

Mercy Hospice Shops

Maria Baird knows better than most just what a lifeline hospice care can be for a distressed family. Maria was just 21 when her mother was cared for at the St Joseph's Unit in Mountain Road (Mercy Hospice's previous home.)



"I look back now and realise what amazing support my mother and I were shown. Rita was cared for by St Joseph's over 15 months so it truly became a home away from home. The love and care shown to us both was truly tremendous. Without this support I would not have coped and Rita's care was given with such compassion and understanding. How fortunate we were".

Maria Baird

Years later Maria, now a wife and mother herself, arrived back in New Zealand after six years working in the USA. Maria answered an advertisement for a job she thought was one with a difference – Manager of the Ponsonby Mercy Hospice Shop. Nearly six years later, Maria is a well known face in the Three Lamps area. She still manages the flagship Ponsonby store and oversees the other six Mercy Hospice stores which have opened across the Auckland isthmus since then.

Retail and fashion flow through Maria's veins; she and her friend Jacqui Birch ran a successful Ponsonby fashion business for many years. Jacqui, incidentally, now manages the Mt Eden Mercy Hospice shop.

Thanks to truly amazing community support, volunteer hours, donations of quality goods and a wonderful customer base, Mercy Hospice shops now provide a vital source of funds to help staff cope with increased need in our community.

Fortunately Maria is still here to ensure that the same mixture of compassion, skill and passion we see in our clinical team is echoed through our seven hospice shops.

2010/11 Highlights;

- › We established a furniture shop on the relocated Ellerslie store site in Ladies Mile
- › Purchased a new collection and delivery van courtesy of Hugh Green Trust
- › Pt Chevalier Arcade Hospice Shop named in Metro magazine's Top Ten Vintage Clothing Stores
- › Absolute growth of 15%
- › Continued community support through donations of quality goods and purchases made
- › Increased community profile through stories about our stores in local newspapers and other publications
- › Celebrated 5th anniversary of opening of Ponsonby and Mt Eden Hospice Shops
- › Mt Eden Hospice Shop selected by Yellow Local as face of local community for advertising campaign