

Operation **Blue** **Santa** **Taranaki**

Kia ora koutou

Roderique Hope Emergency Housing Trust in conjunction with the Police Family Harm team are rolling out Operation Blue Santa in Taranaki for the 9th consecutive year.

Roderique Hope Trust and The Police Family team along with local Social Services connects Operation Blue Santa with whānau who have been impacted by family violence or who are struggling in severe hardship and poverty. An important part of this process is a conversation with whānau regarding safety over the Christmas season.

Family Violence is a growing concern in our Taranaki community with Police attending 5183 family harm incidents between 1 July 2023 and 30 June 2024 in Taranaki. That is, on average 14 call outs across our region per day.

Operation Blue Santa gives Police the ability to have a positive interaction with the community rather than an interaction at a time of crisis. This provides the Police with the opportunity to engage and build trust and confidence with whānau.



The cost of one Operation Blue Santa Basket is \$100 which is full of non-perishable grocery items and Christmas treats. This year we are working alongside the team at Pak n Save New Plymouth along with a number of larger suppliers, who have generously provided us with some great bulk buying deals.

Funds of any amount can be deposited into the Roderique Hope Trust account and a personal or business tax receipt will be posted to the donator at the end of the financial year. Operation Blue Santa donations can claim back one third of their donation via IRD.

Operation Blue Santa made a tangible difference in the lives of over 500 whānau in Taranaki in 2023 and all funds were generously donated by the Taranaki community to make this possible. This was as a result of the phenomenal collaboration between the Police, community organisations, community groups, churches, businesses and whānau in our community putting their hand up and saying, I want to be part of the solution for our Taranaki community.

We believe that together, we can grow Operation Blue Santa and continue to make a difference for hundreds of whānau in our region.

For more information please feel free to contact Michelle Ramage on 0275907116, at bluesanta@roderiquehope.co.nz, www.roderiquehopetrust.co.nz or visit www.facebook.com/Operation-Blue-Santa-Taranaki to keep up to date with Operation Blue Santa 2024 is progressing.

Thank you for your kindness, generosity and support.

Nga mihi,



Michelle Ramage
General Manager
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Operation Blue Santa

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