



MARU

Be warm. Be healthy.

maruenergytrust.org.nz

“Thank you for the koha received towards insulating our home. During the winter we have kept to the warmest part of the house due to the cold. Updating it was a priority due to my husband’s illness. Limited funds have meant we relied on community services such as Maru. We are humbled by the people and agencies that have given their time, equipment and finances to make George’s life more comfortable. Thank you from the bottom of our hearts!”

—Susanne, Te Kuiti



Maru is on a mission to create healthy homes

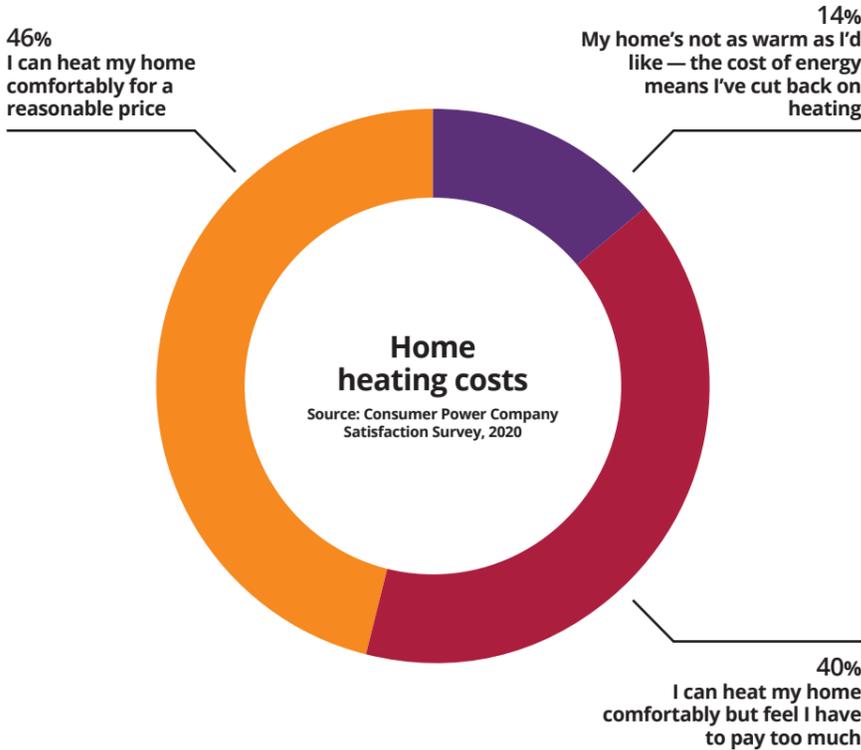
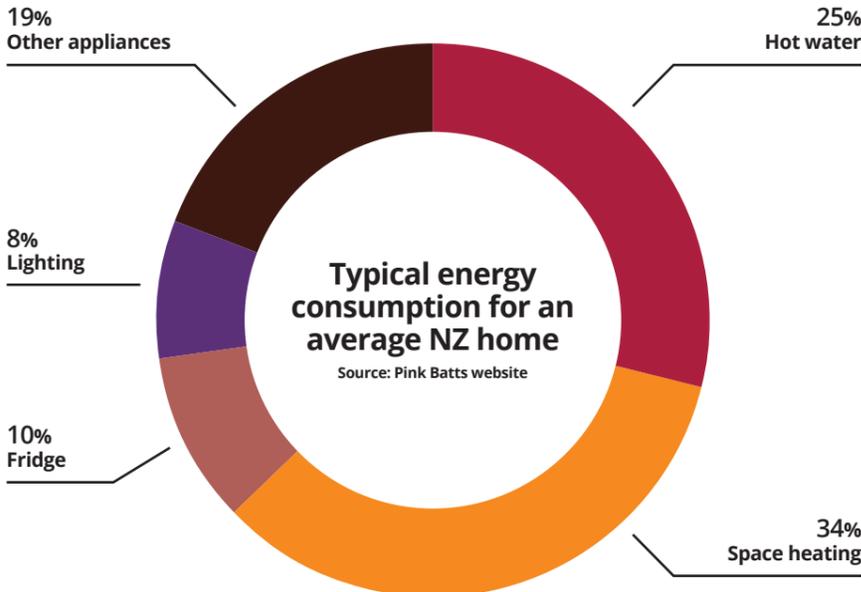
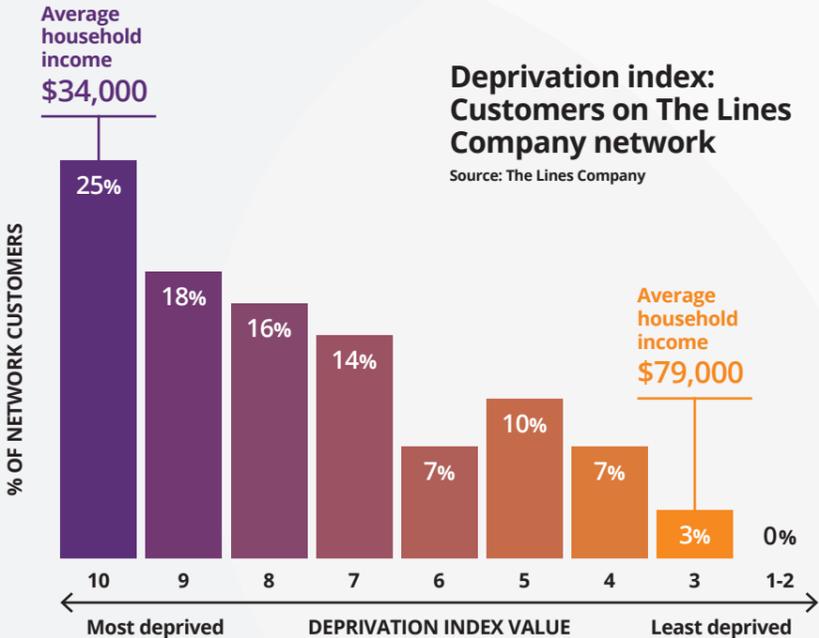
Established by The Lines Company (TLC) in August 2018, Maru Energy Trust is a not-for-profit organisation helping to provide healthy, energy efficient homes to vulnerable homeowners.

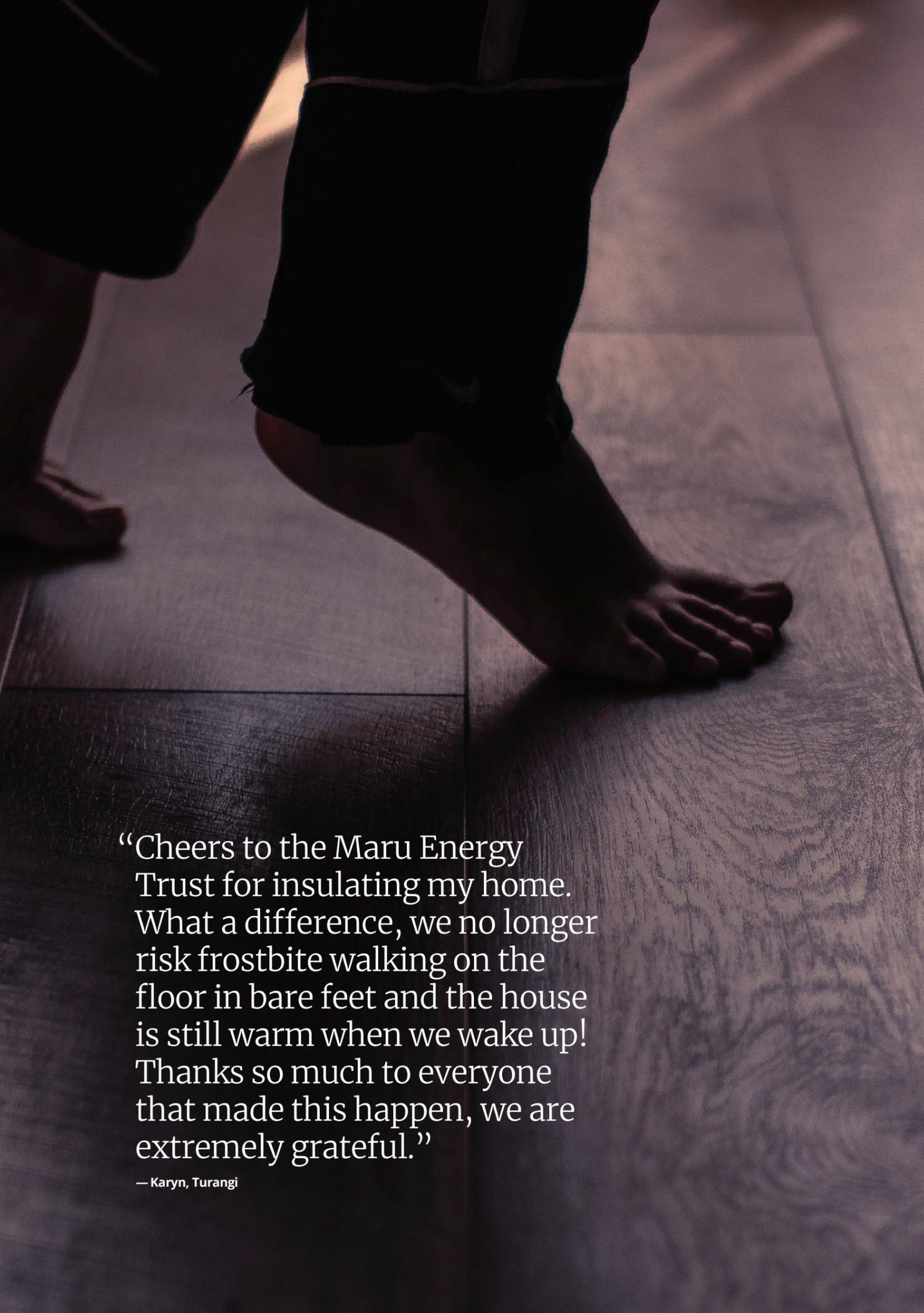
Our mission is to create warmer, healthier homes that use less energy. The King Country and Central North Island have high levels of social deprivation, with 80% of customers having a social deprivation index of 5 or more, and 25% have an average household income of less than \$35,000. Deprivation indexes for towns like Te Kuiti, Taumarunui and Turangi show almost all areas rate at 8 to 10.

These areas have many older, uninsulated timber homes with cold damp climates. We see too many of our people struggling to heat their homes, stay healthy, and having to put energy saving measures in place. Our focus at Maru is to provide ceiling and underfloor insulation to vulnerable homeowners.

Living in an unhealthy home means many residents in the Maru Trust's region are more at risk from health problems and energy poverty.

Our target this year is to insulate 500 homes to lift the health and wellbeing of the most vulnerable at a minimal cost.





“Cheers to the Maru Energy Trust for insulating my home. What a difference, we no longer risk frostbite walking on the floor in bare feet and the house is still warm when we wake up! Thanks so much to everyone that made this happen, we are extremely grateful.”

— Karyn, Turangi

Households are experiencing challenges paying their energy bill

Source: Consumer Power Company Satisfaction Survey, 2020

17%

experienced difficulty paying their bill

16%

missed paying by the due date

12%

had overdue fees added to their bill

11%

borrowed from family or friends to pay their bill

6%

took out a loan to pay their bill

8%

had a power company refuse to accept them as a customer because they've previously missed payments

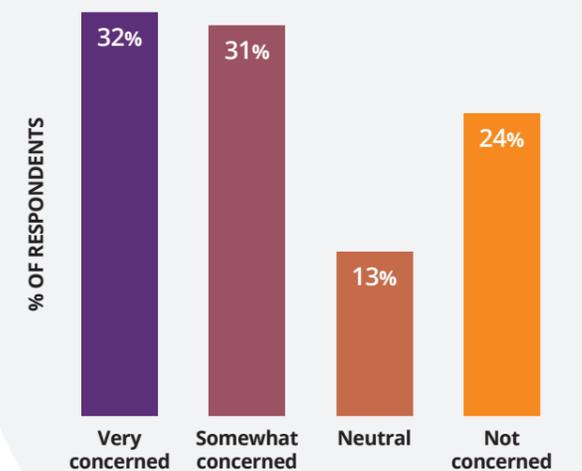
6%

Have had to switch to a prepay plan because they had trouble paying their bill

Space heating accounts for over 1/3 of a household's total energy consumption — so our efforts are focused on making a positive impact in terms of savings, and quality of living. According to a recent Consumer survey, over 63% of people are concerned about household energy costs, and in the past 12 months many had challenges meeting the cost of their energy requirements.

How concerned are you about household energy costs?

Source: Consumer Power Company Satisfaction Survey, 2020



We have been overwhelmed with enquiries

The Lines Company Network



Since February 2019, more than 450 people have contacted Maru seeking assistance to insulate their homes. To date Maru has insulated 150 homes in The Lines Company's electricity network area.

Our target this year is 500 homes and we are now working with two installers to help us achieve this.

Uninsulated homes are costly to heat, are colder and may cause significant health issues such as colds, bronchitis and asthma.

“It is recognised this is just the tip of the iceberg in terms of need”

— Don Cameron, Ruapehu District Mayor





Testimonial

Mum of three, Kate Harris is “absolutely thrilled” her 1950s home has been insulated thanks to Maru Energy Trust.

“I am just so excited. We’ve needed insulation for 20 years, but it’s one of those things that you start saving towards then other things crop up and it goes on the backburner.

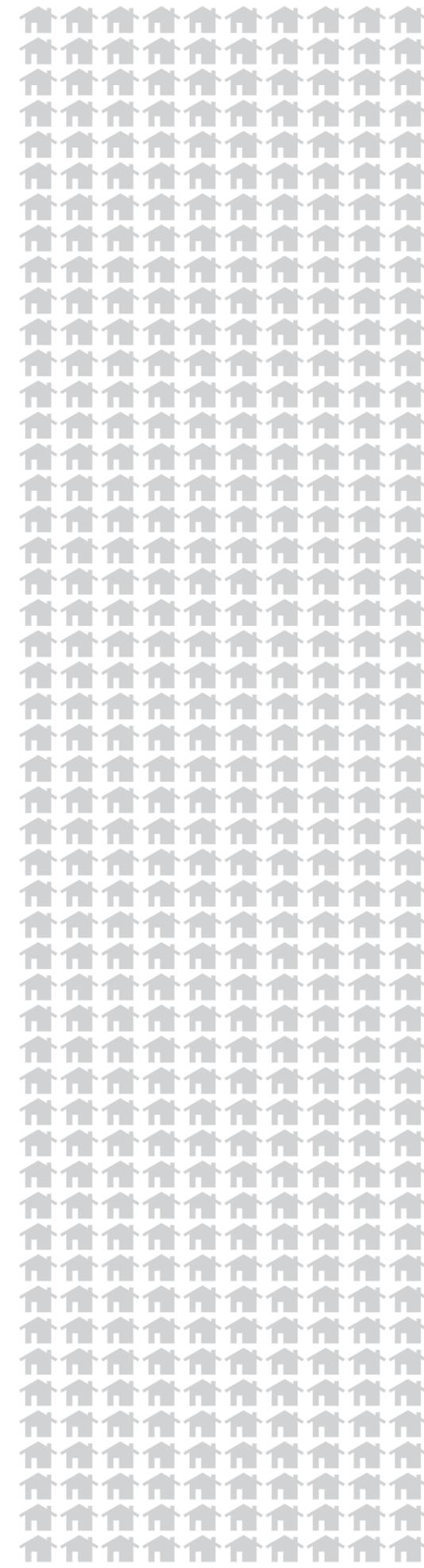
“The insulation made a difference straight away as we had a couple of cold snaps and the inside temperature only dropped a few degrees unlike previously.”

Kate is hopeful Maru Trust’s programme will continue so other families can be helped.

“The Lines Company has some great initiatives, and this is one of them. There’s lots of old, cold damp houses in Te Kuiti and many more families who need this help.”

She says the whole process was positive.

“Everybody was very helpful and friendly and responded to my enquiries in a timely manner. Thanks Maru, we’re thrilled.”



Help Maru achieve its vision

The Maru Energy Trust has a strong vision to ensure homes within The Lines Company's network region are warm and dry, with ceiling and underfloor insulation.

Education programmes will over time ensure that people understand the ways to keep their homes warm and healthy. The Trust will also provide educational resources and provide practical tips on having a healthy home.

We're targeting to insulate 500 homes in the coming year, representing a total investment of \$150,000.

We need your help to achieve our vision.

500
Homes

\$150k

Investing in the community

“Without Maru Energy Trust’s help our home would still be like a freezer box. Maru paid for underfloor and ceiling insulation and also for another manhole to be put in. Our home is now very warm and the difference was felt immediately. It was a pleasure working with Maru. Mauri ora.”

— Irene, Taumarunui

The Government’s Warmer Kiwi Homes programme commenced in 2018 to help eligible homeowners insulate and better heat their homes. Delivered by the Energy Efficiency and Conservation Authority (EECA) which estimates 61,000 insulation and efficient heating retrofits will be completed by June 2022.

The Government grant covers 90% of the cost of installing insulation and/or an efficient heater, with heater grants capped at \$3,000 (incl GST).

The Maru Trust’s efforts are currently focused on insulation because that makes the biggest difference to a household’s health and wellbeing. The average cost of insulation is approx. \$3,000 per household with Maru covering 10% of this cost.

We’re seeking support to grow the number of households we can help each year.

\$5k

will help insulate 16 homes



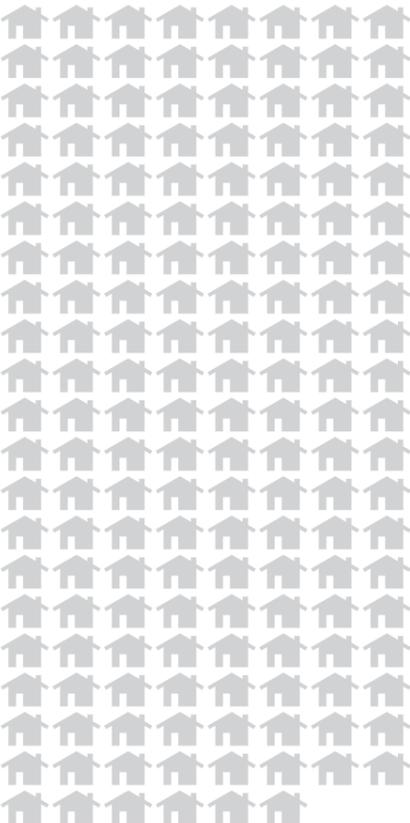
\$10k

will help insulate 32 homes



\$50k

will help insulate 166 homes



Help Maru be the change our communities need

Too many of our people live in cold, damp houses. We invite you to come on board with this social initiative and help us to make a difference in our communities.

We are seeking financial support to ensure we can deliver healthier homes for our communities. As a sponsor of the Maru Energy Trust you can make a real difference to people’s health and wellbeing, and you will be helping those most in need.

In return, we will acknowledge your tremendous support of the Trust in our promotional and marketing materials, media releases, on social media and our website — and you will receive regular updates on the Maru Trust’s progress.

We are inviting you to invest in our communities by supporting Maru to help insulate 500 homes this year.



CONTACT US TODAY

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Case Study



MARU HELPS TE KUITI MUM KEEP HER FAMILY HEALTHY

Keeping her home warm and her family healthy is a top priority for Te Kuiti mum Roimata Walker.

“One of my goals was to have our house insulated and thanks to Maru, we’ve had it done. It’s just awesome and we’re so grateful to have had this opportunity”.

With ceiling and underfloor insulation installed just before the cold winter months set in, Roimata says they could feel the difference straight away:

“We couldn’t feel any draughts from under the floor; I turned the heat pump temperature down, there was less condensation and our house is warmer. Insulation definitely helps keep the heat in. We all need to put our health first because without that we have nothing. Having a warm healthy home is an important part of every family’s health and wellbeing. Maru is doing a really good job in our communities of helping to improve people’s health and I would like to see their programme keep going so others get help too”.

Community support behind Maru



RUAPEHU DISTRICT COUNCIL

Don Cameron, Ruapehu District Mayor, supports the work of the Trust.

“Maru Energy Trust is undertaking essential work in helping to support our most disadvantaged communities to live in insulated homes and know how to keep them warm and healthy with reduced energy bills. Many Ruapehu whanau are already struggling or failing to meet the rising costs of housing, food and electricity while living in older, uninsulated timber homes in a cold damp climate. Maru Trust has already helped nearly 100 homeowners with many others registering to have their whare insulated. It is recognised this is just the tip of the iceberg in terms of need.

“This level of demand is of little surprise with earlier home insulation support programmes in Ruapehu being heavily over-subscribed.”

“As with any initiative of this type, funding is always limited which is unfortunate given that evidence of beneficial outcomes on health, wellbeing and lower hospital admissions from warm, dry homes is clear.”

“Every home that the Maru Energy Trust can insulate makes a very material difference to a family in our community”.

“I would strongly urge people to do whatever they can to support the Trust’s work.”

Maru Energy Trust supported by Investors

“We support Maru’s initiatives particularly the insulation of homes in the King Country region which will benefit not only those homeowners, but our communities as a whole”

— Adie Doyle, KCEPT Chairman



KING COUNTRY ELECTRIC POWER TRUST

An electricity trust created under the Electricity Industry Reform Act., KCEPT has 10,000 beneficiaries connected to the lines network within the area formerly supplied by the King Country Electric Power Board. Trustees are elected by the beneficiaries.

In 2019, KCEPT supported Maru Energy Trust with a \$50,000 charitable donation. In 2020, that support has been increased to \$150,000.



THE LINES COMPANY

The Lines Company, owned by the Waitomo Energy Services Customer Trust, owns and operates the electricity distribution network in the Central North Island, keeping over 18,500 customers connected to power throughout the King Country, Ruapehu and Central Plateau regions.

Their network covers a large geographically spread area of 13,700 square kilometres and includes 36 towns, villages and settlements. The major urban centres are Otorohanga, Te Kuiti, Taumarunui, Turangi and Ohakune.

The Lines Company have 4,500km of power lines and supply approx. 381 Gigawatts of power per year — the equivalent of supplying 48,000 average New Zealand households.

Based in Te Kuiti with depots in Taumarunui, Turangi and Ohakune, The Lines Company employs 160 people. It is a limited liability company with a board of directors appointed by its community trust — Waitomo Energy Services Customer Trust.



ENERGY EFFICIENCY & CONSERVATION AUTHORITY (EECA)

EECA work to improve the energy efficiency of New Zealand homes and businesses, and encourage the uptake of renewable energy.

Their purpose is to mobilise New Zealanders to be world leaders in clean and clever energy use.

With strategic focus on influencing energy use across the economy with a focus on productive and low-emissions business, efficient and low-emissions transport, energy efficient homes, Government leadership, engaging hearts and minds.

The EECA work through a combination of direct intervention, expert advice and influence, funding for home insulation, marketing and behaviour change.

Their work helps to unlock many benefits for New Zealand, such as reducing carbon emissions, to support New Zealand’s climate change commitments; improving business productivity and competitiveness; improving people’s health due to warmer, drier homes; and saving people money by helping them be more efficient at home and on the road.



ŌTOROHANGA CHARITABLE TRUST

Formed in 2000, with seed funds from the Ōtorohanga District Community Trust, the Ōtorohanga Charitable Trust supported the community at a very modest level until a yearly anonymous donation was received through the Acorn Foundation. The nearly \$10,000 annual donation is required to be spent each year.

In 2018, the Trust became the proud owner of the Otorohanga Medical building which houses most of the community’s medical services. Rental income distributed back into the community as grants.

This has enabled the Trust to look at projects of a larger scale with Maru Energy Trust as a recipient in 2020. The trustees are pleased to support Maru as the insulation project aligns with one of its grant priorities — community health and wellbeing.

Maru Energy Trustees



BRIAN HANNA

A partner with his wife Andrea in farming and commercial businesses, Brian has been totally immersed in community service and the region for decades having served on the Waitomo District Council for 15 years, 9 as Mayor.

He is passionate about helping those most vulnerable and also young people to grow and develop their full potential.

As Chair of Maru Energy Trust, Brian says he is “determined to make this as successful as possible, to reach as many people that need help as possible, and to encourage other potential funding sources to help deliver the Maru vision.”



SEAN HORGAN

The Chief Executive of The Lines Company and foundation member of the Maru Energy Trust has worked for over 20 years in the electricity sector, a career that has taken him around the world.

As well as CEO, Sean is an industry representative on the Utilities and Disputes Energy Complaints Scheme Advisory Committee, a director of The Lines Company's subsidiary Speedys Road Hydro Ltd and the Board of Trustees' Chairman of his son's school.



ERIN GRAY

Erin Gray is one of two directors and owners of Aotahi, an education company specialising in the development and management of programmes focused on small business and financial literacy.

Erin is passionate about people and has a strong community focus. She is an elected trustee of the Waitomo Energy Services Customer Trust (WESCT), the 100% shareholder and owner of The Lines Company, Deputy Chair of Maru Energy Trust and a member of the consumer panel of the Electricity Networks Association.

Of Ngāti Maniapoto, Ngā Rauru descent, Erin is immensely proud of her cultural background and heritage and is an active member and trustee of her marae, Mōtiti.



PIKI TAIAROA

A senior advisor for Te Puni Kōkiri and living in Taumarunui, Piki has a wealth of experience in financial management, banking, and more than 25 years' experience in community and iwi development.

Piki's ethos is that “every family should be able to live in safe, healthy, warm, weathertight and affordable homes”.

She is “excited that Maru Energy Trust is contributing to the health and wellbeing of whānau, hapū, iwi and the communities we serve as a whole.”



SANDRA GREENSLADE

Having been associated with the Tūrangi district for over 25 years as a holiday home owner, Sandra has now retired to the district and is an elected trustee of the King Country Electric Power Trust (KECPT).

Sandra also sits on the Advisory Board of Utilities Disputes Ltd, is a member of the consumer panel of the Electricity Networks Association, Chair of the Turangi-Tongariro Residents & Ratepayers Association and is a vocal advocate in the King Country — particularly in relation to energy and power for customers.



DENIS GREENSLADE

A retired senior management executive and former city councillor, Denis has held numerous community roles over the years.

He is currently a trustee on Tūwharetoa Charitable Health Trust, and is their representative on the Board of Pihanga Health.

Denis believes his “role as a trustee on Maru Energy Trust complements his other responsibilities in the community.”

“Thanks so much
Maru Trust. Our
home is now warm
and cosy and the
kids even noticed
the difference.
It was a hassle
free process too.
Thank you!”

— Amanda, Piopio



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