



**Cancer
Society**

Te Kāhui Matepukupuku
o Aotearoa

Annual Report 2022

CANCER SOCIETY OF
NEW ZEALAND

Central Districts
Division



President's Report



It is my privilege to present to you my 20th annual report on the activities and condition of our Division for the 2021-2022 financial year.

Two matters have had predominant and ongoing impacts upon us, and the Cancer Society overall: the Covid-19 pandemic and the Anga Whakamua/Forward Together project. While we are not currently in lockdown, Covid-19 continues to be very active in the community, posing threats to our staff and the cancer patients and their whānau we support, additionally making all our work more complicated and difficult. There remains a significant tail of new cases, and fur-

ther surges in infection are predicted. Unfortunately, it is likely that Covid will remain a threat for several years.

CSNZ is a complex organization, and there has been increasing concern that this complexity slows effective and prompt decision making; and impedes our service delivery. In mid-2020 National Board consultation concluded a review of our national governance was overdue. The Anga Whakamua/Forward Together project started November 2020-February 2021. The project working group, after considerable work and consultation to date, has recommended a draft proposal, which the National Board approved for consultation. This proposal has been discussed widely.

This “Five Entity” model proposes CSNZ is reformed into four regional entities and a national entity. The current Canterbury-West Coast and the Otago-Southern land divisions will amalgamate into a “southern regional entity” and the Wellington and Central Districts divisions will become a “central regional entity.” The current five centres that comprise the Central Districts Division and the three independent centres that are part of the Wellington Division will need to be wound up into a regional entity. The current recommendation is for Gisborne East Coast to join the proposed Midlands region, but with the opportunity to choose the Central region, while the Taranaki Centre will join the Central region, but can choose to move to Midlands.

Early in the current financial year, it was identified the draft proposal required further refinement so currently the Anga Whakamua/Forward Together project is on hold. We will keep everyone informed of future developments.

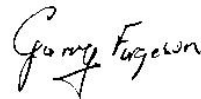
Financially, given the major impact of the Covid-19 pandemic on our activities and fundraising opportunities, we have performed reasonably well, and better than expected. The Division made an operating loss of \$269,607, against a budgeted loss of \$427,000, and has a current total equity of \$1.25M.

The consolidated results (division and centres) show similar trends, an operating loss of \$78,709 against a budgeted loss of \$858,417. Consolidated equity is \$10.7M. Overall our income was much as expected, other than a \$267,000 reduction from Relay For Life. It is gratifying that our Daffodil Day donations were slightly better than expected, despite the loss of the street appeal.

Of major concern, however, is much of the \$634,800 reduction in our consolidated expenditure came from savings on unfilled staff positions. Unfortunately, we are limited in the salaries we can offer, and despite several years of actively trying to improve our salary equity, competition from other providers and cost of living increases have meant we have not achieved the gains we wished. This is a critical issue facing the Society nationally.

I am very pleased to note that despite major Covid-19 impacts we are largely meeting our crucial goals in improving engagement with Māori and achieving equity. We are also planning a major increase in our support of the Kia Ora E Te Iwi programme.

Finally, I offer my sincere thanks to all who contribute to our work. I particularly acknowledge all our dedicated staff, volunteers and all members of Centre and Divisional Executive Committees. My ongoing and grateful thanks is again offered to our Chief Executive, Mrs Debra Elgar and her senior management team who continue to achieve beyond all expectation.



Garry Forgeson, ONZM, MBChB, FRACP

President

Chief Executive's Report

This is now the third year of a global pandemic and we are all over the C word!

I'm not sure how to document in an annual report that like so many other organisations our singular greatest success this year has been surviving; however, we count ourselves fortunate as we have survived well and have continued to strive for excellence, to support our clients, and to be a voice for our communities.

Despite the setbacks of cancellation of our Daffodil Day street appeal last August, of moving from Relay For Life to Relay Your Way in March, of working from home instead of connecting with the people we are here to serve, we can reflect back on the past year with a sense of satisfaction that we have made some significant achievements.

We have made leaps forward in our equity work, in our fundraising strategies, in our volunteer team, and in the services that we deliver:

- Our volunteers continued to support the staff and provide a transport to treatment driving service for our clients when so many other services had to withdraw
- Our client workshops were shifted online and the "Managing Financial Impacts of Cancer" pro-

gramme developed in the Manawatu Centre has been utilized throughout all of NZ

- The Taranaki Centre Executive recognising the need for services in South Taranaki, purchased and commissioned a building in Hāwera which has been opened
- As digital interactivity has become essential, we have been able to secure grant funding to supply the Centres with audio-video conferencing equipment to support high quality digital connectivity
- The Hawke's Bay and Gisborne Centres launched campaigns for new premises

When we consider the year that was ... perhaps the C word isn't so scary after all.

Cultural Responsiveness and Addressing Equity:

Kia ora E Te Iwi (KOETI) was updated last year to be implemented throughout the Central Districts Division. However, plans to hold programmes were put on hold because of Covid-19. While this presented challenges for the Division, the preparation of some staff with KOETI training and the involvement of working with whānau groups and Māori health providers, gave us a confidence to present KOETI never before felt in the Division.

Creating opportunities to achieve expectations of our Equity Charter has placed KOETI to the fore in being able to do so, even though no KOETI programmes were

CANCER SOCIETY OF NEW ZEALAND Central Districts Division

One of the Tairāwhiti Relay Your Way teams.



held. We are now in a position to provide 12 programmes in the current year. Overall a great outcome for a challenging period.

We take this opportunity to highlight the work done, to enable Central Districts to work effectively and confidently with Māori whānau experiencing cancer.

The KOETI National Planning Hui held in March 2022 provided some key strategies and objectives.

Kia Ora E Te Iwi Strategy

- Central Districts is represented on a seven member national coordination team to share information and communication regularly.
- KOETI now has the added option of online presentation of programmes with the ability to be shared regionally across centres and nationally across Divisions.
- Central Districts will actively coordinate whānau to attend KOETI and provide follow up.
- Engage regularly with whānau and communities to share information about the work we have done during the year and the services we provide.
- Provide KOETI workshops to educate all staff to strengthen internal capability.

Kia Ora E Te Iwi Objectives

To support those with cancer and their whānau:

- **Whakawhanaungatanga** - Those with cancer and their whānau kōrero about common concerns, share and learn from each other.
- **Matauranga** - Whānau build knowledge of cancer, its treatments and how to access support.
- **Hau ora** - Whānau understand cancer prevention.
- **Mahere Whānau** - Whānau plan their cancer journey.

To engage with whānau and their communities:

- Coordinate KOETI programmes.
- Report on services supplied and services available.
- Assist whānau to access our services.
- Gain valuable feedback for ongoing improvement.

Equity Focus Staff Training

Te Tiriti o Waitangi: An historical oversight and the importance to Cancer Society.

Cultural Confidence: Sharing values and our work - tools for building confidence.

Equity: A view on health disparities and cancer inequalities and role of the Equity Charter.

During the year, workshops were held online to support our staff, enabling Central Districts to achieve 100% attendance. While this milestone is important, it is



Daryl Gowers, left with his partner Shelly Ferguson and Centre Liaison Heidi Stander at a celebration marking the contribution Daryl has made. At publication time, Daryl had reached the significant achievement of raising \$200,000 for the Gisborne East Coast Centre in five years! Shelly has also made a significant contribution in her own right.



Pauline Farquhar, left and Betty Tyler. Betty & her husband were instrumental in establishing the Cancer Society in Hawkes Bay



The Relay Your Way candlebag ceremony outside the Whanganui Opera House, was live streamed due to Covid-19 but still made a beautiful sight.

what happens afterwards that gives substance to staff in their daily efforts. Throughout the Division there are many examples of how staff are gaining confidence in building relationships with whānau and Māori providers to carry information about cancer and the services Cancer Society offers in our pursuit of ensuring equity in all we do.

Some examples; At the opening of the Te Hāwera Centre, our Taranaki staff facilitated the official programme and also had the support of a local provider whānau. In Horowhenua, Manawatu staff have built strong relationships with Muaupoko and Ngāti Raukawa iwi who value the work of our staff there. Tairāwhiti staff continue to strengthen Cancer Society presence with Māori communities and iwi on the East Coast. In Whanganui and Hawke's Bay new staff are made welcome with whakatau and with support and advice readily available, to carry out the work of Cancer Society confidently. We are pleased the outcomes of our training programme is visible and of value to staff.

Supportive Care:

We would like to acknowledge the mahi of the Supportive Care team, being the constant during this tricky year with navigating the traffic light system. As we moved between the traffic light's we were not only providing support but in addition to transporting clients and their whānau to treatment, we also provided transport getting those who had tested positive for Covid-19 home to recuperate. Weekly rapid antigen

testing (RATs) for the shuttle drivers became the norm.

The introduction of our Financial Assistance Workshop both online or at the Centres has had good feedback, these are facilitated by representatives from the ANZ Bank, Ministry of Social Development and Manawatu Community Law Centre. Topics covered include, how to manage finances more effectively, Enduring Power of Attorney and an overview of Work and Income.

We have increased our client support by 6% to 1,623, once again these are new clients to our service, and do not include those receiving ongoing support.

As predicted our financial assistance increased by 30% to \$62,207. The biggest jump was for transport to treatment, a sign that one of the difficulties facing our clients is having the resources to get to their appointments.

Our Māori engagement sits at 23% of our new referrals, and an area we are focusing on increasing.

As we look towards the current financial year with the prediction of even more people hearing the words "you have cancer", we need to strive to deliver consistent care and ensure our whānau make the best decision they can about their health.

Volunteering:

Being a volunteer based organisation and working alongside so many passionate, generous people of all walks of life is so rewarding for the Cancer Society and staff.



Waiouru School recieved SunSmart accreditation from Whanganui-Rangitikei-Waimarino Health Promoter Cassie Pui.

Photo courtesy of The Bush Telegraph



Undercover Cody and Manawatu Health Promoter Sasha Stevenson visited primary schools throughout the region delivery the SunSmart message.



Hawke's Bay man Gareth Mentzer did Relay Your Way and raised more than \$12,000 by walking a 450m neighbourhood loop more than 100 times.



The Relay For Life SunSmart Schools grant scheme supported Koputaroa School to purchase sun shade for school use.

Without the support of our hundreds of volunteers throughout the Division, we simply would not be able to run the many amazing services that we do.

Continuing to go in and out of lockdowns over the past year has proved a trying time for our Volunteer Coordinators and volunteers alike, but everyone has adapted and worked together brilliantly to ensure there was as minimal disruption as possible to our service delivery. I would like to make special mention of our client drivers, oncology hosts and many other volunteers who continued to work through the lockdowns and in the face of Covid-19 which has been an uncertain and sometimes scary time.

Over the year the total amount of hours committed by our volunteers clocked in at 15,080. That's the equivalent of 628 - 24 hour days!

Meanwhile our volunteer drivers clocked up an incredible 268,521km - that's the same as driving the length of New Zealand 128 times!

Our volunteers are professional, committed, and highly skilled and trained for their roles. Our gratitude to them extends beyond words.

Here we share some feedback we've received from volunteers on their volunteering experience.

- Fulfilling, emotional, but most of all a sense of giving back to others that have helped me.
- It is rewarding to work with people who have

the dedication and enthusiasm of the Cancer Society staff and other volunteers.

- It has been an opportunity that has exposed me to a wide range of people, skills and knowledge.
- Wouldn't miss it for quid's. Very satisfying experience to try and bring a little ray of sunshine into people's lives and to know you do make a difference. Sounds very self-gratifying but certainly not intended.
- Overall a very rewarding way to help those in need at a very stressful time of their lives that is flexible enough to fit in with our own lives.

Fundraising:

It was another challenging year for fundraising, with alert levels fluctuating and then a change to the traffic light protocols, which made fundraising difficult and planning for future events challenging for the team.

Just before Daffodil Day the country was placed into lockdown, and caused the cancellation of the street appeal. However the Central Districts fundraising team didn't give up because cancer doesn't stop, so they didn't either. The push for online fundraising was made and a total of \$308,683 was generated.

We are very dependent on the generous support of our communities to provide local services and for the support of fundraising events, and we acknowledge the team for their resilience during difficult times.

CANCER SOCIETY OF NEW ZEALAND Central Districts Division

Despite the challenges of the past financial year, Central Districts launched its own event “Marathon In A Month.”

This was hosted across all five centres and is a collaborative project with the Health Promotion team. The call to action is for participants to walk, run, bike, swim or skip the distance of a marathon throughout the month of November. It encourages individuals and teams to be active and raise funds for the Cancer Society. In its first year, it raised \$57,000 division-wide. Other divisions will be part of Marathon In A Month in the current financial year.

As an essential health service provider the global pandemic has thrown its share of challenges at the Cancer Society, none more so than the cancellation of fundraising events like Relay For Life.

Covid-19 protection framework limits meant traditional Relay events were cancelled, so we responded and launched Relay Your Way, where supporters were asked to continue with their fundraising goals but with a slightly different look.

Participants were asked to walk apart, with changes put in place at pace. Every centre throughout the Division did things a bit differently and we were humbled with the community support helping us raise an impressive \$389,693.

To help us increase income from bequests, we produced

The opening of Te Hāwera, the new centre providing services in South Taranaki.



a survey that was distributed with our November Embrace panui (newsletter) and received some leads which have been followed up.

Grants have again been a significant part of our fundraising efforts and the relationship with the various trusts and foundations have grown since last year. Some of the notable highlights are receiving grants which allow us to offer new programmes to clients.

The follow-up from our Fundraising Administrator, appointed in November, has been amazing and has resulted in our regular giving increasing with the return of numerous loyal donors who had been somewhat overlooked.

Health Promotion/Cancer Prevention:

The focus for the past financial year has been leading advocacy and engagement conversations regarding Smokefree 2025.

In December 2021, Associate Minister of Health, Dr Ayesha Verrall launched the Government's action plan to achieve its Smokefree 2025 goal - Auahi Kore Aotearoa Mahere Rautaki 2025, the Smokefree 2025 Action Plan.

It has the vision to significantly reduce the harm that smoked-tobacco products cause our communities. She stated "Smoking is still the leading cause of preventable death in New Zealand and causes one in four cancers".

Smoking related harm is particularly prevalent in our

Māori, Pacific and low-income communities.

By 2025, the Government's Smokefree goal is, that there is a reduced number of people that use tobacco products to just 5% of the population, across each of the population groups i.e. Māori, Pacific etc. Minister Verrall describes the goal as "unapologetically bold" and says it 'aims to radically change the smoking environment to make it easy for all New Zealanders to live Smokefree.' This plan is not about eliminating tobacco products completely, or taking away anyone's rights to choose to use such products. It's about making it easier for those that wish to give up, and preventing our future generations being exposed to one of the most addictive products in society.

The Government's action plan:

- Create a Smokefree generation where our future tamariki will never be able to purchase tobacco. Anyone born after Jan 2009, will not be legally sold tobacco products. Raising the age each year. This measure will protect the health of current and future generations of young people by minimising their risk of experimenting with and becoming addicted to smoking.
- Reducing nicotine levels - less appealing and addictive with tobacco products becoming much more regulated and less available than

they are currently.

- Reducing availability - retail outlets 5000 > 500. Reduce concentration around high deprivation neighbourhoods.
- More support/funding for Stop Smoking Services and help around quitting smoking.
- Compliance of retailers and monitoring/regulating illicit trade.

Our team has been engaging and advocating with our communities and local councils to seek support for the Bill or to encourage people to have their say.

Reducing avoidable skin cancers also continues to be a high priority which our team are actively engaged in.

We continue to be committed to promote within our schools, ECE, Kura kaupapa and communities, our Sun-Smart School Accreditation programme.

Ngā mihi maioha:

On a sombre note, we acknowledge the passing of two previous divisional employees. Former Chief Executive Clare Crawley and former Fundraising Manager (Events) Faye James were sadly lost in the past year and both will be remembered for their significant contributions to the work of the Division.

Our continued relationship with ANZ Bank is one we are thankful for. The on-going support we receive throughout

the Division from local branches and their staff is much appreciated. The ANZ are the Cancer Society's major sponsor and we appreciate their loyal support of our mahi.

I applaud our staff and our volunteers for their efforts throughout another trying year. The manner in which they conduct themselves is a clear illustration of their commitment to the services and support we provide to individuals and their whānau on a journey with cancer.

He aha te mea nui o te ao? Māku e ki - He tangata! He tangata! He tangata!

(What is the most important? It is people! It is people! It is people!).

Debra Elgar
Chief Executive
Central Districts Division

Over the year the total amount of hours committed by our volunteers clocked in at 15,080.
That's the equivalent of 628 - 24 hour days!



A SunSmart talk takes place at Ngamoto Kindy in Taranaki.

Finance Report

Division Only:

Looking at the financial year, our operational draft result sees a deficit of approximately \$269,600. Research and Scholarship Funds a surplus of \$42,900. When we compare the result to what was budgeted, we see that originally, we budgeted for a deficit of \$427,000 so the operational result was better than expected.

This result is still very encouraging given the impact that Covid has had on the operational side.

Central Districts Region:

It is pleasing to have all Centres represented on the Central Division Finance Committee, and I thank all members for their contributions to the Division. Even though a deficit of \$78,700 is not good to see, the results were a lot better than budgeted. The Division continues to rely heavily on bequest income (17%) fundraising (44%) to cover the costs of the organisation. We can see also that donations and grants have increased from last year up to (27%) of total income which is a pleasing result.

The regions continue to invest significantly in all core service areas of Research, Supportive Care, Health Promotion and Volunteering, with an increase to (67%) of all spending focused to these areas. Administration

costs remained at (9%). This result can only be attributed to the reporting and analysis we see at our meetings. I wish to convey my thanks to all divisional leaders for the work they do for the Division and also to acknowledge the work achieved by our CEO Debra Elgar and our BSM Chris Franklyn.

The Finance and Risk Committee wishes to thank and acknowledge the relationship with the ANZ Bank as a principal sponsor of the Cancer Society of New Zealand Daffodil Day event. The ongoing support is appreciated.

Graeme Baker QSM | **Chairman CD Finance and Risk Committee**

Financial assistance increased by 30%. The biggest jump was for transport to treatment, illustrating that one of the difficulties facing our clients is having the resources to get to their appointments.



The Colosal Colon in use (above) and supporters at the Tairāwhiti Mother's Day High Tea.



Bequests

We are sincerely grateful to those who left bequests in the past financial year. We thank those individuals & families for their generosity.

We acknowledge the estates of:

- JT Garbutt
- AM Osgood
- NMD Osborne
- JK Trim
- GH Dear
- AM Scott
- HM Phillips
- PM Baker

Total Bequests: \$84,379

Client support increased by 6%
to 1,623 new referarals
on top of
existing support.

Income

****Division Only - excludes research & scholarship transactions****

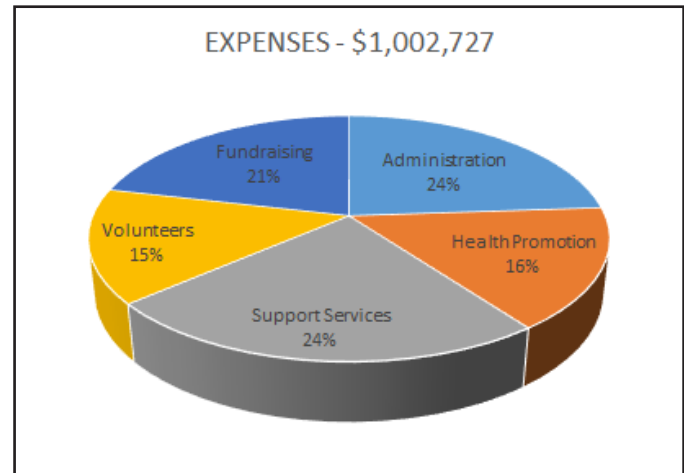
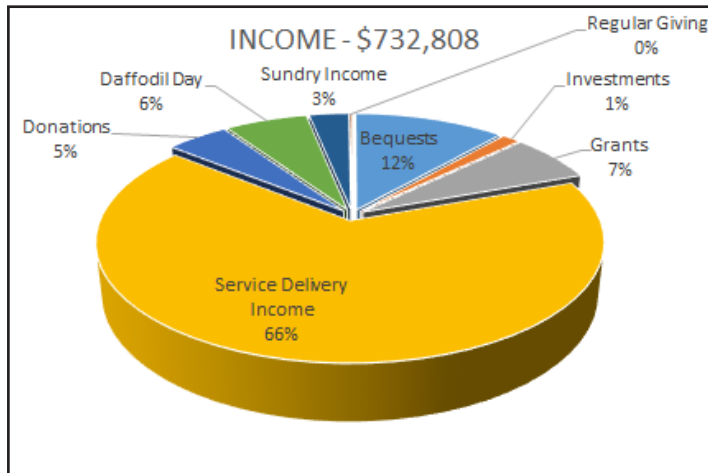
Bequests	\$84,379
Investments	\$10,284
Grants	\$47,870
Service Delivery	\$485,952
Donations	\$34,652
Daffodil Day	\$46,200
Sundry Income	\$22,211
Regular Giving	\$1,260

Total Income \$732,808

Expenses

Administration	\$228,873
Health Promotion	\$152,861
Support Services	\$227,947
Volunteers	\$143,606
Fundraising	\$204,439
Grant Allocation	\$45,000
Total Expenses	\$1,002,727

Division Deficit -\$269,919



Consolidated Report

Includes all Centres, research and scholarship

Income

Research Income	\$291,805
CD Bequests	\$316,861
Donations & Grants	1,004,625
Investments	\$162,469
Fundraising	\$1,612,789
Sundry	\$294,371

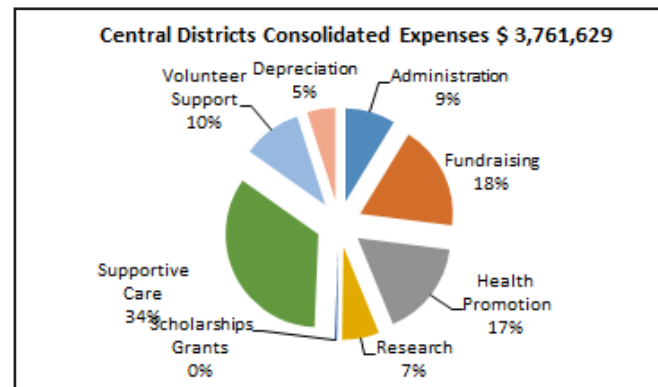
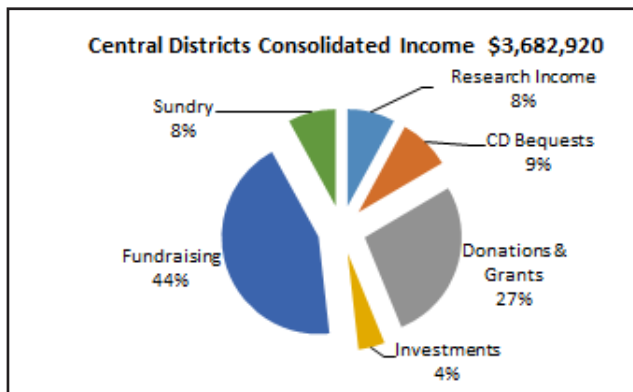
Total Income \$3,682,920

Expenses

Administration	\$329,258
Fundraising	\$686,071
Health Promotion	\$630,999
Research	\$243,946
Scholarships Grants	\$15,263
Supportive Care	\$1,283,509
Volunteer Support	\$386,559
Depreciation	\$186,024

Total Expenses \$3,761,629

Consolidated Deficit -\$78,709



Grants Received

1st April 2021 to 31st March 2022

- Lottery Grants Board - travel assistance coordinator
- The Southern Trusts - supervision for supportive care
- NZCT - volunteer coordinator costs

Grant Total: \$47,870.00



Executive

President:

Garry Forgeson

Vice Presidents;

Graeme Baker

Margaret Blake

Gisborne Centre

Pam Murphy

Karen Phelan

Hawke's Bay Centre

Janice Klinkhamer

Paul Davies (to March 2022)

Manawatu Centre

John Waldon

Robin Benton

Taranaki Centre

Monique Shaw

Ian Smiley

Whanganui Centre

Jenny Vickers

Marie Baker

Co-opted Members

Henare Kani

Roger Twentyman

Staff

Chief Executive:

Debra Elgar

Business Services Manager:

Chris Franklyn

Te Hau Angiangi - Advisor:

Henare Kani

Service Delivery Manager Supportive Care:

Pauline Farquhar

Service Support Manager Reveune Development & Grants:

Sushmita Chakaravarty

Service Delivery Manager Cancer Prevention:

Janine Luke-Taamaru

Service Support Manager Volunteering:

Jane Burgess

Communications Coordinator:

Natalie Campbell

Human Resources/Payroll/EA:

Sheree Brannigan

Account Services:

Elaine Ireland

Finance Administrator:

Lynda Holdaway

Fundraising Administrator:

Hannah O'Neill (from Nov 2021)

CD Secretary:

Rachel Pedley

Cancer Society Central Districts Division
Addis House
135 Ruahine Street
Palmerston North 4441

T: (06) 356 4011
E: enquiries@cancercd.org.nz

Office Hours:
Monday- Friday: 8.30am-5pm
Saturday- Sunday: Closed



**Cancer
Society**

Te Kāhui Matepukupuku
o Aotearoa