



**What is WELLfed?** WELLfed provides free cooking classes for adults to learn how to plan, shop, safely prepare and cook low-cost healthy meals, with a strong focus on seasonal fresh fruit and vegetables. WELLfed has been co-designed with the local community alongside parents with children at low-decile schools, to make the classes accessible and to ensure recipes and classes make a real difference. WELLfed supports individuals to achieve rippling social changes and creates lasting impacts within lives, households, whanau/family and the wider community.

### Who is behind WELLfed?

In 2016 Kim Murray and Rebecca Morahan co-founded WELLfed and worked alongside the local community to design, refine and deliver WELLfed in Porirua East. In the second year of operation WELLfed built the programme into a repeatable model - now designed and poised to scale into communities near and far.

### Why do we need a Key50?

We need to get a key 50 people connected into WELLfed to make it sustainable for the long term, to cover crucial operating costs and to strengthen our supporter base.

### What does being one of the Key50 entail?

This is a low-cost and low-maintenance donation on a regular basis. It is as simple as each Key50 member donating NZ\$20 a week for 52 weeks. These donations will ensure WELLfed is secure and poised for future growth.

**We need you.** Aotearoa New Zealand is facing the many challenges of growing inequality and how to support those who need a 'hand up not a hand out'. WELLfed is proudly home grown from a place of care, love and support and has achieved outstanding success within such a short time -- and we need your support to consolidate this mahi/work.

We look forward to having you on the WELLfed journey.

**If you'd like to become a Key50 please email [hello@wellfed.kiwi](mailto:hello@wellfed.kiwi)**

Kim Murray & Rebecca Morahan, Co-Founders of WELLfed

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| [www.wellfed.kiwi](http://www.wellfed.kiwi) | [www.facebook.com/WELLfedNZ](https://www.facebook.com/WELLfedNZ)

After five years WELLfed has a track record of success and strong community recognition but needs security that running costs can be covered for the years ahead.

Your investment of \$1,040 NZD per annum gives WELLfed this security. You can pay in one lump sum or weekly installments of \$20 NZD. WELLfed has donee status, so you can claim a third of your donation back at the end of the tax year.

### What does Key50 membership provide?

As one of our Key50, you will be the first to receive invitations to all WELLfed events. We will keep you in the loop on all WELLfed news, updates, growth figures and media exposure. Our Key50 are our most generous, committed supporters. The Key50 have the power to unlock the future of WELLfed. You will be given high profile exposure on the website, should you wish to showcase your support.



**WELLfed**

**6**  
**years**

Nourishing  
communities  
through  
food and  
connections

**87**  
Block courses

Total classes  
**606**

**10,760**  
meals + baking

**25,260 kgs**  
**Rescued food**  
used in class or  
given out to  
WELLfed Learners

Items of kitchen equipment given out

 **8,272**



Learners time to learn in class

**18,584 hrs**



volunteer hours  
**20,200<sup>+</sup>**

Mouths fed in learners households

**66,060**

**78%**

feel more connected  
to their community\*

**67%**

now working,  
studying or volunteering\*

**81%**

went up a driving level\*

**7,225**

Pantry items given out

\*Feb 2022 participants own self-reported outcomes after being with the WELLfed Programme - most for 6 months

