



**Cancer
Society**

Te Kāhui Matepukupuku
o Aotearoa

Annual Report 2020

CANCER SOCIETY OF NEW ZEALAND

Hawke's Bay Centre





President's Report

The past year has seen some big changes for the Cancer Society Hawke's Bay Centre.

Your executive committee took the proactive decision to put the Cancer Wellness Centre on hold.

We need to have a clear picture of what will be happening with the Hawke's Bay DHB and the installation of the new Linear Accelerator, along with other Cancer Treatment Services.

We still hold onto the vision and are actively

developing the Cancer Wellness Centre concept. There will be community consultation to ensure we cater for all needs, so together with planning and possible changes in design required, we will proceed.

It is two years since the Hawke's Bay Centre was moved onto Little Elms property in Orchard Road, Hastings. This partnership continues to work well and we appreciate their continued commitment to our services and ideals. Your Executive and their Trustees meet regularly to work through and discuss what will work to the best advantage of us all.

Staff changes have occurred throughout the year due to retirement or changes in the environment. We thank those who have given us their passion and experience and have welcomed new members onto the staff who bring different ideas with them.

There was a move away from a Centre Manager towards a Service Leadership style with staff, which has worked well. My thanks to Pauline Farquhar for her continued liaison with both staff and executive.

We have also experienced changes within your executive committee and these have been due to either ill health or limitations on time. We have welcomed

David Trim and Paul Sanders; both of whom bring specialised knowledge to our diverse team.

My thanks go to my fellow members who have gone over and above their Governance role with their passion for the Cancer Society.

Covid-19 then struck the world, and New Zealand went into lockdown. This has had a major impact on not only staff and volunteers, but also fundraising.

Property Brokers Relay For Life Charity Auction was postponed until October. We value their continued support and appreciate the planning by all, that had already taken place. Staff faced new challenges with all centres closed, and the need to work from home for two months.

Some took annual leave, and others had to adapt to assisting in other areas.

Today's communication technology meant they were able to maintain contact with colleagues, not only by phone and email, but also through ZOOM visual teleconferencing. Some of these systems were also used to enable staff to continue contact and provide essential service delivery

support to clients.

Shuttle services were maintained as an essential service to enable clients to continue treatments in Palmerston North. Staff have done a sterling job during these most difficult of times.

Executive committees were put into temporary suspension, however your committee utilised ZOOM for meetings to keep on working behind the scenes for the good of the centre. Again, we have had wonderful support from both Debra Elgar, Divisional Chief Executive, and Divisional Business Services Manager Chris Franklin.

Our deep appreciation goes to all our sponsors led by ANZ, Property Brokers Hawke's Bay, HB Racing, NZME, and Lawson Robinson, and all those who also contribute to our cause throughout the year.

These have been unprecedented times and the passion, commitment and continued support shown by staff, volunteers, and sponsors is much appreciated. I thank you all.

Janice Klinkhamer

President.

Centre Report

We now have a full allocation of staff, each with a focus on their area of expertise, but also working across disciplines when needed, supporting each other which makes for a strong committed team - meeting the needs across the Cancer continuum in our community.

The Covid-19 impact has been significant for all, but having cancer at this time has created an extra hardship. The Supportive Care Team working from home, were able to continue to provide the regular phone calls to clients/whanau to reduce some of the feelings of isolation and anxiousness.

Transport to treatment not only by the shuttle that travels to Midcentral, but also transport to treatment locally continued throughout the lockdown period, often undertaken by the team.

It is also great that the Linear Accelerator (Linac) proposed for Hawke's Bay is progressing as planned. The Central Districts Cancer Society team are working alongside both Hawke's Bay District Health Board and Midcentral to support progress towards this.

SUPPORT SERVICES

We have moved to a job share position with our delivery of Supportive Care with Darrin Meynell joining the team in January.

This gives the option of having a male or female Social Worker and we've found that men often appreciate being able to talk to another male about the mental and emotional impacts of their diagnosis.

We have seen an increase in clients accessing our support services bringing the number of new clients being supported to 391, an increase of 33% from last year. Our financial support also increased to \$19,307.

Our loan equipment continues to be widely used and through donations we have been able to replace some of our worn electric recliner chairs.

As more and more people are living with and beyond cancer, it is timely that we have been able to deliver survivorship workshops:- Post Treatment, New Normal, Sleep and Relaxation and Nutrition and Exercise. A consistent pathway is being developed to ensure clients exiting from treatment have the next steps as an option. We often hear stories of people feeling abandoned, lost and isolated at this time, and



The Property Brokers Auction is a highlight of the year and their support is immense.

research tells us that these programmes will assist.

ADMINISTRATION

The keyword for administration in the last financial year is change.

From April, the Administration and Events/Fundraising roles were split, and the Front of House role disestablished. A new Volunteer Coordinator role was created, together with a dedicated Events/Fundraising position.

Although we were a 'new' team in the sense of personnel and roles, we worked well together and delivered an amazing Daffodil Day! Online merchandise sales doubled compared to the same period for the previous year, and we increased our fresh flower sales to local businesses.

The Shuttle Service to Palmerston North carried 238 patients and carers, and travelled nearly 50,000km. We have appointed the services of an extra driver to cover leave, busy periods and, going forward, a roster system of two weeks on, two weeks off.

We were able to obtain NTA funding for just over 80% of passengers, and achieved an extremely high

satisfaction rate in our passenger surveys - over 95% of respondents labelled our service as outstanding.

FUNDRAISING

The year began with an immensely successful Property Brokers' Relay For Life Auction which raised more than \$88,000, exceeding all previous years. A huge thank you to the Property Brokers team for all their hard work in making the night such a triumph.

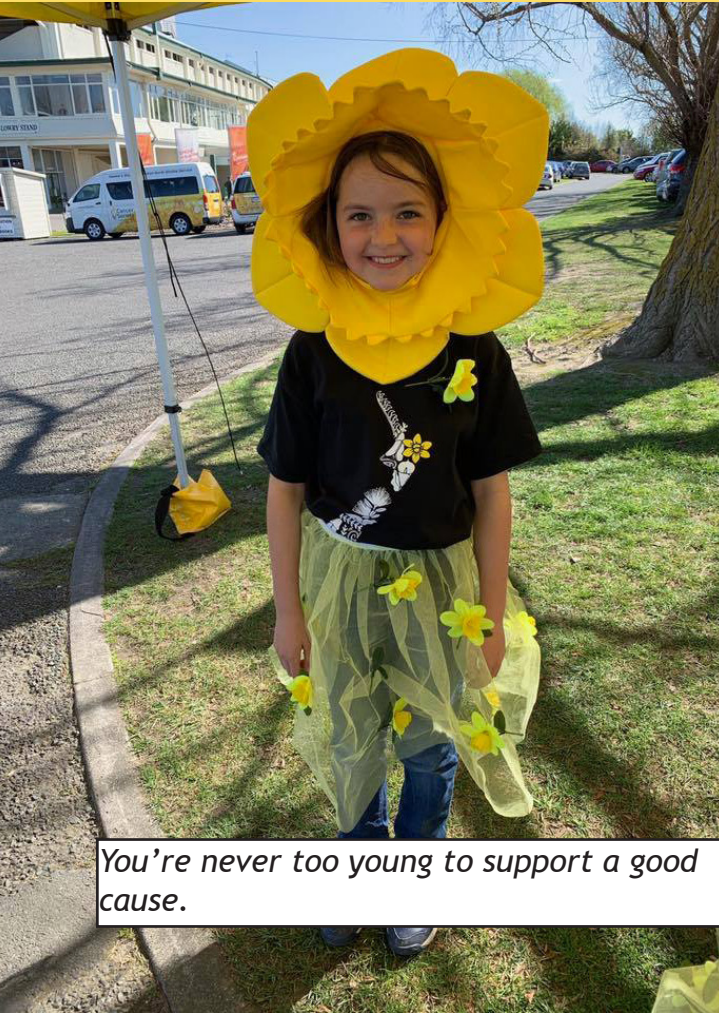
Daffodil Day 2019 saw all hands on deck and was truly a team effort, which reaped rewards with the Hawke's Bay Centre bringing in more than \$150,000, compared with \$147,000 the previous year.

The Tarzino Trophy TAB Daffodil Raceday event was outstanding, resulting in \$40,000 being raised and the high tea was very well attended by the volunteers. A heartfelt thank you to the Hawke's Bay Racing team for the continued commitment to supporting our work.

NZME once again sponsored our Daffodil Day media.

We had the inaugural stock sales during Daffodil week and this raised another \$4,000 for the Daffodil Day total.

ANZ was well engaged, hosting a sell-out quiz night



You're never too young to support a good cause.

in Taradale which raised \$4,500. The 2019 Daffodil Day T-shirt, designed by Jen Clayton, proved very popular, with strong sales and attracted good media coverage. Fresh daffodil deliveries were generously delivered by Fastway Couriers free of charge.

In 2019 we increased the number of schools involved in Daffodil Day, and had a similar number of collection sites with about 600 collectors across Hawke's Bay.

Community fundraising continues to play an important part in our fundraising. This year we have had members of our community do sponsored head shaves and haircuts, runs, a car rally, sausage sizzles and bike rides. Annette Hildesheim opened her rose gardens in Hastings to the public for the fifth time, with entry donations coming to Cancer Society Hawke's Bay (she has single-handedly raised more than \$20,000 for the Society over the years).

We were grateful to again be offered the opportunity to collect gate entry donations at the Potts Classic Athletic event in January, which raised \$1,700. In March 2020 we launched our inaugural Marathon in a Month online-based fundraising event that encouraged people to get out and exercise. The goal for participants was to complete the length of a marathon (42.5km) over one month, or more if they were already active. This was a successful collaboration between Health Promotion and Fundraising,

and raised \$7,000, with donations from over 200 individuals.

HEALTH PROMOTION

The highlights of the 2019/2020 year have been many.

The amazing opportunity to attend the IUHPE World Health Promotion Conference in Rotorua in April 2019, along with colleagues from throughout Central Districts, meant together, we were able to cover off a good cross-section of the workshops/presentations on offer.

The theme was WAIORA: Promoting Planetary Health and Sustainable Development for all, and our team took away many valuable learnings from this experience.

In September we were involved with the planning and implementation of the Central Cancer Network-Māori Cancer Hui, this was a valuable experience to build/grow a number of key stakeholder relationships with our partners and local community.

We launched the first of the physical activity and nutrition workshops in September which have been held monthly since then. These have been a great

opportunity for collaboration, between both Health Promotion and Supportive Care and so far have been well received.

Our sunscreen poles were booked for 58 community events over the SunSmart season.

In the tobacco control space we held another successful Smokefree Month of May campaign focusing on our Māori wāhine and submitted two very important submissions to government on Smokefree Cars and Vaping Legislation.

VOLUNTEERS

This year has seen some exciting changes in this area with the employment of a dedicated Volunteer Coordinator - Menna Williams.

Her role in the society is to recruit new volunteers and work alongside our amazing existing volunteers.

A new database 'Better Impact' is now used to collect volunteer information and help with scheduling and reporting on volunteer hours and to easily keep in touch with our team. This technology is also helpful for us to attract a range of individuals and work with schools and community groups that are committed to community work. It's wonderful to see so many take up the



Hawke's Bay - Palmerston North Shuttle Service

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Our wonderful shuttle drivers, JD, right and Dennis.

challenge to get online and be involved.

Throughout the year Cancer Society volunteers have given up their time to work in various roles. Too many to mention but our reception and Supportive Care assistants turn up every week and do an amazing job - contributing a staggering 800 hours of voluntary work in this area alone. Volunteers have packed and delivered our pamphlets, worked in the garden, cleaned the cars and driven clients to appointments. They bring such a range of different skills and expertise to us and we are so grateful.

Our fundraising team especially around Daffodil Day, relies on our volunteer community who collect, drive, pack, organise and often lead the way. It is more than collecting in buckets - it's connecting, sharing and being part of our community where so many people are affected by cancer.

We wouldn't be able to support, inform and empower those touched by cancer without our volunteers. People volunteer for different reasons but they all bring skills, passion and energy to their role.

TE MATAU A MĀUI HAWKE'S BAY

With the support of regional cancer leaders and the

General Managers of Māori Health, the Central Cancer Network (CCN) held seven Māori Cancer Community hui with whānau and stakeholders across the region.

For the Hawke's Bay hui CCN partnered with Te Taiwhenua, Cancer Society, Māori providers and stakeholders from across the whole Hawke's Bay.

The day was opened by local kaumātua Henare Kani and supported by Kahurangi kapahaka roopu. Over 170 whānau attended the hui at the local Racecourse to have their say, with buses bringing whānau from Wairoa and the Central Hawke's Bay.

CCN Manager Fletcher Beazley gave the keynote presentation on Māori cancer followed by presentations from local Māori whānau and stakeholders including Oncologist Jody Jordan and Māori Cancer survivor Sally Marshall. Three focus groups were held where whānau shared their mamea, their experiences and aspirations for their cancer care.

Workshops were held during the year to support Division wide knowledge of Te Tiriti o Waitangi and Kaupapa Māori. These have helped to support Division efforts to remove health disparities and achieve equity across all our services.



Some of the dedicated volunteers helping bunch daffodil blooms for Daffodil Day.

Treasurer's Report

The 2019/2020 year has been a difficult year financially. The impact of no Relay For Life event in March 2020 along with some additional costs for the Cancer Wellness Centre project have left the Centre with a large deficit of \$239,024 for the year.

Points to note are:

Income

- Bequests are well down on last year with only \$5,000 coming in this year. Last year was \$255,000.
- The Charity Auction was run in April 2019, and we are truly thankful to Property Brokers for their continued support of the Cancer Society. The majority of income in the Relay For Life total was from the charity auction.
- Investment returns were very good this year with a number of shares being sold well above their cost price.
- Daffodil Day income was well ahead

of last year (\$155,400 compared to \$134,600), and is a good reflection of the support from the community for the Cancer Society.

- Total operating income is down on last years by \$45,900 mainly as a result of the reduced bequest income total.

Expense

- We changed our approach to the type of build for the CWC project. As a result, we expensed \$96,000 of spend previously capitalised.
- There has been an increase in the Cancer Wellness Costs due to the contracting of the CWC Project Director.
- Operational expenses have changed little from last year although the Central Districts costs increased \$49,000 due to an agreed change in how their costs are apportioned within the Division.

Overall, the Centre has made a deficit of \$239,024 compared to a deficit of \$108,168 the year before. Fundraising opportunities will

continue to be sought to help increase the Centre's income.

The result is in no way a reflection of the hard work and support that the staff and volunteers provide to cancer patients and their whanau. I would like to thank each staff member for the hard work they put into the Hawke's Bay Centre to support our community. Thank you also to the large number of volunteers who support staff and the Centre operations, allowing us to make a positive impact in Hawke's Bay and outer rural areas.

Thank you to ANZ Bank for being a principal sponsor of the Cancer Society. We appreciate the help and commitment you have made.

Paul Sanders

Treasurer.

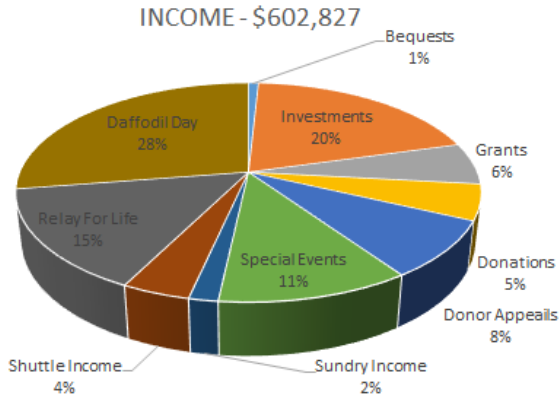
New client referrals
increased by
33%



Annette Hildesheim has single-handedly raised more than \$20,000 for the Cancer Society by opening her wonderful rose garden to the public.

Income

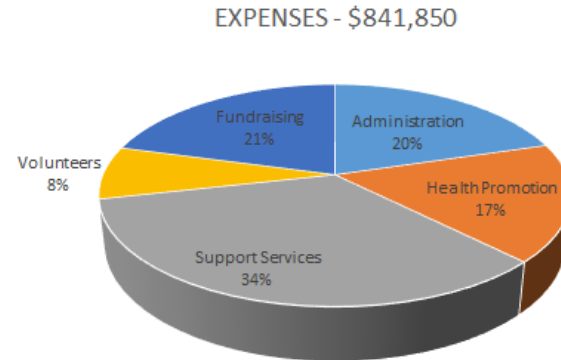
Bequests	\$5,000
Investments	\$119,914
Grants	\$37,268
Donations	\$31,737
Donor appeals	\$51,029
Special events	\$68,594
Sundry income	\$13,740
Shuttle income	\$24,346
Relay For Life	\$91,375
Daffodil Day	\$159,823
Total Income	\$602,827



Expenses

Administration	\$144,340
Health Promotion	\$121,530
Support Services	\$241,147
Volunteers	\$54,745
Fundraising	\$147,411
Shuttle costs	\$36,243
CWC costs	\$96,434
Total Expenses	\$841,850

Operational Surplus/Deficit - \$239,024



Bequests

AC Morrell \$5,000

Grants received

The Harold Holt Charitable Trust
(Capital Grant)

Lion Foundation
(Power and gas)

The shuttle travelled
nearly 50,000km
carrying 238 people

Executive

President:

Janice Klinkhamer

Paul Davies

Mike Wong

Nicky Skerman

David Trim

Paul Sanders

Staff

Centre Manager:

Trudy Kirk (until April 2019)

Supportive Care:

Angie Thompson

Emma Lawson (until May 2019)

Darrin Meynell

Gae Redshaw

Jenny Schaw

Health Promotion:

Jess Trew

Volunteers:

Menna Williams

Fundraising:

Amber McArthur (until June
2019)

Pip Tylor

Administration:

Justine Fisher

Shuttle Drivers:

John (JD) Davis

Dennis Higham

Major Sponsor



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Office Hours:
Monday- Friday: 9.00am- 4.00pm
Saturday- Sunday: Closed

