



good bitches

BAKING

Success Story: Good Bitches Baking

GBB is a national charity, operating since 2014. Our mission is to make Aotearoa the kindest place on earth.

From humble beginnings with 15 people in Wellington, we now have over 2000 active volunteers in 21 chapters around Aotearoa NZ.

Our work focuses on creating opportunities to be kind, and to receive kindness at a time of need. Our volunteers bake treats for people going through a tough time to let them know that someone cares. The feedback from recipients of these 'moments of sweetness' is that they feel less alone and more hopeful for the future, and it helps them heal from their trauma.



Our volunteers benefit too; helping others is one of the best things you can do for good mental health and wellbeing. They say that it has helped them through depression and grief, and helps them feel more connected to their community. Many bake with their children to teach them about charity and help them understand the world around them and their privilege.

We have also been working on new ways for people to experience being kind, such as a recent pilot programme – Prison Bake. We taught prisoners how to bake, giving them a practical skill, and they gave their baking to local Women's Refuges. The men commented that before the programme they didn't know they could be kind, and that they liked the feeling. The refuges found that receiving the baking from prisoners helped some of the women feel more positive about their own future and prompted some therapeutic conversations.

Following the terrorist attack on Muslims in Christchurch, we provided an opportunity for people to wear their kindness, to raise funds for the victims as well as to show solidarity. We sold 2000 tee-shirts with the phrase "be kind" in English and Arabic, surrounded by olive leaves, NZ ferns, our starry sky and the moon and star of Islam.

We use stories of kindness to inspire others, giving the message that a small act of kindness can have a disproportionately large impact on the recipient. Other small charitable causes, such as making lunch for low-decile schools, have sprung up as a result, and many of our volunteers also start volunteering for other charities once they get a taste for kindness.

Our work contributes to SDG 3 - good health and wellbeing.

Contact

Nicole Murray
Co-founder /Trustee - Good Bitches Trust
027 66 66 900 | nic@gbb.org.nz

Most relevant SDGs:

