

2022 Annual Report

CANCER SOCIETY OF NEW ZEALAND Gisborne East Coast Centre



Chairperson's Report



Once again the Gisborne Centre has had a very busy year.

During Covid-19 we have had a lot of staff changes. Our main one being the resignation of Lianne Jenkins our Area Manager. Lianne will be sadly missed as she has put so much into our centre. We thank

Lianne for all the wonderful work she did for us and we wish her well for the future.

Heidi Stander now fills this position and we extend a very warm welcome to Heidi who will be familiar to many in the community having worked with us previously in the Supportive Care role. We look forward to continuing our relationship with her.

Thank you to all the staff who have worked so hard to keep our centre functioning so well during what has been a very stressful time for all. We are so very proud of you and grateful to have such wonderful staff.

Our Trust has undergone some changes as well. After seven years as a Trust member and vice chair David Hall resigned. David has had a lot of input into our centre over the years. We now look forward to his continued support as a volunteer.

Thank you to all our Trustees for their efforts during a very stressful yet exciting time in purchasing our new building at the end of the financial year.

Many thanks to our competent secretary Lisa Spence. Lisa is always there to keep us all on the right path. Well done Lisa.

Daffodil Day, Mother's Day High Tea and Marathon In A Month have all been very successful fundraisers for the centre. The stock sale was able to carry on during Covid-19 thanks to the efforts of the farming community. We are very grateful for their continued support in this amazing fundraiser for the Cancer Society.

A morning tea was held for Daryl Gowers and his partner Shelly who raised \$20,000 during Relay Your Way (Relay For Life done differently thanks to Covid-19). What an amazing contribution this couple make to our centre. We are truly

blessed to have Daryl doing this work for us and as an individual he has raised more than \$180,000 over many years for the centre.

Despite last minute changes needed to be implemented due to Covid-19 gathering restrictions, Relay Your Way raised \$49,177 a great effort by everyone who has contributed to this method of fundraising.

Lastly but by no means least, I would like to thank everyone else who has worked so hard for our centre during the past financial year which has been challenging for all.

Great effort Gisborne!

Pamela Murphy
Trust Chairperson

We received 170
new referrals for
Supportive Care - an
increase of 63%

Rhythm n'Lines during their Relay Your Way three-hour Wild West Out East dance marathon.



Centre Report

Navigating the uncertainties of Covid-19, motivated the Gisborne and East Coast Cancer Society to explore new and innovative ways to continue delivering excellent support services to all those living with and beyond cancer, keep our community involved and raise much needed funds.

Support Services

The Cancer Society works closely with our oncology team at Tairāwhiti District Health, to provide psycho-social support for clients and their whānau during their cancer diagnosis and treatment.

Supportive Care includes transport to treatment, counselling, focus groups, massage, advocacy, assistance in navigating the oncology treatment pathways, and financial support. Whānau travelling to Waikato for radiotherapy, often face additional challenges and uncertainties. Our Supportive Care Coordinator is available to help them navigate these difficult times.

This year was still shaped by the Covid-19 outbreak and a couple of lockdowns that hugely impacted on the direct delivery of Supportive Care Services.

Despite that the Gisborne/Tairāwhiti centre supported 170 people with cancer, compared to 104 referrals

made for the previous financial year. This support is offered to clients and their whānau on a journey with cancer.

Welfare;

A total of \$18,872 was used to financially support the clients who struggled with financial hardship because of their cancer diagnosis. This figure is comprised of \$2,920 in petrol vouchers/travel assistance and \$5,550 in grocery vouchers and \$6,060 for massage support. The remainder was used to support with utility costs, to cover the cost of necessary ambulance call-outs for clients or unforeseen costs.

Counselling;

The Gisborne/Tairāwhiti Centre has supported about five clients with seven counselling sessions in the past financial year.

Massage;

Our oncology trained massage therapist Paula Hatton supported clients by offering 62 massages to manage and prevent lymphoedema in the year of reporting.

Furthermore, we were able to offer Indian head - neck-shoulder massages in our centre. In the course of the year 2021/2022 approximately 70 people experienced relaxation and relief from stress following a

Clients received 62 massages to help prevent lymphoedema with massage therapist Paula Hatten.



Above; Rhythm n'Lines during a dance practice ahead of Relay Your Way.

Below; The Gisborne Car Club Offered transport to the Mother's Day High Tea.



cancer diagnosis. Each client can access three massages fully funded. We offered 180 single massages.

Wellness Facilitation

This new role, was created early in 2021, and aims to provide wellness programmes for people dealing with a cancer diagnosis. Maintaining and improving mental and physical wellbeing is important during all stages of the cancer treatment pathway.

We continue to provide a prostate exercise group for men twice a week, with Brian Horwell as gym instructor. On an annual basis we will offer 128 exercise sessions, and can accommodate around 90 people in these programmes. It has been exciting to develop numerous new programs for our clients, during the last year. We are grateful for the support of private and corporate funders who have made it possible to roll out a variety of wellness programs for whanau during treatment and beyond.

There is also a walking group, which meet on a Monday morning, with routes along the iconic beach boardwalk, or meandering next to the Waimata River.

During the last year we have offered several art therapy sessions, delivered by Cheryl Scott. Clients who have attended, often reflect on the uniqueness and therapeutic value of this programme. Cheryl has many years' experience working in the oncology field, and

we are privileged to have her on board.

Our massage therapist, Paula Hatten has been working alongside our Cancer Society team for over 15 years. She offers five sessions every Wednesday and her dedication is admirable. One client recently reflected that it was the most helpful therapeutic intervention they've had during their cancer journey.

Health Promotion

A focus for this year was to engage with our schools to promote the SunSmart programme, to reduce UV harm. Accrediting schools as a SunSmart school means the school boards and staff are committed to reducing the incidence of skin cancers in our region. We continue to provide free sunscreen by lending our sunscreen poles to community events in Tairāwhiti.

As with the rest of the country, Tairāwhiti is seeing an alarming increase in vaping. Supported by the research the Cancer Society has published, we are focussed on sharing information and offering education to reduce vaping by young people in our community.

Fundraising

The Cancer Society relies on fundraising campaigns and community support to carry out the services it provides and we are often reminded of the generosity and kindness of our community, and this year perhaps



Daryl Gowers and his partner Shelly Ferguson and Centre Liaison Heidi Stander, right, at a morning tea to acknowledge the substantial contribution Daryl (with Shelly's support) has made to the centre raising close to \$200,000 in five years. Shelly has also been a firm supporter in her own right reconditioning computers for sale with all proceeds being gifted to the centre.

more than ever.

Daffodil Day;

The Covid-19 restrictions impacted our major fundraising events, Relay For life and Daffodil Day. Preparations for Daffodil Day proceeded, hoping that we may be able to offer this special event in our community. However, a national lockdown shortly before Daffodil Day, meant that we were unable to proceed with our street appeal, and the other events planned during the week. Hundreds of fresh daffodil flowers were placed in cold storage, while our teams worked remotely. We were lucky to have the full support of our community who were very understanding and they were happy to wait on their deliveries. Despite the challenges Daffodil Day raised \$114,868.

Relay For Life;

In the past, Relay For Life occurs every second year. Motivated by the positive feedback, it was decided to offer our community the opportunity to engage in this event annually. Our Relay For Life committee was guided by the new Covid-19 traffic light system. As with Daffodil Day, we were disappointed to face a change in guidelines days before the event was supposed to happen. Determined to proceed with the kaupapa, the event was re-branded as Relay Your Way, and as always, our community proved their resilience and commitment. Numerous smaller events

were hosted by whānau, community groups, DHB staff, and dedicated individuals, and we were delighted to raise \$49,177 (including \$11,531 - showing in next years figures).

In Tokomaru Bay, Relay Your Way was celebrated with two teams hosting an overnight hikoi. The Gisborne Cancer Society was privileged to be invited to join the hikoi on Sunday morning and staff and Trust members enjoyed the fresh sea breeze while listening to the inspirational stories of whānau living with and beyond cancer.

Tarāwhiti volunteer and fundraising stalwart Daryl Gowers walked 100km in 24 hours. Daryl mapped out a circuit of 1.7km and included a wishing well for people to show their support of his efforts. He raised \$20,000 for the centre.

It is important to make a special mention of Daryl as one of our key supporters and individual fundraisers. This inspirational man has raised more than \$180,000 for the centre to date and has been involved with the Cancer Society for nearly five years. His dedication and commitment in supporting all those living with cancer in Tairāwhiti, is beyond compare, and the Cancer Society is privileged to have him as part of our team. Daryl is also the private funder of our men's exercise group. His partner Shelly Ferguson, is also a tremendous supporter and fundraiser. Shelly purchases old computers, reconditions them and sells them

Team Whānau Vibes from Tokomaru Bay at their Relay Your Way event.



with all proceeds gifted to the centre. She's made a tremendous contribution of about \$10,000 to date.

Marathon In a Month;

The Marathon In A Month initiative was launched to encourage the community to keep healthy and raise funds to help people on a journey with cancer. The call to action for participants was to walk, run, bike, swim or skip 42km - the distance of a marathon throughout the month of November. The event is for people of all ages and fitness levels, being able to undertake the challenge at a level that suits their abilities with the goal of reaching 42km. The Tairāwhiti community supported this event raising \$6,643.

This financial year the community supported and raised \$24,238 for the Gisborne centre by hosting community fundraising events.

Volunteers

Our dedicated volunteers remain the backbone and heart of our organisation. Thank you all, for your support and dedication. This year has seen an increase in our volunteer drivers to support whānau getting to oncology appointments and treatment. For many clients, getting to their appointment poses a significant challenge and we are grateful to the dedicated group of volunteers who assist them to access treatment.

Our fundraising events are supported by hundreds of hardworking, enthusiastic volunteers, without whom we would not be able to run these events. We are grateful to one and all.

Our Trustees, who all volunteer their time, is a dedicated group of passionate people who care deeply about the kaupapa of the Cancer Society and aims to uphold our mission and values. We thank you for your dedication, and guidance.

Ngā mihi nui, Te Tairāwhiti.

We would like to extend our heartfelt thanks to our generous funders. We are indebted to so many who provide us with much needed financial support to continue our work.

Special thanks must be extended to ANZ Bank for their on-going commitment to us. We enjoy our relationships with our local branches and look forward to these continuing.

We also extend immense appreciation to PGG Wrightson for their support of our annual stock sales.

Footnote: *Just as this report went to print Daryl Gowers hit his goal of fundraising \$200,000 for the centre. He's reached this remarkable target in five years. Daryl we are truly indebted to you - thank you from the bottom of our hearts!*



The Relay Your Way 12-hour event with Bevan Chapman from the More FM team celebrating the 12th hour. Thanks to Gisborne Mitre 10 for their support and venue.



Pictured above and below;
The very successful Mother's Day High Tea.



Finance Report

The Gisborne East Coast Trust has continued to perform well for the 2021-2022 financial year. The Trust balance sheet remains strong. With four term deposits and an operating surplus the Trust is able to fulfil its on-going financial obligations and provide support for the future development of services.

Some of the standout points of the year include:

Relay For Life: Covid impacted, but still raised \$49,177 (including \$11,531 showing in next year's figures).

Daffodil Day: which raised \$114,868 including the stock sales.

Grant Income: totalled \$72,755. Thank you to all our grant funders.

Our community support continues to be strong with local activities and fundraising demonstrating a solid commitment to the work of the local Cancer Society. Once again a big thank you to Gisborne and the East Coast communities for showing your support.

We would like to acknowledge the ANZ Bank for their on-going support and for being the principal sponsor of the Cancer Society's Daffodil Day and for managing our local stock sales as part of this. We had our best

year ever, with donations from the stock sale reaching \$74,196. We appreciate and acknowledge the on-going support we receive from the ANZ Bank and all of the local staff.

Covid-19 impacted our Relay For Life planning this year and it was rebranded to Relay Your Way so people could participate as it suited them. It was taken up very well by a mix of local teams, including individuals, families, businesses and college students. A big thank you to all the staff, volunteers and participants who made it work this year.

I would also like to acknowledge the amazing on-going support of Daryl Gowers who raised an amazing \$56,785 from his scrap metal project this year, a 50% increase on the previous year's total of \$28,529. Daryl also undertook his own Relay Your Way walking his local streets for 24 hours and raising an impressive \$20,123.

With his profile locally and on Facebook Daryl is also a great ambassador for our centre. Well done, Daryl!

Lastly a big thank you to all the members of the Trust for your on-going commitment and support.

Margaret R Blake

Gisborne East Coast Trust Finance Representative.



Long time Cancer Society supporters sisters Gill and Helen at the Mother's Day High Tea. The band, Golden Rule pictured below, performed during the afternoon.



Bequests

We are sincerely grateful to those who left bequests. We thank those individuals & families for their generosity.

We acknowledge the estates of:

- M Westlake
- GM Gray.

Total Bequests: \$1,065

128 exercise sessions
were offered last
financial year.

Income

Bequests	\$1,065
Investments	\$2,784
Grants	\$72,755
Donations	\$82,743
Donor Appeals	\$12,072
Special Events	\$30,882
Sundry Income	\$7,265
Relay For life	\$37,443
Daffodil Day	\$114,868

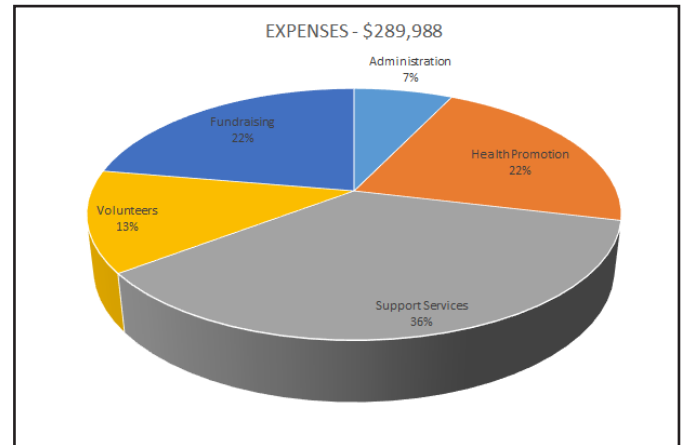
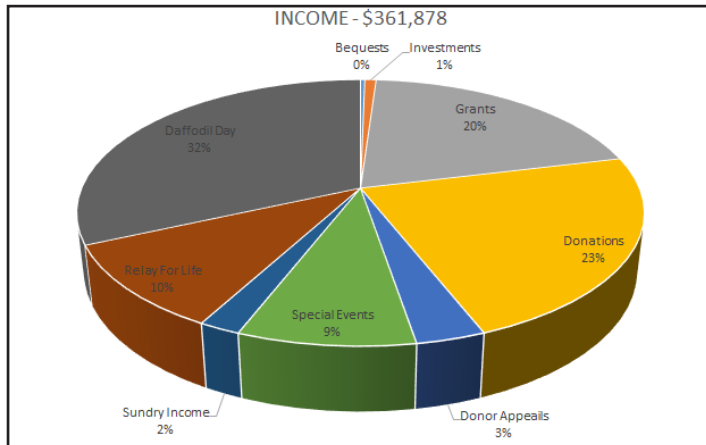
Total Income \$361,878

Expenses

Administration	\$20,712
Health Promotion	\$62,630
Support Services	\$104,213
Volunteers	\$37,746
Fundraising	\$64,688

Total Expenses \$289,988

Net Surplus \$71,890



Grants Received

1st April 2021 to 31st March 2022

- Eastern & Central Community Trust - operational costs
- COGS - operational costs
- DIA - volunteer costs
- Lotteries Covid-19 Fund - operational costs
- Lotteries BoP/Gisborne Community - operational costs
- Eastland Network Charitable Trust - wellness costs
- CM Laing Trust - general purposes
- The Sunrise Foundation, Gavin McFarlane Endowment Fund - wellness costs
- The Sunrise Foundation - counselling
- The Lion Foundation - operational costs

Grant Total: \$72,754

Executive

Chair:

Pamela Murphy

Karen Phelan

Lois McCarthy-Robinson

Lisa Spence

Margaret Blake

Jo Pere

Sheryl Hall

Staff

Centre Liaison:

Lianne Jenkins (until Oct 2021)

Heidi Stander

Fundraising & Events

Becky Burgess (until Sept 2021)

Shay Podjursky

Volunteer Coord:

KJ Danielle (until Nov 2021)

Gillian Stevenson

Supportive Care Coordinator

Caro Deutsch

Administration:

Thea Sutherland

Wellness Facilitator:

Heidi Stander

Major Sponsor



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Office Hours:
Monday- Friday: 9am - 4pm
Saturday- Sunday: Closed



**Cancer
Society**

Te Kāhui Matepukupuku
o Aotearoa