



SUPPORT FOR
INCURABLE
BREAST CANCER

“When you’re first diagnosed with advanced, incurable breast cancer, your world closes down. But then this kindness steps up to the plate – and it’s Sweet Louise.”

– Tania Honey, Sweet Louise Member

2020/2021
ANNUAL REPORT



Contents

Message from the Chairman and CEO	3
About Sweet Louise	5
The 2020/2021 year in review	6
Celebrating our members	10
Meet the team	12
Our volunteers	13
Highlights from 2020/2021	14
Thanks to you	18



A year like no other

2020 has been a year like no other. Like the rest of New Zealand, we faced the first challenges of Covid-19 together.

Our gratitude goes out to all the wonderful New Zealanders and organisations that continued to support women with incurable breast cancer through this time. It is only because of your ongoing generosity that Sweet Louise has been able to continue to provide vital care and support.

As the number of New Zealanders that Sweet Louise supports continues to grow, so does our need for funds. It is because of friends like you that our dream to be able to reach every woman in New Zealand facing a diagnosis of incurable breast cancer is becoming a reality.

We would like to sincerely thank our committed staff and dedicated trustees and volunteers, who have been remarkable at continuing to provide compassionate care and support in such a challenging time.

Our team adapted to the new and more uncertain environment, working through difficult and complex needs and challenges to ensure women were supported with practical and emotional help.

This year, we saw a record increase in the number of registered members, with a 6% increase in people reaching out for our support during the initial Covid-19 lockdown in 2020.

We were fortunate to benefit from an independent report from ImpactLab, funded by a generous grant from Due Drop Foundation. This confirmed that for every dollar that is donated by generous supporters like you, a community (physical and mental health) benefit of more than five times that amount is achieved by the support Sweet Louise delivers.

It is heartening that our core mission “to improve the quality of life for those in New Zealand living with incurable breast cancer” is now validated through data.

Sweet Louise has also been recognised as a model of best practice in addressing the needs of those with advanced, incurable breast cancer by the Advanced Breast Cancer Global Alliance. They recognise us as truly world class in what we achieve. All this is possible because of your support, thank you.

Social Return on Investment:

For every dollar donated to Sweet Louise, a community (physical and mental health) benefit of more than five times that amount is achieved through our service delivery.

From the Impact Lab Report (funded thanks to Due Drop Foundation)

Looking forward

As we look ahead it is clear the world is a different place. We are doing everything we can to adapt and develop our services so we can, with your help, provide Kiwis with vital support now and in the future.

One of our continuing goals is to work towards the most efficient, effective model of managing our organisation. This is so we can have an even greater impact on the lives of the women we support and spend more where it's needed.

In this coming year, we will review our services and invest in the technology and tools that our team need to deliver this.

Whilst so much has been achieved in a very challenging year, there is much more we still want to do for New Zealanders with advanced breast cancer and to ensure we are here for generations to come.

We know that with your ongoing support, it will be possible to provide Kiwis with the specialist support they need and deserve.

Thank you for making a difference.



A handwritten signature in blue ink, appearing to read 'S Perkins'.

Scott Perkins,
Chair of the Board of Trustees



A handwritten signature in blue ink, appearing to read 'C Devonald'.

Catrin Devonald,
CEO

Our Mission

Sweet Louise is the only charitable organisation in Aotearoa dedicated to supporting women and men living with incurable breast cancer. Sweet Louise provides practical, emotional, and social support to help New Zealanders with incurable breast cancer live as well as possible, for as long as possible.

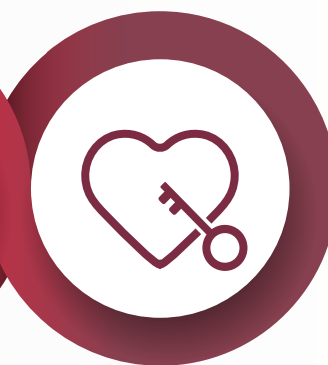
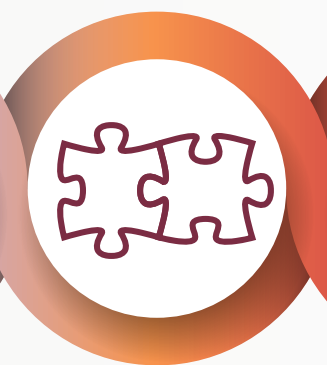
Our Values

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 each other.



Support Coordinators

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



Financial assistance

We provide financial assistance to members 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.



760

MEMBERS
& THEIR
FAMILIES
SUPPORTED

220



NEW MEMBERS IN
ONE YEAR

194



MEMBERS DECEASED
IN ONE YEAR

265



MEMBER MEETINGS

SWEET
Louise

SUPPORT FOR
INCURABLE
BREAST CANCER

3yrs



AVERAGE LENGTH
OF MEMBERSHIP

45

FAMILY TIME
EXPERIENCES
CREATING SPECIAL
MEMORIES

250+



VOLUNTEER HOURS

14,500

NUMBER OF INDIVIDUAL
CONNECTIONS WITH
MEMBERS

155



AVERAGE NUMBER OF
MEMBERS SUPPORTED
BY ONE SUPPORT
COORDINATOR

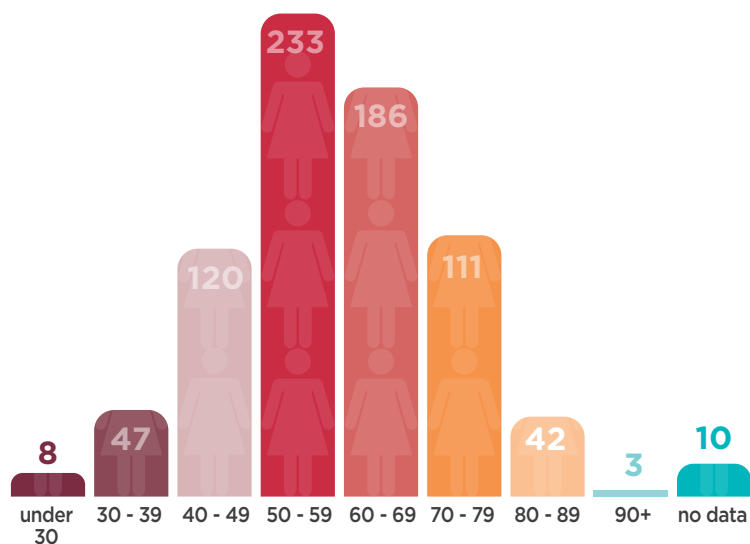
\$152,000



FINANCIAL SUPPORT

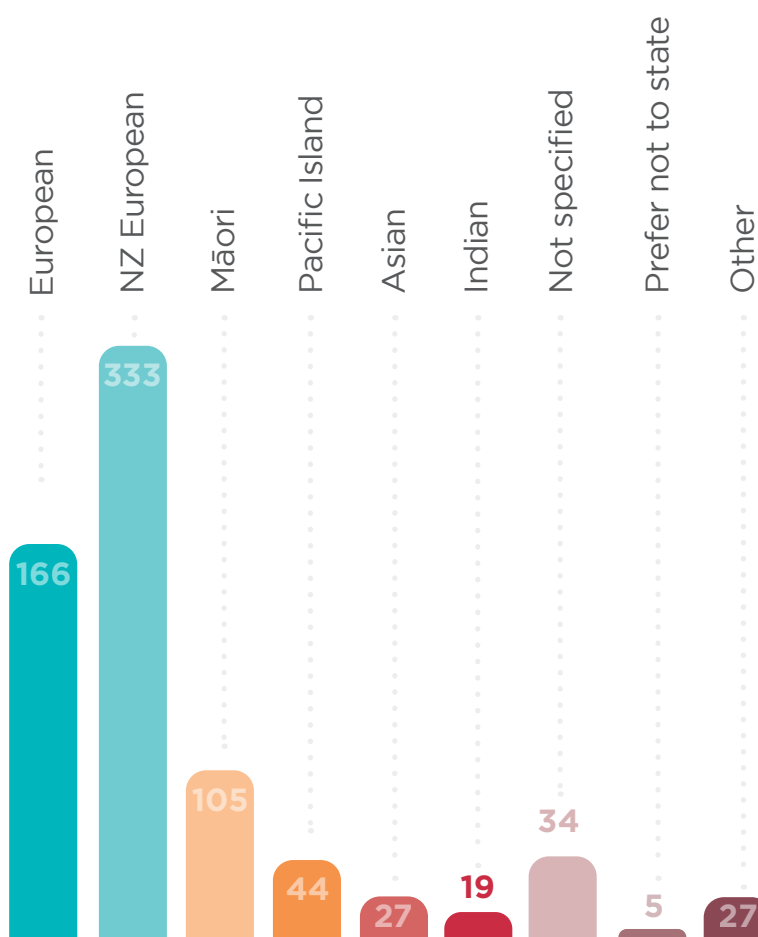
MEMBERS AGE RANGE

AS OF JULY 2021



MEMBERS BY ETHNICITY

AS OF JULY 2021

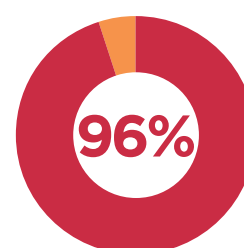


FROM MEMBER SURVEY:

- Valuable/Very Valuable
- Not Valuable

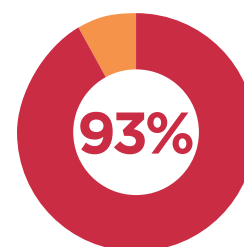
SUPPORT CONNECTION

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

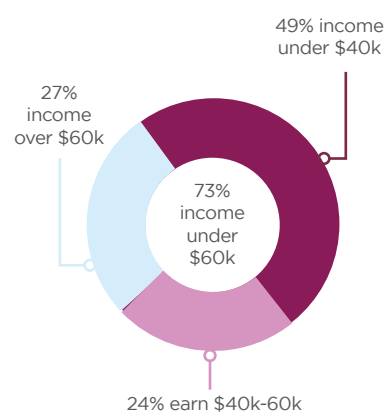


VOUCHERS

How valuable are the vouchers to you?



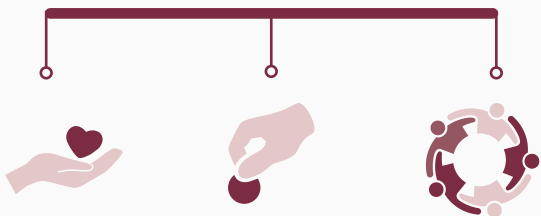
MEMBER HOUSEHOLD INCOME *



*% of those who responded



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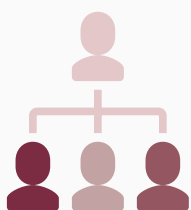


EMOTIONAL
SUPPORT

PRACTICAL
SUPPORT

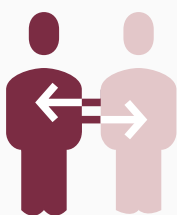
SOCIAL
SUPPORT

WHAT SUPPORT COORDINATORS DO:



CONNECTION WITH MEMBERS

Member meetings



ONE-ON-ONE SUPPORT

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

CURRENT MEMBERS BY REGION

AS OF JULY 2021

101

Northland &
North Shore
Auckland

232

Auckland

132

Waikato,
Bay of Plenty

44

Hawkes Bay

79

Palmerston North
and Mid-central

67

Wellington &
Wairarapa

25

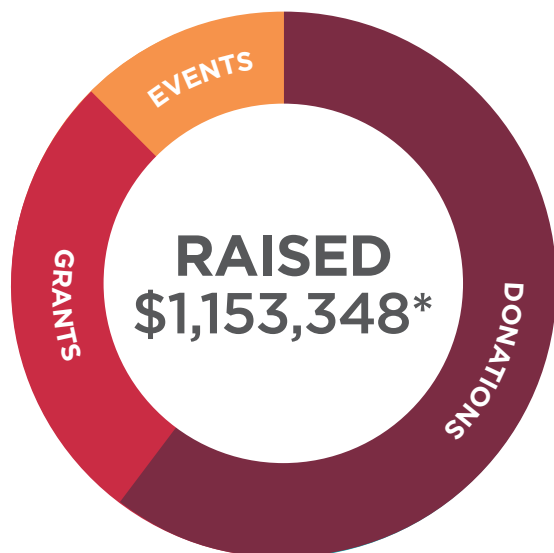
Nelson and
Marlborough

80

Canterbury,
Southland, Otago
and Westland

In 2020/2021 Sweet Louise

RAISED:



\$688,850

DONATIONS

Includes: regular givers, bequests, major donors, public donations and corporate donations

\$320,500

GRANTS

Support from trusts and foundations

\$143,998

EVENTS

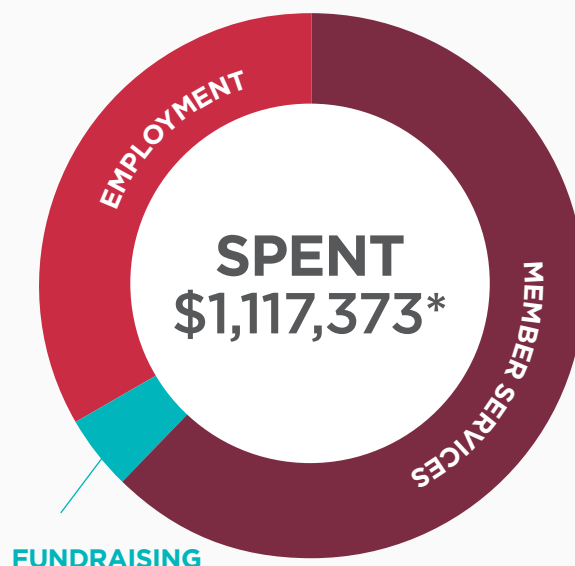
Fundraising and community events

\$ 1,153,348*

TOTAL RAISED

*rounded to the nearest dollar

SPENT:



\$763,320

MEMBER SERVICES

Vouchers, member interactions and support

\$46,831

FUNDRAISING

Costs associated

\$307,222

ADMIN & EMPLOYMENT

Fundraising, operations and essential administration

\$1,117,373*

TOTAL SPENT

*rounded to the nearest dollar

A ray of sunshine

“Sweet Louise has been a ray of sunshine in my life,” says Tania Honey. “When you first get diagnosed, your world closes down. But then this kindness steps up to the plate and it’s Sweet Louise.”

After being in remission for eight years, Tania started experiencing pain in her ribs. Her breast cancer had come back. It had spread through her body – ribs, spine, lymph nodes, lungs. Stage 4, incurable breast cancer at the age of just 46.

As a mum of three young boys, Tania was fearful. “At the beginning, we were shell-shocked. Devastated. We were all in tears. My husband and I had to sit down with the boys to tell them what was going on.”

Tania tells us how much she cherishes every moment with her sons:

“Each passing moment with my sons is a treasure. We want to make the most of the opportunities that we have now. I don’t know how much time I have, but it’s important to me to grab those opportunities whilst I can.

“Thanks to Sweet Louise, we did the Rotorua Tree Walk. We got to make memories with the boys. Sweet Louise made that

possible because the cost was taken care of. Everything was magical.”

“I sometimes go through real lows where I don’t have a lot of energy and feel run down. During the lows, I find it hard to explain it to people. And because I look well, people can’t understand what I’m going through.

“When I was experiencing a recent low, I went along to a Sweet Louise meeting and chatted to the others. I felt so grounded afterwards. With the Sweet Louise ladies, the story doesn’t get old because they are living it too. They are walking this journey with me. That connection is so important.

“It feels to me like advanced breast cancer is a bit forgotten about. There’s all this support when you get first diagnosed with primary, but not once it’s spread. I didn’t realise that until I got here.”

“It’s really important to me to focus on the things that bring me joy and to make lots of memories with my boys. That’s what living my best life means to me.”

“To all those who support Sweet Louise, thank you for showing so much love and kindness.”



In May, Tania's fellow teachers at Reremoana School held a quiz night fundraiser. They raised an amazing \$6,111 for Sweet Louise support services!



“I can get on with my life!”

“I found Sweet Louise at just the right time,” says Karen Daniels.

Karen, a mum of two, was 41 years old when she received her diagnosis of advanced breast cancer in 2015.

“When I heard the diagnosis, I couldn’t understand how this could be happening to me. I was young and fit. I was a regular at the gym, training six days a week for power lifting competitions.

“Shortly after my diagnosis I found I had to give up my job in health and safety. I tried to go back part-time but it was physically too challenging to continue. A full mastectomy and eight months of chemotherapy, and radiation – were exhausting.

“My life and my world turned upside down.

“I find Sweet Louise has helped me process what I’m going through. I love the support meetings and find that connection is so important. The meetings give me hope and inspiration.

“Cancer can be so exhausting. There are times I can’t walk and times I cannot even stand to

cook. Having access to frozen meals and meal deliveries for myself and the family at those times has been so valuable.

“I was at a point just over a year ago when I struggled to walk down my driveway. Then Sweet Louise helped me access an exercise programme at Auckland University that helps people with advanced cancer to increase stamina, strength and confidence.

“For me, that was the start of my recovery and rehab. I’m now back at the gym and I’m even part of an all-female powerlifting team.

“My perspective is so different now. We all live with the reality the cancer could come back at any time. But I want to make the most of my time, be positive and focus on the things I love. I can’t change what has happened, but I can get on with my life.”

“ I know Sweet Louise is always at the end of the phone. At any time, I can reach out and know that I am not alone. ”



Compassion comes first



“ Being a Sweet Louise Support Coordinator is no ordinary job,” says Nadine Morton, Support Coordinator for the south Auckland region. ”



Photos clockwise from left: Nadine (left) with member, Cheryl Carr, Nadine at member meetings with some of the women she supports.

“Every day is unique. I have a background in occupational therapy and counselling and this framework helps me to support our members who are living with incurable breast cancer. We help in whatever way a member needs. I don’t always have the answers, but I help where I can.

“Often women can feel shunted from hospital departments and to endless appointments with strangers. We can help them feel connected and be their anchor.

“Sometimes women can be so consumed by pain and exhaustion that even simple things become difficult. I might help a member organise an appointment with

their oncologist or contact family members for them because they need support. Just the other day a woman couldn’t cope with making a hospital appointment because she couldn’t hear all the details on the answer phone. It was easy for me to fix.

“Other days I might arrange a day out so women can enjoy precious time with their children. That gives the whole family a real boost.

“The hardest part of the job is supporting women when they reach their last line of treatment. Caring for them is one of the most important things I do.

“Life is about living with suffering and joy. I absolutely love working with Sweet Louise because of the time I spend connecting with the women I support. And because compassion always comes first.”

Making a better day

Volunteer Sandy Dawson says it's meeting the wonderful people that makes volunteering for Sweet Louise so enjoyable.

"Although what I do for Sweet Louise is small, I hope it makes a difference," says Sandy. "I hope I can help make a better day for someone who is down. I am proud to be involved with an organisation that makes a difference to so many people at a challenging time in their lives.

"Originally I started driving local women to the support meetings and to hospital appointments. Now I also help in the Sweet Louise office with administrative tasks.



"The Sweet Louise team are amazing – such empathetic and inspiring people. I really enjoy the time I spend with women at the support meetings. I am always amazed and inspired by their resilience and positivity."

Thank you to Sandy and all our volunteers for their incredible contribution.

Sweet remembrance

Stella Wall volunteered for many years in our office in Auckland and her daughter was a Sweet Louise member. She is also an incredible supporter of Sweet Louise. Stella has chosen to leave a gift in her Will to help make sure Sweet Louise can continue to support women with incurable breast cancer.

"Leaving a gift in my Will is my way of giving back," says Stella.

Stella recalls the day her daughter, Donna, was diagnosed with incurable breast cancer: "When Donna came to visit me, she looked so grey and tired. She had just been to the doctor and was told that her breast cancer was back. It was terrible.

"Donna got so much from Sweet Louise. She was very grateful for all the help she received. The vouchers provided practical assistance and opportunities for self-compassion experiences like massages.

"Donna would be happy to know that we are making life a bit easier for women struggling with incurable breast cancer. Especially the young mums – they need all the help they can get. I just want to lighten their load."

Find out more about leaving a gift in your Will at www.sweetlouise.co.nz/gift-in-will



Stella with her daughter, Donna.

Sweet October sweeps the nation!

Sweet October 2020 brought a variety of events, right across the country – from dying bras blue, to raffles to samba dancing. We were blown away by the creativity and compassion for incurable breast cancer support.

Eileena, who organised a morning tea at her workplace, said: “It gave me great pleasure to arrange a Sweet Louise morning tea at the office. A few generous bakers provided sumptuous sweets for everyone to enjoy in exchange for a kind donation. Organising the event was simple and we were able to raise over \$1000 for this great cause. I urge you to take up the challenge and arrange your own Sweet October. It’s great fun!”

Thanks to all those who got involved throughout New Zealand, who raised over \$83,000! All the funds raised will help provide the practical and emotional support that Kiwis with incurable breast cancer need. Find out more about Sweet October at www.sweetoctober.nz

thank
YOU

Thank you to all our fundraisers and supporters this year. Whether you donated, volunteered, baked, biked, grew plants, or cut hair – you’re amazing! In this year like no other, we are more grateful than you can imagine for your kindness in helping bring care and support to New Zealanders with incurable breast cancer. Brilliant doesn’t come close.



The Women’s V8 Car Cruise 2020 took place during Breast Cancer Awareness Month - and as well as bringing noise and a flurry of pink to roads in Wellington and the Manawatu, they raised an incredible \$4000 for Sweet Louise. Thank you for your support over the years. Sweet Louise is so proud to be part of this event that just keeps getting bigger and better!



Nelly hosted a high tea in memory of her mum Lois and to raise funds for Sweet Louise. “Spending the afternoon with family and friends sipping tea...and of course an excuse to dress up...was the perfect fundraiser!” Nelly raised an amazing \$2600!



Sweet Louise was very proud to have featured in the world-famous Alexandra Blossom Festival 2020. LJ Hooker Alexandra created this amazing Breast Cancer Awareness float. They also won the Most Artistic Float prize and donated their winnings to Sweet Louise!!



Cook it up

We're proud of our beautiful Sweet Louise e-Cookbook that we revamped and relaunched to coincide with Breast Cancer Awareness Month in October 2020. Thank you to the many talented friends who made it happen, including Shaun Cato-Symonds, Lynley Glading, the team at Kaz, and to

Christine Healy who prepared the food and managed the whole project. Everyone involved volunteered their time and skills so that all funds raised through the sale of the e-cookbook can go directly to support New Zealanders with incurable breast cancer. Find out more at www.sweetlouise.co.nz/cookbook

A grand day out

After several false starts due to Covid lockdowns, we eventually enjoyed a fabulous, sunny day out at Gibbs Farm in March, that raised over \$80,000 for incurable breast cancer support.

This lovely message came from a mum with advanced breast cancer who was able to take her young family to Gibbs Farm thanks to Sweet Louise supporters: "Thank you Sweet Louise and supporters for another sweet memory made with my family. What an unforgettable experience to see such breath-taking scenery. From the bottom of our hearts, thank you."

Thank you to all at Gibbs Farm for giving the Sweet Louise community a chance to enjoy this fantastic fundraising opportunity. Find out more at www.sweetlouise.co.nz/gibbs-farm-2022



Buzz for Breasts

Thank you so much to the amazing Mary Hambly who shaved off her beautiful, long hair in support of her friend going through breast cancer treatment and to raise funds for Sweet Louise. Mary's 'Buzz for Breasts' raised over \$700 by getting friends and family to sponsor and holding a public, ceremonial buzz cut at a café in Dunedin!



Jump for love

The team at Show Jumping Waitemata held a fundraiser in memory of a friend who passed away with breast cancer. With a high tea, bubbles, show jumps and a fashion show, they raised \$7500 for Sweet Louise!

To find out more about fundraising for Sweet Louise, visit www.sweetlouise.co.nz/fundraise



Down to business

Thank you to everyone who joined us in July at our business series event to discuss how to optimise and adapt business to cope in a changing world. Thank you to all our panel: Rob Fyfe, Anna Mowbray, Antonia Watson,

Joanne Ogg. With special thanks to Joan Withers, Sweet Louise Trustee, for organising the event. We are also grateful to EY and Perpetua Productions for their support with hosting and filming the event.



Circle of Care

Thank you to all the wonderful friends who make regular donations. Your special, ongoing support provides such a difference to women like Ainette who says: "Sweet Louise give me the courage and confidence to carry on." You enable us to plan our vital services with confidence. Thank you for caring. To find out more about making a monthly donation, visit www.sweetlouise.co.nz/monthly-donation

Special-TEA!

We were incredibly privileged to be invited by The Governor-General of New Zealand The Rt Hon Dame Patsy Reddy to a special morning tea at Government House in Auckland and Wellington. Both days were a very special experience for our members and staff.



Pictured left to right: Janet, Louise's sister & Sweet Louise board member, Marion and Terry, Louise's parents, with Dame Patsy Reddy and Sir David Gascoigne.



Members from Wellington, Wairarapa and the Kapiti Coast at Government House in Wellington.



Thank you for your gift of hope

We are so grateful to all our friends who continue to make donations to support women with incurable breast cancer. Your care and compassion make such a difference to women when they need it the most. It is only because of your ongoing generosity that women receive vital practical and emotional support. We simply couldn't do it without you.

Thank you also to the brave women and their families who shared their personal stories to help demonstrate why support for Sweet Louise is so important. Women like Lynne, who shared her story of fear on initial diagnosis to sharing hope with others at the Sweet Louise support meetings.

Lynne said: "Sweet Louise has made a huge difference to me. Especially the support meetings with all the other women who have what I have. The more I share and talk about my cancer, the easier it is to live with."

•THANK. You

Principal sponsor:



Thank you to our principal sponsor **Hugh Green Foundation** for their generous, ongoing support.

Partners and sponsors this year:



Blue House Charitable Trust



We are very grateful to receive ongoing support from Bendall and Cant Chartered Accountants, Simpson Grierson, Pfizer, Roche, Grandiflora, Chillbox Productions and The Design Web.

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 for their support this year.*

Blue Waters Community Trust
Community Organisation Grants Scheme (COGS):
Auckland City
Coastal Otago/Waitaki
Hutt Valley
Kahungunu Ki Heretaunga
Manawatu / Horowhenua
Manukau
Mataatua
North Taranaki
Papakura/Franklin
Rodney/North Shore
Rotorua
Tamatea/Tamaki-Nui-A-Rua
Tongariro
Waikato South
Waitakere
Wellington
Whanganui/Waimarino/Rangitikei
Whitireia
David Ellison Charitable Trust
Dragon Community Trust
Four Winds Foundation
Frimley Foundation
L W Nelson Charitable Trust
Lindsay Foundation
The Lion Foundation
Lottery Grants Board
Louisa and Patrick Emmett Murphy Foundation
Mt Wellington Licensing Trust
NZ Community Trust
Rata Foundation
Rotorua Energy Charitable Trust
Southern Trust
St Joans Charitable Trust
Thomas George Macarthy Trust
Top of the South General Endowment Fund
Trust Waikato
Trusts Community Foundation
Waikato Lyceum Trust

*Financial year to 31 March 2021



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Sweet Louise, Level 1, 96 New North Road, Eden Terrace, Auckland 1021
0800 793 385

info@sweetlouis.co.nz

www.sweetlouis.co.nz

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Sweet Louise is registered with the New Zealand Charities
Commission CC31706