

# 2023 Annual Report

## Cancer Society of New Zealand

### Gisborne East Coast Centre



**Cancer  
Society**

Te Kāhui Matepukupuku  
o Aotearoa



# Chairperson's Report



It is my great pleasure to present the annual report for 2021 - 2022.

The highlight of our year has been the purchase of our new Centre building. First and foremost the new complex will allow the Cancer Society to offer better guidance, support and information to clients, a whole lot more health promotions and other mainstream programmes.

These programmes are what the community deserve, and that we were unable to provide in our previous premises. We are appreciative of the hospital for providing us with our former space for a number of years, it is a pleasure to now be in our own building.

We were sad to say goodbye to Heidi Stander in October 2022. However, her position has been filled by Trudy McNeil who is doing a wonderful job in her place. We are very lucky to have such a wonderful staff and volunteers who are making such a great addition to our new Centre.

- Caro Deutsch, our supportive care worker, has been working very hard to build up relationships with the hospital, making sure that people are aware of our services.
- Shay Podjursky, our fundraising coordinator who organises and runs our fundraising events.
- Gill Stevenson, our volunteer coordinator, is working very hard in the community.
- Paula Hatten our lovely massage lady is still doing her amazing work.
- We are looking for a Health Advocate to take on the cancer prevention work in our area.

Many thanks to our Trustees who supported the purchase of our new Centre and especially the support I received from our CEO Debra Elgar who helped us through this journey.

Many thanks to all who work so hard to reduce the impact of cancer and improve outcomes for all with cancer in our community.

Warm regards,

**Pamela Murphy**  
Trust Chairperson



Our new Centre at 718 Gladstone Road, Te Hapara, Gisborne



# Centre Report

The highlight of our year was the purchase of our new premises in Gladstone Road. Comments from the community and specifically our clients are how attractive and welcoming the building is, creating a positive aura as opposed to a somewhat different atmosphere at the previous site on the hospital grounds. Our Centre is now very visible and better known in the community with striking signage, located on a main thoroughfare with ample parking both on-site and on the street. The rooms available for use by the wider community and organisations are proving increasingly popular and we have regular bookings for the rest of the year.

The biggest challenge faced has been the impact of Cyclone Gabrielle which followed Cyclone Hale. The continuing effects on our community are still on-going, affecting infrastructure, road access, and livelihoods.

## Supportive Care

Last financial year we supported 111 people through their cancer journey, 60% female, 40% male, roughly 50% Maori engagement

- Ran 2x exercise programs starting from June 2022: Wahine Toa (two rounds of 10 weeks each, 16 participants), Tane Toa (three rounds of 10 weeks each, 15 participants overall).
- Second half of the year: Focus on extending services up the coast with regular visits at Te Puia Springs Hospital (depending on road access).
- 54 clients benefited from massage services, a total of 154 sessions were delivered.
- Increased demand for counselling, nine clients received 28 sessions in the last financial year.
- November 2022: Radiotherapy Aftercare Support Group started in collaboration with an oncology social worker.



## Volunteering

We greatly appreciate our amazing volunteers who generously continue to donate their time and energy.

- We have five drivers who help transport clients to and from medical treatment appointments.
- Eight receptionists provided 467 hours of friendly and competent office support.
- 688 hours of fundraising support including Relay Your Way, Counter Box collection, Mother's Day flower box sales, Whenua calendar sales and scrap metal collection and processing.
- 63 volunteers (including 43 school students) involved in the Daffodil Day street appeal.
- Significant numbers of student and adult support with rural daffodil picks, counter boxes, raffle tables and deliveries to local businesses over the month of August.
- Our Trustees are a vital part of our Centre leadership. We appreciate all the support and guidance from this dedicated and hardworking group of people who volunteer their time.

Volunteers are thanked throughout the year with emails, cards and small gifts. A special mention and huge thanks to Daryl Gowers, our volunteer and fundraiser extraordinaire who works tirelessly to support our Centre, and raised over \$47,000 this financial period. Daryl was recognised as one of the recipients of the 2022 Tairāwhiti Men of the Year Awards for his work for the Cancer Society.

## Fundraising and Events

### **Mother's Day (May) 2022**

Covid meant the cancellation our Mother's Day High Tea so instead flower boxes were created with donations of contents from Countdown and local florists. 80 boxes were sold and were very well received generating around \$2,600 after expenses.

### **Daffodil Day/Street Appeal (August)**

We hosted/took part in multiple events:

- The Gisborne Home and Lifestyle show
- Stalls outside of Bunnings, Mitre10, the Warehouse, Countdown and Pak'n'Save. These sold raffle tickets, merchandise, fresh daffodils, took donations and in some cases the business involved hosted a sausage sizzle on our behalf.
- The vintage car club did their annual run up the coast.
- Annual street appeal day with both street collectors as well as six stalls.
- We were fortunate to have fresh flowers donated from Mahia plus our volunteers did picks of beautiful wild bunches from Eastwood Hill and Te Karaka.

Gross income was \$40,467



Our participation with Gisborne's PGG Wrightson/ANZ Stock Sale brought in over \$62,000 to support our local community. We extend huge appreciation for their support each year.

### **Whenua: The Calendar (October)**

This project was a one off for us here at the Gisborne East Coast Cancer Society. With the blessing of the late Peggy Ericson's family, we produced an arts based calendar from local artists to celebrate her extensive service to us along with her love and connection to art. While this project didn't hit our financial goal, it promoted incredible awareness for our Centre and was particularly moving working alongside Peggy's family, in her memory. Income after expenses was around \$6,000.

### **Property Brokers Golf Challenge (December)**

We received a donation from Tom Lane Property Brokers from a golf tournament they ran. \$13,500 was raised by this event and donated to us for prostate and bowel cancer.

### **Relay for Life (March 2023)**

With just five weeks to go, Gisborne, East Coast was ravaged by Cyclone Gabrielle meaning we were not able to host our annual Relay for Life. Relay your Way was an alternative for any teams who wanted (and had capacity) to continue fundraising for us. \$46,626 of our original \$100,000 goal was raised - something our community should be commended for, given the level of loss after the cyclone. Small gift bags were created for our survivors and carers with donations from local businesses and the Centre hosted a beautiful 'light up the night' event where the public were able to display their illuminated candle bags on our front lawn.

Darryl Gowers (as mentioned by our Volunteer Co-Ordinator) raised over \$47,000 to support the Cancer Society. As we weren't able to progress Relay for Life due to the effects of the cyclone, Darryl has agreed to that some of the funds he has raised can be put towards RFL. We are enormously grateful for his work - he makes such a difference to the income in support of our Centre

### **Nga mihi nui, Te Tairawhiti.**

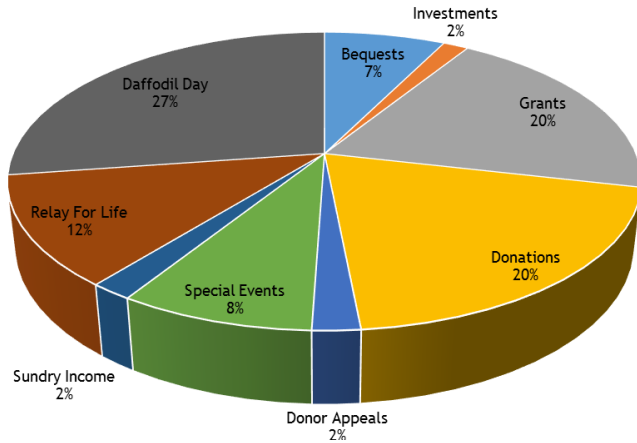
We would like to extend our sincere thanks to our generous funders who provide us with essential financial support to enable us to continue our work: ECCT, Tairawhiti Trust, Sunrise Foundation, CM Laing Charitable Trust, COGS, Lottery Grants Board, Grassroots Trust Grant, and NZ Community Trusts. Special thanks to ANZ Bank for their on-going commitment to the Cancer Society.





# Income and Expenses

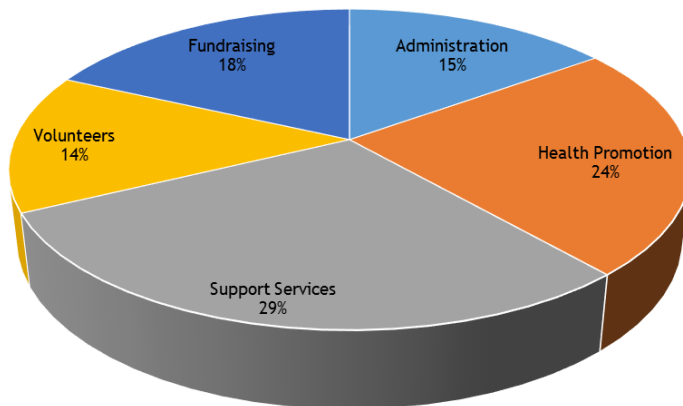
## Income - \$372,369



Bequests	\$27,434
Investments	\$5,723
Grants	\$73,371
Donations	\$73,958
Donor Appeals	\$7,690
Special Events	\$31,316
Sundry Income	\$6,887
Relay For Life	\$44,333
Daffodil Day	\$101,658

**Total Income \$372,369**

## Expenses - \$385,558



Administration	\$58,176
Health Promotion	\$90,277
Support Services	\$112,971
Volunteers	\$54,100
Fundraising	\$70,034

**Total Expenses \$385,558**

**Net Deficit \$13,118**





# Bequests and Grants Received

## Grants

1st April 2022 to 31st March 2023

- CM Laing Trust - General Purposes
- COGS - Operating Expenses
- Eastlands / Tairāwhiti Trust - Wellness Costs
- Eastern & Central Community Trust - For Operating Expenses
- Grassroots Trust Grant - For Power Costs
- Lottery Grants Board - Wellness Salary and Costs
- NZ Community Trusts - Relay For Life
- NZ Lottery Grants Board - Operational Costs
- The Sunrise Foundation - Counselling

**Grand Total: \$73,754**

## Bequests

We are sincerely grateful to those who have left bequests. We thank those individuals and families for their generosity.

We acknowledge the estate of:

M S Rider

**Total bequests: \$27,433.52**

## Executive

### Chair:

Pamela Murphy

### Committee Members:

Karen Phelan

Lois McCarthy-Robinson

Lisa Spence

Margaret Blake

Joanne Pere

Sheryl Hall

## Staff

### Supportive Care Coordinator:

Caro Deutsch

### Volunteer Coordinator:

Gillian Stevenson

### Fundraising and Events Coordinator:

Shay Podjursky

### Centre Liaison/Office Administrator:

Trudy McNeil



Major Sponsor



Cancer Society of New Zealand  
Gisborne East Coast Centre

Te Kāhui Mātepuāpūpū  
o Aotearoa

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**Office Hours:**

**Monday- Friday: 9am - 4pm**

**Saturday- Sunday: Closed**



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