

2024 Annual Report

Cancer Society of New Zealand

Gisborne East Coast Centre





Chairperson's Report



It is with great sadness that I commence my 2023-2024 annual report acknowledging the passing of our well-loved trustee Margaret Blake. Margaret was such an amazing asset to our centre. She oversaw our finances as well as being vice president for the Central Districts (CD) region, which was a great honour for the Gisborne Centre. Margaret also chaired the People and Safety Committee for CD. This shows how much she contributed to the Cancer Society and her presence will be sadly missed. Not only her input but her kindness, humour, and support for all of us who worked with her. We will keep her dying wish to make her our poster lady for Relay For Life (RFL) 2025.

The 2023 Daffodil Day stockyard sale was strongly supported by our rural community. This wonderful event celebrated its 25th anniversary which is something to be incredibly proud of. The amount raised for the Gisborne East Coast Cancer Society was amazing given how hard hit the rural community was from the cyclone.

This year RFL was well run by a great committee chaired by Gill Whittingham. After a two year break it was good to be back in a lovely new venue that was well suited to our needs.

I would like to say a huge thank you to our wonderful staff Trudy McNeil, Shay Podjursky, Gillian Stevenson, Caro Deutsch and our lovely massage therapist Paula Hatten who do such an amazing job. We are excited to have a new health promotion staff member arrive as we have not have had one for two years.

Many thanks to all our volunteers who do so much for our centre, we are forever grateful for all you do for us. Without you we would not achieve what we do.

Our trustees put a lot into the centre, and we thank each and every one of you for your input. I look forward to another bigger and brighter year ahead.

Warm regards,

Pamela Murphy
Trust Chairperson





Centre Report

The highlight of our year was the return of our Relay For Life event. It truly was a celebration with an amazing positive vibe, bringing our whole community together to rebuild connections after the effects of the devastating cyclone. Throughout the year we have focused on continuing to grow strong relationships with the community and are so grateful for the generosity from those who continue to support us. This is despite the significant challenges many have endured as a result of Cyclone Gabrielle and the on-going adverse weather conditions.

Our Centre is a busy hub for the many activities that take place in our fantastic building, not only the services and programmes we provide but also utilisation by the wider community groups and organisations; which is proving increasingly popular. A significant milestone was met in August 2023 by Daryl Gowers (as mentioned by our Volunteer Coordinator). The total raised by his efforts reached \$250,000. We are extremely appreciative for the work he does to support the Gisborne East Coast Cancer Society.

Supportive Care

The last year has continued to be challenging for cancer patients in the Gisborne/Tairāwhiti region, with cyclone Gabrielle cutting off access roads from the East Coast, impacting on travel to appointments, receiving treatment and increasing overall anxiety. Nevertheless, supportive care services have continued to be sought after, with Caro providing support to clients, both at home and through office visits.

We increased access to support services and the presence of the Cancer Society on the East Coast by partnering up with Gisborne Council and other support services and visiting Hick's Bay, Te Araroa, Ruatoria and Tokomaru Bay communities monthly. This resulted in being invited by the pakeke group run by Te Runanga o te Ngati Porou and by the community center Manaaki Matakāoa in Te Araroa to further korero (talk) with the local communities about the services we provide.

Our assistance ranges from emotional support for individuals and their families, including advocating with other agencies (e.g. Work and Income) on their behalf as they navigate their cancer journeys, through to assessing for local drives and providing access to counselling. We continue to provide financial assistance through food and petrol vouchers where needed and noticed an increase in the demand for food vouchers after the cyclone (\$3,650 compared to \$2,330 the previous year). As some of our clients receive treatment in Waikato and stay at the Lion's Lodge, food vouchers funded through the Gisborne East Coast Cancer Society are needed for food throughout the weekend, where no meals are provided by the Lodge. These have been provided in cooperation with the Lion's Lodge manager Henny Swinkels. Massage has increased in popularity in the last half of the financial year, with calendars being booked out one to two weeks in advance. Overall, we delivered 176 individual massages (compared to 156 the previous year).

With the proceedings of the 'Whenua' calendar sales in December 2022 we were able to offer regular art therapy



sessions from October 2023. They have been greatly appreciated by the 13 participants. Art therapy is based on the idea that the creative process enhances the physical, mental and emotional well-being of our clients and is guided by a professional art therapist.

Volunteering

Our amazing volunteers have again supported the work of the Cancer Society in a range of roles during the past year. Volunteers continue to donate their time and energy to our fundraising events, client transport and office support. We appreciate all the time, energy, enthusiasm and commitment they generously provide.

Our drivers completed 31.5 hours of drives over the year, transporting clients to medical treatment appointments. This is a valuable service which meets a definite need for clients. The flexibility of drivers is so appreciated, as appointments are often changed by health providers with little notice to patients. Ten receptionists provided 776 hours of office support. This is a huge contribution, almost double the previous year, and we thank them for all their support and time.

Over the year, volunteers supported the fundraising efforts of the Gisborne East Coast Cancer Society. A total of 638 hours of time through Relay For Life, Daffodil month, and event volunteering were given. We appreciate all of our wonderful volunteers. In addition - almost 2,000 hours donated by Daryl Gowers, through his scrap metal collection programme. This is a huge contribution, and we thank Daryl for his tireless and cheerful support.

Daffodil Day events were supported by 269 hours of volunteer time, with rural daffodil picks, counter box management, weekend raffle tables and pre order deliveries to local businesses over the month of August. In addition, our street appeal was very well supported by senior students from four local high schools. All volunteers were thanked and sent a thank you email or card. Regular volunteers were thanked in December with a Christmas lunch. Guests received a card and small gift.

Our Trust members meet monthly, along with additional support through meetings, travel, phone and in person support. They are an important part of our centre leadership and we appreciate their hard work. Our volunteers are a vital part of the Gisborne East Coast Cancer Society and we appreciate their mahi aroha - work from the heart.



Fundraising

The 2023 financial year saw us come together with our community as we recovered from the ongoing impacts of Cyclone Gabrielle. Despite the devastation and widely felt impact, we had a successful year with a wide range of fundraising and event opportunities.

The inaugural Property Brokers Harvest Ball, held at Waiohika Estate, was a brilliant night of good food, local music, and a great excuse to get fancy with their live auctions being well supported. As one of the named beneficiaries, this evening was a wonderful way to connect with people and celebrate the many good things we have going for us here in Gisborne.

The Mother's Day Raffle (May), Jump For Cancer (June), Marathon in a Month (November) and our Christmas Cracker Raffle (December) were all well supported by the wider community in various ways, and we thank all those involved in making these campaigns a success.

August quickly rolls round each year, bringing with it the Daffodil Day campaign and Annual Street Appeal. This year we were incredibly blessed to celebrate the 25th year of the local ANZ PGG Wrightson Stock Sale and acknowledged this milestone achievement with a production run of commemorative lapel pins, given to those who had played a significant role during the journey. We would like to extend our gratitude for those who have kept this initiative going over the years and applaud them for having raised and donated over \$1 million dollars to the Gisborne East Coast Cancer Society in those years.

Other highlights from August include a collection of community events across the district, such as a fun-filled movie night hosted by Rhythm N' Lines group, an afternoon with The Country Music Club and dancing with the Caledonian Society. As always, our Daffodil Day was celebrated far and wide across the schools and educational establishments and we had many businesses chip in their support as well. A special mention must go out to the entire East Coast, who despite still recovering from relentless weather-related impacts, turned out in force to support their local events.

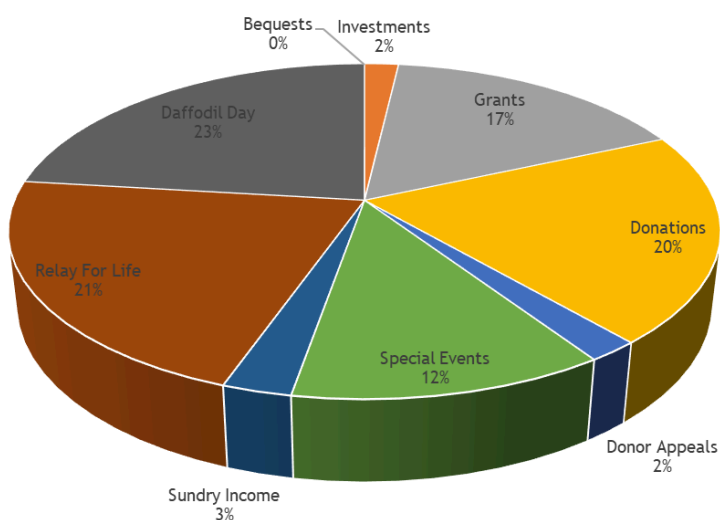
By far the biggest highlight of our year was the return of our much-anticipated Relay For Life after two years of disruptions. Hosted at the Gisborne A&P Showgrounds on March 9th and 10th, we had over 700 registered participants join us for the weekend. A jam-packed entertainment stage, great food, fun kids space, a very moving candlelight ceremony and some brilliant team outfits made for a wonderful weekend for all. For the first time ever, we had official lap timing across the event which added a competitive edge, with teams working hard to stay top of the leader board. Thanks to our sponsors, fundraising teams and local community donations we were thrilled with the result and look forward to bringing an even bigger Relay For Life back in 2025.





Income and Expenses

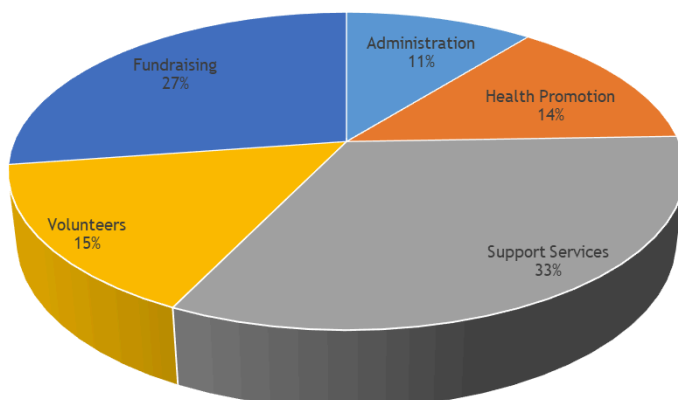
Income - \$409,118



Bequests	\$1
Investments	\$7,530
Grants	\$ 67,608
Donations	\$82,972
Donor Appeals	\$8,180
Special Events	\$49,501
Sundry Income	\$10,896
Relay For Life	\$87,860
Daffodil Day	\$94,570

Total Income \$409,118

Expenses - \$408,373



Administration	\$43,738
Health Promotion	\$56,045
Support Services	\$133,585
Volunteers	\$63,381
Fundraising	\$111,624

Total Expenses \$408,373

Net Profit \$745



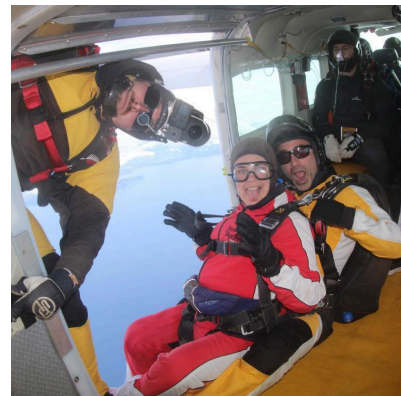
Grants Received

Grants

1st April 2023 to 31st March 2024

- CM Laing Trust - General Purposes
- Eastern & Central Community Trust - Operating Expenses
- Grassroots Trust Grant - Power Costs
- NZ Community Trust - Relay For Life Costs
- NZ Lottery Grants Board - Operational Costs
- The Sunrise Foundation - Massage and Operating Costs

Grand Total: \$67,608.34



Executive

Chair:

Pamela Murphy

Committee Members:

Karen Phelan (Deputy Chair)

Lois McCarthy-Robinson

Lisa Spence

Margaret Blake (until March 2024)

Joanne Pere

Sheryl Hall

Staff

Supportive Care Coordinator:

Caro Deutsch

Volunteer Coordinator:

Gillian Stevenson


Events Coordinator:

Shay Podjursky

Centre Liaison/Office Administrator:

Trudy McNeil





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Office Hours:
Monday - Thursday: 9am - 3pm
Friday: 9am - 12pm
Saturday - Sunday: Closed

