

# Daffodil Day

## A Bloom of Hope Across Aotearoa



Cancer Society

Te Kāhui Matepukupuku o Aotearoa

**On Friday 29 August, New Zealand turned a brilliant shade of yellow as Daffodil Day swept across the country. Tens of thousands of daffodils were purchased by generous supporters, each one a symbol of hope and each donation a step toward better support for people facing cancer.**

From Stewart Island to Kaikoura, the spirit of giving was everywhere. People dressed in yellow, joined in community fundraisers, and volunteered their time to collect donations, all united by a powerful message 'no one should face cancer alone'.

At the heart of this year's campaign was Paige, a brave 26-year-old who has been diagnosed with terminal brain cancer. Her story touched thousands.

Paige shared her journey through heartfelt diary entries and personal photos, offering a raw and honest glimpse into her life with cancer. Her strength, vulnerability, and determination to fight have inspired many and reminded us all why Daffodil Day matters.

"I'm not facing this alone," Paige said, surrounded by the love of her family, friends, and a community that rallied behind her.

### Together, We Make a Difference

Daffodil Day is more than a fundraiser, it's a national movement of compassion and



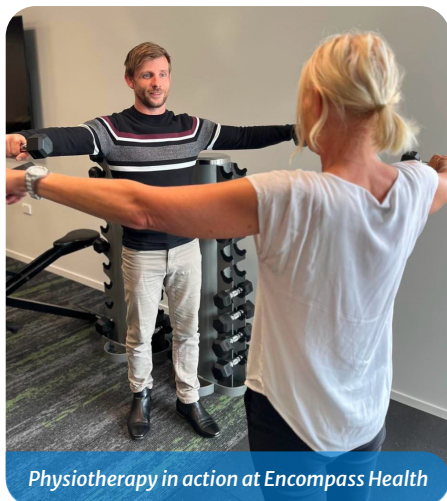
Paige with her family

solidarity. Thanks to your support, people like Paige receive the care, connection, and courage they need to keep going.

Whether you donated, volunteered, or simply wore yellow, you helped light the way for someone facing cancer. And for that, we thank you.



## Encompass A New Era in Cancer Support



Physiotherapy in action at Encompass Health

Encompass Health (Encompass) is an exciting service that the Cancer Society Southern has been working on for almost two years. Encompass offers a comprehensive suite of oncology-specific services to empower people to live well with cancer.

The mission is to provide cancer patients with the knowledge, support and resources necessary to navigate a cancer journey with confidence.

The Encompass team provides expert care and compassionate support all in one place, offering all cancer patients three funded sessions of each of the following services:

- Counselling
- Physiotherapy
- Nutrition

Encompass has been able to provide this specialised support to over 1400 patients who have received a cancer diagnosis in the last two years. The feedback on the services has been incredible with an overwhelming monthly patient satisfaction score of 95%. Here are a few quotes from patients:

“ I am so grateful I was referred for specialist physiotherapy at Encompass Health. Following my mastectomy, I had restricted movement in my arms and chest, but my mobility is now just about normal. ”

Sarah

Continued over →



He waka eke noa | We're all in this together

# Southern GEM Regular Giving programme

We have a growing number of people who choose to donate a regular amount every month, providing a sustainable source of valuable income, enabling us to provide services and support to the one in three New Zealanders diagnosed with cancer.

We are the sole charity offering cancer navigation services in local communities across the Southern Division and as numbers of people diagnosed with cancer continue to increase, the demand for our services continues to grow.

Our regular giving programme is known as Southern GEM (Give Each Month) and is a win-win for both Cancer Society Southern and our GEM donors. Regular giving provides us with a reliable income stream, allowing us to plan ahead with confidence and ensuring the sustainability of our services. At the same time, it offers donors a convenient, low-effort way to support us consistently.

If you are interested in becoming a Southern GEM regular giver, please email [gem@southerncancer.org.nz](mailto:gem@southerncancer.org.nz) for more information.

“During my chemotherapy I was struggling a bit. Being able to talk to a counsellor at Encompass who understood and knew what I was going through was amazing. It relieved my stress and anxiety.”

Deborah

“Seeing the dietitian has been very beneficial and the ongoing support is what I needed.”

Primrose

## A Commitment to Better Outcomes

Cancer Society New Zealand CEO, Nicola Coom, says “Strong and growing evidence shows that integrating exercise (physiotherapy/rehab), nutritional support, and counselling into cancer care improves patient outcomes, especially quality of life, function and treatment tolerance, and in some cancers reduces recurrence and improves survival. As the number of cancer diagnosis continues to rise, especially in younger adults, the demand for these essential services is rapidly growing. Encompass Health is committed to meeting this need and ensuring everyone has access to these important support services.”

Encompass is leading the way in providing this support, funded by the Cancer Society Southern. For more information please visit:

[www.encompasshealth.org.nz](http://www.encompasshealth.org.nz)



**Encompass  
Health**



Alice McKay



## Profile of a Southern GEM regular giver

Meet Alice McKay, a relatively new Southern GEM Regular Giver, who believes in our cause and sees the need for cancer services in her local community and beyond. We wanted to know a bit about Alice's motivations for supporting the Cancer Society, so we put a few questions to her.

### Why did you decide to become a Cancer Society regular donor?

First and foremost, it was about ensuring my donations are going to an organisation I trust and will have an impact on those people affected by cancer. We know that the number of people being diagnosed with cancer is increasing so if there's something I can do to help, one dollar at a time, that's what I want to do. It feels good knowing I'm supporting those people.

**Your generosity is having a big impact on people with cancer. Can you describe it in your own words?**

I was surprised by the lack of government support for people who have to travel outside their town to receive cancer treatment, particularly in rural areas. It must be especially hard for those people who are away from their families. As I live in a rural area and seeing how this can become a serious struggle for family members with cancer, supporting the Cancer Society to provide free accommodation is one of the ways I'm motivated to give.

### What sense of reward do you get from being connected to the Cancer Society?

I feel a sense of joy by being part of the Cancer Society 'family'. Supporting their work, feeling a sense of pride and getting up each morning knowing my donations are helping others as they deal with all the challenges that cancer presents.

**Thank you Alice!**

[gem@southerncancer.org.nz](mailto:gem@southerncancer.org.nz)

Get the support and information you need at our new Online Support Centre

[www.southerncancersupport.org.nz](http://www.southerncancersupport.org.nz)

**Are you or someone you know going through a cancer journey at the moment?**