Operation Blue Santa Taranaki



Kia ora
Talofa Lava
Malo e lelei,
Bula Vinaka,
Greetings and Hello



Operation Blue Santa began as a small idea to bring hope at Christmas and has now grown into a strong community tradition, connecting Police, local services and the generosity of our community with whānau who are facing family harm, hardship and poverty.

In partnership with the Police Family Harm team, Roderique Hope Trust and local social services will be delivering 700 Christmas food boxes filled with essential groceries and festive treats. Each box costs $100 to put together, and thanks to the support of Pak'nSave New Plymouth and generous bulk buying deals from suppliers, we are able to stretch every donation further than ever before.





Sadly, the need in our community continues to grow. Between 1 August 2025 and 30 July 2026, Police in Taranaki attended 4,918 family harm incidents, an average of 14 every day. Behind each number is a whānau trying to rebuild, often feeling vulnerable and isolated.



Operation Blue Santa helps to change that story by giving Police the opportunity to connect with whānau in a positive and supportive way, rather than during a crisis, showing whānau that they are valued and not alone.

Last year, thanks to the generosity of our community, over 600 whānau across Taranaki received Operation Blue Santa boxes. Each box provided practical support and relief for whānau experiencing hardship and the ongoing effects of family harm.

Beyond the groceries, each box carried a message, that someone cares, that the community is thinking of them and that help is always within reach. Operation Blue Santa shows the difference we can make when people, businesses and organisations come together to support whānau in need by turning a challenging season into one of care, connection and hope. Your generosity can help shape this year's story of hope.

Whether you sponsor a full $100 food box, make a smaller donation or encourage your workplace or community group to join in, your support will make a meaningful difference for whānau this Christmas. Donations are tax deductible, with one third claimable back via IRD.

From the bottom of our hearts, thank you for considering being part of Operation Blue Santa. It's through the generosity and compassion of our local community that we have made over 10 years of impact possible and together, we can continue bringing hope to Taranaki whānau this Christmas.

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 how Operation Blue Santa is progressing. Thank you for your kindness, generosity and support.

Ngā mihi,

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Michelle Ramage
General Manager
Roderique Hope Trust/Operation Blue Santa

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