



**Cancer
Society**

Te Kāhui Matepukupuku
o Aotearoa

**Gisborne East
Coast Centre
Annual Report
2025**

www.cancer.org.nz



CHAIR'S REPORT



Left to Right: Karen Phelan (CD Vice Chair), Pamela Murphy (Gisborne Chair) and Daryl Gowers

Once again it is my privilege to present the Chairman's report for 2025.

This year we have had some amazing volunteers who have kept our grounds and vehicles looking wonderful. It is so good to have these people doing this work for us. We really do appreciate it, and the work of all our other volunteers, thank you so much.

Daffodil Day was once again successful with our stock sales holding their own with prices varying each year. We are truly grateful to the farming community for this amazing support.

Relay For Life was one of the best we have ever held. Celebrating the 10th event in Gisborne. To see the tracks filled with whānau of all ages having such a great time was really very moving. We were honoured to have CD President, Graeme Baker and CE, Debra Elgar attend. It was really great as we have not had a President visit Gisborne for over 10 years.

Our newly set-up Lounge at the centre has been named the Margaret Blake Lounge with a photo of "Maggie" taking pride of place.

Last year Daryl Gowers and myself were both honoured with a GDC 2024 Civic Award. For me this was great as I received a merit award.

I would like to acknowledge all the work our amazing staff do for us and the support from my fellow trust members. This is what makes the great Centre we have here in Gisborne and we are looking forward to celebrating 35 years as a centre.

Warm regards,

Pamela Murphy

Chair of The Gisborne and East Coast Cancer Society



YEAR OF OUR IMPACT



320
new clients
offered
support



29
programmes
delivered
with 86
participants



1,382
contacts
with our
supportive
care team.



265
therapeutic
sessions
with clients.
Massage,
reiki, art
therapy,
and yoga.

KIA ORA – E TE IWI

The last 12 months have seen the focus for Kia Ora – E Te Iwi on recruitment and promotion of the programme. In June 2024, we appointed Vadelia Wirihana-LeGeyt as a Kia Ora – E Te Iwi kaimahi based in Palmerston North. Vadelia and team lead, Janine Luke-Taamaru have been working closely with local Centre staff to establish networks and look to meet with Māori health providers to establish relationships and promote the Kia Ora – E Te Iwi programme. We have plans to coordinate Kia Ora – E Te Iwi programmes in Gisborne in 2025.

FUNDRAISING HIGHLIGHTS



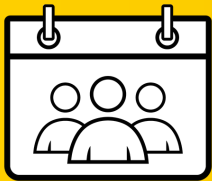
\$146.6k

Gisborne Relay
For Life
fundraising



\$120k

generous
donations from
our 2024
Daffodil Day
appeal



\$59.4k

raised through
other special
events in our
community



\$87.6k

through
individual and
group donations



\$79.2k

grants provided
from our incredible
funders

CANCER PREVENTION WORK



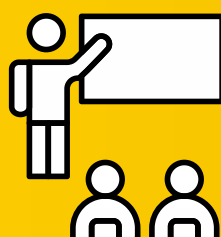
9

SunSmart
accredited
schools, 18%
of our region



24

sunscreen
pole bookings



60

health education
sessions held with
community
groups/organisations

VOLUNTEER HIGHLIGHTS



1,574km
driven by
volunteers taking
clients to
appointments



4,056
hours dedicated
by volunteers
equal to 78
additional unpaid
staff hours per
week!



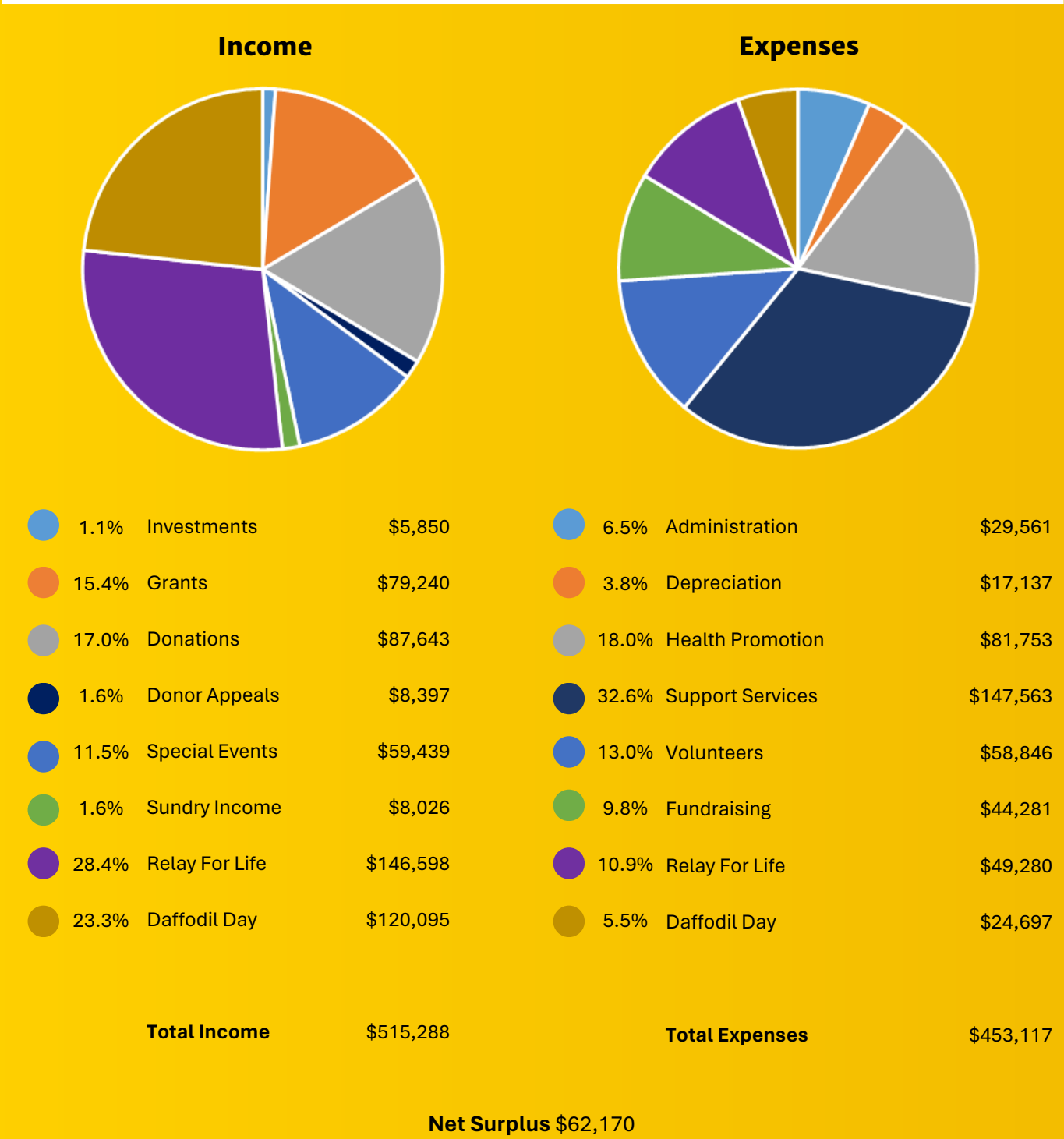
76
volunteers/groups logged
hours and participated in
tasks to support the
Centre

The Difference our Volunteers Make!



Our amazing volunteer from the UK, Stephen Rose has been enjoying his holiday in Gisborne. He wanted to make the most of his time here, and decided to volunteer for several organisations – we were one of the lucky ones! Stephen volunteered as a car valet, keeping our vehicles well presented for our client drives and visits. Stephen is very excited to be involved in this role – he has lost two good friends to cancer and wanted to give back. Stephen takes great pride in making sure our two vehicles are spotlessly clean, inside and out. Stephen says one of the highlights has been working outside in the wonderful weather – he has only been rained off once! We will miss Stephen's cheerful nature and weekly chats when he returns to the UK shortly, and have really appreciated all his hard work. Thanks, Steve!

INCOME AND EXPENSES



Explanatory Notes

1. Merchandise activity for Relay For Life and Daffodil Day are included in the events above. In the Audited Financial Statements the merchandise income is in Revenue from commercial activity.
2. RFL Grants received are included in the Relay For Life income figures above. In the audited Financial Statements RFL grants are included in Grants Received Operational.
3. Grant income above is \$12K less than what shows in the Audited Financial Statements. This is due to RFL grants showing in Relay For Life income.

THANK YOU

The Gisborne East Coast Cancer Society Centre Incorporated would like to gratefully acknowledge all those who have supported us financially and in kind through grants, bequests, and sponsorships over the past year.

BDO Gisborne

Bunnings

C. M. Laing Trust

Cameron Mechanical

Community Organisation Grants Scheme

Darton Field Cafe

Daryl Gowers

Eastern & Central Community Trust

Gisborne District Council

Gisborne Tatapouri Sports Fishing Club

Mitre 10 Gisborne

NZ Lotteries Board

Raywood Contracting Ltd

The Lion Foundation

The Sunrise Foundation



Each of the above contributions exceeds a value of \$2,000.

Board of Trustees

Chairperson:

Pamela Murphy

Committee Members:

Karen Phelan (Deputy Chair)

Lois McCarthy-Robinson

Lisa Spence

Joanne Pere

Sheryl Hall

Staff

Supportive Care Coordinator:

Caro Deutsch

Volunteer Coordinator:

Gillian Stevenson

Events Coordinator:

Shay Podjursky

Centre Liaison/Office Administrator:

Trudy McNeil

Health Promoter:

Catriona Jones (from July 2024)



Gisborne Centre

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Contact us

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Office Hours

Monday - Thursday: 9am - 3pm
Friday: 9am - 12pm
Saturday - Sunday: Closed



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