Cancer Society

Te Kāhui Matepukupuku o Aotearoa

Gisborne East Coast Centre Annual Report 2026

www.cancer.org.nz

CHAIR'S REPORT

As my first year as Chairman for The Gisborne East Coast Cancer Society, I am pleased to present my Chairman's report for 2025-26.

I would like to acknowledge Pam Murphy for all her hard work and support that she has given to the Board of Trustees over the years and I am so pleased to still have her and all her experience on the Board.

Once again, we have been supported so well by all our wonderful volunteers, who carry out a wide-ranging list of tasks as drivers, gardeners, receptionists, fundraisers to name but a few. We could not provide the services we do without them and they are integral to what is achieved here in Gisborne and the East Coast.

The farming community, once again, supported Daffodil Day at the Matawhero Stock Drive raising a record amount for Gisborne East Coast. Daffodils were donated and picked by volunteers from Eastwoodhill and Te Karaka, as well as local resident daffodil donations. Street volunteers sold bunches, bulbs and raffle tickets around town and were supported by students from local high schools.

At Christmas, a local resident opened their home to those supporting the Cancer Society. The Christmas theme ran throughout the house and with raffles, auctions and Christmas carols, it was an absolute sell out and a huge success.

Relay For Life 2026 was one to behold. With slight changes from previous years, it was certainly one to remember. The Candlelight Ceremony was the most emotional and spectacular yet. There was amazing participation from FENZ Tairawhiti who set the bar high. Great fun was had by all, young and old and was again a fantastic fundraiser.

We are very blessed in Gisborne and the East Coast with the generous financial support we receive from our residents and company sponsors enabling us to provide support and care to patients diagnosed with cancer. Bequests from personal wills are another way our Cancer Society is supported and we are so grateful to be remembered at times of such personal grief. We thank you all.

And finally, to the staff at our Cancer Society Centre in Gladstone Road; The service you all provide for others in need, including patient advocacy, health promotion, support groups, fundraising, information resources and much, much more, is amazing. Your friendly welcome is such a relief for "The 1 in 3".

With very warm regards,
Gill Whittingham
Chair, Gisborne and East Coast Cancer Society

YEAR OF OUR IMPACT

286
total new clients offered support

108
participants across our programmes

1,332
contacts with our supportive care team.

117
therapeutic sessions with clients. Massage, reiki, art therapy, and yoga.

KIA ORA – E TE IWI

In preparation for delivery within the Gisborne/Tairawhiti region, significant time was invested in meeting with local providers, community people, and kaimahi working in the cancer sector.

Two Kia ora – E te Iwi hui were held on the East Coast in partnership with local organisations. The hui were co-hosted with Ngāti Porou Oranga, Ruatoria in Tikitiki and Te Puna Manaaki a Ruataupare in Wharekahika (Hicks Bay). These partnerships enabled the programme to be delivered in a way that reflected local priorities and strengthened community engagement.

Feedback from participants was overwhelmingly positive. Attendees appreciated the commitment of guest speakers who travelled from Gisborne and other regions to share information about available services and engage in open, honest conversations within rural communities.

FUNDRAISING HIGHLGHTS

$111.3k
Gisborne Relay For Life fundraising

$138.1k
generous donations from our 2025 Daffodil Day appeal

$26.7k
raised through other special events in our community

$22.8k
through individual and group donations

$73.9k
grants provided from our incredible funders

$52.9k
scrap metal donations

CANCER PREVENTION WORK

17
SunSmart accredited schools, 29.3% of our region

18
sunscreen pole bookings

37
health education sessions held with community groups/organisations

VOLUNTEER HIGHLIGHTS

1,387km
driven by volunteers taking clients to appointments

3,784
hours dedicated by volunteers equal to 73 additional unpaid staff hours per week!

242
volunteers/groups logged hours and participated in tasks to support the Centre

The Difference our Volunteers Make!

Ashlee began volunteering for the Cancer Society Gisborne East Coast Centre as she wanted to become more involved with the local community.

As a student, studying online, she was flexible with timing. Her skills and interests fit in perfectly with our receptionist role. Along with administrative tasks, Ashlee also prepares the rooms for our support group meetings, answers the phone and greets visitors, and has assisted with preparing our donation buckets and counterboxes for the Daffodil Day appeal.

Ashlee says “I love seeing everyone work for a good cause. It feels very fulfilling. The Gisborne Cancer Society has allowed me to see good people doing good things, and I enjoy coming in whenever I can”. We appreciate Ashlee’s huge contribution to the weekly work of the Centre, and her additional volunteering for public events such as Relay For Life and Daffodil Day.
Nga mihi nui, Ashlee.

INCOME AND EXPENSES

Income

Expenses

0%	Bequests	$200
1%	Investments	$3,156
16%	Grants	$73,868
5%	Donations	$22,826
7%	Regular Giving	$34,229
11%	Scrap Metal Donations	$52,932
2%	Donor Appeals	$8,627
6%	Special Events	$26,738
0%	Sundry Income	$308
24%	Relay For Life	$111,341
29%	Daffodil Day	$138,082
	Total Income	**$472,307**

5%	Administration	$17,760
5%	Depreciation	$16,852
17%	Health Promotion	$63,797
28%	Support Services	$103,191
16%	Volunteers	$56,934
9%	Fundraising	$33,711
14%	Relay for Life	$50,156
6%	Daffodil Day	$22,694
	Total Expenses	**$365,095**

Net Surplus $107,212

Explanatory Notes

1. Merchandise activity for Relay For Life and Daffodil Day are included in the events above. In the Audited Financial Statements the merchandise income is in Revenue from commercial activity.
2. RFL Grants received are included in the Relay For Life income figures above. In the audited Financial Statements RFL grants are included in Grants Received Operational.
3. Grant income above is $6K less than what shows in the Audited Financial Statements. This is due to RFL grants showing in Relay For Life income.

THANK YOU

The Cancer Society New Zealand Gisborne East Coast Centre Trust would like to gratefully acknowledge all those who have supported us financially and in kind through grants, bequests, and sponsorships over the past year.

CM Laing Trust
COGS
Eastern & Central Community Trust
Est A M Grace
J & T Hickey Charitable Trust
New Zealand Lottery Grant Board
NZ Community Trust
The Lion Foundation
The Sunrise Foundation
The Sunrise Foundation - Gavin McFarlane Fund
The Sunrise Foundation - Harris Endowment Fund

Cancer Society | ANZ
Major Sponsor

Board of Trustees

Chairperson:
Gill Whittingham

Committee Members:
Pamela Murphy – Deputy Chairperson
Karen Phelan
Lois McCarthy-Robinson
Lisa Spence
Joanne Pere
Julie Hollamby

Staff

Supportive Care Coordinator:
Caro Deutsch

Volunteer Coordinator:
Gillian Stevenson

Events Coordinator:
Shay Podjursky

Centre Coordinator:
Trudy McNeil

Health Promoter:
Catriona Jones (to October 2025)
Kataraina Sanft (from February 2026)

Gisborne Centre

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Contact us

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Office Hours

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

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