZ\$953 million annually, based on its gross national income and historical greenhouse gas emissions. Currently, we are fulfilling only 34% to 58% of this target. The report emphasises that **higher-income countries, like New Zealand, have a responsibility to provide and mobilise funding for lower-income countries, particularly those in the Pacific, which are disproportionately affected by climate change despite contributing the least to its causes.**

This report serves as a call to action for the New Zealand government to demonstrate leadership in addressing the climate crisis. By fulfilling its fair share of climate finance commitments, New Zealand can support vulnerable communities in the Pacific and other low-income countries, helping them adapt to the impacts of climate change and transition to more sustainable systems. New Zealand must rise to the challenge to ensure a just and equitable future for all.

Through public engagement, policy advocacy, and international collaboration, Oxfam Aotearoa strives to foster a just transition to a sustainable future. **Our efforts aim to hold polluters accountable, promote renewable energy, and ensure that climate finance reaches those who need it most. By aligning these campaigns, Oxfam seeks to drive systemic change and advance climate justice on a global scale.**



## GOAL 3

# Working with and through our partners, prepare and respond in times of crisis and disaster



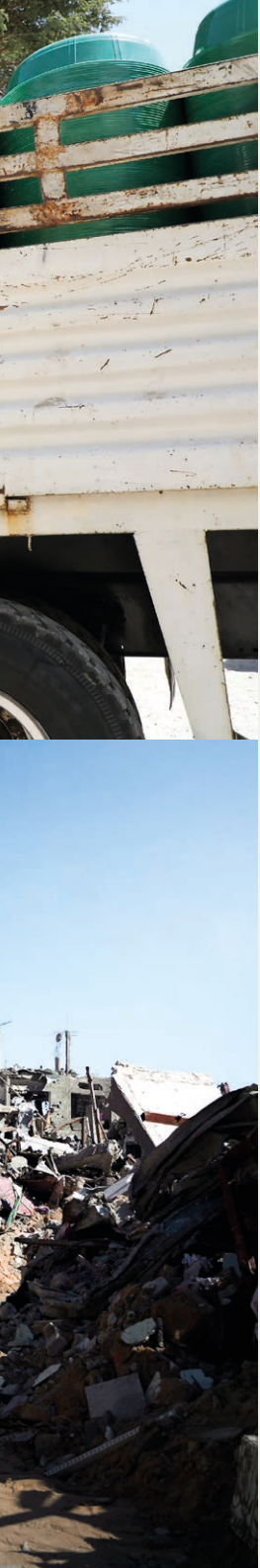
### WE TRACK OUR PROGRESS ON THIS GOAL WITH MEASURES THAT INCLUDE

► NUMBER OF PEOPLE IN NEED OF HUMANITARIAN ASSISTANCE THAT OAO FUNDS AND TECHNICAL SUPPORT HAVE HELPED REACH: 204,726

- Oxfam supported four different humanitarian projects during 2024-25 including continued support for

civilians in Gaza, families surviving floods and cyclones in Bangladesh and the Philippines, and disaster preparedness training in Tonga.





## A YEAR OF CRISIS AND COMMITMENT

Oxfam Aotearoa’s response in 2024–25 reflects a strong commitment to both emergency relief and long-term resilience. By working with local partners, engaging communities, and promoting gender-sensitive approaches, Oxfam continues to support vulnerable populations in navigating and recovering from crises. This past year, we provided critical support to communities affected by conflict, climate disasters, and displacement. Our response spanned multiple regions, addressing immediate needs and strengthening long-term resilience.

### Gaza Crisis

In Gaza, Oxfam reached nearly 200,000 people amidst the ongoing conflict by providing clean water, food, cash, and restoring sanitation infrastructure. Delivering humanitarian aid in Gaza in 2024 has been fraught with immense challenges due to the ongoing conflict, repeated displacement of civilians, and severe restrictions on access. Blockades and security concerns have significantly limited the movement of humanitarian workers and essential supplies, while damage to infrastructure—such as roads, water systems, and hospitals—has hindered the delivery of aid. Continuous airstrikes and ground operations have also disrupted supply chains and endangered the safety of both aid workers and affected communities. Despite these obstacles, **Oxfam and its partners have worked tirelessly to reach vulnerable populations, adapting operations and coordinating with local actors to distribute food, water, hygiene kits, and cash assistance under extremely volatile conditions.**

### Bangladesh Flooding – Haor Region

In 2024, Bangladesh experienced some of its most severe flooding in recent years, with over 5.8 million people affected across 11 districts. The floods caused widespread displacement, submerged homes and farmland, and destroyed essential sanitation infrastructure, heightening the risk of waterborne diseases. In response, **Oxfam provided urgent humanitarian support, distributing clean drinking water, oral rehydration salts, dry food, and hygiene kits to vulnerable households.** Special attention was given to the hard-hit Haor wetlands region, where prolonged waterlogging left entire communities stranded. Oxfam also deployed mobile charging stations to help families stay connected during the crisis and coordinated with local partners to ensure that aid reached even the most isolated areas. This response not only met immediate survival needs but also helped lay the groundwork for longer-term recovery and resilience-building in flood-prone regions.

### Tropical Storm Trami – Philippines

When Cyclone Trami (locally named Kristine) struck the Philippines on 22 October 2024, it left a trail of devastation across 17 regions, affecting over 7 million people and displacing more than 761,000. The storm brought torrential rains, flash flooding, and landslides that destroyed homes, damaged infrastructure, and wiped out livelihoods—particularly in already vulnerable communities. Oxfam mobilised quickly in coordination with local partners to deliver emergency assistance, including safe drinking water, hygiene kits, shelter materials, and cash support to affected families.

**In the wake of the storm’s destruction, Oxfam recognised that recovery required more than just emergency relief—it demanded rebuilding livelihoods and strengthening long-term resilience.** Many smallholder farmers lost not only their crops but also the seeds, tools, and infrastructure critical for planting the next season. To support agricultural recovery, Oxfam

and its local partners distributed seeds and farming tools tailored to local conditions and fast growing cycles, helping farmers restart food production quickly. These tools included bubble dryers – solar-powered fans that inflate a tent-like "bubble" allowing farmers to dry their grains for sale, regardless of the weather (see photo). In addition to material support, Oxfam implemented training programs in disaster preparedness and climate-resilient agriculture, equipping communities with practical knowledge to mitigate future risks. These sessions included guidance on early warning systems, flood-resistant crop varieties, water conservation techniques, and sustainable land management. **By combining immediate recovery with future-focused skills development, Oxfam aimed to ensure that affected communities could not only rebuild, but also better withstand the increasing frequency of climate-related disasters.**

## Disaster-Preparedness – Tonga

Oxfam has maintained a long-standing partnership with the Tonga National Youth Congress (TNYC), working together to strengthen disaster preparedness and resilience across Tongan communities. This partnership is rooted in a shared commitment to empower youth as leaders in climate adaptation and emergency response. Through this collaboration, Oxfam has supported TNYC in delivering community-based training on disaster risk reduction, emergency planning, and climate-smart practices, with a strong emphasis on inclusion, local knowledge, and gender equity. Youth leaders have played a central role in coordinating evacuation plans, conducting preparedness drills, and raising awareness about climate resilience within their villages. A key goal of this work is to ensure that these communities do not have to wait for outside help when disaster strikes. **By building up local knowledge, leadership, and resources, communities are better equipped to respond immediately and effectively, saving lives and beginning recovery efforts without delay.** By investing in the capacity of young people and local networks, Oxfam and TNYC are helping ensure that Tongan communities are not only prepared for natural disasters but are also ready to lead their own long-term recovery and adaptation efforts.





## GOAL 4

# Communicate impactful stories of working towards climate and gender justice



### WE TRACK OUR PROGRESS ON THIS GOAL WITH MEASURES THAT INCLUDE:

- ▶ NUMBER OF MEDIA PIECES ON CLIMATE ACTION THAT MENTION OAO OR OUR RESEARCH: 63
- ▶ TOTAL NUMBER OF MEDIA PIECES RELATED TO OUR WORK ON ADVISING, INFLUENCING, AND BRIEFING POLICY MAKERS: 163
  - Radio NZ, Newsroom, Newstalk ZB, New Zealand Herald, Pacific Media Network, The Spinoff, and TVNZ are just some of the outlets that reported on OAO's humanitarian and advocacy work.
- ▶ NUMBER OF PEOPLE WE REACH WITH OUR RESEARCH: 655
  - Unique views across the 8 reports we shared throughout the fiscal year.





## STORYTELLING IS A POWERFUL ACT OF JUSTICE, NOT JUST COMMUNICATION

**At Oxfam Aotearoa, we believe storytelling is one of the most powerful ways we can connect our supporters with the people and communities at the heart of our work.**

Behind every issue—whether it’s poverty, inequality, or climate change—there are real lives and personal journeys. By sharing these stories, we help bring those experiences closer to home, creating empathy and understanding across borders. While data and statistics are important, stories are what truly move us. They spark compassion and inspire people every day to take action, support our work, and stand in solidarity with others around the world.

Stories help paint a picture of what’s really happening on the ground. When Oxfam staff members on the ground in Gaza or Bangladesh share personal first-hand accounts of what they are seeing, and how Oxfam’s hygiene kits or supplies are helping save lives, it really helps us understand the reality of these dire situations. Reading that hundreds of thousands of people don’t have access to clean water is almost incomprehensible to us; we can’t make sense of it. But hearing Roba Daour, Oxfam’s WASH Manager in Gaza, explain how important a new water purification system is, and watching footage of families queue up to fill up old

plastic bottles with clean water, really helps us wrap our heads around the scale of need.

Through compelling narratives, Oxfam Aotearoa highlights the impact of its programmes. There’s a component of trust that accompanies donating to a charity – people want to understand how their support is helping others around the world. It’s our responsibility to our donors to make sure they can see how critically important their support is, and what a difference it makes. We may have heard many times that people living in rural areas throughout the Pacific often don’t have access to clean water and that climate change-fuelled disasters only make this worse. This problem might feel too big and too overwhelming for us to solve. But seeing the beautiful faces of Nanise and Christopher, washing their hands at their remote primary school on Ha’apai island in Tonga, and knowing the role Oxfam’s local partner there plays in making sure everyone in their community has enough clean water, we can see the small, but vital, role we can each play in making a difference.

In Aotearoa and across the Pacific, Indigenous communities often maintain strong oral traditions and storytelling as a means of transmitting values, knowledge, and history. When Oxfam incorporates local narratives into its work, it honours these traditions.

And it’s not just about sharing stories—it’s about making sure the right voices are heard. Too often, the people most affected by poverty, inequality, or climate change are left out of conversations that directly impact their lives. By using our global platform, with tens of thousands of social media followers and website visitors, we help amplify these voices, the ones that are too often ignored or pushed to the side. In this way, their stories continue to be shared. These stories are much more than anecdotes – they directly inform our programmes, so that solutions are grounded in lived experience and shaped by the communities they’re meant to serve. In this way, storytelling becomes a powerful act of justice, not just communication.



## GOAL 5

# Strengthen the operational effectiveness of OAo



### WE TRACK OUR PROGRESS ON THIS GOAL WITH MEASURES THAT INCLUDE:

► **PERCENTAGE OF STAFF MEMBERS WHO ANSWER POSITIVELY ON ISSUES OF RESOURCING, SUSTAINABILITY, LEADERSHIP, AND WORK CULTURE:**

- 93% said they have access to the tools and resources they need to perform well in their role
- 100% said that Oxfam is providing a great workplace culture
- 93% said they have an effective relationship with their manager
- 71% said Oxfam takes a commitment to environmental sustainability seriously



## REBUILDING CONNECTIONS: OXFAM AOTEAROA'S COMMITMENT TO CLIMATE & GENDER JUSTICE

Oxfam has always placed great value on partnerships and relationships, whether with local communities, likeminded grassroots organisations, or international allies. At the heart of our tikanga is a commitment to walking alongside communities and intentionally including diverse voices, viewpoints, and life experience.

The importance we place on relationships isn't limited to our external partnerships – it's just as vital within our own organisation. Following a challenging restructure last year, **Oxfam Aotearoa has also focused on reconnecting as a cohesive team**, navigating both the operational shifts and the emotional impacts of such changes. While the restructure has altered team dynamics and the way our organisation functions internally, it has also opened up opportunities for positive change. **With a renewed focus on collaboration and adaptability, we are embracing new ways of working together to advance our ambitious goals.**

Coupled with our **deliberate shift to refocus our efforts on climate action and gender justice**, this internal renewal has strengthened our resolve and clarified our purpose. We are working more intentionally than ever to align our internal culture with our external commitments – embedding equity, sustainability, and inclusion into everything we do. The organisation also adopted a new commitment to Te Tiriti o Waitangi.

Alongside this important work, we've also taken practical steps to improve our organisational efficiency, including reviewing and replacing some of our financial processes and systems, resulting in more efficient and timely reporting across the organisation. By continuing to build strong relationships both within our team and with our partners, **Oxfam Aotearoa is creating a more connected and resilient foundation – one that helps us face challenges with confidence and support the communities we work with more effectively.**



## GOAL 6

# Raise sufficient resources and engage supporters through public and institutional fundraising



### WE TRACK OUR PROGRESS ON THIS GOAL WITH MEASURES THAT INCLUDE:

#### ► FINANCIAL RESILIENCY

- Number of donors who made at least 9 regular gifts within the year:
  - FY25: 5569
  - FY24: 6,161
  - 9.6% decrease
- Total number of donors:
  - FY25: 7,627
  - FY24: 14,671
  - 48% decrease
- Average annual commitment:
  - FY25: \$503
  - FY24: \$271
  - 85.92% increase
- Total gross donations within the year:
  - FY25: \$3,837,671
  - FY24: \$3,970,470
  - 3.34% decrease



Oxfam in Laos staff meeting with local partners, Oxfam Aotearoa staff, and members of MFAT to share updates on Oxfam's livelihoods project in Lao PDR.





## FORWARD-FACING FUNDRAISING

Raising funds in today’s environment has become increasingly challenging for organisations like Oxfam. With the cost of living rising and economic uncertainty affecting many households, we understand that giving—especially ongoing support—can be a more difficult decision.

At the same time, we know donors expect **clear communication, accountability, and evidence that their support is making a real difference.**

Meeting these expectations is something we’re deeply committed to. But in an increasingly crowded digital space, staying connected with supporters and sharing the impact of our work in meaningful, personal ways requires both creativity and resources.

In response to these challenges, Oxfam Aotearoa launched a **“fundraising reset” initiative** in 2024, partnering with a well-respected fundraising specialist to review and revitalise our public fundraising programme. This process involved a deep dive into our supporter engagement, messaging, market research and analysis, and campaign strategies to better understand what inspires and motivates our donor community.

With expert guidance, we’ve been reimagining how we connect with supporters—placing greater **emphasis on storytelling and donor experience.** The reset has allowed us to build a more resilient, future-proofed fundraising strategy that not only meets the moment but strengthens our ability to deliver lasting impact in the years to come.

One example of forward-looking fundraising, and an area in which we will increase our investment, is our highly successful Gifts in Wills programme. Our compassionate staff members who have stewarded this programme over the years have helped our incredibly generous supporters to leave a bequest in their will to Oxfam. These generous gifts are reflected in last year’s overall public fundraising income and, while our supporter numbers dropped due to the lack of active fundraising

activities during the reset period, our Gifts in Wills programme provided income and organisational sustainability in FY25. **These gifts provide vital, flexible funding that allows Oxfam to respond quickly to emergencies, support long-term development, and invest in grassroots solutions led by local communities.** In addition to providing flexible funding, this programme supports the future sustainability of the organisation as a whole, ensuring that Oxfam can continue to make a lasting impact for generations to come.

## GOAL 7

Act collectively to strengthen relationships and self-determination in Aotearoa, with Oxfam in the Pacific, and across the confederation



### WE TRACK OUR PROGRESS ON THIS GOAL WITH MEASURES THAT INCLUDE:

► **NUMBER OF CIVIL SOCIETY PARTNERS IN THE PACIFIC AND BEYOND THAT OAO WORKS WITH: 23**

- Bangladesh: Rights of Women Welfare Society (RWWS)
- Papua New Guinea: Oxfam in PNG
- Solomon Islands: West 'Are'are Rokotanikeni Association, Solomon Islands Climate Action Network
- Timor-Leste: Rede ba Rai, Core Group Transparency, Juristas Advocasia, Youth Parliament Alumni Association, Asosiasaun Chega!
- Ba Ita, Forum Komunikasaun ba Feto Timor (FOKUPERS), Oxfam in Timor-Leste, MANEO, BIFANO, AFFOS, KSI, RHTO and PERMATIL
- Laos: Community Association for Knowledge in Development (CAMKID), Informal Women Advancement Association (IWAA), Gender Development Association (GDA), Community Health and Inclusion Association (CHIAs), Oxfam in Laos
- Tuvalu: Tuvalu Climate Action Network





## COMMUNITIES HAVE THE RIGHT TO DESIGN THEIR OWN FUTURES

**Self-determination is essential for climate justice because it ensures that communities most affected by climate change have the power, knowledge, and authority to lead their own responses.**

Climate impacts are not experienced the same way everywhere—local environments, cultures, and livelihoods shape how communities are affected and how they can best respond. When communities are able to design and implement their own adaptation strategies, those solutions are far more likely to be effective, sustainable, and culturally appropriate. And when they have access to and control over climate finance, the funding can be implemented in culturally-appropriate, meaningful, and sustainable ways.

In many cases, top-down climate interventions can overlook the needs and priorities of marginalised groups, especially Indigenous peoples, women, and rural communities.

**Self-determination shifts that power dynamic, placing decision-making in the hands of those with lived experience and deep knowledge of their ecosystems. This leads to more inclusive policies, greater community buy-in, and long-term resilience.**

That's why our work is so deeply rooted in the principle of self-determination, helping ensure that the communities we work with drive the changes they wish to see in their own lives. A powerful example of this is in Tuvalu, where a young woman from Nanumaga island told us:

"Climate change has brought significant changes to our way of life. One of the most noticeable impacts is that we no longer eat our

traditional foods as much. Instead, we have become reliant on imported food. Preparing our traditional meals has become difficult because the ingredients are hard to find, and the changing environment has made it harder to sustain our local crops. This shift not only affects our diet but also our cultural practices and connection to the land."

Oxfam partners with the Tuvalu Climate Action Network to respond to this need via small adaptation grants for immediate action, and working with all sectors of the community to establish a longer-term adaptation plan to secure funding and ensure coordinated action that meets local priorities.

Our two **Wāhine Toa** events provide another key example of how Oxfam Aotearoa strives to strengthen self-determination through shared learning. **At these events, we brought together Indigenous women leaders from across the Pacific and Aotearoa to share their stories, strategies, and solutions for addressing climate justice.** This year's events featured an inspiring line-up of speakers, including **Tanya Afu**, Coordinator of Solomon Islands Climate Action Network, who shared her work advocating for women's climate leadership in Solomon Islands. Joining her were **Bianca Ranson** (Ngāpuhi, Ngāti Kahu ki Whaingaroa), a climate and oceans protector, and **Mary Moeono-Kolio**, a member of the Council of

Elders of Pacific Climate Warriors (pictured inset opposite). Together, these women are leading the charge for justice in a time of climate crisis, offering vital insights into how Indigenous women are shaping climate policies and demanding climate justice on a global scale.

By bringing these powerful women together, Oxfam Aotearoa provided a stage and a spotlight, helping ensure that more people heard their voices. These events served not only as a platform for women's leadership but also as a space to amplify the call for climate justice across the region. **The knowledge and experiences shared by these women highlight the importance of self-determination in climate adaptation, particularly for Indigenous communities who are disproportionately affected by climate change.** Through partnerships like these, Oxfam Aotearoa supports communities to define their own futures, ensuring that their voices are heard at every level of decision-making, from local community meetings to international climate negotiations.

Because ultimately, climate adaptation is not just about infrastructure or technology—it's about justice. Ensuring self-determination respects the rights of communities to design their own futures, hold decision-makers accountable, and thrive in the face of a changing climate.





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Aotearoa