



SUPPORT FOR
INCURABLE
BREAST CANCER

“Sweet Louise is my strength. The member meetings bring hope, laughter and ideas. To all those who support Sweet Louise – I am so grateful. Your support helps me to live my life to the fullest.”

– Marino Sherwin

2019/2020
ANNUAL REPORT



Contents

Message from the Chairman	3
Farewell from Philippa Reed, CEO	4
About Sweet Louise	5
The 2019/2020 year in review	6
Member's Day 2019	10
Celebrating our members	12
Our supporters and volunteers	14
Meet the team	15
Highlights from 2019/2020	16

No organisation works harder to meet the needs and hopes of those living with incurable breast cancer.

Reflecting on the 2019 / 2020 Financial Year, we can't help but be influenced by how the year has ended. We don't yet know the longer-term effects of the upheaval and strains of COVID-19 and the associated lockdown, which remains in place as we write this report. The year ahead will surely be one of the most challenging for Sweet Louise. But it is one from which we are confident we will emerge even stronger.

In times of adversity, an organisation's purpose and its resilience is tested. Our members have again during the year, both humbled and energised us. It is their voice that reminds us of the truly valued role we play in their lives. No organisation works harder to meet the needs and hopes of those living with incurable breast cancer. Our purpose to improve their quality of life remains as vital today as it ever has been.

The underlying health of Sweet Louise remains strong. Our membership increased again this year. We gained 308 new members and acknowledged the passing of 242 members. We listened to our members and as a result, played an active role in the advocacy for improved access to new therapeutic treatments. We engaged with our members in person, one-on-one in our member meetings, as a group at our inspirational Member's Day and increasingly digitally.

All of this is made possible by the dedication and professionalism of our team and the generosity of our supporters. We thank you all sincerely for the sponsorship, donations, grants, volunteer hours and in-kind gifts. We are so fortunate to have the Sweet Louise team, who are truly remarkable for their belief in our purpose and their preparedness to go the extra mile for our members every day.

I would like to acknowledge the contribution of Philippa Reed, our CEO, who left us at the end of the financial year. Philippa has been a passionate believer in the role Sweet Louise plays in our society and has given the role 100%. We wish her well in the future. I also thank Andrew Young, a long-standing Trustee, who left the Board this year to take up the role as CEO of the Cancer Society Auckland and Northland. Andrew has left an indelible mark on Sweet Louise and we are

very appreciative of his dedication and wise counsel.

The Board of Trustees was delighted to welcome Catrin Devonald as our new CEO in April 2020. Her background at Macmillan Cancer Support and at the Breast Cancer Foundation NZ couldn't be better. We are all looking forward to the prospect of working with Catrin, who has already hit the ground running!

As I look ahead, it is clear that our members will rely on us even more this year. That in turn requires innovative approaches to ensure we have the resources to deliver these services sustainably. With exciting new appointments into our fundraising team and our marvellous team of skilled Support Coordinators, the Sweet Louise team is the strongest it has ever been.

Sweet Louise will prove to be resilient because of the purpose we all believe in and the team who are dedicated and skilled at delivering on it. I thank you again for believing in us.

Scott Perkins
Chairman



Trustee Andrew Young and Chairman Scott Perkins:

Farewell from Philippa Reed

It has been an immense honour to work with Sweet Louise for the past two and a quarter years. Whatever passion and energy I have brought to the role has always been inspired by the mission and purpose of Sweet Louise alongside the incredible courage, resilience and fortitude shown by Sweet Louise members every single day.

It is a tribute to Louise and her family that her spirit lives on in the values of the organisation, the kindness of the supporters, the compassion of the Sweet Louise team and the courage and connection of all our members living with incurable breast cancer.

Over the past few months, we heard the news that Pharmac would publicly fund both Kadcyla and Ibrance. Sweet Louise members Sue Wall-Cade and Terre Maize Nicholson initiated a focus on action in advocacy in late 2018 by starting petitions to have these two drugs funded, which included presenting to the Health Select Committee.

These announcements were greeted with huge relief by members of Sweet Louise and all other patient advocacy groups involved. Seeing the hard work of our members and their commitment to advocacy be successful was a wonderful conclusion to my time at Sweet Louise.

And a very special welcome to Catrin Devonald, who brings a wealth of experience to Sweet Louise from roles with the Breast Cancer Foundation NZ and Macmillan Cancer Support in the UK. I wish Catrin all the very best and thank Scott and all the Trustees for their support.

Best wishes to all at Sweet Louise.



Philippa Reed
CEO

“Whatever passion and energy I have brought to the role has always been inspired by the mission and purpose of Sweet Louise alongside the incredible courage, resilience and fortitude shown by Sweet Louise members every single day.”

Our Mission

Sweet Louise helps to improve the lives of everyone in Aotearoa living with incurable breast cancer. Sweet Louise is the only charitable organisation in New Zealand dedicated to supporting women and men living with incurable breast cancer.

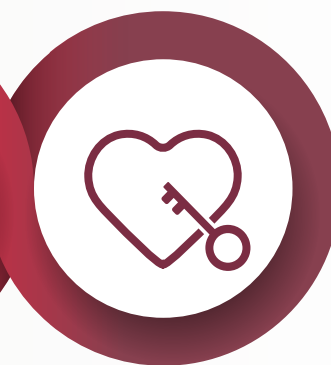
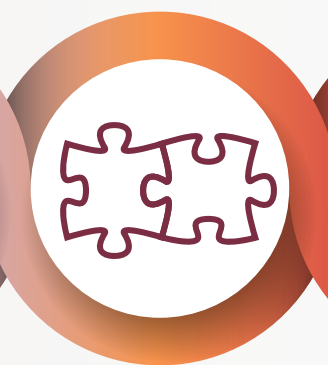
Our Values

Compassion

Connection

Courage

Credibility



How we help

Sweet Louise provides a range of services to support women and men living with incurable breast cancer:



Member meetings

Our meetings, held at locations throughout the country, provide members with peer support and opportunities to connect with other members.



Support Coordinators

Our Support Coordinators, who have varied health professional backgrounds, provide personal, practical and emotional support to our members.



Service vouchers

We provide members with \$500 of vouchers annually that can be redeemed for a range of services, complementary therapies and practical support that helps to improve quality of life.



Information

We support members with information on complementary and practical services available through us or other providers and agencies.



Advocacy

We advocate for improvements in treatment, services and funding for medicines for people with incurable breast cancer.



Referrals

We provide referrals to other social services and agencies where appropriate.



727 MEMBERS
& THEIR
FAMILIES
SUPPORTED


308 
NEW MEMBERS IN
ONE YEAR

223 
MEMBER MEETINGS

242 
MEMBERS
DECEASED
IN ONE YEAR

SWEET
Louise

SUPPORT FOR
INCURABLE
BREAST CANCER

2yrs 
AVERAGE LENGTH
OF MEMBERSHIP

95% 
OF MEMBERS VALUE
THE CONNECTION
WITH OUR SUPPORT
COORDINATORS

250+ 
VOLUNTEER HOURS

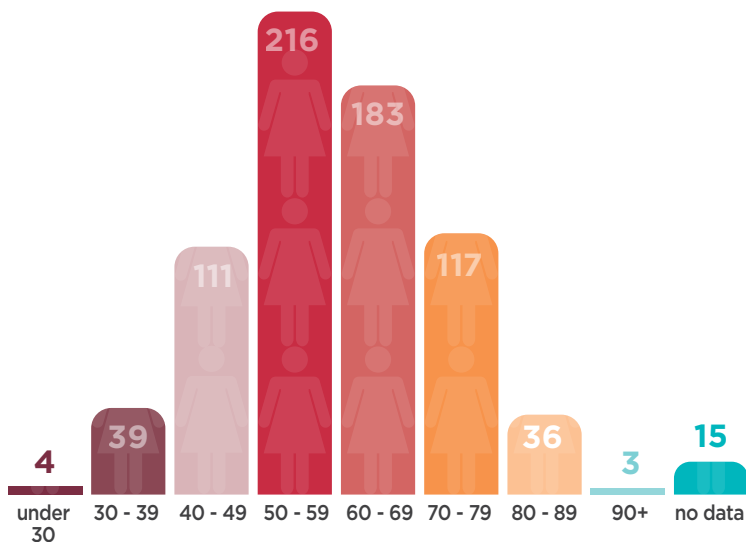
89%
OF MEMBERS VALUE
THE VOUCHERS



\$202,122 VOUCHER
SPEND

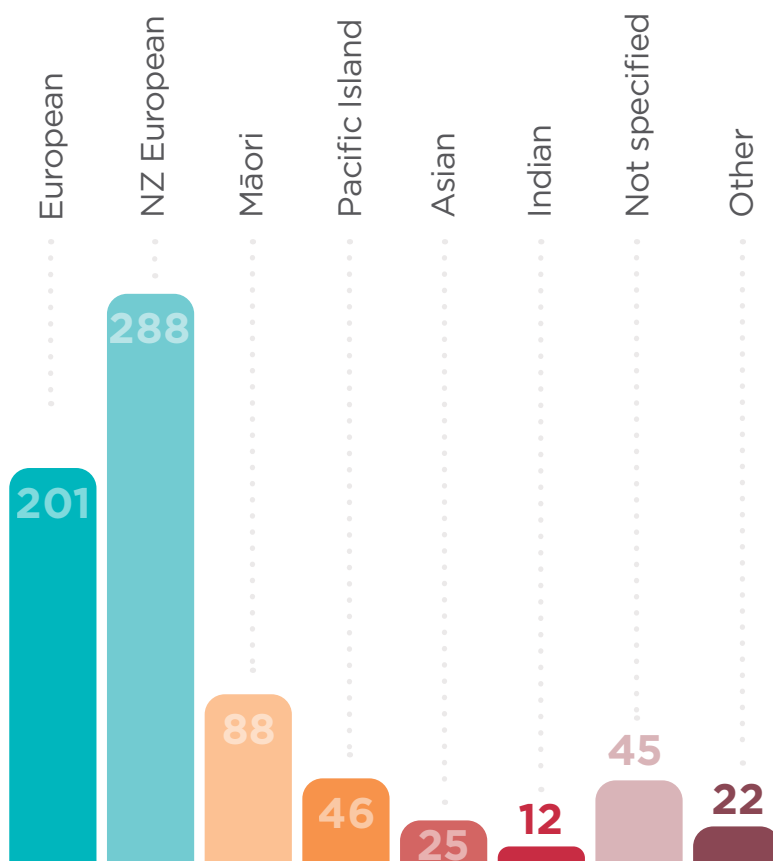
MEMBERS AGE RANGE

AS OF MARCH 2020



MEMBERS BY ETHNICITY

AS OF MARCH 2020

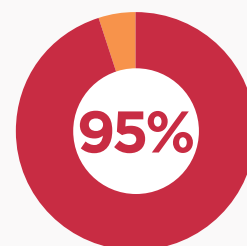


FROM MEMBER SURVEY:

- Valuable/Very Valuable
- Not Valuable

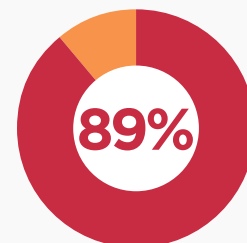
SUPPORT CONNECTION

How valuable is the connection with the Support Coordinators for you?



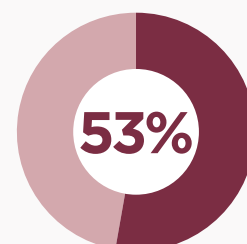
VOUCHERS

Please explain how valuable the vouchers are to you?



MEMBER HOUSEHOLD INCOME

- Household income under \$60K
- Household income over \$60K



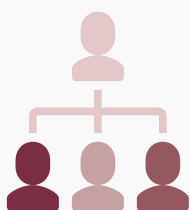


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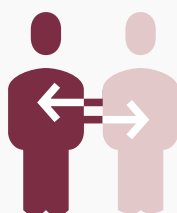


EMOTIONAL SUPPORT FINANCIAL SUPPORT SOCIAL SUPPORT

WHAT SUPPORT COORDINATORS DO:



CONNECTION
WITH MEMBERS
Members meetings

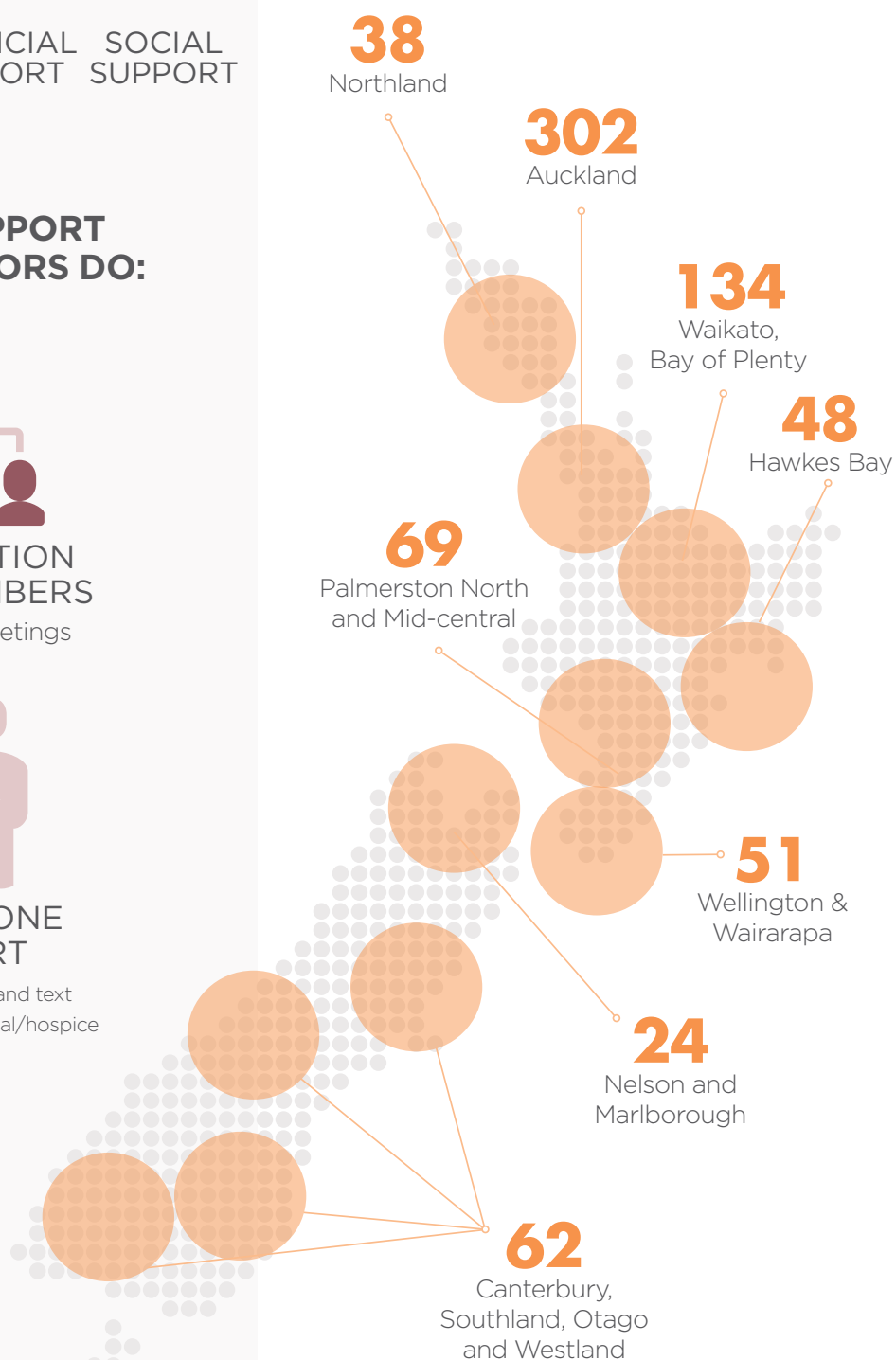


ONE-ON-ONE
SUPPORT

Phone calls, email and text
contact, home/hospital/hospice
visits.

CURRENT MEMBERS BY REGION

AS OF MARCH 2020



In 2019/2020 Sweet Louise

RAISED:

DONATED SERVICES



\$334,968

DONATIONS

Includes: regular givers, bequests, major donors, appeal letters and online donations

\$293,929

SPONSORSHIP

Support from generous corporates and businesses

\$331,753

GRANTS

Support from trusts and foundations

\$222,953

EVENTS

Fundraising and community events

\$17,500

DONATED SERVICES

Audit and accounting services

\$1,201,103*

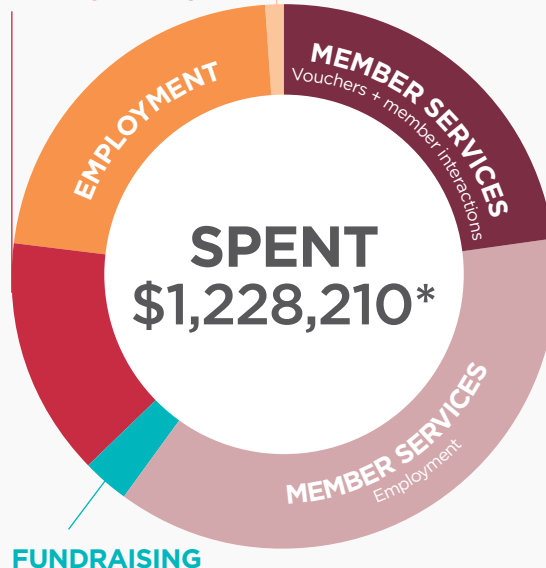
TOTAL RAISED

*rounded to the nearest dollar

SPENT:

DONATED SERVICES

ADMINISTRATION



\$283,140

MEMBER SERVICES

Vouchers and member interactions

\$450,070

MEMBER SERVICES

Employment

\$31,961

FUNDRAISING

Costs associated

\$176,378

ADMINISTRATION

Includes office rent and outgoings, telephone, internet

\$269,161

EMPLOYMENT

Fundraising and operations

\$17,500

DONATED SERVICES

Fundraising and operations

\$1,228,210*

TOTAL SPENT

*rounded to the nearest dollar

A day of wellbeing, self-care & compassion

Every second year we host our Member's Day to honour and celebrate Sweet Louise members around the country.

Nearly 100 members attended the May 2019 event, which was held in the beautiful new Stables venue at the Ellerslie Events Centre.

The focus for the day was wellbeing, self-care and compassion. In line with this theme, the day featured Tai-Chi, yoga, massage, reflexology and reiki. We heard from Judith Ansell, who spoke about self-compassion, and Rod MacLeod, who spoke about demystifying palliative care. We also enjoyed live music from The Nukes

and members made their own aromatherapy potions.

Sweet Louise would like to thank our guest speakers and service providers who gifted their time and skills; Ellerslie Event Centre for their beautiful venue, delicious food and attentive staff; Air New Zealand for making the journey to Auckland possible for 10 of our out-of-town members, and Roche, who were the overall sponsor of the day.



“I enjoyed everything about Member's Day – the pampering and massages, the food and the speakers. Feeling very blessed for the opportunity.”

Sweet Louise member.



MEMBER'S DAY 2019



You help me to live my life to the fullest

Marino Sherwin, now 57, was diagnosed with breast cancer at the age of 49. “When I was diagnosed with breast cancer I was still working,” says Marino. “I was feeling well. At the time, I’d never felt fitter.”

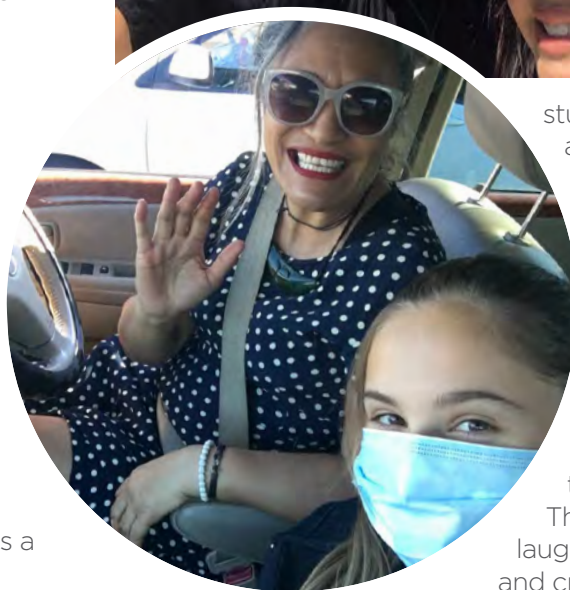
Marino’s 12-year-old granddaughter, Isabella, lives with her full-time. Her daughter Zoe, Isabella’s mother, has bipolar disorder and struggles with depression.

“It was very difficult telling my family. There was an overwhelming sense of grief and sadness. Zoe went into deeper depression. It was a difficult time for us all.

“I told Sweet Louise my story and the next week I was given some vouchers. At such a difficult time, the vouchers allowed me to create really special memories with my mokopuna. I could put petrol in the car, take the kids to the movies. I felt normal – not so deprived. I could do the good stuff you do with your grandchildren.

“I am so grateful for Sweet Louise. I wouldn’t have those precious memories without them.

“I was able to get someone to do gardening and work around the house. They helped clear out my garage so I could set up an art



“Our life still matters. We still matter. For me, the support has been life changing. What you give is huge.”

matters. We still matter. For me, the support has been life changing. What you give is huge.”

studio. It felt like a miracle and helped me cope with the next phase of my life. Sweet Louise gave me peace of mind by taking some of the financial strain away.

“Sweet Louise is my strength. I haven’t missed any member meetings, including the Zoom meetings.

The meetings bring hope, laughter and ideas. We laugh and cry together.

“Nadine, my Support Coordinator, is always there to listen. She listens, and then asks me how she can help. I can say whatever I like and know I will be heard without judgement. She gives time and warmth and I feel valued.

“I would like to say to all those who donate to Sweet Louise – I appreciate your support. I am so grateful. Your donations help me to live my life to the fullest. Even though we have a terminal illness, we can still have quality of life. Our life still



Living it up with love and laughter

Tessa Johnson spent 30 years working as a nurse in Rotorua. She always worked with kindness, compassion and humour. As a Sweet Louise member, Tessa brought laughter and hope to other women with incurable breast cancer. She was an inspiration to all who met her.

Her generosity in spirit carried her through life. Then just before she passed away in April 2020, Tessa made an extremely generous gift to help Sweet Louise continue our support for other women with incurable breast cancer. Tessa, the Sweet Louise community is honoured and grateful for your incredible gift.

Earlier this year, Tessa told us:

“What motivates me is a belief that you need to be kind to yourself and find something every day to be grateful for. Although life throws us challenges, we will be OK. I look forward to the nice things in life, like a walk or a coffee with friends, and I bring with me my positive attitude and a sense of humour.

“I love being part of Sweet Louise – and the fact that members can get together where

nothing else matters. We can share ideas and help each other.

“My advice for living life to the fullest is not to plan too far ahead, make the most of every situation – sounds very corny but so far it is working for me!

“If all else fails, just be kind – be kind every day – that’s something I learned through nursing. Sometimes it’s the smallest thing that your patients remember – like a wee joke to make them smile.

“Humour and kindness have a ripple effect, just like putting a stone in the ocean. How far is it going to go?”

Thank you Tessa for your generous gift and for all you have done for Sweet Louise and others living with incurable breast cancer.

Meet our amazing volunteer Robyn

Robyn is one of more than 50 volunteers who support Sweet Louise and our members throughout New Zealand. We are so grateful for their support and generosity.

Robyn regularly prepares and facilitates the morning tea for the Northland member meetings.

Robyn first became involved with Sweet Louise through the New Zealand Textile Fishing Competition, which used to be a key fundraiser for Sweet Louise.

Last December, at the Pt Chevalier Bowling Club in Auckland, Robyn took the brave step of had her head shaved to raise funds for Sweet Louise. She successfully raised an incredible \$3,000!

Robyn says: "I like the values of Sweet Louise. It's all about the members, giving them the support they need. And as a volunteer, giving is amazing. It's easy to do and easy to share. Knowing that I can help the Sweet Louise Support Coordinator and make a difference for our members here in Northland is the greatest reward I could have."

Sweet Louise would like to thank Robyn and all our volunteers for their contribution.

Your ongoing support makes such a huge difference to members and Sweet Louise, whether you are driving members to meetings, helping at meetings or in the office, or supporting our members in other ways.



“I like the values of Sweet Louise. It's all about the members, giving them the support they need. And as a volunteer, giving is amazing. It's easy to do and easy to share.”

To find out how you can get involved as a volunteer or fundraiser, visit

www.sweetlouise.co.nz/get-involved



When we are called to be bridges

Lesley Narayanan is the Sweet Louise Support Coordinator for Canterbury, West Coast, Otago and Southlands regions. Lesley (pictured above, centre) explains more about her role providing practical, emotional and social support for New Zealanders with advanced breast cancer.

“As a Sweet Louise Support Coordinator, I establish ongoing, personal relationships with members through regular email and phone contact as well as home, hospital and clinic visits,” says Lesley. “I also host member meetings, which bring groups of members together for peer-to-peer support.

“We help with social isolation, connect people, and let our members know that they are not alone.

“My background in nursing has helped me understand some of the bigger issues at stake for our members. My nursing philosophy has always been grounded in ‘presencing’, which requires deliberate, focussed attention and receptivity to the other person.

“During my career, I have specialised in hospice palliative care provision. Through this, I am aware of the trajectories that advanced disease can take and the importance of advance care planning.

“This excerpt from Joy Cowley’s poem *The Bridge* has greatly influenced my work over the years:

“There are times in life when we are called to be bridges, not a great monument spanning a distance and carrying great loads of heavy traffic, but a simple bridge to help one person from here to there over some difficulty such as pain, fear, grief, loneliness, a bridge which opens the way for an ongoing journey.”

“My role as a Sweet Louise Support Coordinator enables me to act as a very simple bridge, supporting members with their ongoing journey.

“I get the absolute privilege of journeying alongside our amazing members, who every day show courage, resilience and compassion for others, even in the face of adversity. I get to listen, talk, laugh with members – and know that what Sweet Louise does makes a real difference.

“I also love the welcome card that new Sweet Louise members receive when they join us. It says:

“Friendship is born at that moment when one person says to another, ‘What! You too? I thought I was the only one!’” (C.S. Lewis).



Fantastic news as Ibrance and Kadcylla are funded

In May 2019, Sweet Louise stood alongside our members and other cancer organisations at a Parliamentary Select Committee hearing to lobby for the funding of the life-prolonging breast cancer treatments Ibrance and Kadcylla.

Our members also presented a petition with 34,000 signatures to support their call.

After years of campaigning, we heard the fantastic news in December 2019 that Pharmac will publicly fund Kadcylla. In March 2020, it was announced that Ibrance will also now be funded.

Both the first line and second line Ibrance

treatments will be funded, making New Zealand one of the first countries in the world to offer this treatment.

Access to targeted treatments, which enable patients to live well and for longer without their disease progressing, has the potential to make a huge difference to the quality of life of New Zealanders with advanced breast cancer.

Highlights from 2019/2020

Each year we coordinate our own fundraisers and we are lucky to receive donations from a number of promotions. The funding we receive helps us to provide services and support to members.



A special shout-out to everyone who has donated during the year, everyone who has taken part in a fundraising event and everyone who has baked for Sweet Louise and our members.

Our community fundraising events this year raised more than \$100,000 and while we can't thank everyone, we would like to express our gratitude to the following people and organisations:

- Shine On
- Belle Boutique in Howick
- Z Energy
- TVNZ
- Andrew Terris and Maria Bamio from Aroha Iberica
- Carolyne Phillips and the Blush Brunch team in Christchurch
- Teresa Moore from United Way
- Alofa Lale and the Mercy Hospital team in Dunedin
- Dr David Kieser and Southern Cross Hospitals in Christchurch
- Gillian Craig and CPA in Auckland
- Auckland Radiation Oncology
- Sheree Clifton and others from Roche for walking the Half Marathon in the ASB Auckland Marathon in November 2019

A new car for Angela!

Thanks to Trustee Brett Shepherd, Craigs Investment Partners and Farmer Autovillage

Thanks to the combined efforts and generosity of Sweet Louise Trustee Brett Shepherd, Neil Craig of Craigs Investment Partners and Mike Farmer from Farmer Autovillage in Tauranga; we were able to provide our Waikato and Bay of Plenty Support Coordinator, Angela Jackson, with a new and much safer vehicle. This has enabled Angela to visit her Sweet Louise members in the large area of the central North Island that she covers and organise member meetings in Hamilton, Rotorua, Taupo and Gisborne.

SWEET October

BAKE FOR
INCURABLE
BREAST CANCER

As October is Breast Cancer Awareness Month and 13 October is metastatic breast cancer day, each October we seek new ways to raise public awareness of advanced breast cancer.

The month of October is also a time when we celebrate the lives of those we support and join together to raise funds.

All of these events together meant we raised an amazing \$87,500! Thank you again to everyone who participated in Sweet October and supported Sweet Louise.



The Sweet Louise Cookbook

In October 2019 we launched our inaugural Sweet Louise Cookbook, a collection of 31 recipes for 31 days.

The e-cookbook features sweet and savoury concoctions from Al Brown, Sarah Gandy, Jesse Mulligan, Matilda Green, Shavaughn Ruakere, Karla Goodwin, Jordan Rondel, Angela Berrill, and our new Sweet Louise Ambassador, Hannah Barrett (pictured above appearing on the AM Show with CEO Philippa Reed).

We are thrilled the e-cookbook has raised more than \$12,000 so far and it continues to be available from our website.

Our thanks to Silver Fern Farms for their support, to Shaun Cato-Symonds for the photography, to Lynley Glading for food styling, to the team at Kaz (pictured top right with Al Brown) for the stunning cookbook design, and to Jenny Cade (pictured above left). Huge thanks go to Christine Healy for managing the whole project and making it happen.

Thanks also to members of the Sweet Louise community and all those who donated recipes and gave their time to help make this new venture a (recipe for) success!

SWEET *October* fundraisers

During Sweet October, supporters throughout the country hosted breakfasts, baking competitions and sales in support of Sweet Louise. In Dunedin, sponsor Mercy Hospital hosted a breakfast where attendees enjoyed their breakfast in the beautiful old Otago building while listening to Jodie King from Air New Zealand talk about why she supports Sweet Louise.

Auckland Radiation Oncology, also a sponsor, hosted a breakfast where attendees heard more of the Sweet Louise story from Trustee Janet Mikkelsen and exhibited their truly inspirational baking skills in a competition that was big on creativity as well as calories.

Thanks go to all our supporters throughout New Zealand who baked and challenged their waistlines to support Sweet Louise. Thanks as well to all of those who volunteered and provided support, we are extremely grateful!



ELLE + RILEY event

The wonderful mother and daughter team of Elle and Yo, founders of Elle + Riley Cashmere, took Sweet October from food to fashion with a stunning event in Auckland. Against a fabulous harbour backdrop, delectable cocktails (alcoholic and non-alcoholic) were served and cashmere garments were modelled. There was also fierce competition for donated items during the auction!

Thanks to the huge generosity and creativity of the Elle + Riley team, alongside attendees, this event raised more than \$22,000 for our Sweet October fundraising campaign.





Gibbs Farm 2020

In February 2020 and for the third year in a row, we held one of our major fundraisers at the enchanting Gibbs Farm. For the second year in a row, we succeeded in breaking the drought on our day, but this did not seem to dampen visitors' enthusiasm for this very special place.

Owned by Alan Gibbs, the private sculpture park contains the leading collection of large-scale outdoor sculptures in New Zealand, as well as animals including alpacas, emus, bison, zebras and giraffes.

Thanks to the superb reputation of the event and a great social media marketing campaign, the tickets sold out well in advance of the day with more than 1,000 people attending and more than \$80,000 raised!

We would like to express our gratitude to the Gibbs Family for opening up their farm for Sweet Louise and to the Gibbs Farm team for their excellent support.

Thanks to Bird on a Wire, Hello Delicious, Countdown and Serious Popcorn for all their support. We are also grateful to Christine Healy and Jenny Cade for organising the event and to all who helped out on the day.



Investor Event

We were delighted that Magellan Financial Group nominated Sweet Louise to be the recipient charity for their special New Zealand Investor event held at the Cordis Hotel in March 2020.

Managing Director, Hamish Douglass, gave a fascinating and extraordinarily prescient presentation on The Great Depression, the potential for negative interest rates and investment in China. Scott Perkins, Chair of Sweet Louise, addressed the crowd to talk about Sweet Louise's role in the community. Sweet Louise received a donation of \$23,000 from ticket sales, which Hamish "rounded up" to a magnificently generous \$100,000.



•THANK• you

Sweet Louise is extremely grateful to all of our wonderful supporters for their continued generosity. It is only because of your kindness we can continue to provide our vital services to Kiwis with incurable breast cancer, helping them live as well as possible, for as long as possible. Thank you.

Principal sponsors



Sponsors



We are also fortunate to receive donations from many generous individuals. Thank you for making a difference!



Thank you to the following trusts and foundations who supported us during 2019/ 2020.

Blue House Charitable Trust
Blue Sky Community Trust
Blue Waters Community Trust
Community Organisation Grants Scheme (COGS):
Auckland City
Coastal Otago/Waitaki
Hutt Valley
Kahungunu Ki Heretaunga
Manukau
Mataatua
North Taranaki
Papakura/Franklin
Rodney/North Shore
Rotorua
Tamatea/Tamaki-Nui-A-Rua
Tauranga Moana
Tongariro
Waikato South
Waikato West
Waitakere City
Wellington
Whanganui/Waimarino/Rangitikei
Whitireia
David Ellison Charitable Trust
Dragon Community Trust
Estate of Ernest Hyam Davis & Ted and Mollie Carr Endowment Trust
Estate of Helen Stewart Royle Charitable Trust
Four Winds Foundation
Frimley Foundation
George Brown Charitable Trust
Grassroots Trust
Hugh Green Foundation
L W Nelson Charitable Trust
Lindsay Foundation
Lion Foundation
Lions Club of Whangarei
Lottery Grants Board
Maurice Paykel Charitable Trust
Milestone Foundation
Mount Wellington Foundation
New Zealand Community Trust
Nikau Foundation
Page Trust
Pub Charity
Roy Owen Dixey Charitable Trust
Rata Foundation
Rotorua Energy Charitable Trust
Sir John Logan Campbell Residuary Estate
Southern Cross Health Trust
Southern Trust
Stewart Family Charitable Trust
Strathlachlan Fund
Thomas Bevan Charitable Trust
Thomas George Macarthy Trust
Trusts Community Foundation
Trust House
Trust Waikato
United Way
Waikato Lyceum Charitable Trust
Z Energy Good in the Hood
Zonta Club of Whangarei



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