

# 2024 Annual Report

## Cancer Society of New Zealand

### Central Districts



**Cancer  
Society**

Te Kāhui Matepukupuku  
o Aotearoa



# President's Report



The Central Districts Division has achieved a significant financial surplus of around \$1.1M for the 2023-2024 financial year, reversing several years of posting a loss.

This surplus is due to the Division receiving a number of significant bequests during the year. We are enormously grateful for the generosity of the donors.

The members of the Division, our Centres, while all performing well against their budgets, achieved either a modest surplus or a significant loss, collectively the deficit was \$900,000. While there is no short to medium term threat to our viability, as we hold strong reserves to see us through difficult times, clearly we cannot continue to rely on deficient funding indefinitely. The Executive Committee is fully agreed that increased financial sustainability is one of our key strategic priorities for the next three - five years.

I am pleased to report that the significant gaps in our staffing I reported last year, have largely been filled, and staff retention has significantly improved.

The Executive Committee has also completed a final draft of the revised constitution required by the Incorporated Societies Act 2022. This draft has been released to Centres for consultation, and we hope to have it agreed and submitted for regulatory approval by the end of the year. This draft continues the regional network centre model as the basis of Central Districts but now makes provision for Centres who wish to de-incorporate, while retaining operational capacity and participation in divisional governance.

My sincere thanks to all who support our work, particularly our dedicated staff and volunteers who make it all happen. I also gratefully acknowledge the major contributions of all members of the Division and Centre Executive Committees. In particular, I acknowledge the major and unstinting contributions to the work of Central Districts and the Gisborne Centre of Margaret Blake, who passed away unexpectedly in March this year. Finally, my sincere thanks to our Chief Executive, Debra Elgar, and her senior management team for their ongoing commitment and invaluable achievements in furthering our work.

Dr Garry Forgeson ONZM  
**President**









# Divisional Report

## From the Chief Executive

At the end of each year when we reflect on the work of the year that has passed, it is sometimes difficult to see what has been achieved - not so in the 2023-24 year. We embarked on a programme of modernization:

- investing in our staff, both in remuneration and in supporting their development, as we set up a robust and wide ranging HR database,
- we upgraded our aged and outdated database for managing our donors and supporters, so that we can connect with them and be able to track our income better,
- we embraced a suite of IT programs that allow our staff to work remotely and from anywhere so that we can better engage with our clients.

This of course comes at a cost and it is a balancing act to make sure we can move forward and still afford to meet our budgeted expenditure. We must keep in mind that if we don't move forward we run the risk of being left behind into the ever changing future. Our ability to support our clients and our communities is dependent upon us being able to deliver services that are relevant, timely, and connected to our NZ health service in whatever form that may emerge in the coming years.

Cancer is still the leading cause of death globally and in Aotearoa New Zealand. The number of cancers is expected to further increase as our population ages. Cancer diagnoses are projected to increase from 25,700 per year in 2015-2019 to 45,100 a year by 2040-44; a 76% increase (2.3% per annum). Additional pressures will be placed on organisations like the Cancer Society to provide support from diagnosis through to treatment and beyond.

**Debra Elgar**

Chief Executive

Central Districts Division



## Supportive Care

For the 2023-24 year we have seen a steady if rather slow increase in referrals to our services. This is likely due to our development of the Aftercare Programme which started in 2022 and has grown each year. The programme demonstrates that early contact with clients within a week or two of their



discharge from treatment (via MidCentral) has made a significant difference such that some have not required any further intervention. Please see the referral chart below.

Those that have been referred for services have generally required more complex interventions. The year-on-year trend in the table below shows a small increase, but when put into the context of us also providing the aftercare follow up programme, the numbers are starting to look strong and reflect the growth that we had expected to see.

**Referral trends over the last three years: (April - March financial year)**

	2021-22	2022-23	2023-24
Gisborne	104	162	168
Hawkes Bay	358	411	297
Manawatū	211	263	262
Taranaki	219	210	313
Whanganui	240	140	150
Referrals Total	1132	1186	1190
CD Aftercare Referrals		680	1656

Alongside increasing referrals and intervention rates, there has been an increase in the cost of delivering services. Investments in client services by dollar amounts figures are displayed in table below:

Financial Year	2021-22	2022-23	2023-24
Accommodation	2,900.12	1,502	1,641.40
Counselling	7,716.80	10,956	8,255.74
FV Welfare (old data base)	12,346	8,830	150
Grocery Voucher	17,940	16,700	11,048.50
Massage	3,439.20	544	33,620.61
Other	11,669.60	13,909	964.99
Petrol	5,685	43,534	10,264.65
Petrol - Driver	360	75	40,535.45
Utility Bill	150	105	
Total Financial Year	62,207	96,155	106,481

Some areas show large increases and some have notable decreases - generally that is around the improvement of data capture but the picture that is painted is of an increasing demand and cost/investment for our services. By far the greatest investment is the reimbursement of our Volunteer drivers in Transport to Treatment. Note that this does not include the Shuttle service costs in Taranaki and Hawke's Bay, as these are covered by a Contract for Service.

Investment in developing new ways of working and increasing the workforce are required, as we plan for the future and manage the increase in service delivery. We are currently developing training programmes for our volunteers to become dedicated Supportive Care volunteers, working under the guidance and supervision of our Supportive Care Coordinators.

### Volunteering

Once again, we thank our many volunteers who give their time and expertise, volunteering in the many different ways which make up the work of the Cancer Society. From the face-to-face side of working with our clients to supporting them in their homes, to taking them to their appointments, our volunteers go the extra mile. Volunteers are the first face people see when they enter our local Centres and first voice they hear when they phone us. They keep the cogs running across our organisation including their work in the events and fundraising space.

Our volunteers bring a vast array of skills, experience and vibrance that we as the Central Districts Division of the Cancer Society value, appreciate and nurture.

Throughout the 2023-2024 year, the Central Districts volunteer database recorded an amazing 24,131.34 hours recorded by 785 volunteers. The most popular area of volunteering is in the client driving service; our volunteers collect the clients from their homes and deliver them to the treatment centre (MidCentral in Palmerston North or further afield in Wellington, Waikato, or Auckland) and then return them home again. The transport to treatment service is the most widely cited aspect that our clients have appreciated of the services we provide and its also the service that our volunteers derive the most satisfaction. The total kilometres travelled equaled an amazing 298,349.2km this year, which is equivalent to driving the length of New Zealand 186 times!

We are extremely proud of the volunteer service that we provide and of our volunteers. Our heartfelt thanks to those who gift their time to us as their charity of choice.

### Cancer Prevention

The last 12 months have been a challenge with significant changes in policy and Health Promotion across NZ. Our Cancer Prevention team members are in each of our Centres and work to promote health education, health literacy, and improve Cancer awareness through:

- Local Councils' Health and Wellbeing Environmental policies
- School and Early Childhood Centre Engagement
- Business and Community Group Engagement

This is a significant increase for the year and we look forward to greater outcomes for the next year. Our Sunsmart messages are relevant to a wider section of society than just our schools, such as - building sites, orchards, farms, road workers - all have benefited from working with the Cancer Society Cancer Prevention team. We are particularly proud of the collaborative work with our local fundraisers for events including Relay For Life, Marathon In A Month, Daffodil Day, the Longest Day Golf Challenge, and other local and community events.





The CD team works closely with the local health/hospital service screening specialists in their communities. They are invited to attend events together and complement each other's services. Again, some fantastic working relationships and professional respect are shared, and we are grateful to work in collaboration with a wide range of health professionals.

With the election October 2023 and a change in government, the decision by the coalition government to introduce an Amendment Bill that will repeal three parts of the previous government's planned changes to regulated Smokefree Environments and Regulated Products (smoked tobacco) was a disappointment to our Cancer Prevention team.

Smokefree 2025 Aotearoa remains a priority and a goal for the CD team. Vaping continues to be a topic of conversation and is an ongoing concern for all communities. There are many schools and community organisations wanting information and discussions on the concerning uptake of vaping in Rangatahi (Youth) in particular - no doubt this will become a significant challenge for our services to address into the future.

The team continue their interactions with Māori health providers, business partners and schools offering to visit and meet with people, to promote cancer prevention and reduce the risk of cancer. This work is paramount to our future generations embracing healthy choices and being the instigators of prevention and reducing the risks of cancer.



### Revenue Development

In the financial year ending March 2024, our regular-giving programme "Hope for Life" had recruited 1,958 new donors throughout the Division. This is a vital part of being able to help our communities, with regular donations coming in so we can plan further into the future with certainty. Our Donor Care staff make sure that our donors are appreciated and thanked in a timely manner by efficiently running the donor stewardship program.

The last financial year has been busy, with a focus on getting grants for Centres rather than for the Division. Replacement Shuttles for Hawke's Bay and Taranaki Centres were purchased through grant income. Grants also bought two new cars for the Manawatu Centre. The total money raised through grants for the Centres was \$664k. Grants continue to be a significant part of the revenue development strategy supporting the Centres.

The fundraising team based in the Division office supports our event coordinators in their Centres; last year the Division team also managed the Division's Jump for Cancer event and raised a fantastic amount of \$36k for the Centres. This was also the third year the Central Districts Fundraising team led the national campaign Marathon In A Month successfully.



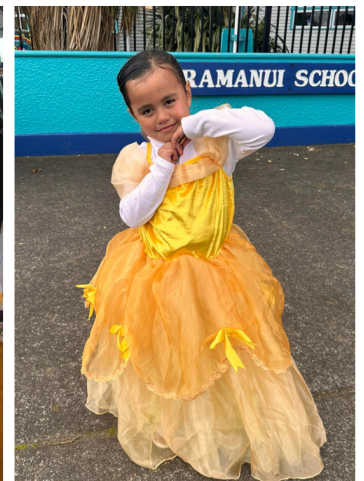


The Donor Appeal which is run by the Division also saw an increase in income for over this period. We were also able to launch the business partnership programme which has increased the revenue at the Centres. Our marketing coordinator has been making sure to improve brand consistency across all of Central Districts so that all communications reflect consistent Cancer Society branding. Diverse marketing channels were used to engage with a wider audience of varying ages and to increase the reach of all Centres.

Daffodil Day is one of the biggest days of the year on the Cancer Society calendar. Across the Division last Daffodil Day \$610k was raised. Across the Central Districts Division there were more than 1,000 volunteers out on the ground on Daffodil Day, helping to collect donations - a big thank you to our volunteers for all their help on this incredibly busy day - we couldn't do it without you.

There were four Relay For Life events in the past financial year, three of those events were for 24 hours. While Hawke's Bay Centre didn't host an event this year, they did support Relay Your Way, and community spirit kicked in with many individuals opting to host their own events. A total of \$651K was raised throughout all the Centres of Central Districts - a big thank you to all of our volunteers and sponsors.

It's always a particular joy to see that the inter-relationship between each Centre's local work, and the Division's regional work. We have a strong partnership which is crucial in developing the revenue needed for our services to thrive and grow.







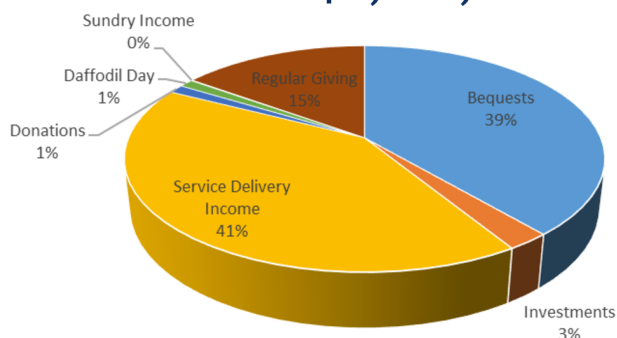




# Income and Expenses

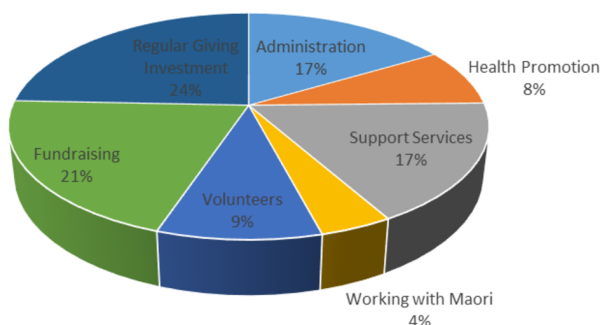
Division Only - Excludes research and scholarship transactions

## Income - \$2,863,156



Bequests	\$1,108,892
Investments	\$70,764
Grants	Nil
Service Delivery Income	\$1,182,914
Donations	\$35,061
Daffodil Day	\$32,220
Sundry Income	\$2,839
Regular Giving	\$430,466
<b>Total Income</b>	<b>\$2,863,156</b>

## Expenses - \$1,796,877



Administration	\$296,436
Health Promotion	\$146,988
Support Services	\$306,984
Working with Māori	\$74,219
Volunteers	\$166,999
Fundraising	\$367,915
Regular Giving Investment	\$437,338
<b>Total Expenses</b>	<b>\$1,796,877</b>

**Net Division Surplus \$1,066,279**

**Research Net Deficit \$154,737**

**Total Surplus as Per Financial Reports \$911,542**



# Bequests Received

## Bequests

We are sincerely grateful to those who have left bequests. We thank those individuals and families for their generosity. If you wish to support the Cancer Society into the future please contact [mail@cancercd.org.nz](mailto:mail@cancercd.org.nz)

We acknowledge the estates of:

- A M Scott
- B Learmonth
- D E M Goss
- M D Burt
- M J Bowler
- M N Barrow
- R A Bryden
- R J Watt
- S M Prebensen

**Total bequests: \$1,108,785**



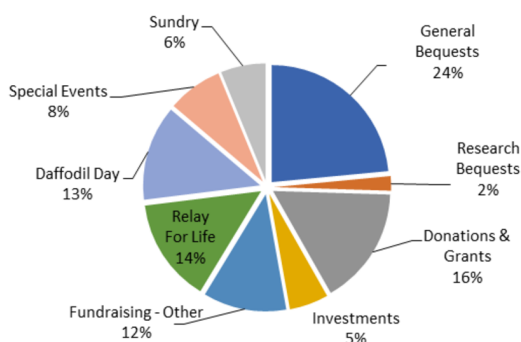




# Consolidated Report

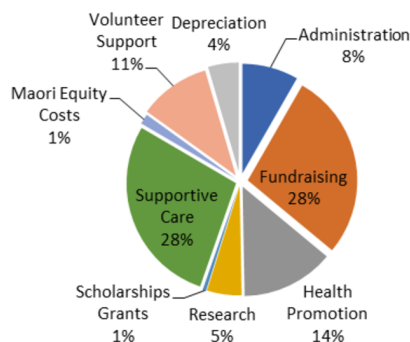
Includes all Centres, research and scholarship

Central Districts Consolidated Income \$5,013,539



General Bequests	\$1,177,851
Research and Bequests	\$99,887
Donations and Grants	\$817,728
Investments	\$270,122
Fundraising - Other	\$1,763,616
Relay For Life	\$719,379
Daffodil Day	\$659,713
Special Events	\$381,330
Sundry	\$310,988
<b>Total Income</b>	<b>\$5,013,539</b>

Central Districts Consolidated Expenses \$ 4,985,546



Administration	\$413,065
Fundraising	\$1,382,907
Health Promotion	\$681,919
Research	\$254,494
Scholarships and Grants	\$26,241
Supportive Care	\$1,401,508
Volunteer Support	\$525,585
Maori Equity Costs	\$74,219
Depreciation	\$225,608
<b>Total Expenses</b>	<b>\$4,985,546</b>

**Consolidated Surplus \$27,993**

## Executive

### President:

Dr G Forgeson ONZM

### Vice Presidents:

Ms M Blake (until Mar 2024)

Mr G Baker QSM

### Gisborne:

Ms P Murphy

Ms K Phelan

### Hawke's Bay:

Mr D Trim

Mr P Davies

### 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 R Twentymen (until Jul 2023)

## Staff

### Chief Executive:

Debra Elgar

### Business Services Manager:

Chris Franklyn

### 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

### Service Delivery Manager Client Care:

Graham Black (From Sep 2023)

### Marketing Coordinator:

William Wood

### Human Resources/Payroll/EA:

Sheree Brannigan

### Accounts Administrator:

Elaine Ireland

### Donor Care Specialist:

Adam Naylor

### Fundraising Coordinator:

Jo Illsley

### Kia Ora E Te Iwi Programme

### Coordinator:

Donna Akariri (From Sep 2023 until April 2024)

Bibiana Walker (From Feb 2024 - Apr 2024)

### Fundraising Assistant:

Lynda Holdaway

### Financial Management Assistant:

Ian Fitchett

### CD Secretary:

Rachel Pedley



Major Sponsor



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

