



Cancer Society

Te Kāhui Matepukupuku
o Aotearoa

Central Districts Division Annual Report 2025

www.cancer.org.nz



CHAIR'S REPORT

This is my first annual report in my first year as President of the Central Districts Division, and I can reflect that in the past year we have had some very interesting times.

Last year at the AGM in Sept 2024, Dr Garry Forgeson stepped down as President of the Central Districts Division, a role he has held for over 20 years. It is timely to acknowledge the singular achievements and significant growth that have occurred under his leadership. During his time as President we have seen a coming together of the Division as the primary support for the Centres, we have seen service delivery grow and develop as a professional service aligning with the NZ Health service, promoting health and cancer prevention, and we have grown our resources and our revenue. We are all indebted to him for his stewardship of the Division, and are delighted that he has agreed to continue his involvement with the Cancer Society as the Central Districts Division Delegate to the National Board of the Cancer Society of NZ.

This year the Division updated and passed its revised constitution which has now been re-registered. This project has been a piece of work taking almost 2 years of careful discussions, re-wording and revising to ensure that we comply with the change in legislation; and more importantly to ensure that our centre-based model is still the basis of the Central Districts Division.

For many Incorporated Societies across NZ they have seen increasing compliance requirements to meet legislation, and rapidly increasing costs that put a strain on local and community entities and services. We have been fortunate that our revised constitution will support our community model and allow centres to continue as incorporated societies and meet the standards of the new Incorporated Societies Act, or to de-incorporate and continue as a collective if they do not want the burden of the increasing compliances and cost, but still continue as members with the same rights as an incorporated society, and part of the Division and the national body of the Cancer Society. This change gives assurances to our members that we



will continue to be in our local communities and that we are fully committed to maintain our centre-based community model.

In this past year, and we have had to change the way we meet as the governance body of Central Districts Division; moving away from our quarterly meetings to a more frequent meeting cycle to be able to quickly respond to developments nationally and regionally and be more responsive to the Centres. However it has also added more responsibility for the officers and delegates of the Division, so to all of the centre executive committees and to the CD Board, I thank you all for what you do for the Division and for taking on the roles involved.

Once again the Central Districts Division has achieved a significant financial surplus. This is delivered from the various revenue programmes in place; increasing donor support, regional and local events, and most significantly bequests from our supporters. It is gratifying to see these surpluses as they are used to sustain and support our Centre's that make up the Division. This year we have been able to assist 2 centres that had some temporary downturn in income and supported them through to regaining their financial footing. In addition we have supported the purchase of additional property for the Whanganui Centre to develop their aspiration of having additional community services and "future proofing" their space at the centre building.

As I have said before, the role of the Division is to support the Centres, and the role of the Centres to

be the guardians and voice of their communities that keep the Board in touch with the needs in each area. The differences and variation in each of our Centres is marked, as each community has its own local populations and community needs. Never has this regional difference been more aptly demonstrated than when I was able to visit both the Whanganui and Gisborne Centres for their Relay For Life events. It was great to see staff and volunteers working alongside each other to deliver these events, and to see how unique each event truly is and how strongly it relates to their community and the Centres' identity.

To all our staff who work throughout the Central Districts Division, in each of the Centres or the regional office, thank you for your work - you are the front line in our fight against cancer and my respect for what you do is immense. To our Chief Executive, Debra Elgar, and the senior management team from the bottom of my heart, my thanks for all of your endeavours and the achievements that have occurred over the last twelve months; may they continue on in the future years. Finally, to all of the service volunteers who go out of their way to assist our staff in their daily activities, you are all amazing wonderful people and your generosity in giving your time to our Cancer Society does not go unnoticed. It is truly humbling to be a part of this organisation

Warm regards,

Graeme Baker QSM
President



CHIEF EXECUTIVE'S REPORT

2024/25 has been a year of significance for the Central Districts Division and the Centres and the wider Cancer Society of NZ. Despite the financial challenge it is gratifying to see the community support for events/activities, that donor support has continued and increased, and that we finish the year with a surplus that will be the reserve that allows us to continue supporting our centres.

The National Big Picture:

A major milestone from the advocacy work this year was the Government's announcement in June 2024 of a \$604 million investment in medicines, including up to 26 new cancer treatments. These medicines are already saving and extending lives, giving people more time with their loved ones and lifting the financial burden that came with self-funding them. While this is a vital step forward, New Zealand remains at the bottom of the OECD for access to modern cancer medicines. We must keep pushing our Advocacy messages to Govt. and continue our investment and momentum in this space - it is essential for our communities.

In March, several of the Central Districts Division staff and Board attended the inaugural Cancer Research and Innovation conference — In Pursuit 2025. It brought together clinicians, researchers, innovators, and investors to spotlight the future of cancer prevention, detection, and treatment. This is a roadmap for the future, and it highlighted that collaboration is our greatest Cancer Society strength. And lastly, the new vision statement of the Cancer Society; Working Together Towards a Future Free from Cancer. It is an aspirational statement, that captures our collective desire to look to the future, to ask ourselves what do we want to see in 50 years time? While our future may not be entirely free of cancer (as in without any cancer); we want to know that the difference we make to that future will free our people from the worst effects of this disease – physically, socially and financially we want to be free of cancer, and know that we are reducing the incidence and impact of cancer in our communities.

Better for Everyone:

The challenge of ensuring that inequities are addressed is one that faces both the NZ Health Service and the Cancer Society. During this year the question of how to support and become better for everyone; be it rural vs metropolitan health, how to engage with communities of higher deprivation, how to support better access to treatment, these questions have been a major focus with a multiyear programme of work being developed from seeking the answers.

In response to this clearly identified need we commenced the Client Care programme working alongside the Supportive Care Co-ordinators to engage with Volunteers to help support clients and whānau. This is not the cuppa and a chat which is the nature of our wonderful peer to peer support groups; but is careful selection, training and support of key volunteers to walk alongside the Care Co-ordinators and the clients – we are grateful to the retired Social Workers, Counsellors, and Nurses who have put their hands up to be the Volunteers in our client care teams so we can spread our services wider, into the rural regions, into other communities and seek ways to deliver better for everyone.

Watch this space into the future – I predict that this will become a much needed and well-regarded adjunct to our existing services.

Whānau Focus:

Equity Focus Staff Training was provided to all staff encompassing:

- Te Tiriti o Waitangi: A 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.

Kia Ora E Te Iwi (KOETI) remains our flagship programme to support Māori / Iwi health and cancer prevention programmes and we continue this essential work. We know that the statistics are still much worse for Māori and there is much work to be done to alleviate this disparity, but we are confident in the path before us and will all rise to this challenge.

Revenue Development:

A major highlight was the 2024 Daffodil Day — the biggest month on our calendar. We are deeply grateful for the continued support of our long-standing major sponsor, ANZ, who once again supported us by delivering the digital message and urging our communities to support the Cancer Society. This 2024 campaign, we introduced the powerful theme of “1 in 3”, highlighting the sobering reality that one in three New Zealanders will receive a cancer diagnosis in their lifetime. It's a reminder of why our work matters and why community support is so vital. This message will be the focus for 2025 and 2026 Daffodil Day, and it will no doubt become as well known as the “Slip Slop Slap and Wrap” message.

Two key aspects of the fundraising work of the Division is running the donor programme, and engaging with grant funders. The Donor programme engages with and recruits new donors to support the Centres; during the 2024/2025 year we gained 1,200 new donors. That means we currently we have almost 5000 donors who support us with regular weekly, fortnightly, or monthly donations. This is an outstanding achievement and a reflection of the value of the Cancer Society in our communities. The grant programme enables us to connect with philanthropic organisations who support us by way of grants – without their ongoing support we could not deliver our services to the communities we serve. This year we focused on grants to our centres but still with \$24,000 support for the Division.

Our thanks:

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.

Warm regards,

Debra Elgar
Chief Executive

YEAR OF OUR IMPACT



2,311
new clients
offered
support



205
programmes
delivered
with 1653
participants



1,703
therapeutic
sessions
with clients.
Massage,
reiki,
reflexology,
and yoga



11,690
contacts
with our
supportive
care team



KIA ORA - E TE IWI AND EQUITY

Over the last 12 months we had a small team to deliver our flagship programme KOETI – this delivers cancer information, resources and provides a space for our whanau to express their cancer experiences.

There has been Kia Ora – E Te Iwi hui held in Palmerston North and Levin, in Manawatu and at Omaha Marae and Waipukurau community in Hawke's Bay.

In February 2025, we had the opportunity to be present at Te Matatini (National Kapa haka competition) to promote the Cancer Society and in particular, Kia Ora – E Te Iwi; a moving and connecting opportunity in which we at the Central Division represented the federation of the Cancer Society of NZ in the Equity work of KOETI.

In the last 12 months, all staff, of all centres, have participated in Equity training and development. Rather than confrontational debate as a pathway to learning, we bring a nurturing and transformative approach that supports learning and understanding for all staff and volunteers.

We have been privileged to work with many Iwi and whānau to align and partner our staff and services, and look forward to developing closer and unified relationships and service delivery into the future.



FUNDRAISING HIGHLIGHTS



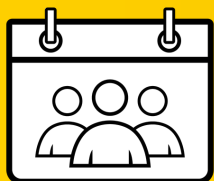
\$885.7k

Relay For Life fundraising



\$783.8k

generous donations from our 2024 Daffodil Day appeal



\$313.2k

raised through other special events in our community



\$440.6k

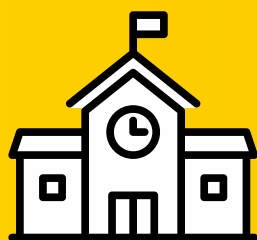
through individual and group donations



\$1M

grants provided from our incredible funders

CANCER PREVENTION WORK



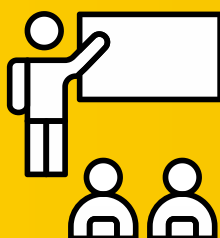
203

SunSmart accredited schools, 47.4% of our regions



401

sunscreen pole bookings



489

health education sessions held with community groups/organisations

VOLUNTEER HIGHLIGHTS



370,341km

driven by shuttles
or volunteers
taking clients to
appointments



26,328

equivalent to 25
part time 20hr
staff, saving a
minimum of
\$789,840



911

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

The Difference our Volunteers Make!

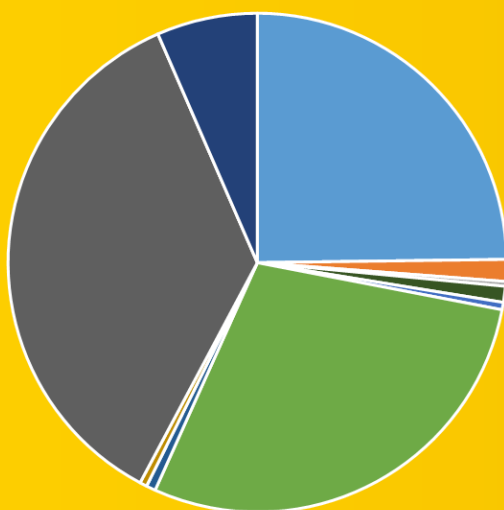


Rachael Guttery has been a steadfast volunteer for the Cancer Society in Whanganui for approximately six years. Her journey began when she returned home to Whanganui around six and a half years ago, and she has since been a passionate advocate for Cancer Society.

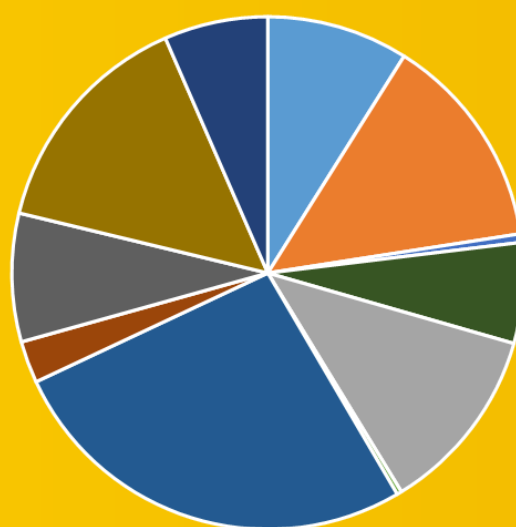
Rachael plays a vital role in the Cancer Society's fundraising efforts and is deeply involved in several key activities such as the Daffodil Day Street Appeal and a committee member of Relay For Life. Rachael actively participates in organising and executing this annual event, which raises significant funds for cancer research and support. As a committee member, Rachael helps plan and execute the Relay For Life events, a highlight of her volunteer work. Rachael's motivation to volunteer stems from her desire to give back to the community. Her involvement with the Cancer Society allows her to support individuals and families during challenging times. The Society's support during her mother's illness left a lasting impression, motivating her to honor her mother's memory through her volunteer work. Volunteering has not only allowed Rachael to contribute to the community but has also enriched her personal life.

DIVISIONAL INCOME AND EXPENSES

Income



Expenses

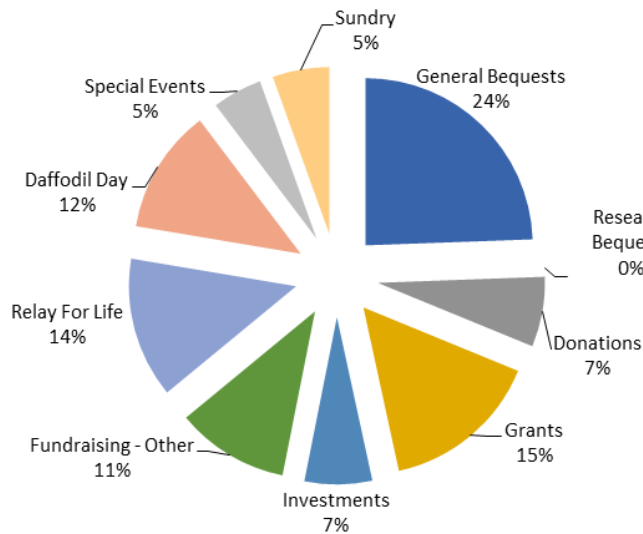


24.8%	Bequests	\$1,247,106	8.9%	Administration	\$399,191
1.4%	Investments - General	\$70,864	13.6%	Health Promotion	\$607,550
0.3%	Investments - Scholarship	\$15,733	0.5%	Grant Distribution	\$24,000
1.0%	Investments - Research	\$52,020	6.3%	Abatement Grant	\$283,378
0.5%	Grants	\$24,000	11.8%	Research Levy & Grants	\$528,252
28.7%	CD Service Delivery Income	\$1,443,764	0.3%	Scholarship Transactions	\$13,722
0.6%	Donations	\$30,410	26.5%	Support Services	\$1,181,517
0.5%	Daffodil Day	\$23,349	2.6%	Working with Māori	\$118,007
35.7%	Local Service Delivery Income	\$1,794,152	8.1%	Volunteers	\$361,422
0.0%	Sundry Income	\$243	14.7%	Fundraising	\$655,556
6.5%	Regular Giving	\$328,536	6.6%	Regular Giving Investment	\$292,623
Total Income		\$5,030,178	Total Expenses		\$4,465,218

Net Divisional Surplus \$564,960

CONSOLIDATED INCOME AND EXPENSES

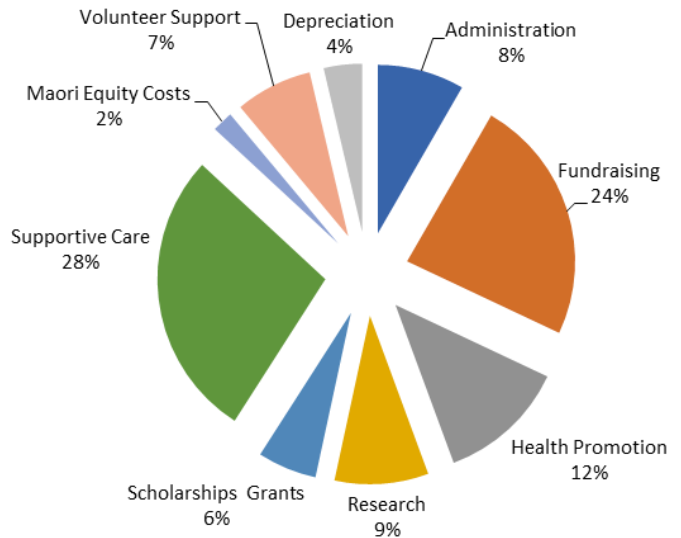
Income



24%	General Bequests	\$1,589,545
0%	Research Bequests	\$0
7%	Donations	\$440,588
15%	Grants	\$1,001,585
7%	Investments	\$425,128
11%	Fundraising - Other	\$710,098
14%	Relay For Life	\$885,743
12%	Daffodil Day	\$783,799
5%	Special Events	\$313,159
5%	Sundry	\$357,791

Total Income \$6,507,436

Expenses



8.3%	Administration	\$488,033
23.6%	Fundraising	\$1,382,382
12.4%	Health Promotion	\$723,435
9.0%	Research	\$528,252
5.7%	Scholarships Grants	\$332,869
27.8%	Supportive Care	\$1,624,901
2.0%	Māori Equity Costs	\$118,007
7.4%	Volunteer Support	\$433,249
3.7%	Depreciation	\$215,836

Total Expenses \$885,215

Consolidated Surplus	\$660,472
Less Capital Grants Income	<u>\$349,252</u>
Surplus Less Capital Grants	\$311,220

Explanatory Notes

1. Consolidated income means the combined income and expenses of both the division and all the centres.
2. Capital Grants are removed, as the expenditure related to this income is for capital (Fixed Asset) items.
3. The expenditure for Capital Grants appear in the Balance Sheet, not the P&L.

THANK YOU

The Cancer Society Central Districts Division Incorporated would like to gratefully acknowledge all those who have supported us financially and in kind through grants and bequests over the past year.

 Est A R Kenevan

 Est B K Knights

 Est B L Smart

 Est B Learmonth

 Est B Riley

 Est D E M Goss

 Est F M Woods

 Est G Dear

 Est G H Whitefield

 Est O E Hodgetts

 Est P J Marquet

 Est P W Alve

 Est R A Bryden

 Est S Burnside

 Est W N Newsham

 Grassroots Trust Central Ltd

 NZ Community Trust

Executive

President:

Mr G Baker QSM (President from September 2024)

Dr G Forgeson ONZM (President to September 2024)

Committee Members:

Mr G Baker QSM (Vice President to September 2024)

Dr J Waldon (Vice President from September 2024)

Ms K Phelan (Vice President from September 2024)

Dr I Smiley



Mr D Trim

Mr P Davies (to December 2024)

Mr R Benton (to November 2024)

Mrs M Baker ONZM (to December 2024)

Ms J Vickers

Ms M Shaw (to February 2025)

Ms P Murphy

Staff

Accounts Administrator

Elaine Ireland

Business Services Manager

Chris Franklyn

Chief Executive

Debra Elgar

Donor Care Specialist

Adam Naylor

Executive Assistant & Human Resources/Payroll

Sheree Brannigan

Finance Administrator

Lynda Holdaway

Financial Management Assistant

Ian Fitchett

Fundraising Coordinator

Claire Black (From September 2024)

Jo Illsley

Kia Ora E Te Iwi Programme Coordinator

Donna Akariri (Until April 2024)

Bibiana Walker (Until April 2024)

Vadelia Wirihana-LeGeyt (From June 2024)

Marketing Coordinator

William Wood

Service Delivery Manager - Cancer Prevention & Equity

Janine Luke-Taamaru

Service Delivery Manager - Client Care

Graham Black

Service Delivery Manager - Supportive Care

Pauline Farquhar

Service Support Manager - People & Culture

Jane Burgess

Service Support Manager - Revenue Development

Sushmita Chakravarty



CancerSociety



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