



Shama, Ethnic Women's Trust

Annual Report

1 July 2024 to 30 June 2025



Contents

About Us	2
Chair Report	5
Our People	7
Social Services	9
Community Development	15
Financials	30
Our Funding Partners	34



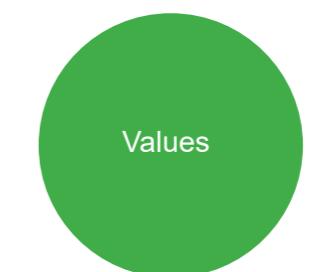
About Us



For all ethnic women in New Zealand to achieve their aspiration as Mana Wahine, to be respected and welcomed into their communities and the wider community, free from fear, prejudice, and violence.



Shama Ethnic Women's Trust is a vibrant social service agency providing support, advocacy, and programmes to empower all ethnic women, their children, and their families.



Inclusiveness

Shama is committed to embracing diversity, respecting differences, and valuing whanau connectedness. We foster an environment of empathy where the people we serve feel seen, heard and valued.

Empowerment

Shama is committed to achieving equity and social justice for ethnic women. We seek to create pathways that empower them to achieve their full potential and actively participate in society.

Aotearoa-centred

Shama recognises Te Tiriti o Waitangi as the foundational document of Aotearoa New Zealand. We honour Indigenous peoples and acknowledge the history of colonisation and its impacts.

Sustainability

Shama will operate in a manner that is sustainable, for the long-term benefit of the community as a whole. This includes environmental, cultural, and financial sustainability.

Strategic Goals

Shama, Ethnic Women's Trust

Empower Ethnic Women Across Aotearoa

All ethnic women in Aotearoa can achieve their aspirations, free from violence and discrimination.

How we achieve this:

- Expand services nationally, prioritising areas where specialised support for ethnic women is lacking.
- Strengthen partnerships with local communities, iwi, government agencies, and specialist organisations to ensure culturally appropriate, accessible support.



Goal 2

Future-Proofing Shama for Sustainable Growth

Ensure Shama is financially, structurally, and operationally sustainable, so we continue to make a lasting impact.

How we achieve this:

- People: Create a workplace where staff feel valued, supported, and aligned with Shama's mission, ensuring long-term retention and a thriving organisational culture.
- Services: Continuously evaluate and refine programmes to meet evolving community needs, ensuring relevance and effectiveness.



Chair's Report

This year has been one of thoughtful streamlining, purposeful growth, and national visibility for Shama.

As always, Shama continues to deliver programmes beyond what we are funded for, an indicator of the ongoing demand in the community. Reflecting our strategic intent, our community services programming this year was marked by a shift from expansion to consolidation, ensuring we remained focused on quality delivery. In our social services, a key part of this shift was the conclusion of the Community Connector contract in September 2023. This initiative enabled us to support ethnic families/whānau with essential items, including food parcels, during a time of heightened need. We were proud to have stepped in to have met that need, and the end of the funding allowed us to refocus on long-term strategies and core services, such as our role to support ethnic women facing violence in the Integrated Safety Response as well as the development of Te Huringa ō Te Ao, our new service supporting men from ethnic communities who want to change.

This was also the year we consolidated and advanced our Strategic Plan, aligning our organisational direction with our renewed structure and aspirations. Our continued commitment to empowering ethnic women and future-proofing Shama for sustainable growth was further clarified and embedded across our work. Over the past year, we have been focusing on our national delivery, with the aim of growing our presence in areas of need. We have also been working towards a future purchase of our own premises for Shama. At a national level, we continue to contribute strategically through advice to government where opportunities arise.

To aid this future focus, with thoughtful consideration, we undertook significant organisational restructuring to strengthen our capacity for the future. The appointment of a new Operations Manager, the onboarding of a dedicated Service Lead, and the development of a Male Navigator role are helping Shama build a more integrated and culturally responsive ecosystem of support for ethnic families and communities. While this onboarding phase temporarily reduced casework and programme delivery, the long-term benefit is a stronger, more specialised, and more aligned team. Importantly, this foundation is enabling us to lay the groundwork for delivering programmes and services in the Bay of Plenty, supporting our strategic goal of empowering ethnic women across Aotearoa.

While our activities in 2023-24 included many one-off opportunities such as FIFA Women's World Cup-funded youth activities, in the current year we channelled our energy into moments of deep community significance. The Fashion Fusion Show was one such moment: a vibrant celebration of cultural pride, intergenerational connection, and social cohesion. Featuring models aged 4 to 80, it powerfully showcased the colour, creativity, and diversity of our communities, affirming the importance of creating spaces where identity is celebrated, and belonging is strengthened.

We are also proud of the national recognition Shama has received this year. Our work and leadership were acknowledged nationally through inclusion in the New Year Honours list, reflecting the growing visibility and impact of our contribution to ethnic communities. More broadly, Shama continued to be

recognised across Aotearoa through our involvement in policy discussions, sector hui, and cross-agency collaborations, further strengthening our role as a trusted voice for ethnic women and families.

Inclusive Aotearoa Collective Tāhono (IACT) have continued in their tireless efforts to enhance belonging and social cohesion among our communities. Of note, they ran a nationwide series of Belonging Conversations, and are coordinating a research report from its findings to be released in early 2026. They also continue to develop constellation action groups – the most recent, Matike Tāhono, is a reading group guiding participants through Aotearoa's landmark report on constitutional transformation, *He Whakaaro Here Whakaumu Mō Aotearoa*.

As we look back, this year stands as a reminder that growth is not always about doing more but about doing better. As we prepare for the year ahead, we are mindful of the changeability of the sector and the

broader global and national climate within which we operate.

I extend heartfelt thanks to our committed staff, who responded to change with professionalism and care; to our managers, Fariya Begum and Silvana Erenchun Perez, who led and supported the team through transition; and to my fellow Trustees—Sarkaw Mohammed, Gladys Stephen, Sripriya Somashekhar, Priya Kurian, and Manuela Soldenhoff—as well as our advisor, Nora Arango. Their wisdom, dedication, and strengths in governance continue to guide us with steadiness and purpose.

Together, we have emerged stronger, more aligned, and ready to continue our mission: ensuring ethnic women, their families and communities across Aotearoa have access to the support, opportunities, and respect they deserve.

Ngaa mihi nui,



Rachel Simon-Kumar
Chair of the Board
Shama – Ethnic Women's Trust



Our People



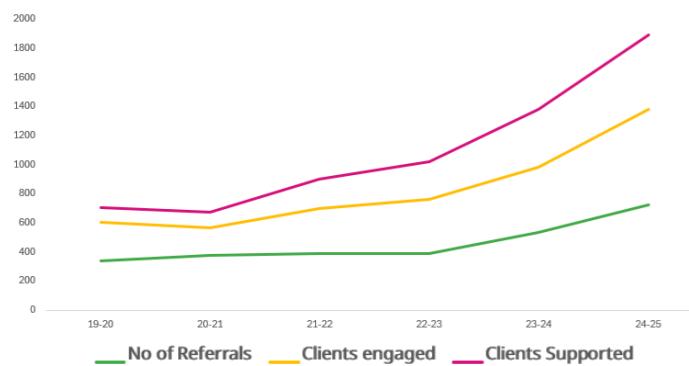
Governance Board	
Rachel Simon-Kumar	Chair
Sarkaw Randhawa	Deputy Chair
Gladys Stephens	Treasurer
Sripriya Somasekhar	Secretary
Priya Kurian	Trustee
Manuela Soldenhoff	Trustee
Nora Milena Arangao Bedoya	Advisor
Management and Leadership	
Silvana Erenchun Perez	Strategic Manager
Fariya Begum	Operations Manager
Ann Pothen	Social Work Practice Lead
Suu Lam	Community Development Lead
Juanita Rojas	National Violence Prevention Lead
Social Services	
Erika Smit	Counsellor
Gurvinder Singh	Change Navigator
Jyoti Singh	National Sexual Violence Crisis Coordinator
Maria Cebalos	Support Worker
Ehsan Abdelaziz	Support Worker
Jenifer Alfred	Social Worker
Rejeena Thankachan	Social Worker
Community Development	
Ashlyn Kumar	Prevention Worker
Mira Arif	Youth Worker
Administration	
Srishti Singh	Human Resources Coordinator
Shaleshni Sharma	Finance Coordinator
Jeanie Holland	Administrator
Bijma Wati	Cleaner

Social Services

Shama provides social services for ethnic women and their families. In 2024–25, we continued to offer social work support, counselling, safety programmes, and coordination of ACC Sensitive Claims services, connecting survivors with culturally safe providers. We also launched a new service supporting ethnic men who want to build safer and healthier relationships. Alongside this, we maintained national support for ethnic survivors of sexual violence across Aotearoa.

Supported more than 750 people facing family violence, sexual violence, or complex challenges.

Referrals, Engagement & Clients Supported



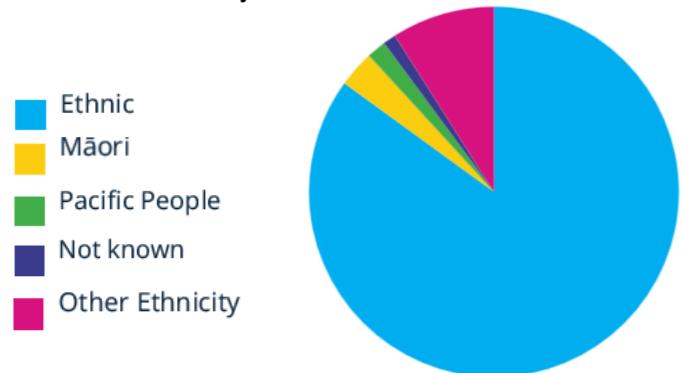
"They helped me a lot and made me feel safe to live here and be a part of the community."

Services



■ Safety programmes
■ Social Work
■ Counselling
■ ACC Sensitive Claims
■ Sexual Violence Crisis
■ PACT - Men's service

Clients' Ethnicity



■ Ethnic
■ Māori
■ Pacific People
■ Not known
■ Other Ethnicity

"Have been through a lot and Shama have supported well through my hard time."

Client's Story

Rosa, originally from Argentina, was referred to Shama after experiencing family violence and emotional abuse. With limited English and a nine-year-old son to care for, finding help felt overwhelming.

Although there was no physical violence during the relationship, things escalated after the separation. Rosa experienced ongoing harassment, including an incident where her ex-partner attempted to take their son without consent. This, along with several Family Harm reports to Police, increased her concerns for their safety.

Shama connected her with counselling, helped her access legal advice, and supported her application for a Family Violence visa. We prepared a comprehensive statutory declaration supported by Police reports and her Protection Order.

In April, Rosa's visa was approved, giving her the stability she needed. She continues to receive support as she rebuilds a safe future for herself and her son.

Names and identifying details have been changed to protect privacy and safety.

Client's Story

A young Nepalese woman arrived in New Zealand after an arranged marriage. She stepped into a new country without family, friends, or a support network. Hoping for a fresh start, she followed her husband, but life soon became unsafe due to intimate partner violence. Feeling isolated and unsure about her visa status, she reached out to Shama after moving to Hamilton. Her concerns were urgent: she feared for her safety, worried about immigration, and needed stable work to rebuild her life. We connected her with a family lawyer and an immigration lawyer, and provided a detailed support letter outlining her situation. With this assistance, she was granted a temporary protection order. She is now working through her visa matters and has secured a job as a healthcare assistant. Having stable work has restored her confidence, independence, and sense of hope — showing how timely, wraparound support can help migrant women regain control of their lives.

Names and identifying details have been changed to protect privacy and safety.

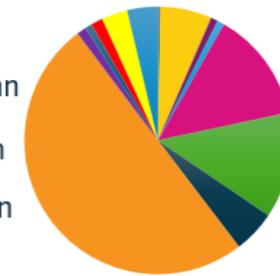
Ethnic Clients



- Asian
- Middle Eastern
- African
- Latin American
- Continental European

Connection: 72% felt more connected to their community and 21% felt somewhat more connected.
Empowerment: 84% felt more empowered, with another 16% feeling somewhat empowered).

Asian Clients



- Afghani
- Indonesian
- Japanese
- Malaysian
- Pakistani
- Sri Lankan
- Korean

"For me, it was the best institution, because even though I had a serious mental health problem, you never abandoned me and were there for me until the end."

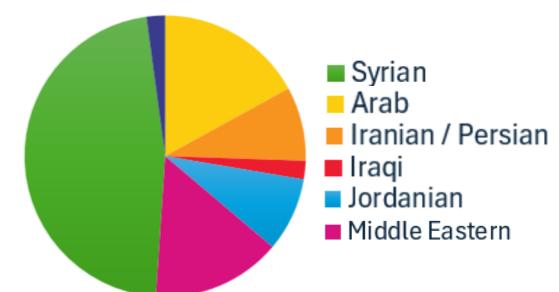
African Clients



- African
- Congolese
- Ethiopian
- Kenyan
- Nigerian
- Somali
- South African
- Zimbabwean

Confidence: 78% felt more confident to participate, and 20% somewhat more confident.
Safety: 98% said they now better understand how to keep themselves and their families safe.

Middle Eastern Clients



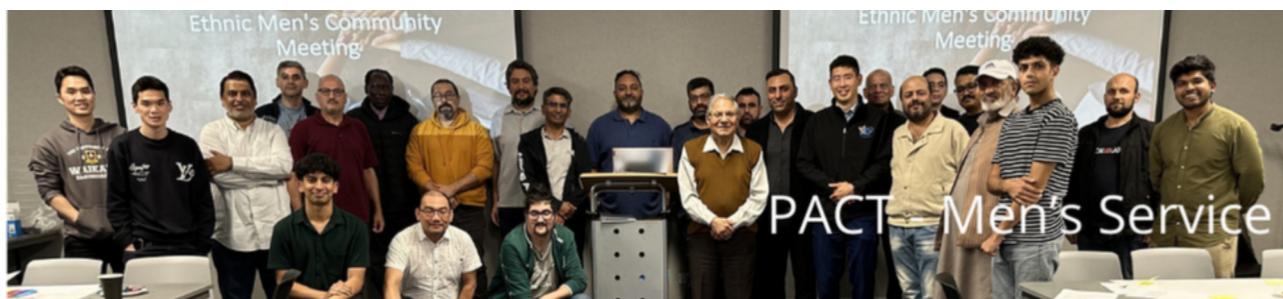
- Syrian
- Arab
- Iranian / Persian
- Iraqi
- Jordanian
- Middle Eastern

Latin American Clients



- Colombian
- Latin American
- Argentinian
- Brazilian
- Chilean

Rights & laws: 100% rated their understanding of NZ laws and rights at 6 or higher.
Reporting: 100% rated 7 or higher when asked if they feel more comfortable reporting concerns.



What's New - PACT

This year we launched PACT, a new men's service under Te Huringa ō Te Ao. PACT supports ethnic men who have used violence to take responsibility and make positive, lasting changes. The service offers one-on-one guidance, culturally responsive education, emotional regulation strategies, and practical support such as interpreters and transport. Led by ethnic men and shaped by community voice, PACT provides a culturally grounded space that strengthens safe and healthy masculinity.

To guide programme development, the Navigator and Advisory Board hosted a series of Ethnic Men's Hui. The first hui was held in

November 2024 in Hamilton, bringing together 32 men from a wide range of cultural backgrounds and ages. In early 2025, two further hui were held at the Newtown Centre (28 February) and the Walter Nash Centre (1 March), with 20 participants contributing ideas on what meaningful support looks like for ethnic men.

Across all three hui, men engaged openly in discussions on safety, wellbeing, and the types of support they want for themselves and their families. These insights continue to guide the ongoing development of PACT as a culturally grounded, community-led pathway to change.



Purpose • Accountability • Connection • Transformation

Men said that shame, fear of judgement, and not knowing where to go for help often stop them from seeking support.

They stressed the need for safe, confidential, and culturally understanding spaces where they won't be judged or misunderstood.

Client's Story

A woman came to Shama seeking counselling after experiencing repeated sexual abuse from her partner. Newly arrived on a dependent visa and with limited English, she felt isolated and unsure about what support was available. Emotionally vulnerable, what she needed first was someone to trust. She called often to talk through what she had been through, and over time we built a strong, safe relationship.

She had felt judged by other agencies, so she was hesitant to seek help elsewhere. Eventually, she chose to move to Hamilton to be closer to Shama. Our crisis coordinator and social worker accompanied her to appointments, helped her learn bus routes, and encouraged her to speak for herself. She was also connected with an immigration and a family lawyer. Within six months, she was travelling independently, attending appointments, and advocating for herself. She secured a Family Violence work visa and has since gained residency. She continues her healing journey and feels stronger and more confident moving forward.

Names and identifying details have been changed to protect privacy and safety.

Community Development

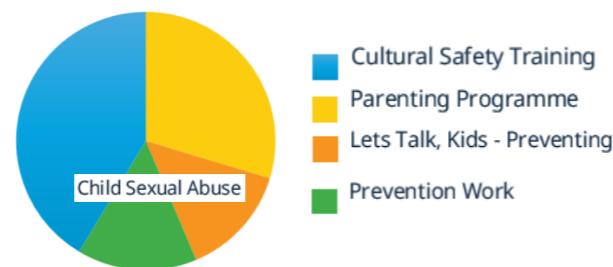
Shama's community development work strengthens connection, belonging, and wellbeing among ethnic communities. In 2024–25, in Kirikiriroa Hamilton, we continued to deliver life skills classes, youth programmes, and community workshops that build confidence, leadership, and supportive networks. Our Children's Holiday Programme provided safe care during school holidays, enabling parents without extended family support to continue working.

The year also featured the Fashion Fusion Show, a vibrant celebration of culture and creativity that brought together hundreds of community members.

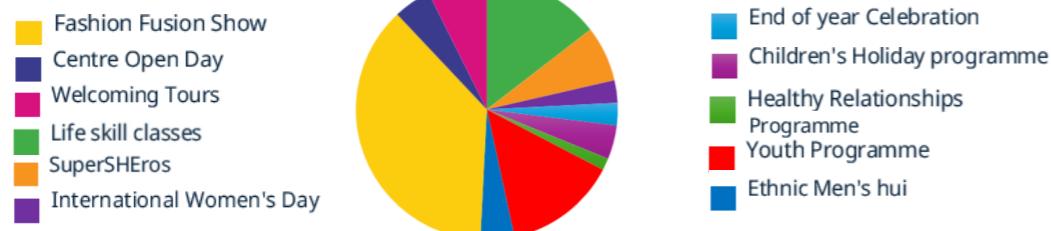
Shama's prevention work focused on stopping violence before it occurs. Nationally, we trained and supported ethnic groups to prevent sexual violence and provided cultural safety training for mainstream services to strengthen engagement with ethnic clients. We also delivered parenting programmes for ethnic families and healthy relationship programmes for ethnic youth.

Our research continued into the experiences of ethnic women navigating the Family Court after violence, alongside a new study, Voices of Our Elders: Understanding the Needs of Ethnic Seniors in Waikato.

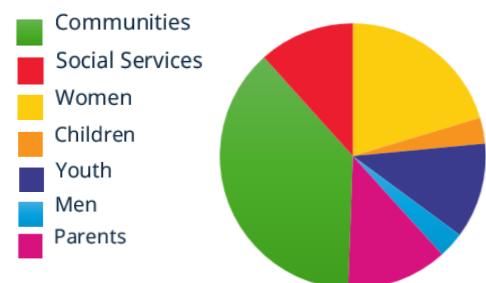
Participants in National Work



Participants in regional work



Programme Participation



"Perfect, wonderful to be here, I felt a very positive energy, very uplifting to be here with other migrant women"



Fashion Fusion Show



225 people participated in the show

250+ in the Audience.

40+ cultures were represented.

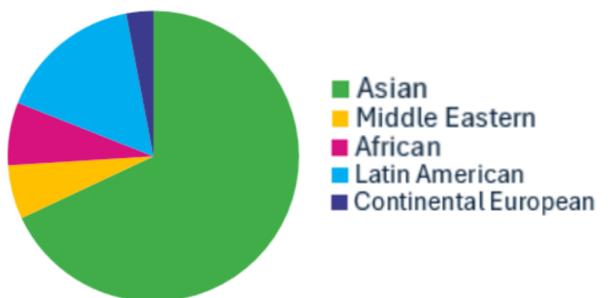
Participants were between 4 and 78 years old.





Life-Skill Classes

Participants' Ethnicities



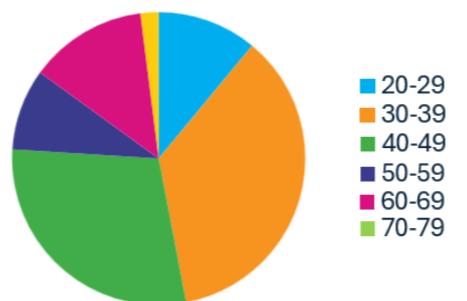
181 life-skills sessions (sewing, cooking, and three weekly English classes) = 362 hours.
156 participants overall, with an average of 17 in English classes.



Around 92% felt the classes were safe and welcoming places to learn and socialise.
96% made new friends.



Participants' Age Group



"I love this class. I enjoy it a lot. They are very good people. They help me grow in every way".

Participant's Story

Kim, a professional Korean woman, moved to New Zealand five months ago with her husband and young daughter. She joined Shama's English classes after hearing about us through a friend. When she arrived, she could barely understand or speak English — today, she confidently holds conversations and feels proud of her progress. She told us that Shama feels different from other classes: "a very relaxing space where I feel respected."

Through the classes, Kim has also formed close friendships and now meets regularly with her classmates for social activities and shared celebrations. These connections have helped her build relationships across cultures, not just within her Korean community.

Kim hopes to study Early Childhood Education and become a teacher once her English is strong enough. She also hopes her husband will find work in business analysis so their family can settle in Aotearoa New Zealand.

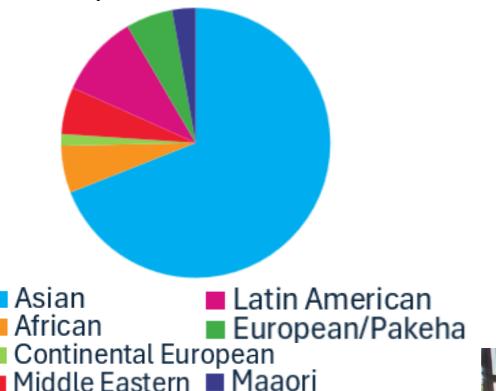
Names have been changed to protect privacy.



Across the year, 5 SuperSHEro sessions engaged 74 women from 27 different ethnicities, averaging 21 participants per workshop.



Participants' Ethnicities



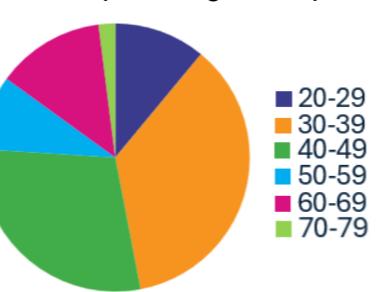
"That was so helpful to get myself confident"



"It was very good experience, very kind, nice food, very good community connection"



Participants' Age Group



"I love to learn about Maaori culture through art and games"



100% enjoyed the workshop, with 95% enjoying it a lot.
100% said it increased their confidence.
Most made new friends, 65% made 1-3, and 27% made more than three.

Participant's Story

"I arrived in New Zealand in May 2023. Since then, I've been involved in Shama's classes and SuperShero programmes. I attended a Self-Defence workshop in March, which helped me build my confidence, and in May 2024, I participated in the 'I Am Light' stress management and coping strategies workshop. I especially loved the meditation activities in the May workshop. Both workshops have benefited people like me who are new to the country, and I've enjoyed every one of them."

Through these workshops, I met many kind and supportive people, and each time, I felt my confidence grow. With this newfound confidence, I started my own macrame business online and opened a hair and beauty salon at my home in Hamilton East. Shama's programmes benefit my well-being and will help my business thrive.

Shama has also been amazing by arranging childcare and activities for my two little children, aged 3 and 6, while I attended the workshops. They had such a great time playing with other children and especially loved the food!"

Dilini



This year, more than 200 volunteers contributed 2,491.5 hours to Shama.

Volunteer's Story

"It feels like just yesterday when I first walked into Shama and I was enveloped in the warmth and care that is so characteristic of the place. Reflecting on the journey since then fills my heart with gratitude and admiration for all the support I've received.

Working with you, Srishti, and being a part of your team has been instrumental in shaping who I am today. It is under your wing that I learned to hone my patience and express my potential confidently. I reflect warmly on the day I met Suu at the reception; her kind words and immediate recognition were so encouraging. Those moments were crucial as they sowed the seeds of belief in my own capabilities after a time when I felt quite lost.

It's impossible to overstate how much affection I hold for everyone at Shama.

Thank you, from the bottom of my heart, for recognizing my strengths and nurturing them. The depth of love and respect I hold for you and the entire team is immense and unyielding. I wish I could convey just how much I miss the camaraderie and the joy of being surrounded by such wonderful people each day."

Arishma Sen



4 Welcoming Tours, 79 participants, 24 people per tour average



"The tour was amazing, I enjoyed lots"



"Thank you for giving us this opportunity to learn more about NZ culture."



Bay of Plenty Programmes

What's New - Laying the Foundations in Tauranga

The support from Tauranga City Council and BayTrust during 2024–25 enabled Shama to begin establishing a presence in Tauranga. This early investment allowed us to build relationships, connect with local communities, and design programmes that

reflect the needs and strengths of ethnic families in the region. With these foundations in place, Shama is now well positioned to grow services in Tauranga and provide culturally responsive support to women, children, and families.



Youth Explore



More than 100 young people participated in our Volleyball Tournament.



Te Tiriti o Waitangi Workshop with 21 youth learning and reflecting on Aotearoa's history.

Delivered 12 youth-led activities, engaging 150+ ethnic young people across the year.



Connections 101 - Healthy Relationships Programme

"I learnt that boundaries are not selfish, they are part of respect."

"75% said they had a clearer understanding of what consent means and how to talk about it respectfully."

"I feel more confident now to speak up if something feels wrong."

70% said they could now identify signs of controlling or disrespectful behaviour in friendships or relationships.

"It's good to know we're not alone - everyone has challenges, but we can learn from each other."

Over 80% reported feeling more confident in sharing their needs and recognising unhealthy behaviours.

Youth Participant's Story

"I'm 16 years old and was born and raised in Afghanistan for the first 11 years of my life before moving to New Zealand. Since starting Year 7, I've faced a few challenges adjusting, but New Zealand has opened up incredible opportunities for me, and I'm gradually finding my feet."

I discovered Shama about two months ago through my friends, and since then, I've been exploring what it has to offer. My first experiences included a camping trip in Pirongia and the "Let's Talk Youth" hui, and I'm excited about attending more events in the future. Shama has made a real impact on me. It's a place where I can make new friends, strengthen existing friendships, and create lasting memories. Every time I attend an event, I feel welcomed and supported, enjoying the space, activities, and the friendly staff. Looking ahead, I hope to focus on my university work and see where life takes me next.

Shama has not only provided me with opportunities for growth and connection but has given me a sense of belonging in my new home."



5 weeks of programmes
with 45 children
participating.

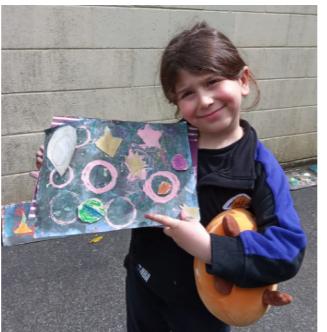


"The staff and volunteers were friendly and their welcoming attitude made us feel at ease."

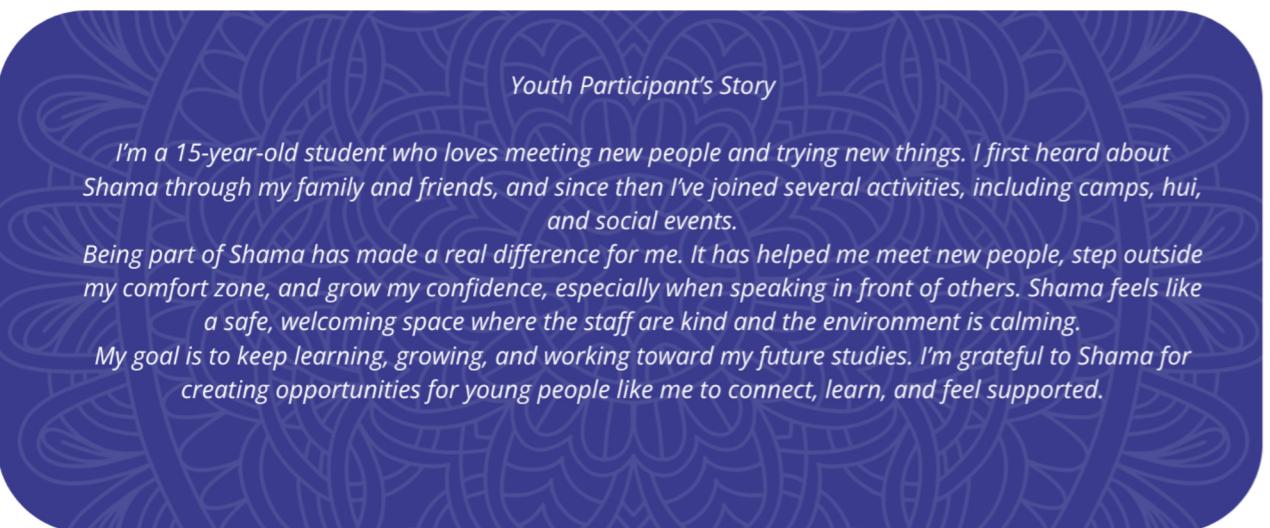
100% of parents said their children came home happy after attending.



"Thank you so much for offering such a wonderful programme. It has been a great experience for my child and we truly appreciate it."



98% of parents rated staff and volunteers 9 or 10 out of 10 for friendliness and making families feel welcome.



Parenting Programmes

7 Cross-Cultural Parenting Workshops
- Helping families parent with confidence in New Zealand



5 Let's Talk, Kids - Keeping Children Safe from Sexual Harm - Practical, culturally safe tools to keep children safe



98% of parents said they would recommend the programme to others.

"All the workshop was useful for us—especially helping kids make decisions and open up."

12 workshops delivered across 7 cities, reaching 175 parents.



"I enjoyed learning about different cultures and parenting styles."



"I used to think I shouldn't talk about this unless my child asked. Now I know I need to."



"How to tell our child to be open and no secrets. Also how to prevent them from getting abuse."



Open Day

The one day we open our women-only centre to the whole community, welcoming everyone to meet the team, share kai, enjoy activities, and learn about our services.



International Women's Day

A celebration of women's achievements with inspiring speakers, shared kai, and space to learn, connect, and honour ethnic women in our community.



End of Year Celebration

Honour participants' achievements, share lunch, and present certificates recognising commitment, growth, and contribution.



Breakfast for Stakeholders

A morning event where funders and partners hear programme updates, ask questions, and connect—ending with breakfast foods from around the world.

Together, these initiatives reached more than 1,700 people with their projects.



Auckland – A Burundian community group marked International Women's Day with a gathering of 50 people, combining celebration with reflection and calls for action on preventing violence.



Queenstown – On 22 February, a Latin American women's group used a mural at Kiwi Fest to spark conversations about healthy relationships. Hundreds joined in, and an NGO later hosted the mural to continue dialogue.

Unfiltered Conversations: Chai & Chat Podcast – A youth-led podcast by South Asian rangatahi exploring relationships, culture, identity, and breaking stigmas, creating a safe space for honest conversations and youth voices.



Christchurch – On 8 March, a multicultural group launched their poster campaign on International Women's Day with a hybrid event, bringing together ethnic communities, officials, and Shama's prevention network. Posters were shared nationwide to keep the campaign alive.

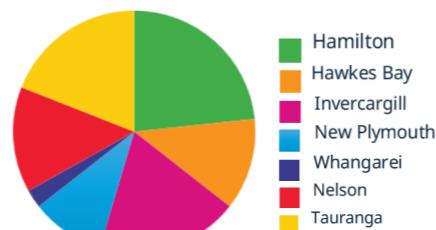


Financials

9 workshops delivered to 166 participants from 55 organisations across 7 towns

"Excellent workshop, appreciate this and aspects of cultural safety on regular basis would be great."

Participants Across Cities



"Has inspired me to learn more about ethnic families"

Encouraged reflection: 92% Yes, 7.5% Somewhat, 0.5% No
Built knowledge in cultural safety in participatory ways: 95% Yes, 5% Somewhat

The following pages are an excerpt from the audited financial statements. For full financial statements please visit www.shama.org.nz

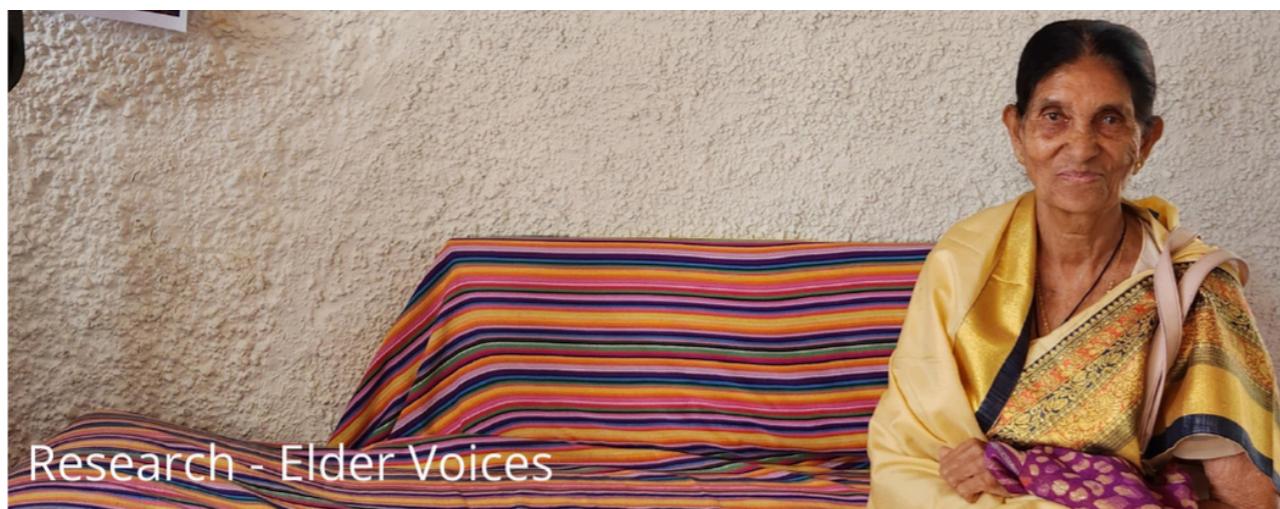
Statement of Financial Performance

Shama, Ethnic Women's Trust

For the year ended 30 June 2025

Account	Notes	2025	2024
Revenue			
Donations, koha, bequests, and other general fundraising activities	1	1,726,391	1,858,266
Revenue from commercial activities	1	196,100	190,113
Interest, dividends and other investment revenue	1	52,672	37,492
Total Revenue		1,975,163	2,085,871
Expenses			
Employee remuneration and other related expenses	2	1,099,326	904,296
Expenses related to commercial activities	2	792,096	977,262
Other Expenses	2	15,568	11,576
Total Expenses		1,906,991	1,893,134
Surplus for the Year		68,172	192,737

This statement should be read in conjunction with the attached Independent Auditors Report.



Research - Elder Voices

What's New - Research - Voices of Our Elders: Understanding the Needs of Ethnic Seniors in Waikato

We began a new community research project to understand the needs of ethnic elders in Waikato. Through interviews and hui, we are hearing what helps older migrants feel safe, valued, and connected — and where services fall short. The findings will guide practical recommendations to improve accessibility, reduce isolation, and strengthen intergenerational connections.



Statement of Financial Position

Shama, Ethnic Women's Trust

As at 30 June 2025

Account	Notes	30 Jun 2025	30 Jun 2024
Assets			
Current Assets			
Cash and short-term deposits	3	1,769,029	1,594,466
Debtors and prepayments	3	27,117	24,038
Other Current Assets	3	3,310	1,856
Total Current Assets		1,799,455	1,620,360
Non-Current Assets			
Property, Plant and Equipment	5	19,472	13,078
Total Non-Current Assets		19,472	13,078
Total Assets		1,818,927	1,633,438
Liabilities			
Current Liabilities			
Creditors and accrued expenses	4	26,257	33,488
Employee costs payable	4	103,448	81,617
Other current liabilities		0	4,993
Unused Donations and Grants with Conditions	4	917,995	795,206
Unused Donations and Grants with Conditions - IACT	4	257,125	272,205
Total Current Liabilities		1,304,825	1,187,508
Total Liabilities		1,304,825	1,187,508
Total Assets less Total Liabilities (Net Assets)		514,101	445,929
Accumulated Funds			
Capital contributed by owners or members	6	1,350	1,350
Accumulated surpluses or (deficits)	6	512,752	444,580
Total Accumulated Funds		514,101	445,929

This statement should be read in conjunction with the attached Independent Auditor's Report.

Statement of Service Performance

Shama, Ethnic Women's Trust

For the year ended 30 June 2025

Description of medium to long term objectives

We seek to achieve the following from our work for the Waikato region:

1. Ethnic communities can access culturally safe support when facing violence.
2. Ethnic women have a) increased confidence; b) greater connectedness in the community; c) stronger social support networks; d) decreased incidences of family violence and sexual violence.
3. Ethnic families thrive as parents and have good tools and knowledge to parent their children in a positive way.
4. Ethnic youth feels valued, confident, connected and with a deep sense of belonging to Aotearoa.
5. Ethnic families and communities feel included in New Zealand society; they develop a sense of belonging and they feel valued by the wider community.

For all of New Zealand, we seek to achieve that:

1. Ethnic communities can access safe and appropriate support if they have experienced sexual harm.
2. Ethnic people are confident to actively prevent sexual violence within their communities.

Account	Actual 2025	Budget 2025	Actual 2024
Description and Quantification of the Entity's Achievements			
Number of ethnic women and their families supported in a culturally competent way if they are experiencing family violence or complex situations			
	742	700	901
Number of life skills classes, programmes, and events where ethnic women can upskill themselves, connect with others, and learn more about New Zealand institutions and society			
	54	50	64
Number of workshops on family violence, legal rights and parenting in the New Zealand context			
	43	40	61
Number of women attending life skills classes, workshops, programmes and events			
	1,147	1,000	1,534
Number of people who accessed our programmes and services			
	3,221	1,500	2,000
Number of programmes targeting youth, seniors, new mothers and children			
	23	20	24
Provide volunteering opportunities so ethnic women can gain New Zealand work experience and have New Zealand referees			
	17	35	32
Increased collaboration with other organisations			
	71	50	100
Number of different platforms that people can contact us			
	10	10	10
Provide access to a safe and vibrant centre where ethnic women can find the information and support to overcome difficult challenges. Also provide a space where women can socialise and connect with others			
	2	2	2

Independent Auditor's Report

Excerpt from Unmodified Audit Report

We have audited the performance report of Shama, Ethnic Women's Trust (the "entity") on pages 4 to 19 which comprises the entity information, the statement of service performance, the statement of financial

performance and statement of cash flows for the year ended 30 June 2025, the statement of financial position as at 30 June 2025, the statement of accounting policies and other explanatory information.

In our opinion,

(a) the reported outcomes and outputs and quantification of the outputs to the extent practicable, in the statement of service performance

From and on behalf of:

Hall Chadwick NZ

Hall Chadwick NZ Limited
Auckland
Date: 28 November 2025

(b) the performance report on pages 4 to 19 presents fairly, in all material respects:

1. the financial position of Shama, Ethnic Women's Trust as of 30 June 2025 and of its financial performance and cash flows.
2. the entity information; and
3. the service performance for the year then ended in accordance with the Reporting Requirements for Tier 3 Not-for-Profit Entities (Tier 3 (NFP) Standard) issued in New Zealand as applicable to Tier 3 not-for-profit entities by the New Zealand Accounting Standards Board.



Our Funding Partners

Your support helps us sustain our workforce, respond to emerging needs, and continue strengthening safety, wellbeing, and connection across our communities.





Thank You

Contact Us

8 Liverpool Street, Hamilton Central, Hamilton 3204

www.shama.org.nz

078433810 or 07 8433811

info@shama.org.nz