



Cancer Society

Te Kāhui Matepukupuku
o Aotearoa

Central Districts Division Annual Report 2026

www.cancer.org.nz



CHAIR'S REPORT

This will be my second annual report as President of the Central Districts Division, and I can reflect on the past year and once again I can say we have had some very interesting times. This year the Division has had a year of consolidation as we embrace the new strategic plan and priorities, so has been focusing on Business As Usual. Rather than seeking significant innovation and change, we have sought steady and satisfying growth across all aspects of our Division, our Centres, and our services.

There has been more work to ensure that our centre-based model is still the basis of the Central Districts Division. This 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, connected and engaged with our people.

In this past year we have maintained our monthly meeting cycle using online options as well as Face to Face meetings which has allowed us to be able to quickly respond to developments nationally and regionally and be more responsive to the Centres.

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 in Governance of your Centres and the Division.

For the financial year, 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. We have to acknowledge in our bequest programme that this results from the work of those that came before us (such as the Million for the Millenium programme). It is gratifying to see these surpluses as they are used to sustain and support our Centre's that make up the Division.

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 and challenges.



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 future years.

Finally, to all of the service volunteers who go out of their way to support 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

2025/26 has been a year of consolidation 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 and 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 to support the centres.

The National Big Picture:

During the year, series of major milestones occurred nationally that were about us collectively joining together and working more closely. The new Constitution of the national society, the Strategic plan that wraps around the 4 pillars of:

- Care in the Community
- Advocacy
- Research & Innovation
- Partnering for Impact

For us at Central Districts, adding in two additional pillars of People and Resources was essential to reflect how we operate, and to facilitate our connection with the national strategy. This is the strategic priorities for our Division from 2026 through to 2031.

Cancer is the leading cause of death in New Zealand with 1 in 3 affected during their lifetime. The cancer burden is forecast to grow in the coming decades due to an ageing population, increased life expectancy, and lifestyle-related risk factors. For the first time in history, the global burden of cancer is projected to reach unprecedented levels, with more than 29 million people expected to be diagnosed in 2040—equivalent to nearly 80,000 new cases per day. In New Zealand it is expected that the rates of diagnosis will increase from 28,000 (2022) to 52,000 (2040), approximately 142 new cases per day.



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 communities vs metropolitan, 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 of how to make it better for everyone and we need to continually ask ourselves how we can achieve this goal.

In response to this need we are now into the second year of 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 groups 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.

Whānau Focus:

Workshops were held to support our staff orientation and ongoing learning and keep our Equity lens as a focus. While this milestone is important, it is what happens afterwards that gives substance to staff in their daily efforts. Equity Focus Staff Training was provided to all staff encompassing Te Tiriti o Waitangi and Cultural Confidence.

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 to be done to alleviate this disparity, but we are confident in the path before us and will all rise to this challenge. We are fortunate to be guided in this by our Equity Director (Janine Luke-Taamaru) who took up this role during the year after 2 years of discussion and planning.

Revenue Development:

A major highlight was the 2025 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 delivered the digital message and urging our communities to support the Cancer Society.

This campaign, as was introduced in 2024, remains the same message 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 2026 and 2027 Daffodil Day, and it will no doubt become as well known as the “Slip Slop Slap and Wrap” message of past years.

Two key aspects of the fundraising work of the Division is running the donor programme, and engaging with grant funders. The donor programme recruits new donors to support the Centres; during the 2025/2026 year we raised \$731,603 from our Regular Giving programme. This comes from our generous 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, and this year we focused on grants to our centres but still with \$15,000 support for the Division.

Our thanks:

Our continued relationship with ANZ Bank is one we are thankful for; they are the Cancer Society's major sponsor, and we appreciate their loyal and ongoing 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



2,492
new clients
offered
support



1,422
participants
across our
programmes



1,205
therapeutic
sessions
with clients.
Massage,
reiki,
reflexology,
and yoga



11,524
contacts
with our
supportive
care team



KIA ORA – E TE IWI AND EQUITY

Kia ora – E te Iwi is a Kaupapa Māori cancer education and support programme developed by Cancer Society New Zealand in partnership with iwi and Māori health providers across Aotearoa.

The one-day hui is designed to support Māori whānau affected by cancer, providing practical information, access to support services, and opportunities to learn from the experiences of others. The programme takes a holistic approach, recognising the emotional, spiritual, and practical impacts of cancer on individuals and whānau.

The Central Districts Division has recently delivered Kia ora – E te Iwi hui across Hastings, Palmerston North, Waipukurau, Raetihi, Tikitiki, Hicks Bay, New Plymouth and Whanganui.

Through guest speakers, plain-language information, open discussion, and shared experiences, participants are encouraged to ask questions, build confidence, and connect with others on similar journeys.

For more information about upcoming Kia ora – E te Iwi hui across Taranaki, Whanganui, Palmerston North, Hawke's Bay, and Gisborne contact Vadelia Wirihana-LeGeyt at vadelia.wirihana-legeyt@cancercd.org.nz.



FUNDRAISING HIGHLIGHTS



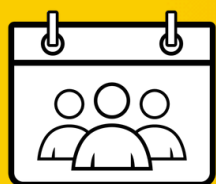
\$814.3k

Relay For Life fundraising



\$783.8k

generous donations from our 2025 Daffodil Day appeal



\$248.1k

raised through other special events in our community



\$567.7k

through individual and group donations



\$477.1k

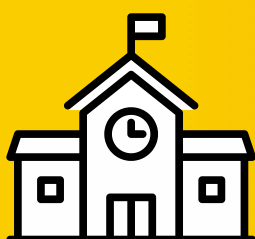
grants provided from our incredible funders



\$731.6k

received from our Regular Giving programme

CANCER PREVENTION WORK



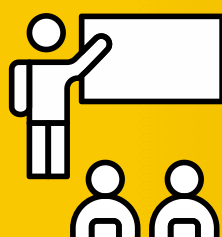
239

SunSmart accredited schools, 52.9% of our regions



443

sunscreen pole bookings



319

health education sessions held with community groups/organisations

VOLUNTEER HIGHLIGHTS



433,408km

driven by shuttles
or volunteers
taking clients to
appointments



29,538

volunteer hours
worked equivalent
to 568 unpaid
hours per week.



1,693

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

The Difference our Volunteers Make!



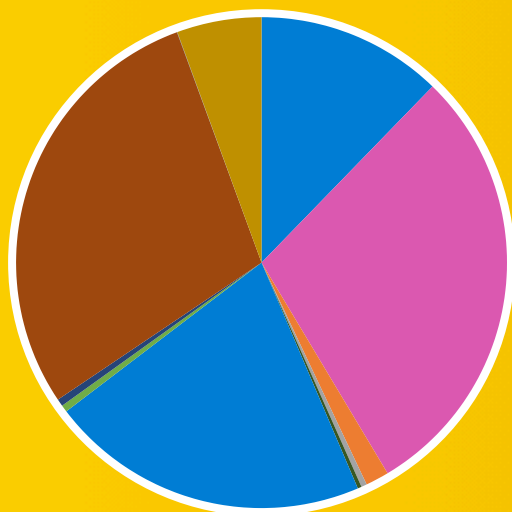
Gillian White's involvement with the Cancer Society began six years ago after losing her husband to cancer. Moving to Whanganui 11 years ago, she was drawn to the local centre, eager to apply her extensive skills from her career in research and teaching.

Motivated by her husband's memory and the support from the Cancer Society, Gillian became a key team member, taking on various roles including home help, fundraising events as well as contributing to the Central Districts Division Executive. She finds fulfillment in events like Relay For Life, where she witnesses the positive impact of her efforts.

Gillian has gained skills in humility, respect, and cancer knowledge while filling critical funding gaps and providing advocacy for those affected by cancer. She values the essential support systems of the Cancer Society and recalls a memorable large donation on Daffodil Day, showcasing community generosity. Her dedication highlights the significant difference one individual can make. Overall, her six-year journey has been one of the most meaningful community impacts.

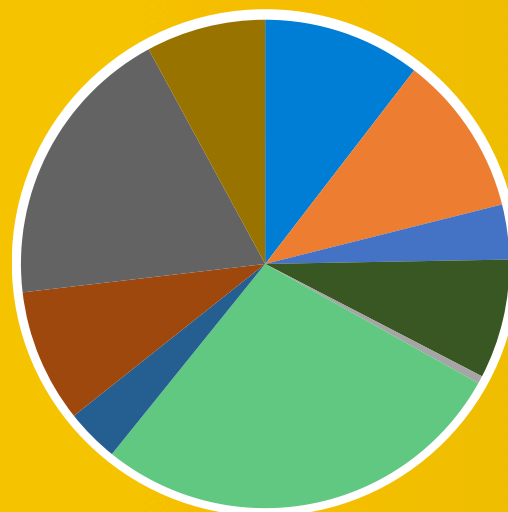
DIVISIONAL INCOME AND EXPENSES

Income



12.3%	Bequests - General	\$719,567
29.2%	Bequests - Research	\$1,710,500
1.5%	Investments - General	\$90,362
0.4%	Investments - Scholarship	\$21,636
0.3%	Grants	\$15,001
21.1%	CD Service Delivery Income	\$1,235,341
0.5%	Donations	\$26,854
0.5%	Daffodil Day	\$28,177
28.8%	Local Service Delivery Income	\$1,691,068
0.0%	Sundry Income	\$1,600
5.6%	Regular Giving	\$326,993
	Total Income	\$5,867,099

Expenses

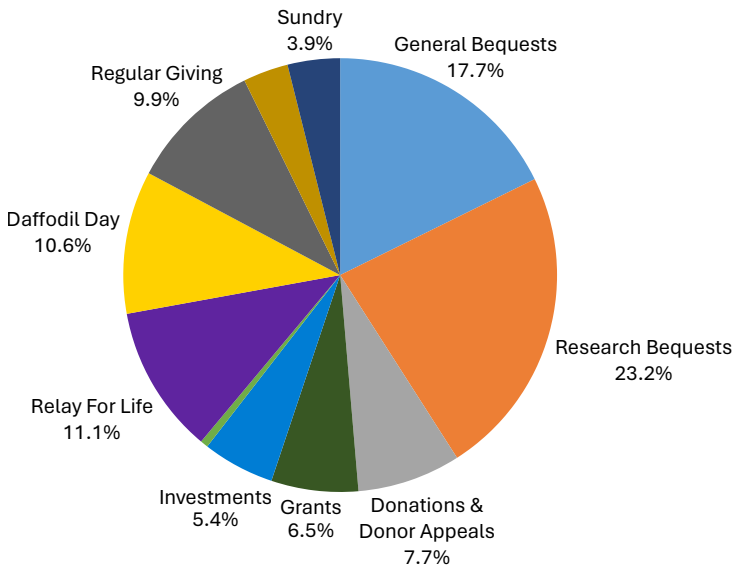


10.4%	Administration	\$440,216
10.6%	Health Promotion	\$448,994
3.6%	Abatement Grant	\$153,090
7.9%	Research Levy & Grants	\$332,921
0.5%	Scholarship Transactions	\$21,636
27.7%	Support Services	\$1,167,275
3.5%	Working with Maori	\$148,533
8.8%	Volunteers	\$372,035
18.9%	Fundraising	\$798,826
7.9%	Regular Giving Investment	\$333,823
	Total Income	\$4,217,349

Net Divisional Surplus \$1,649,748

CONSOLIDATED INCOME AND EXPENSES

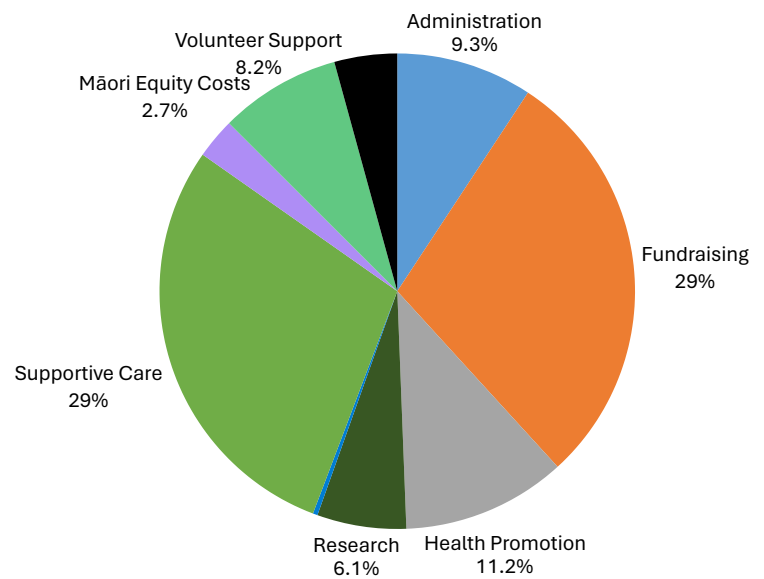
Income



17.7%	General Bequests	\$1,303,574
23.2%	Research Requests	\$1,710,500
7.7%	Donations & Donor Appeals	\$567,653
6.5%	Grants	\$477,123
5.4%	Investments	\$395,009
0.6%	Fundraising - Other	\$42,575
11.1%	Relay For Life	\$814,255
10.6%	Daffodil Day	\$783,755
9.9%	Regular Giving	\$731,603
3.4%	Special Events	\$248,083
3.9%	Sundry	\$287,591

Total Income \$7,361,721

Expenses



9.3%	Administration	\$509,031
29.0%	Fundraising	\$1,590,394
11.2%	Health Promotion	\$613,550
6.1%	Research	\$332,921
0.3%	Scholarships Grants	\$17,500
29.0%	Supportive Care	\$1,591,287
2.7%	Māori Equity Costs	\$150,941
8.2%	Volunteer Support	\$452,835
4.3%	Depreciation	\$234,435
	Total Expenses	\$5,492,894

Consolidated Surplus \$1,868,827
 Less Capital Grants Income \$151,850
Surplus Less Capital Grants **\$1,716,977**

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.

American Cancer Society

Est D C Smith

Est E H Barnett

Est G Robert

Est Joyce Taylor

Est L Mackay

Est O E Hodgetts

Grassroots Trust Central Ltd

M D Cosgrove

The Lion Foundation



Executive

President:

Mr G Baker QSM

Vice Presidents:

Ms K Phelan

Dr J Waldon

Past President

Dr G Forgeson ONZM

National Board Delegate

Dr G Forgeson ONZM

Committee Members:

Mr P Griffin

Ms P Murphy (to February 2026)

Dr I Smiley

Mr D Trim

Ms J Vickers

Ms G Whittingham (from February 2026)

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 (to July 2025)

Financial Management Assistant

Ian Fitchett

Fundraising Coordinator

Claire Black (to March 2026)

Fundraising Administrator

Jo Illsley

Kia Ora E Te Iwi Programme Coordinator

Vadelia Wirihana-LeGeyt

Marketing Coordinator

William Wood (to March 2026)

Jason Benbow (from March 2026)

Equity Director

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



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#RelayForLife

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