

2023 Annual Report

Cancer Society of New Zealand

Central Districts





President's Report



The last financial year has proven challenging for many, and it is likely these challenges will continue at least for the coming year. Although the Covid 19 pandemic has now abated, residual and flow-on effects of that pandemic are still being felt.

Cyclone Gabrielle and other ongoing severe storms and flooding this year have devastated parts of the north and north-east of Te Ika-a-Māui. Within our Division the Tarawhiti and Hawkes Bay regions have been greatly impacted, with critical effects on communities and transportation. Further, and partially because of the above, we have seen a significant financial downturn and rising cost of living pressures for our clients and our services.

For Central Districts; while total income has increased by around \$300,000 to \$2,819,000; expenses have increased by \$600,000 to \$3,400,000 giving an overall deficit of \$580,000. Most of the increased expenditure was mainly due to the costs of a second phase of the planned giving program; and an increase in staff costs due to our move to improve staff salaries. Consequently, the Division's total equity has dropped by \$600,000 to \$2,334,000. The Executive Committee was aware that this would be a deficit year and is confident that we have the necessary reserves to cover the loss. We are strongly of the view that the level of expenditure was necessary. However, ongoing deficit funding to this level will not be sustainable; and strategies to increase revenue remain a priority.

In my 2021-22 report I advised of the national Anga Whakamua/ Forward Together project on reforming the governance and structure of the Cancer Society of New Zealand. This project has now closed; and while a lot was learnt from the project; the final option presented was not supported by most Divisions - the "Five Entity Collective" model was not considered acceptable. Given this was a very significant project, the National Board is formally considering why Anga Whakamua failed to obtain the necessary support; information from this consideration will be of great interest when it is available.

Despite the closure of Anga Whakamua; the two Te Waipounamu (South Island) Divisions are moving quickly towards a single South Island division. Given this is now an increasingly likely outcome, and given the Incorporated Societies Act 2022 requires changes to our constitution, the Central Districts Executive Committee is in discussions with the Wellington Division Board on how our divisions may increase our interaction, what a combined lower North Island division might look like, and if it would improve services to our clients. Given the legislative requirement above, we are also in the process of redrafting the Central Districts constitution, to meet the requirements of the new Act, and to better support our local identity and work, while retaining collective governance and Centre-based operation.

As always, my sincere thanks to all who support and contribute to our work, especially all our dedicated staff and volunteers. My thanks also to all members of the Divisional and Centre Executive Committees; and finally, my ever grateful thanks to our Chief Executive, Debra Elgar, and her senior management team who to continue achieve beyond all expectation.

Dr Garry Forgeson ONZM
President





Chief Executive Report

Central Districts Divisional Report

2022/23 has been a year of significance for the Central Division Division and its Centres, with milestone occurrences, local disasters, and everything in-between.

Both Hawke's Bay and Gisborne Centres were able to purchase property to have a "home base" for their staff volunteers and services. Staff of both Centres report that being in their own space has given them all a sense of place and greater purpose - that they are more visible in their communities and enjoy welcoming clients and visitors to their Centres.



Sadly both also experienced devastating storms and floods that impacted their communities with effects that will be felt for years to come. We have all been saddened by the losses in those communities - houses, homes, businesses, livelihoods - and are mindful that it has made it doubly hard to deliver Cancer Support services to people in those areas. However, this has not dimmed the commitment nor the efforts of the teams at both centres.

National Projects

During the year, a large piece of work was launched nationally addressing the Model of Care that is central to the work of the federation members of the Cancer Society. Several of our Supportive Care staff are engaged with this project, scoping and defining the work and standards of all Supportive Care services of the Cancer Society throughout NZ. We look forward to seeing this project come to fruition over the next two years.

The Anga Whakamua project (the structure and organisation of the society) has finished after vast amounts of feedback being given on all aspects that were put forward for consideration. There will be some smaller projects still in progress from this work - in particular considering the constitution of the national society and subsequently our own divisional constitution which must be worked on to align with the legislative changes.

Research being an essential component of future proofing our communities, the Division supported students from Otago medical school in various pieces of Cancer research, and are pleased that we will have an ongoing five year relationship to continue this excellent mahi.



Cultural Responsiveness and Addressing Equity

In December 2022 we said farewell to Matua Henare Kani; he has led transformational change across the Division in establishing our Equity programmes for staff and volunteers. Equity Focus Staff Training was provided encompassing:

- 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 inequities and role of the Equity Charter.

During the year, workshops were held online to support our staff orientation and ongoing learning. While this milestone is important, it is 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.

Kia ora E Te Iwi (KOETI) remains our flagship programme to support Māori / Iwi health and cancer prevention programmes and we continue to recruit for staff to support this essential work.

Fundraising

It was another challenging year for fundraising, although COVID is no longer the major threat, its effects still linger and the subsequent economic downturn experienced makes it challenging to be a fundraising organisation. We have shifted our fundraising focus from being solely reliant on local events to a wider spread of revenue generation work, however we remain committed to the local events of all our Centres as this is part of being a visible presence in our communities. We are very dependent on the generous support our communities give to our Centre's fundraising events, and I acknowledge the local events staff for their resilience during these difficult times.

Despite the challenges, Central Districts launched and led a national event - "Marathon In A Month" which is a partnership between the Fundraising team and the Cancer Prevention team and has proved so successful that it is now a nationally run and recognised event. The Longest Day Golf Challenge, was a national event that hasn't found quite so much favour across the Central Division - our provincial cities and towns seem to be less focussed on golf than the larger metropolitan areas.



Relay for Life was welcomed back with open arms after being unable to hold an event for several years, and three Centres (Manawatū, Whanganui and Taranaki) were thrilled to be able to re-engage in this key event. For both Gisborne and Hawke's Bay the events had to be cancelled, however there was great support from local communities to hold mini events in support of the Cancer Society.

A key aspect of the fundraising work of the Division is running the Hope for Life donor programme. This project has recruited over a 1,200 new donors since it began in August 2022 and new donors support the

Centre of their area. The fundraising team at CD although few in number have supported all the Centres in their events as well as with Communications and Marketing assistance, so that Centres can run great events in their communities.

Supportive Care

Supportive Care reports show an increasing number of referrals but also more complex clients with multiple issues. The simple measurement of how many new referrals is no longer as useful, staff can have a few new clients referred but also carry 30-60 additional complex clients with multi team input. As a result of this change in the nature of the work, the Supportive Care team have been involved in a national project to scope an appropriate acuity tool for use across all SC in the federation. This is in addition to the MoC work but will form part of the whole picture and give greater systems to measure and report the work. Some of the significant data points for the 2022/23 year are:

- New Referrals for the 22/23 reporting period = 1,158 an increase of 196 on previous year.
- 19% (225) were for the Cancer information Service only and not requiring additional support
- Financial Assistance = \$96,155 an increase of \$33,948 on previous year.
- Highest need for financial assistance was in petrol reimbursement for volunteers (transport to treatment service)
- Top five Tumours
 - Breast = 188
 - Prostate = 84
 - Lung = 81
 - Brain = 44
 - Melanoma = 43

During the year we also commenced a partnership with Mid Central to follow up all clients post discharge from radiation therapy. This was a milestone as it required all clients were immediately referred and we didn't have to wait for them to contact us (opt out rather than opt in) and so felt confident that we were able to reach so many more people.

The Aftercare project contacts all clients (by phone) as a first step in follow up within seven days of their discharge and can refer on to other services as necessary - whether for Cancer Society support or to any other service.

The AfterCare Co-ordinator handles approximately 100 referrals per month, and although many have good supports in place and don't require anything else, about a third are referred on to Cancer Society SC staff for further follow up. The outcome of this pilot project has been so successful that it has been rolled out across our Centres in CD, and will be extended to include chemotherapy (and potentially post-surgical treatment) in the following year.



Cancer Prevention/Health Promotion

“Reducing the incidence and impact of Cancer in NZ”:

During the year the team said farewell to Kerry Hocquard as she retired from the Cancer Society. Kerry had been a Health Promoter in the Manawatu Centre for almost 20 years, and was a greatly respected voice in the community, and a mentor for new HP staff.

The Health Promotion/Cancer Prevention Strategic Plan 2020 - 2025, is the guide for all work in educating, promoting, advocating for health improvements and prevention of Cancer. Almost 1/3 of all Cancers can be reduced by lifestyle changes and the impacts can be reduced by early detection and diagnosis.

The team members are committed to the delivery of Health Promotion/Cancer Prevention programmes of:

- Tobacco Control (Smokefree 2025)
- Nutrition and Physical Activity (healthy diet and weight)
- Reduction of Harm from Alcohol (Alcohol)
- Reduction of UV Harm (SunSmart)
- Supporting screening programmes (early detection and screening)
- Health Education and Community Wellness initiatives

One of the primary focus points has been working in tobacco control to significantly reduce retail availability and to create a ‘Smokefree Generation’ to prevent the generations born after 2025, from ever taking up smoking - quote from Dr Ayesha Verrall “Thousands of people will live longer, healthier lives and the health system will be \$5 billion better off from not needing to treat the illnesses caused by smoking, such as numerous types of cancer, heart attacks, strokes, amputations.” this work links directly into our Mission of “reducing the incidence and impact of Cancer in NZ”

People know the slip slop slap and wrap message and there is now greater understanding of the potential harm from UV radiation (skin cancers). The CP team remain committed to working with schools to ensure that message is well embedded in our tamariki for now and into the future.

A third area of priority work has been in the screening and detection programmes, and the Cancer Society CP team have worked in partnership with Breast Screen, Bowel Screening, HPV Vaccination and community health staff to progress these key messages.

Volunteering

Being a volunteer involving organisation and working alongside so many passionate, generous people of all walks of life is so rewarding for the Cancer Society and staff. Without the support of our hundreds of volunteers throughout the Division, we simply would not be able to run the many services that we do.

Over the year the total amount of hours committed by our volunteers clocked in at over 15,000. That’s the equivalent of more than 600 24 hour days. Our volunteer drivers travelled an incredible 268,521km’s (that’s the same as driving the length of New Zealand over 100 times!) and is an increase of 20,000kms over last year.

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

Each year we share some feedback we've received from volunteers on their volunteering experience:

- "Can be stressful but I love the sense of giving back to others that have helped me."
- "It is so rewarding to work with people and help them."
- "I have learnt so much from people going through tough times, sometimes its sad but mostly its great to see them getting to the end of their treatment and be getting better."
- "I'm there every Wednesday and wouldn't miss it; makes me feel like I'm doing something worthwhile."
- "Working at reception I can see how busy the staff are - some days they are just running."
- "I love helping with RFL - I can't do a relay but my family can, and it's important that they can see the value of being involved in something worthwhile."

Over the coming year we are planning to develop many of the roles of our volunteers to support the professional staff and to give a wider range of work for the many who have expressed the sentiment "I wish I could do more" for our Volunteers there is an exciting time ahead as we establish a number of other support services in each centre. I can't wait to see what the annual report for next year will bring.

Ngā mihi maioha

Our continued relationship with ANZ Bank is one we are thankful for. 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 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 thing in this world? It is people! It is people! It is people!).

Debra Elgar

Chief Executive

Central Districts Division



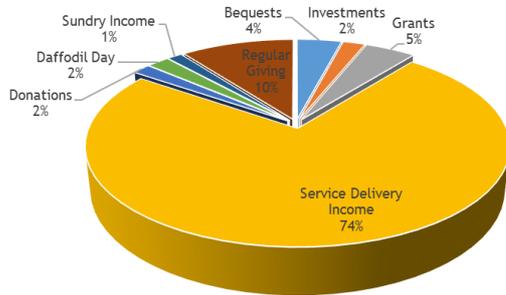




Income and Expenses

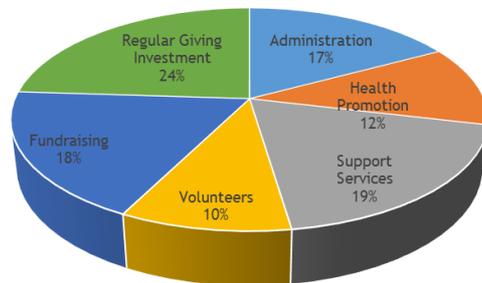
Division Only - Excludes research and scholarship transaction

Income - \$1,188,449



Bequests	\$48,486
Investments	\$24,029
Grants	\$55,000
Service Delivery Income	\$877,771
Donations	\$19,885
Daffodil Day	\$24,063
Sundry Income	\$16,181
Regular Giving	\$123,035
Total Income	\$1,188,449

Expenses - \$1,386,462



Administration	\$236,913
Health Promotion	\$161,782
Support Services	\$262,216
Volunteers	\$135,436
Fundraising	\$257,984
Regular Giving Investment	\$332,331
Total Expenses	\$1,386,462

Net Deficit \$198,013

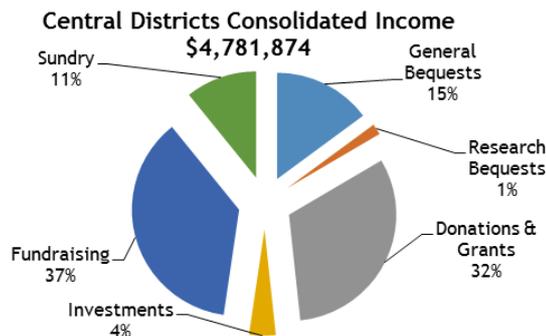
Research Net Deficit \$382,106

Total Deficit as Per Financial Reports \$580,319



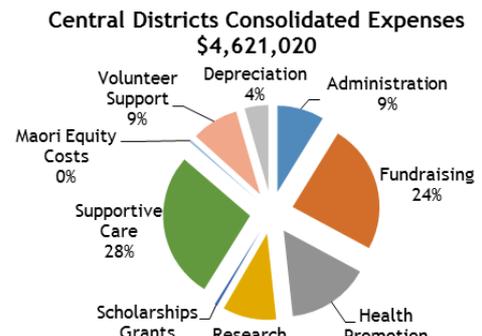
Consolidated Report

Includes all Centres, research and scholarship



General Bequests	\$708,669
Research and Bequests	\$79,146
Donations and Grants	\$1,520,262
Investments	\$191,656
Fundraising	\$1,763,616
Sundry	\$514,805
Total Income	\$4,778,154

Consolidated Surplus \$158,716



Administration	\$403,302
Health Promotion	\$711,819
Research	\$461,272
Scholarships and Grants	\$23,491
Supportive Care	\$1,273,432
Volunteer Support	\$405,696
Maori Equity Costs	\$18,170
Fundraising	\$1,116,766
Depreciation	\$205,490
Total Expenses	\$4,619,438



Bequests and Grants Received

Grants

1st April 2022 to 31st March 2023

- Lottery Grant Board
- NZCT

Grand Total: \$55,000

Bequests

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

We acknowledge the estate of:

- A E McCarthy
- B K Knights
- G H Whitefield
- J Flaus
- J K Cresswell
- M G Watson
- R A Simpson

Total bequests: \$48,486

Executive

President:

Dr G Forgeson ONZM

Vice Presidents:

Ms M Blake

Mr G Baker QSM

Gisborne:

Ms P Murphy

Ms K Phelan

Hawke's Bay:

Mr D Trim (from September 2022)

Mr P Davies (from September 2022)

Mrs J Klinkhamer (to September 2022)

Manawatū:

Dr J Waldon

Mr R Benton

Whanganui:

Ms J Vickers

Mrs M Baker ONZM

Taranaki:

Ms M Shaw

Dr I Smiley

Co-opted:

Mr H Kani (Maori Advisor to January 2023)

Mr R Twentyman

Staff

Chief Executive:

Debra Elgar

Business Services Manager:

Chris Franklyn

Te Hau Angiangi - Advisor:

Henare Kani (To December 2022)

Service Delivery Manager Supportive Care:

Pauline Farquhar

Service Support Manager Revenue Development:

Sushmita Chakaravarty

Service Delivery Manager Cancer Prevention:

Janine Luke-Taamaru

Service Support Manager Volunteering:

Jane Burgess

Communications Coordinator:

Natalie Campbell (To September 2022)

Marketing Coordinator:

William Wood (From January 2023)

Human Resources/Payroll/EA:

Sheree Brannigan

Account Services:

Elaine Ireland

Donor Care Specialist:

Adam Naylor (From July 2022)

Fundraising Administrator:

Hannah O'Neil (To Oct 2022)

Jo Illsley (From November 2022)

CD Secretary:

Rachel Pedley



Major Sponsor

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

