



# 2020 Annual Report

CANCER SOCIETY  
OF NEW ZEALAND

Taranaki Centre Inc



Cancer  
Society

Te Kāhui Matepukupuku  
o Aotearoa

## Chairperson's Report



One of the highlights for the year has been the launch of the Ripple app in November 2019. The app offers 24/7 cancer support throughout New Zealand and was founded on the vision of a cancer survivor in Taranaki, and now Treasurer of our Executive Committee, Josh Hickford.

Following treatment and recovery Josh identified the need for people affected by cancer to be able to connect at a time and pace that suited them as individuals, and the idea for the app was born. You can learn more about the app in the Centre report on Pg 8.

The 2019-2020 has been a challenging year. As an Executive and Centre we were faced with the unexpected impact of Covid-19 at the end of the financial year with the cancellation of our annual Relay For Life. This is one of two major fundraising events for the Centre and postponing it has left a significant fiscal deficit. The health and wellbeing of our volunteers, participating teams and staff was front and centre of our decision. The new date is 27 March 2021.

I'd like to thank everyone who has held steadfast and understood our

decision - it wasn't easy.

As a Centre we have also seen many changes in staffing and operational function model as part of the Central Districts Division. I'd like to acknowledge and thank Meg Rodel, our previous Centre Manager who retired in September 2019 after providing the Centre with four years strong leadership. Meg retired to undertake travel adventures and family time and we continue to wish her all the best. Her position was restructured and Jane Burgess was appointed Area Manager until taking maternity leave in April. Congratulations Jane on the arrival of son Mack.

We also farewelled Melissa Greig Callaghan our Events Coordinator, after two years of successful event management and Tessa Delpoit our Wellness Facilitator who also played a role in the Ripple app.

Thank you both for your contribution to our Centre Melissa and Tessa.

With all the change and recent unprecedented times, I would like to acknowledge and thank our Centre staff team, Valda, Janine, Cassie, Lisa, Jill and Chrissy. Their ability to pull together and create such a warm supportive environment in the Centre is to be commended, their passion, motivation and innovation is so valued and appreciated by the Executive.

I also want to acknowledge the amazing offers of support and assistance received from our volunteers and the wider community during the Covid-19 pandemic. The Taranaki community spirit remains strong and we thank you all.

It's also timely to acknowledge the huge contribution of former Executive Committee members Liz McBride and Alison Rumball. While they have



*Former Centre Manager Meg Rodel, (left) and long serving volunteer Jo Cox.*

resigned from committee roles, they continue to support the Centre. We're indebted to the contribution they have made over the years - thank you ladies.

Many thanks to my Deputy, Ian Smiley and returning Executive member Tony Callaghan and I extend a warm welcome and thanks to our new committee members - Josh Hickford, Paula

King and Davina Jones.

Lastly but by no means least on behalf of all us in Taranaki, I extend our appreciation to ANZ - principal sponsor of the Cancer Society. The support of ANZ is on-going and hugely appreciated by us all.

Monique Bastin.

## Centre Report

The past financial year has been full of challenges, surprises and opportunities.

Staff and volunteers have been remarkable in their dedication and loyalty in ensuring our community receives the support it needs and deserves.

We have generous business partners who throw their support behind us by offering goods and services such as catering, equipment and radio advertising.

Of course we can't ignore the challenges encountered at the very end of the financial year, with the Covid-19 pandemic reaching Aotearoa and our Government closing borders and imposing a four stage lockdown on the country.

While the Taranaki Cancer Society continued to operate as an essential service provider it was in a very different capacity and the flexibility the team showed in this trying situation was enormous. The virus created immediate logistical issues but the fiscal impact will be felt into the next financial year and beyond.

We are acutely aware the demand on the discretionary dollar is huge but it must be stated that everyone at the Taranaki Cancer Society is indebted and humbled by the selfless support we continue to receive.

## Fundraising and Events

Some of the highlights from the fundraising & events calendar include:

- Being the chosen charity for the Big Night Out, - a biennial event held in Taranaki that chooses different charities to support. It raised over \$6,500.
- Daffodil Day and Paint August Yellow raised over \$118,000.
- The now annual Cape Egmont Half Marathon raised an incredible \$10,000 to assist with funding the exercise programmes for Taranaki men and women.
- The inaugural Longest Day Golf Tournament was held, with a team in Taranaki taking on the challenge to complete 72 holes of golf in a day that saw them fundraising for the Cancer Society while wearing fluoro tutus.
- Puketapu School held a head shave event with staff and students taking part, and this event coincided with a wacky hair day.
- The tough call to postpone Relay For Life was made due to the Covid-19 pandemic. Fifty-five teams had signed up and all hope to be part of the 27 March 2021 event. The postponement made a significant dent in the Centre's fundraising efforts, but the health and safety of participants, volunteers and visitors was a priority.





Tamariki enjoy Paint August Yellow.



## Health Promotion

The formation of key relationships within our community with local businesses and stakeholders has been a health promotion priority.

Health promotion has given men's cancer awareness and prevention talks to CityCare Water and Deaf Aotearoa, a presentation at a MediaWorks Prostate Cancer charity golf tournament, displays with a SunSmart, nutrition and physical activity focus at the Fonterra Wellness Day, Taranaki Tu Mai festival, Te Wananga O Aotearoa Twilight Gala and the Central Cancer Network Hui.

The Sunsmart Loan Scheme lent 108 poles to 33 organisations over 2019/20 summer and nine gazebos were loaned to three community groups for sun protection.

500 tubes of sunscreen samples were given to rural and low decile schools and clients of Tu Tama Wahine.

Relationship building activities within the education sector has seen nine schools visited, with three schools becoming SunSmart accredited. Seven Early Childhood Education Centres/kindergartens were also visited.

There's been strong collaboration within the Taranaki Centre team ensuring our own events are SunSmart and promote healthy lifestyles.



*Health Promoter Jill Burge and a donated sunscreen pole.*

## Supportive Care

Supportive Care received 165 referrals for patients and family members requiring support during the period 1 April 2019 to 31 March 2020.

The Hawera satellite office is available one day a week to enable those in South Taranaki to access support and information and meet with our Supportive Care Coordinator. We now have counselling services available in New Plymouth, Hawera, Stratford and Opunake.

Our Supportive Care Coordinator attends regular multidisciplinary team meetings with the oncology and paediatric teams at TDHB. This has significantly enhanced communication and collegiality with those attending within the TDHB, and health providers in the community.

In addition regular meetings are held with the cancer team at our local Māori health provider Tui Ora Ltd, to discuss shared whānau/patients/clients. These meetings enable great support, collaborative services and less duplication of services.

Our Supportive Care Coordinator has also been actively involved in the organisation of Central Cancer Network funded Māori focused events, for patients and their whānau. This involvement has enhanced relationships with other health providers and Māori practitioners within our community.

## Māori Cancer Hui Taranaki

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 Central Districts Division.

For the Taranaki hui, CCN partnered with Tui Ora, Māori providers, Cancer Society and Taranaki stakeholders including Rongoā providers, DHB staff and Hos-

pice. Over 170 whānau attended the hui at the New Plymouth International Hotel in September with buses bringing whānau from Hāwera. Three focus groups were held where whānau shared their māmāe, their experiences and aspirations for their cancer care.

Staff training workshops were held during the year to support staff knowledge of Te Tiriti o Waitangi and Kaupapa Māori.



*The Māori Cancer Hui in Taranaki was a collaboration hosting more than 170 guests.*



## Exercise Programmes

Exercise programmes are available for patients to participate in either pre-treatment, during treatment and/or post-treatment - whenever they are able to manage.

Demand in the past 12 months has seen growth in the programme which has expanded from being a New Plymouth men's exercise group to now, offering the programme to women and men in New Plymouth and Hawera.

The exercise programmes with a qualified trainer, are provided at no charge for Taranaki cancer survivors/patients. Exercise has shown to reduce the side effects of treatment, help improve wellbeing and reduce the reoccurrence of cancer. Seventy-eight people have participated in the exercise programmes during the last calendar year.

## Volunteers

We are lucky to have so many generous people kindly offering their time to help support the Centre. Some help one day a year at our annual Daffodil Day or Relay For Life fundraisers while others do many hours supporting us with reception and administration duties, gardening, window and car cleaning etc.

Our Reiki Master Dale and Massage Therapists Debbie

and Lynda provide free services to our patients that are greatly valued.

We are working on placing additional permanent volunteers into the Centre and there is also work underway to recruit more youth volunteers.

## Shuttle Service

The Taranaki shuttle service is valued by everyone who uses it, and during the past financial year it made life a little easier for 84 clients and 27 carers.

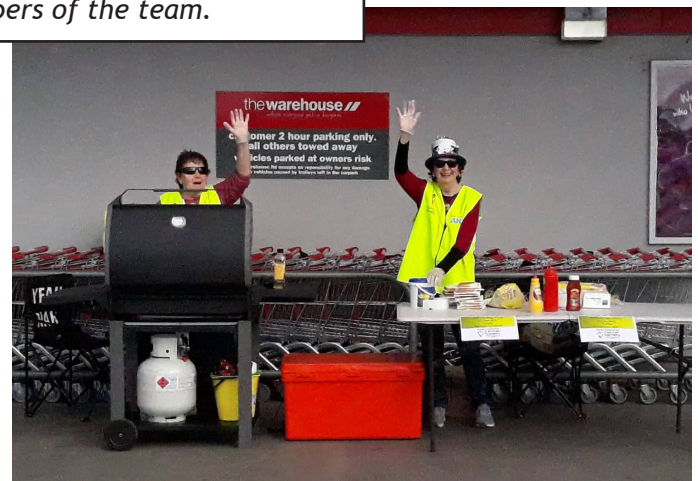
Everyone who accesses the service is asked to complete a service evaluation - here's some of the feedback.

- "The shuttle service is wonderful and I hope it keeps going. I couldn't have gone down to Palmerston North otherwise."
- "The shuttle service was amazing! Always punctual, so comfortable and helpful drivers. The little "touches" by carers, supporters, goodie bags of baking, knitted blankets etc, helped through this trying time. Thank you"
- "I would just like to say a "big" thank you to "everyone" that I have met/talked to including helpers and staff at the Centre. The lovely friendly and caring nature of the people has helped me immensely during this very trying and difficult time in my life."





Some of our wonderful Centre volunteers, who are very treasured members of the team.



## Ripple Launch

Ripple, an app that offers mobile, 24/7 cancer support throughout New Zealand was founded and born from the vision of Taranaki cancer survivor, Josh Hickford.

Cancer has a ripple effect on society. Likewise, community resilience and the support generated, can yield a powerful and positive ripple effect.

The 30-year-old Survivor NZ contestant was diagnosed with Hodgkin's Lymphoma at the beginning of 2017, and his life rapidly changed. During his experience he identified the need for people affected by cancer to be able to connect at a time and pace that suited them as individuals.

Josh and the Cancer Society in Taranaki's vision was to build an app that could monitor all aspects of the cancer journey.

According to Josh he "wanted to help connect people - family, whānau, friends and patients - to give peace of mind, empower and share their experience with others. You really cannot underestimate the value of hearing about other's experiences first-hand."

Users can be anyone from patients and survivors to caregivers, family, whānau, friends, specialists and anyone impacted by cancer.

The Ripple app, which is generously supported by Beach Energy, allows a patient to patient, carer to carer, user to user relationship. Anyone touched by cancer can share their experiences.

Josh says the foundation of Ripple is its users. It currently has 1200 users throughout Aotearoa; a great uptake given it's been live for less than six months (at publication time).

Ripple focuses on forums as a means of sharing first-hand experiences, knowledge and stories to help others through their journey, no matter where they reside in New Zealand.

Ripple app users can track their wellbeing and energy levels daily. This is expected to improve the wellness of patients and survivors as they overcome and recover from their treatment.

To learn more, visit: [www.weareripple.co.nz](http://www.weareripple.co.nz)







*Daffodil Day volunteers, happy in their work.*

## Treasurer's Report

The 2020 financial year saw the Taranaki Centre post its largest deficit in recent years - a net loss of \$194,690 for the year ending 31 March 2020. This deficit is \$35,525 more than budgeted.

Over the last decade the Taranaki Centre's net surplus has consistently been between \$0-\$100,000, (averaging \$45,000). The current deficit signals a change in the fundraising environment and some tough times ahead.

Total revenue decreased \$24% (\$161,385) year on year, largely due to a significant decrease in donations and fundraising. Covid-19 - although impacting late March - had a significant impact on revenue and is expected to also negatively impact the 2020-21 financial year.

The postponement of Relay For Life to 2021 meant the Centre loses approx. \$70,000 income, not to mention the associated awareness a community event of this size brings. If this was taken into consideration, the Centre would have posted a much lower deficit than budgeted.

While revenue decreased, expenses rose 16% (\$96,712), which is never a preferred scenario.

Notable expenses to rise were service delivery costs across Health Promotion and Supportive Care. A newly introduced expense was the associated launch and development costs with the Ripple app founded by the Taranaki Centre.

Total net assets are approx. \$2.06m, down \$0.2m on the prior year (\$2.26m). This reduction is largely due to the deficit lowering our reserves. The balance sheet remains in a strong position and puts us in good stead in turbulent times. Our two marquee events - Relay For Life and Daffodil Day remain very important to the cashflow and financial health of the Centre. The Taranaki Centre's total assets have decreased by approx. \$120,000. Again, this reflects reduced cash and investments held due to lowered income and increased expenses.

Ripple now sits on the balance sheet (\$71,687), and future development of the app will be added to the asset total.

Late 2020 saw Covid-19 impact not only the Centre, but the lives of our staff, our supporters, members and our clients. This coupled with a changing environment for charities to remain sustainable, signals turbulent times to navigate ahead. Our expense base is unlikely to lower, while the income remains under pressure. Change and new ways to gather revenue



will be required. These are being investigated by the Cancer Society of NZ Central Districts Division and Cancer Society of NZ National Office, and will hopefully benefit the Centre in years to come.

The development of the New Zealand wide app - Ripple - is exciting and shows the local Executive Committee are innovative and willing to create a new service offering that reflects the changing way people consume services, digitally, from their fingertips, anywhere in New Zealand.

Lastly, I would like to thank the staff who represent our Centre and the Cancer Society of NZ so well in the Taranaki community. They deliver exceptional services with the resources we have. Thank you for your ongoing efforts.

Josh Hickford, CA

Chair.

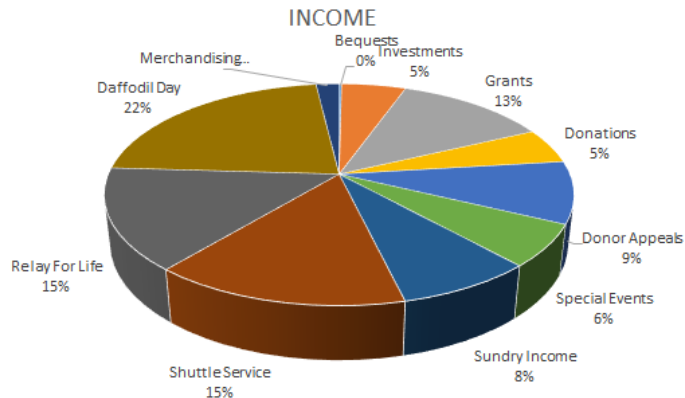
Finance Subcommittee



*The corporate entries in the duck race are always a crowd pleaser.*

## Income

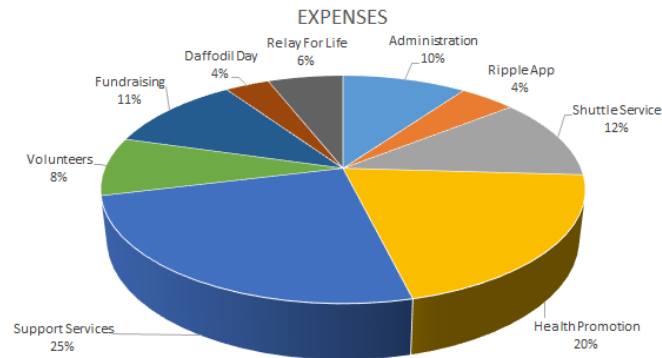
Bequests	\$1,000
Investments	\$28,000
Grants	\$65,879
Donations	\$27,207
Donor Appeals	\$47,714
Special Events	\$32,292
Sundry Income	\$42,307
Shuttle Service	\$78,645
Relay For Life	\$78,310
Daffodil Day	\$117,153
Merchandising	\$10,060
<b>Total Income</b>	<b>\$528,567</b>



## Expenses

Administration	\$71,568
Ripple App	\$32,266
Shuttle Service	\$83,690
Health Promotion	\$146,181
Support Services	\$181,032
Volunteers	\$60,071
Fundraising	\$79,460
Daffodil Day	\$25,540
Relay For Life	\$43,450
<b>Total Expenses</b>	<b>\$723,258</b>

**Net Deficit (\$194,691)**



## Bequests

\$1000 Est E Tolley

## Grants received

1st April 2019 to 31st March 2020

**Lottery Taranaki Community**  
(Supportive Care Coordinator role)

**Pelorus Trust**  
(Relay For Life)

**Community Organisation Grant Scheme**  
(Wellness Facilitator role)

**Lion Foundation**  
(Power and Gas)



## Executive

**Chair:**  
Monique Bastin

Dr Ian Smiley  
Tony Callaghan  
Josh Hickford  
Paula King  
Hamish McHaffie  
Davina Jones

84 clients and 27  
carers used the  
shuttle service

108 sunscreen poles  
were loaned to 33  
organisations over  
summer.

## Staff

**Centre Manager:**  
Meg Rodel  
(to Sept 2019)

**Supportive Care:**  
Janine Luke-Taamaru

**Health Promotion:**  
Jill Burge

**Wellness Facilitator:**  
Tessa Delport  
(to Dec 2019)

**Wellness & Support Coord**  
Darragh Power

**Fundraising & Events**  
Melissa Greig Callaghan  
(to Oct 2019)  
Cassie Rowe

**Volunteer Coord:**  
Lisa Grigg

**Administration:**  
Valda McBeth

**Admin Assistant:**  
Chrissy Chinery

**Shuttle Drivers:**  
Leo Clements  
Colin Warwick

Taranaki Centre  
71 Lorna Street  
PO Box 5153  
Westown  
New Plymouth 4343

T: (06) 757 3006  
E: [enquiries.tar@cancercd.org.nz](mailto:enquiries.tar@cancercd.org.nz)

Office Hours:  
Monday- Friday: 9.00am- 3.30pm  
Saturday- Sunday: Closed

