



CHARITABLE TRUST

STRATEGIC INTENT 2026



"Providing care for individuals living with dementia in a family environment that offers emotional stability, encouragement, respect, communication, structure, problem-solving, and celebration of achievements is crucial for their well-being. This nurturing approach fosters safety, dignity, and confidence, while helping patients navigate daily life and reinforcing their sense of accomplishment."

Jan and Marian Weststrate
Founders and Directors

“ Home4All creates opportunities for positive brain health through meaningful outdoor experiences, connection with nature, physical activity, learning, and social belonging, while nurturing pride, joy, dignity, and respect through meaningful activities that promote positive brain health, connection, and purpose. ”

Vision and Mission

Purpose:

Home4All is committed to implementing the “Dutch Green Care Farm” model, providing a small-scale day care support service in a traditional New Zealand farm home environment on a 10 hectare farm on the Kāpiti Coast.

Home4All provides pride, joy and respect to individuals living with dementia. Our purpose is to inspire and support them in utilising their skills within a homely, social environment. Through cognitive stimulation, physical exercise and meaningful activities, we aim to enhance the quality of life for visitors and foster a sense of contentment and value.

Vision:

Our vision is to create a nurturing and familiar environment at Home4All, where individuals living with dementia thrive and participate in activities that sustain and enhance previous skills and hobbies. We envision a community where each visitor feels valued, respected and experiences a sense of purpose, contributing to their overall well-being.

Mission:

Our mission is to offer a safe, natural and stimulating environment for 8-10 visitors, incorporating household activities, gardening, creative workshops, and animal care. We aim to enhance cognitive abilities, promote physical health, and encourage social interactions which can be replicated throughout New Zealand.

Values:

Respect:

We respect the dignity and individuality of each visitor, staff member and volunteer, fostering an environment where they feel valued.

Inclusion:

We embrace diversity, ensuring our activities cater to various interests, professions, and hobbies, promoting inclusiveness.

Reciprocity:

Reciprocity shapes our interactions and builds connections at Home4All. It involves the exchange of actions, or kindness with the expectation of mutual benefit.



Compassion:

We believe in building a supportive and compassionate community where visitors, staff and volunteer collaborate to create a positive impact.

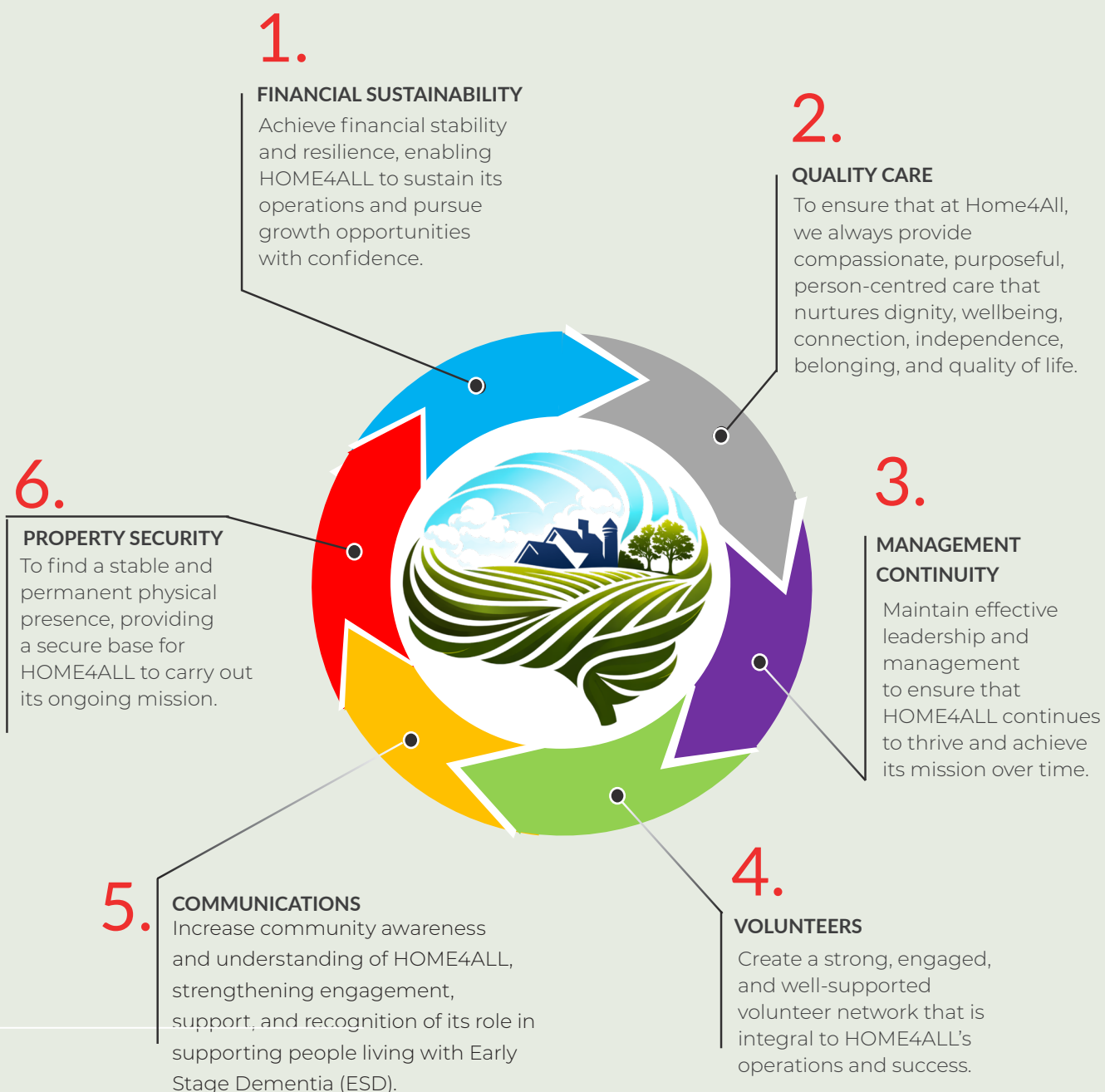
Connection to nature:

We value the outdoors, and the therapeutic benefits it brings. Our commitment to the Dutch Green Care Farm model emphasises a connection with nature, fostering a sense of purpose.



OUR SIX STRATEGIC GOALS ARE:

Home4All has determined six strategic development goals



Strategic Actions:

By strengthening financial sustainability, securing a permanent home, ensuring management continuity, fostering volunteer engagement, and maintaining high standards of quality care and governance, HOME4ALL is well positioned to fulfil its mission. Our strategic goals and actions provide a clear framework for promoting positive brain health, supporting people living with cognitive challenges, and building a resilient organisation capable of serving the community for many years to come.



OUR STRATEGIC ACTIONS ARE:

1. FINANCIAL SUSTAINABILITY

Strategic Actions:

Achieve financial stability and resilience, enabling HOME4ALL to sustain its operations and pursue growth opportunities with confidence.

Objectives:

- Secure a diverse range of funding sources, including grants, partnerships, sponsorships and community contributions.
- Establish a consistent revenue model that supports both immediate needs and future expansion.
- Build a culture of fund-raising and financial stewardship that aligns with HOME4ALL's mission and values.

Financial sustainability provides the foundation for HOME4ALL's long-term success, enabling it to respond effectively to changing community needs and pursue future growth opportunities.

2. QUALITY CARE

Strategic Actions:

Deliver consistently high-quality, person-centred care that promotes dignity, wellbeing, connection, purpose, and meaningful daily engagement for all Home4All Visitors.

Objectives:

- Maintain care practices that reflect compassion, respect, safety, and individual choice for every Visitor.
- Provide engaging green care farm activities that support physical, emotional, social, and cognitive wellbeing and positive brain health.
- Ensure staff and volunteers are trained, supported, and aligned with Home4All values and quality care standards.
- Foster strong relationships with families, carers, health professionals, and the wider community to enhance Visitor outcomes.



3. MANAGEMENT CONTINUITY

Strategic Actions:

Maintain effective leadership and management to ensure that HOME4ALL continues to thrive and achieve its mission over time.

Objectives:

- To develop and employ professional leadership that will help us grow.
- Strengthen internal capacity and build a culture of leadership development within the organization.
- Promote stability and consistency in management practices.

Focusing on management continuity will ensure that HOME4ALL remains adaptable and capable of navigating future challenges.

4. VOLUNTEERS

Strategic Actions:

Create a strong, engaged, and well-supported volunteer network that is integral to HOME4ALL's operations and success.

Objectives:

- Establish a structured volunteer program that attracts and retains dedicated individuals.
- Provide training, orientation, and support to ensure volunteers are well-prepared and motivated.
- Develop systems to effectively manage and coordinate volunteer efforts.

By building a robust volunteer base, HOME4ALL can significantly expand its capacity to serve and support the community.





5. COMMUNICATIONS

Strategic Actions:

Increase community awareness and understanding of HOME4ALL, strengthening engagement, support, and recognition of its role in supporting people living with Early Stage Dementia (ESD).

Objectives:

- Develop a consistent and compelling communication strategy that raises awareness of HOME4ALL's mission, services, and impact.
- Strengthen relationships with media, community groups, health professionals, funders, and supporters to expand reach and influence.

6. PROPERTY SECURITY

Strategic Actions:

Securing a permanent property will enable HOME4ALL to create a lasting impact and provide a reliable environment for delivering services.

Objectives:

- Acquire and maintain a property that meets operational needs and supports long-term goals.
- Develop innovative fund-raising strategies to support property acquisition and maintenance.
- Establish a sense of permanence, facilitating long-term planning and community engagement.



THE TEAM: STAFF, BOARD AND VOLUNTEERS

STAFF

• Ruthie Emeny; General Manager



Ruthie is the beating heart of Home4All as our operations, programme and property management professional. With over 20 years experience in accommodation, administration, logistics, and project support, she is skilled at managing complex operations efficiently, while always ensuring the highest standards of care.

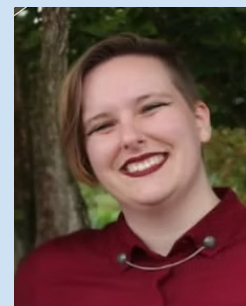
A strong communicator, a logical mind and practical problem-solver, Ruthie has built a solid reputation for calm, dependable leadership, particularly in dynamic natural and people-focused environments.

Her ability to build trusted relationships and work closely within the community is central to creating the welcoming and supportive culture that defines Home4All. Ruthie combines practical operational expertise with genuine compassion, ensuring that Visitors, families, volunteers, and staff all feel valued and supported. Her commitment to quality care, teamwork, and community connection plays a vital and central role in the ongoing success and sustainability of Home4All.

• Shania McSorley; Office Administrator

Shania came to Home4All through their aunt, who was diagnosed with Alzheimer's at only 47. Originally working with the visitors as a volunteer, they moved into the administration role as Home4All's first official employee in 2025.

They have a background in physics, mathematics, and computer programming. The Office Administrator plays a central coordination role within Home4All, supporting day-to-day operations, volunteer and visitor communication, administration systems, scheduling, and the smooth running of the organisation.



VOLUNTEERS



Home4All has a dedicated team of volunteers. The work of our volunteers at Home4All is invaluable in supporting individuals with early onset dementia and their families. Volunteers offer essential companionship, providing a sense of dignity, connection, and routine for our visitors. Their patience, empathy, and understanding create a safe and nurturing environment where those with dementia can feel empowered and engaged. By working closely with our Visitors, volunteers help reduce feelings of isolation and anxiety, enhancing their quality of life. Their dedication ensures that each individual receives the personal attention and care they deserve, making a profound difference in the lives of those navigating the challenges of dementia.

BOARD OF TRUSTEES

The Executive Board of Trustees provides governance, strategic direction, financial oversight, and policy leadership for Home4All. As an unpaid volunteer board, Trustees contribute significant time, professional expertise, and personal commitment to support the organisation and its mission of caring for people living with early-stage dementia.

Because Home4All operates within a tightly constrained resource environment, the distinction between governance and operational activity can at times become blurred. In addition to their formal governance responsibilities, Board members often provide hands-on operational support, assist with problem-solving, contribute specialist skills, and step

• Chris Knol - (Chair)



Chris brings over 50 years of global project management experience in social and community development, and leadership. He is deeply committed to the mission of Home4All, applying his business skills and knowledge to support inclusive, meaningful care for people living with Early Stage Dementia.

• Jan Weststrate (PhD); Founder



Jan holds a PhD in nursing and regularly publishes articles in national and international journals and has many years of nursing experience in guiding patients and families through complex and critical transitions of life. In New Zealand his work has focused on quality improvement aspects in the aged care sector.

• Sheryl Morris



Sheryl is the family representative on the Home4All Board. She has first-hand experience of living with and supporting family members afflicted with dementia. She has been with the Home4All Board since its early beginnings through her sister, who was one of the very first visitors.

• Marian Weststrate (RN); Founder



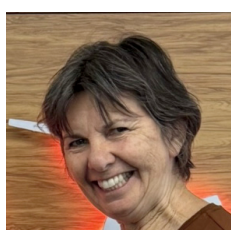
Marian has a broad range of nursing experience in New Zealand and the Netherlands. She has first-hand care experience in aged care facilities, in the community and in hospitals. Marian has worked as a district nurse on the Kāpiti Coast for several years; she is a passionate advocate for her clients both in and outside the care system.

• Andrew Edwards (MD)



Andrew is a GP and has been on the board of Home4All for the past 4 years. He trained in the UK, spent 4 years working in Nepal and came to NZ in 2000. In his GP work he sees a steady stream of patients with cognitive impairment, many of whom would benefit from the care and positive brain health activities that Home4All has to offer.

• Sue McKeown



Sue is a Paraparaumu-based vocational and workplace training tutor with experience supporting adult learners to build communication and employment skills. She has been associated with HLC – Horowhenua Learning Centre, where she is a Workplace Training Tutor focused on practical learning and personal

• Mike Kelleher



Mike is the owner of Capital Training and Training For You, organisations which deliver Government funded foundation learning programmes, targeted mostly at youth and young adults who have left school without basic qualifications. Prior to this, Mike has held finance roles in the meat, advertising and banking sectors.



OUR HOME4ALL FOUNDERS

Jan and Marian Weststrate

Jan and Marian moved to New Zealand in 2007, bringing with them 30 years of healthcare experience from the Netherlands. Eager to expand their professional horizons, they soon noticed the limited care options for people in the early stages of dementia in New Zealand.

Determined to inspire change, they organized healthcare study tours to the Netherlands, showcasing innovative dementia care models. After three highly praised tours, Kiwi healthcare professionals overwhelmingly supported the idea of bringing these approaches to New Zealand.

Motivated by this response, Jan and Marian set out to establish a small-scale daytime programme for those with early-stage dementia. Just before New Zealand's first lockdown, they secured the ideal location in Raumati, launching Home4All. Now, after five years, in the expanded farm at 108 Elizabeth Street, Waikanae, H4A continues to provide a meaningful, structured nature based activity programme for its participants.



Home4All is situated 60km north of Wellington,
on the Kapiti Coast at 108 Elizabeth Street, Waikanae.
You can contact Home4All by phone on 021 897 605
or email ruthie@home4all.co.nz.



HOME4ALL

A GREEN CARE FARM CENTRE FOR POSITIVE BRAIN HEALTH

OUR GENEROUS SUPPORTERS ARE:



Lottery Grants Board
Te Puna Tahua
LOTTO FUNDS FOR YOUR COMMUNITY