

Annual Report

Te Kāhui Matepukupuku o Aotearoa

Cancer Society New Zealand Wellington Division
Covering Greater Wellington, Wairarapa, Nelson Tasman and Marlborough



Chair and CEO Report

The 2024/25 year has been one of significant change and consolidation across the Cancer Society Wellington Division including the partial separation of the Greater Wellington Centre (GWC) from the Divisional entity. We are pleased to report that these positive changes across the Division have laid a strong and enduring foundation for the future of delivering cancer care and support in our communities.

We began this year with a clear intention: to refocus our work on those most impacted by cancer. This meant shifting away from an emphasis on events and fundraising and moving towards a stronger focus on delivering more and better cancer services. Our goal has been to better meet the evolving needs of people affected by cancer by ensuring our approach is client–focused, community–informed, and equity–led in everything we do.

We have made important progress: beginning to embed our Model of Care, refocusing cancer prevention efforts more locally, strengthening governance structures, and deepening our capability across equity, cultural responsiveness and supporting business systems and processes.

The three connected principles that have guided our decision making are:

- delivering high-quality cancer services to as many of those who need us as possible
- securing stable income sufficient to meet our immediate and future needs and managing our funds well
- working together as an effective and efficient Division and Greater Wellington Centre team.

A key milestone in our governance journey was the partial separation of the Greater Wellington Centre from the Division, enabling clearer roles, responsibilities, and decision-making. This reform has also allowed the Divisional Board to consider how best to govern more effectively across all four Centres; Greater Wellington, Marlborough, Nelson/Tasman, and Wairarapa. This is an ongoing discussion.

Our connection with and support of the Cancer Society's National Office has remained a strong priority. This year, we actively contributed to the development of the draft 2026–2031 Federation Strategy and supported significant changes in leadership and structure at the national level. We welcome the new strategic pillars and particular focus on community care, advocacy, research and innovation and partnering for impact. We are committed to ensuring our Divisional work, and that of the Centres within the Division, aligns and strengthens these efforts.

Throughout 2024/25, we also began addressing our financial sustainability. We initiated work to broaden our funding base

to reduce our reliance on bequests and individual giving and began aligning our communications and marketing approach to better support not just fundraising, but also our full range of cancer services including cancer prevention, and public education.

As we transition into 2025/26, the final year of our current strategic plan, our focus will be on consolidating the considerable gains made over the past year. This includes continuing our journey to fully embed the Model of Care, expanding and improving cancer services across all Centres, formalising Centre membership within the Division, and completing our governance recruitment and development programme. We will also invest in our data, technology, people, and infrastructure, ensuring we are better positioned to deliver cancer services at scale and with much more consistent quality.

The 2025/26 Business Plan and Budget reflect this ambition, and we acknowledge that the planned investment year will result in a modest operating deficit. However, we are confident this is a necessary and strategic next step required to strengthen our long-term operational and financial resilience. We are also confident that our investment in growing our fundraising diversity and capability will result in the ability to fund more services in the future.

Cancer remains the leading cause of death in Aotearoa, and the number of people impacted by cancer continues to grow. Māori, Pacific peoples, rural, and underserved communities remain disproportionately affected. We are unwavering in our commitment to equity and determined to ensure that all people in our Division, no matter who they are or where they live, have access to excellent cancer support, care, and prevention services.

We thank our staff, volunteers, supporters, and partners for your dedication and trust in this time of transition. Together, we are building a more connected, capable, and responsive Cancer Society Wellington Division and one that is better positioned and ready for the challenges and opportunities that lay ahead.

Ngā mihi nui,



John Wyeth Chairman



Darryl CarpenterWellington Division CEO

Model of Care Update

Our Model of Care (MOC) continues to guide the transformation of how we deliver services, ensuring that whānau affected by cancer remain firmly at the centre of everything we do. This principle underpins all our workstreams — including Cancer Services, Fundraising, Volunteering, Human Resources, and Communications.

Our first priority in implementing the MOC was to embed ourselves deeply within the communities we serve. By establishing local hubs and prioritising face-to-face, culturally responsive support, we ensured equitable access to services—particularly for communities historically underserved by the health system. This grassroots approach has helped us build trust and connection at a local level. Looking ahead, we are now focused on how technology and innovative ways of working can help us better meet the needs of people impacted by cancer across our region. While many are already connected to our services, we recognise the opportunity to engage more meaningfully and consistently with a wider group. By combining a strong community presence with flexible and accessible service delivery models, our support can better reach the people who need it, in ways that work best for them.

Our structure, which was developed last year, is being actively implemented through our current business plan and aligns closely with both the existing and upcoming national strategic plans.

Key Milestones Achieved

Several significant milestones have already been reached as part of our commitment to the MOC, including:

- Local Hubs Established: We have opened new offices in Porirua, Hutt Valley, and Motueka, enabling frontline staff to provide direct client, advocacy, and volunteer support. These hubs are backed by regional teams offering finance, HR, office management, fundraising, and communications support.
- CRM Implementation: A new CRM system (Apricot) is now in place, enabling nationally consistent client data collection and reporting, and improving service coordination across regions.

- Fundraising Alignment: Our new fundraising strategy has been developed in alignment with key deliverables of the MOC, ensuring a sustainable and strategic approach to income generation.
- Increased Staffing: We have expanded our staffing levels to meet the growing demand for frontline cancer support services.
- Operational Restructuring: Internal restructuring has improved efficiency, enabling us to direct more resources into service delivery and achieve greater impact for those we serve.

Looking Ahead

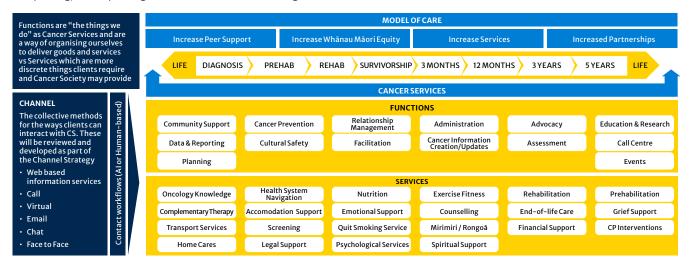
As we look to the future, the next phase of our MOC implementation includes:

- Piloting a New Operating Model: We will develop and pilot a new service delivery model for Cancer Services in the Greater Wellington Centre.
- Channel Strategy Development: A channel strategy will be created to ensure consistent and effective communication with clients, volunteers, donors, and stakeholders.
- Volunteering Strategy: A comprehensive volunteering strategy will be developed to grow and support our volunteer workforce across the region.
- Leveraging Technology: We will continue to explore and implement technology platforms that increase our ability to deliver support, information, and engagement to clients, volunteers, and donors alike.

Through the Model of Care, we are building a more connected, effective, and client-centred organisation that meets the evolving needs of our communities across the region.

Fundraising

 Operationalise our new Fundraising Strategy: We will develop and deliver a new strategy to generate income that builds on our existing activities and diversifies our income streams.





Wellington Centre

Cancer Services

This year has seen significant progress in the development and cohesion of our Cancer Services. We have successfully brought together Cancer Prevention, Supportive Care, Accommodation, and Operations under one umbrella.

The six newly formed teams within Cancer Services began working collaboratively and participated in a joint planning day in early January, which laid a strong foundation for integrated service delivery.

We are pleased to report the opening of two new offices in Porirua and the Hutt Valley. Both have been warmly received by their respective communities. The teams based in these locations are actively engaging with local populations to provide comprehensive support across the entire cancer continuum — from prevention and early detection through to treatment and survivorship.

Progress continues toward aligning our operations with the model outlined in the Model of Care (MOC) document. A major milestone has been the successful implementation of a new Customer Relationship Management (CRM) system,

Apricot. This builds on the work already established by the Auckland Northland region and has strengthened our data management and client support capabilities.

An exciting development this year has been the groundwork laid for a national dataset. By aligning data collection and definitions we are working towards a unified, national view of our cancer support services. This dataset will enhance our ability to evaluate outcomes, identify service gaps, and advocate more effectively for the needs of people impacted by cancer across Aotearoa.

Our commitment to advocacy remains strong. We continue to raise the voice of the community at both local and national levels. Notably, the Cancer Society has been acknowledged by the Porirua City Council for advocating to extend shade provision into lower-income neighbourhoods — a vital step in equitable cancer prevention.

Lastly, our 0800 CANCER team continues to deliver essential cancer services to clients across the North Island. Their dedication ensures that those affected by cancer have access to guidance and support, no matter where they are located.

Volunteers

Volunteers are at the heart of our organisation. Their passion, time, and care ensure we can continue to provide vital support and services to people affected by cancer across our region.

Key developments this year

This year, we started moving our team out into the community hubs across the Greater Wellington region to support volunteers more locally. This is strengthening relationships, improving communication, and making it easier for volunteers to engage where and when it suits them best.

We've created more opportunities for people to contribute, reflecting a broader range of skills, availability, and interests — from practical support roles to advocacy and administration.

We're also proud to have started developing a youth volunteering strategy with the support of Volunteer Wellington.

Where our volunteers work

Our incredible volunteers are involved across every part of Cancer Services:

- In hospitals, providing comfort and support to clients and their whānau
- · At our regional hubs, helping us connect with communities
- In the community, offering support to clients in their homes
- Providing advocacy and a voice for clients
- Driving clients to and from treatment
- Supporting clients staying at Margaret Stewart House

This year, our Cancer Services oncology host volunteers across the Federation were formally recognised with an award from the Minister of Health, Hon. Simeon Brown — a moment of pride for all of us.

Supporting our fundraising success

We simply couldn't do our work without the vital contribution of our fundraising volunteers. Thanks to their time, energy, and enthusiasm, Relay For Life and Daffodil Day were more successful than ever — both in terms of funds raised and community engagement.



Our volunteers are the heart of what we do.

To every volunteer: thank you. Whether you're supporting clients, organising events, driving, on the board or helping behind the scenes, your mahi is at the core of everything we do.

Fundraising

We are deeply grateful to all our supporters and funders for your kindness and generosity throughout the year. Your contributions make a meaningful difference to the lives of those we support every day.

A heartfelt thank you to everyone who has left a legacy, taken part in a fundraising event, donated online or through your business, trust, or workplace—whether as part of our annual Daffodil Day appeal or through the Hope for Life regular giving programme.

We were especially thrilled to be recognised as the largest Relay for Life event in the Southern Hemisphere following our incredible March 2025 event. Thank you to Sky Stadium, our 4,700 participants, and the many volunteers and supporters who helped us raise \$1 million. Your dedication is truly inspiring.

A special mention goes to Lindsay Gault, a remarkable You Can For Cancer participant, who cycled 11,000km from Jinzhou, China to Athens, Greece. Lindsay's journey raised awareness and an incredible \$23,042.

To all who supported us this year—including the following grant funders – thank you again: 33 Club Trust Board Incorporated, Four Winds Foundation, Graeme Eskrigge Charitable Trust, Hutt Mana Charitable Trust, Kapiti Coast District Council, Nikau Foundation, One Foundation, Lotteries NZ, Pelorus Trust, Ray Watts Charitable Trust, Society Of Mary New Zealand, The Lion Foundation, The Owen & John Whitfield Charitable Trust, The Paddy Brow Charitable Trust, The Sydney and Angela Cumming Charitable Trust, Trust House Limited, Upper Hutt City Council, Walter & Rana Norwood Charitable Trust.



Over \$1 million raised in 2025 — thank you, Relay for Lifers!

Wellington Year In Numbers

Key Stats for 2025

Client Support







Counselling sessions

Transport to Treatment







Accommodation

We housed patients and supported people at Margaret Stewart House during treatment at Wellington Hospital...



Prevention and Health



Number of events attended

Research Funded









Marlborough Centre

Strengthening and Expanding Our Roots in Marlborough

The Marlborough Centre has proudly served the community for over 30 years, providing free, confidential support services to people impacted by cancer. As one of the smallest Centres in the Wellington Division, our size is no reflection of our impact. Marlborough's communities — from coastal settlements to rural townships and the urban centre of Blenheim — have consistently shown a deep commitment to helping one another. Our team, volunteers and supporters work hard to ensure that no one faces cancer alone — not the person with the diagnosis, nor those who love and support them.

This year, we remained focused on equity of access, outreach to more isolated areas, and strengthening systems to ensure long-term service quality. We continue to work closely with local health professionals, community groups, and our National Cancer Society colleagues to improve visibility and responsiveness in the region.

Cancer Services

Between April 2024 and March 2025, 224 new clients accessed services through the Marlborough Centre — a significant increase in reach across the region. We have seen

increased demand for navigation support, particularly in more rural and isolated communities, where the challenges of distance, limited transport, and service accessibility continue to create barriers.

Our Supportive Care team has provided:

- 90 counselling sessions through our contracted counselling network
- 7 wellness programmes and support groups, including walking groups and art therapy sessions
- Transport support, both through volunteer drivers and fuel vouchers
- Advocacy and navigation, especially around housing, health system navigation, and disability entitlements

The complexity of needs has deepened, with many clients experiencing multiple health issues, social isolation, and significant financial pressure. In response, we are improving how we capture and respond to these needs through better use of our client management system and a renewed focus on data-informed service planning.



A day out picking Daffodils with Idea Services.

Volunteering

Volunteers are the foundation of our Centre. They not only contribute their time — they bring heart, hope, and a human connection that enriches every part of what we do.

This year:

- 78 active volunteers delivered over 3,200 hours of service
- Over 3,800 km were driven by our volunteer drivers, helping clients reach treatment centres in Blenheim, Nelson, and Christchurch
- Volunteers supported everything from administration, events, garden upkeep, and centre reception to major community fundraising events

Key highlights:

- Creation of a weekly volunteer reception desk, improving client and visitor experience
- Launch of a small retail space at the Centre, offering books and Cancer Society-branded items to the public

New focus on volunteer onboarding, training, and retention, including enhanced communication and recognition initiatives. Our volunteers are often the first people someone sees when they enter our Centre. Their warmth and consistency provide comfort at a time when people need it most. Their contribution cannot be overstated.



Relay For Life brings out our best and brightest supporters.

Fundraising & Community Engagement

We have taken deliberate steps this year to raise the profile of the Cancer Society across all of Marlborough — not just Blenheim. This has meant rethinking our fundraising strategies and investing in new partnerships that help increase awareness and engagement.

2024/25 Fundraising Highlights:

- Daffodil Day raised an incredible \$81,500, thanks to strong community support and new promotional efforts
- Relay For Life saw Marlborough teams raise over \$163,000, well above our target of \$120,000
- We launched a partnership with MediaWorks and the MediaWorks Foundation to support awareness-building in the lead-up to Daffodil Day 2024
- Community events such as school visits, speaking engagements, and club presentations have helped broaden our reach and visibility

We are now working with local media, iwi networks, and business supporters to ensure our presence extends from the Sounds to Seddon — and that our services feel local, accessible, and relevant to all.

Looking Ahead

Marlborough is a uniquely geographically dispersed region, stretching from isolated coastal communities in the Sounds to rural farms in the Awatere Valley and smaller townships like Seddon, Havelock, and Ward. These distances — combined with a population that includes retirees, seasonal workers, and intergenerational families — require a tailored and proactive approach to service delivery.

As we look ahead, the Marlborough Centre has three priorities:

- Expanding our reach through partnerships, targeted outreach, and increased presence in rural communities
- Improving service consistency by capturing institutional knowledge and formalising internal systems for continuity
- Building trust and visibility ensuring people across the region know who we are, what we do, and how to reach us

Leadership Acknowledgement

During this reporting period, we undertook recruitment for a new General Manager. While Philippa Hatton joined the team in May 2025 — just after the end of the financial year — her appointment represents a new chapter for the Marlborough Centre. Pippa brings significant not-for-profit leadership experience, strategic acumen, and a strong commitment to regional equity and community wellbeing.

Marlborough Year In Numbers

Key Stats for 2025

Client Support

We provided community based, nurse led support for those impacted by cancer..







Counselling sessions

Transport to Treatment

We provided transport services for cancer patients and their support people across the region...



Appointment drives provided



3,848

Kilometres travelled



8

Volunteer drivers

Cancer Prevention and Health Promotion

We provided expert guidance on healthy lifestyles and cancer prevention..



36

Number of events attended



Nelson Tasman Centre

Cancer Services

In 2024, Cancer Society Nelson Tasman proudly celebrated 60 years of supporting people in our region through their cancer journey. Since 1964, our work has been grounded in the strength of our local community, shaped by those who have walked through our doors, volunteered their time, or stood beside us in support. That deep local connection remains central to how we operate today. In a time when many services are becoming more centralised, our presence across the Nelson Tasman region continues to be built on meaningful relationships, place–based knowledge, and the trust we've earned over decades of care.

Between April 2024 and March 2025, Cancer Society Nelson Tasman provided personalised support and trusted information to 626 individuals and their whānau. Of these, 332 were newly diagnosed plus 49 re-presenting. In addition to one-on-one support, we funded 321 counselling sessions, issued 162 financial assistance grants, and recorded 1,790 attendances across our support groups and wellbeing programmes.

Our continued commitment to reaching communities across the wider region was evident through the relocation of our Motueka base. Now centrally located at 218B High Street, the new space, *Kōwhairangi*, has become a welcoming and accessible hub for support, connection, and information. This satellite

office complements our main Nelson base and strengthens our ability to support people across the Tasman region.

We've also strengthened our role in cancer prevention through a number of key initiatives:

- Hosted Community Health Talks in Nelson and Motueka in partnership with Otago University's Mackenzie Cancer Research Group, bringing cutting-edge research to our local communities.
- Participated in Whānau Hauora events in Tapawera, Takaka, Motueka, and Nelson, working alongside other health and social services to provide cancer prevention information and support.
- Issued 1,097 skin check vouchers (valued at \$100 each) to help reduce barriers to early detection of skin cancer.
- Continued to support local businesses through The Fresh Air Project, encouraging and recognising SmokeFree and VapeFree venues.
- Provided 53 community groups with access to free shade and sunscreen through our Shadeloan scheme to help keep their events SunSmart.
- Maintained a consistent focus on prevention messaging through our social media channels throughout the year.



Amazing Jump for Cancer participants at our Summerset fundraiser.

Volunteering

Our volunteers continue to be at the heart of everything we do. In 2024/2025, they contributed over 2,500 hours to Cancer Society Nelson Tasman, a vital gift of time and care that directly supports our work.

We offer a wide variety of volunteer opportunities, from driving people to treatment appointments to companion visits for those who may be isolated. We're also fortunate to receive handmade contributions from across the region, from Hope Stones and Merino beanies to heart pillows, quilts, and our now-signature Worry Worms, which are shared with smiles on Daffodil Day and beyond.

The end of the year was marked with our Volunteer Christmas Party at The Granary. With over 80 volunteers in attendance, it felt more like a big, warm family dinner. A true reflection of the spirit and community our volunteers bring to the organisation.

We are deeply grateful for the kindness, dedication, and good humour of our volunteers. Their contribution is essential, and their presence is felt every day by our team and the people we support.



Celebrating our incredible volunteers at a special Christmas party.

Fundraising

The 2024/2025 year was a milestone period for Cancer Society Nelson Tasman's fundraising efforts, marked by new records, bold new events, and the generosity of our local community.

Jump for Cancer 2024 saw a number of courageous individuals take to the skies in support of our centre, with participants completing tandem skydives through Skydive Abel Tasman. A standout moment was the remarkable leap of three women from Summerset in the Sun, Carol, Joyce, and Dorothy, whose combined age of 241 years proved that you're never too old to make a difference. Their team, *Never Too Old*, raised an impressive \$5,540 and placed second nationally for the Jump for Cancer campaign.

Our **60th Anniversary Charity Ball** was a standout success, celebrating six decades of local service. With over 200 guests and \$85,000 raised, the evening was both a celebration and a show of community strength. We're especially grateful to our naming sponsor The Cooper Group, to guest speaker Amber Arkell of Wairarapa Cancer Society, and to all who contributed to the success of the night.

Daffodil Day 2024 was one for the record books. Held on Friday 30 August 2024, the appeal raised \$164,000 locally, our highest total to date. It was a stunning demonstration of the care and commitment from supporters across the region, and a strong reflection of the trust our community places in our work.

We were also delighted by the energy and initiative of our local **ANZ teams**, who hosted a packed Quiz Night raising \$8,193.

In October, we took on something entirely new with the **Mowsworth Rampage**, an 86km charity ride-on mower challenge from Molesworth Station to Hanmer Springs. Forty-six riders, led by organiser Stuart Newport and supported by Richmond Glass, tackled the route with determination and a healthy dose of humour. The inaugural event raised over \$60,000, which was shared between Cancer Society Nelson Tasman and Nelson Tasman Hospice. The event has already sparked strong interest for future years.

Each of these events not only raised essential funds but also deepened our connection with our community and brought our cause to new audiences.



A great turn out at our Mowsworth Rampage fundraiser.

Nelson Tasman Year In Numbers

Key Stats for 2025

Client Support

We provided community based, nurse led support for those impacted by cancer..







Transport to Treatment

We provided transport services for cancer patients and their support people across the region...







Cancer Prevention and Health Promotion

We provided expert guidance on healthy lifestyles and cancer prevention..







Wairarapa Centre

Cancer Services

This year, 218 new clients registered — up from 189 last year and 155 in 2022. This steady growth reflects the increasing need for accessible, personalised cancer support in our region.

Whether practical help, emotional support, resources or advocacy, each person's needs vary, and we tailor our approach accordingly. Our client-led focus means no two journeys are the same, and we work closely with clients and their whānau to provide the right support at the right time.

Volunteering

Transport is one of the biggest barriers for Wairarapa clients needing cancer treatment outside the region. Demand for our driving service has steadily grown in recent years, with most clients needing to travel to Wellington Hospital. Our dedicated volunteers travelled more than 73,600 kilometres this year – up from just over 59,000 last year.

We've welcomed many new volunteer drivers to our team and are deeply grateful to both them and those who have supported the service for many years. Their combined generosity ensures people can attend treatment safely and without added stress.

Centre Developments

The Wairarapa Cancer Society proudly celebrated 40 years of walking alongside people affected by cancer in our region. Since opening our doors in 1984, the Centre has been shaped by hundreds of people: founding members, volunteers, staff and supporters. Their dedication and care have made the Wairarapa Centre what it is today — a trusted local charity committed to supporting clients and their whānau.

In an era when many charities move towards national structures, our local presence remains deeply valued. It is built on trusted relationships and a community connection that national models cannot replace.

In June 2024, we completed essential upgrades to the Centre's entrance, significantly improving both the experience for clients and the safety of our team. These enhancements may seem modest from the outside, but they play a vital role in creating a warm, welcoming, and functional environment. Feedback from clients and visitors has been overwhelmingly positive, reinforcing the importance of investing in the spaces that support our mahi.



Our Ruby Gala was a glittering success.



Why do you Relay? Some of our supporters tell us why.



A drone shot clearly shows the crowds at Relay For Life.

Fundraising

Ruby Gala

We marked our 40th anniversary in June with the Ruby Gala — an event that symbolised endurance and commitment, much like a ruby wedding anniversary. Held at Copthorne Solway Park in partnership with RIVAL Wealth, the evening brought people together for music, shared stories and fundraising. Thanks to generous guests and sponsors, the Gala raised over \$54,000 to support local services.

Relay For Life 2025

In March, Relay For Life returned to Clareville Showgrounds and surpassed all expectations. With 58 teams and more than 1,200 participants — up from 750 last time — it was the largest Relay Wairarapa has ever hosted. Together, teams raised over \$210,000, exceeding our \$150,000 target.

We extend special thanks to Property Brokers Wairarapa, our major sponsor, who also raised \$20,000. The event was full of energy, aroha and hope, featuring fantastic entertainment, a moving candlelight ceremony and the popular change of lap direction. Feedback from participants was overwhelmingly positive. We look forward to returning in March 2027.

Looking Ahead

This period has been one of both celebration and reflection, while also highlighting the growing demand for our services. As more people are diagnosed with cancer and treatment pathways vary in complexity, the need for comprehensive, local support continues to grow.

We remain committed to being here for the next 40 years, building on our strengths: a strong local presence, trusted relationships, and deep community support. Our goal is to keep adapting so we can meet evolving needs and ensure that no one in Wairarapa faces cancer alone.

To everyone who has been part of our journey — donors, volunteers, fundraisers, and clients — thank you. Your ongoing support is the foundation of everything we do.

Wairarapa Year In Numbers

Key Stats for 2025

Client Support

We provided community based, nurse led support for those impacted by cancer..







Transport to Treatment

We provided transport services for cancer patients and their support people across the region...





Cancer Prevention and Health Promotion

We provided expert guidance on healthy lifestyles and cancer prevention...



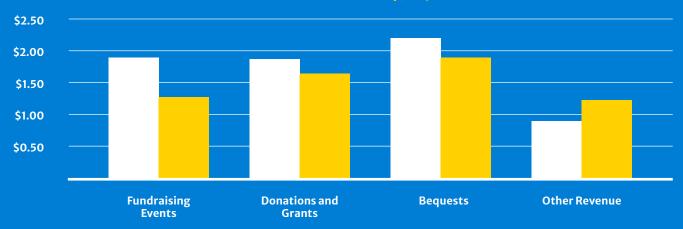


Key Financial Metrics

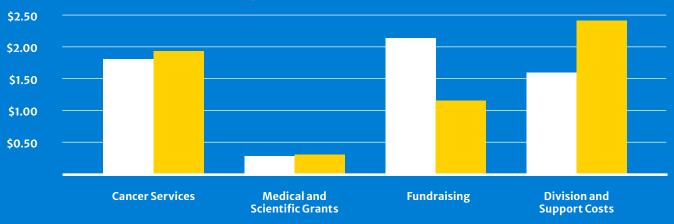








Expenditure Trend (\$m)



Balance Sheet (\$m)

