



SUPPORT FOR
INCURABLE
BREAST CANCER

“If I ever feel lost or overwhelmed, I can reach out to Sweet Louise. They see me for who I am — the person and not the cancer.”

– Karen Barnett,
Sweet Louise member since 2021

2021/2022
ANNUAL REPORT



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Thank you for an inspirational year

Thanks to your compassion and generosity, Sweet Louise continues to deliver practical, emotional and social support to New Zealanders with advanced, incurable breast cancer.

In this latest Sweet Louise Annual Report, we feel inspired and motivated as we look back at what proved to be an uplifting albeit challenging year. Collaboration and hard work from our supporters, donors, members, staff, trustees, volunteers, organisations and partners helped to ensure Sweet Louise could be there for New Zealanders with incurable breast cancer.

We continued to extend our services despite the ongoing pandemic. Throughout the year our members were hit hard by disruptions to health care services. We were there to support and care for them at a time of heightened anxiety for many in the community.

Our amazing supporters, donors and partners generously donated \$1.4 million. Thank you from the bottom of our hearts for growing with us and helping meet this increased demand for services.

We are grateful to our wonderful community for their support for our inaugural Giving Day, *Stand Strong 4 Sweet Louise*. This popular event smashed our fundraising target and attracted many new donors and supporters.

Our online audience has grown steadily, which enables us to show more New Zealanders the difference Sweet Louise makes. It also helps raise awareness of the challenges of living with advanced breast cancer in New Zealand, and ultimately, brings care and support to more of those women who need us.

Exceeding our fundraising target has enabled us to invest in better, more

efficient systems and to increase the services we provide. It allowed us to invest in an additional Support Coordinator to better meet the needs of our growing membership. We recognise the additional burden our growth has placed on our frontline team – they remain the heart and soul of Sweet Louise. With more resource on our frontline team, each of our Support Coordinators can spend more of their time working and connecting directly with the women who need them most.

Together we have achieved so much. We are proud that, with your support, we have come through the Covid pandemic in a strong position to ensure Kiwis don't have to face their incurable diagnosis alone.


We will continue to adapt and evolve to ensure we have an even greater impact on those who need us. There is so much more we want to do for women with incurable breast cancer and their families. With your ongoing support, we are sure to make it possible for them to live as well as possible, for as long as possible.

None of this work would be possible without you. Thank you for your unwavering support and commitment.




Scott Perkins
Chair of the
Board of Trustees




Catrin Devonald
CEO

Our Mission

Sweet Louise is the only charitable organisation in Aotearoa New Zealand 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.

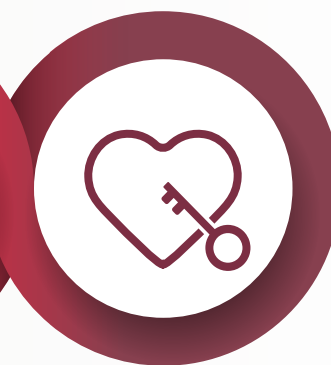
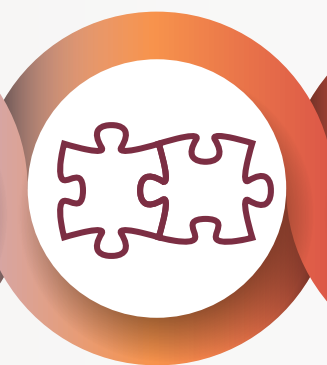
Our Values

Compassion

Connection

Courage

Credibility



How we help

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



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 vouchers that can be redeemed for groceries for the family, petrol or transport to hospital appointments, ready-made meals, or a range of other practical and wellbeing services that improve quality of life.



Member meetings

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



Family Time

We provide Family Time services for members with dependent children or grandchildren, such as family trips or treats that help create special memories for families to treasure.



Information

We support members with information and referrals to other services available through us or other providers and agencies where appropriate.



Advocacy

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



732

MEMBERS
& THEIR
FAMILIES
SUPPORTED
(AS OF MARCH 2022)

168



NEW MEMBERS IN
ONE YEAR

194



MEMBERS DECEASED
IN ONE YEAR

218



MEMBER MEETINGS

SWEET
Louise

SUPPORT FOR
INCURABLE
BREAST CANCER

3.4yrs



AVERAGE LENGTH
OF MEMBERSHIP

63

FAMILY TIME
EXPERIENCES
CREATING SPECIAL
MEMORIES

250+



VOLUNTEER HOURS

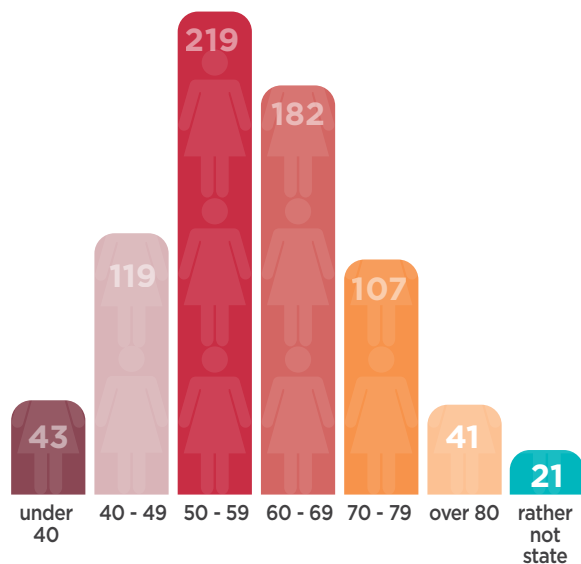
104



AVERAGE NUMBER OF
MEMBERS SUPPORTED
BY EACH SUPPORT
COORDINATOR

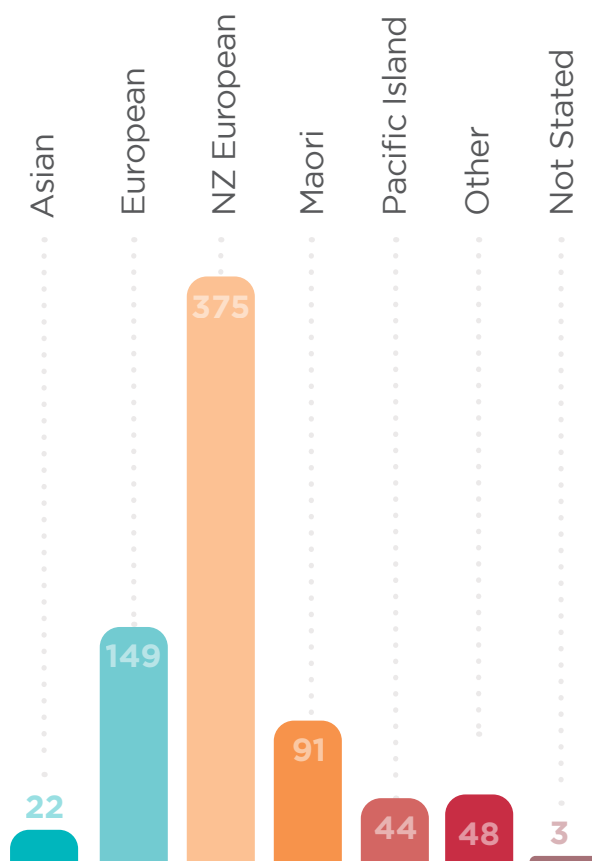
MEMBERS AGE RANGE

AS OF MARCH 2022



MEMBERS BY ETHNICITY

AS OF MARCH 2022

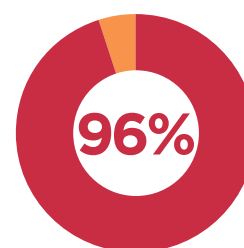


FROM MEMBER SURVEY:

- Valuable/Very Valuable
- Not Valuable

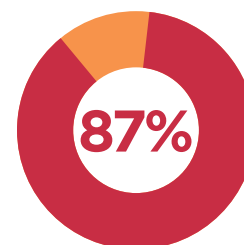
SUPPORT CONNECTION

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

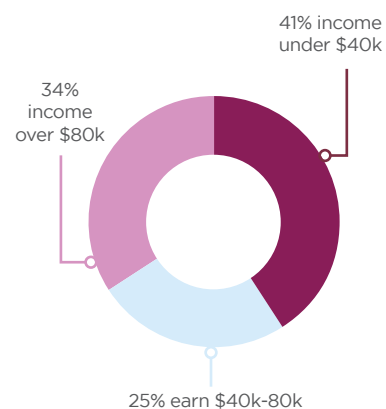


VOUCHERS

How valuable are the vouchers to you?



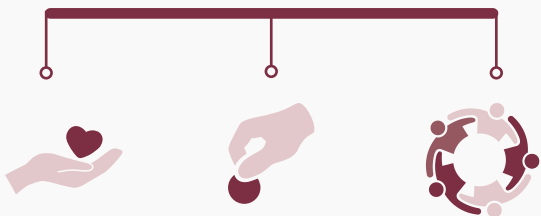
MEMBER HOUSEHOLD INCOME *



*% of those who responded



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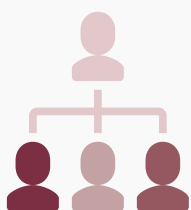


EMOTIONAL
SUPPORT

FINANCIAL
SUPPORT

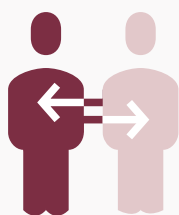
SOCIAL
SUPPORT

WHAT SUPPORT COORDINATORS DO:



CONNECTION WITH MEMBERS

Member meetings

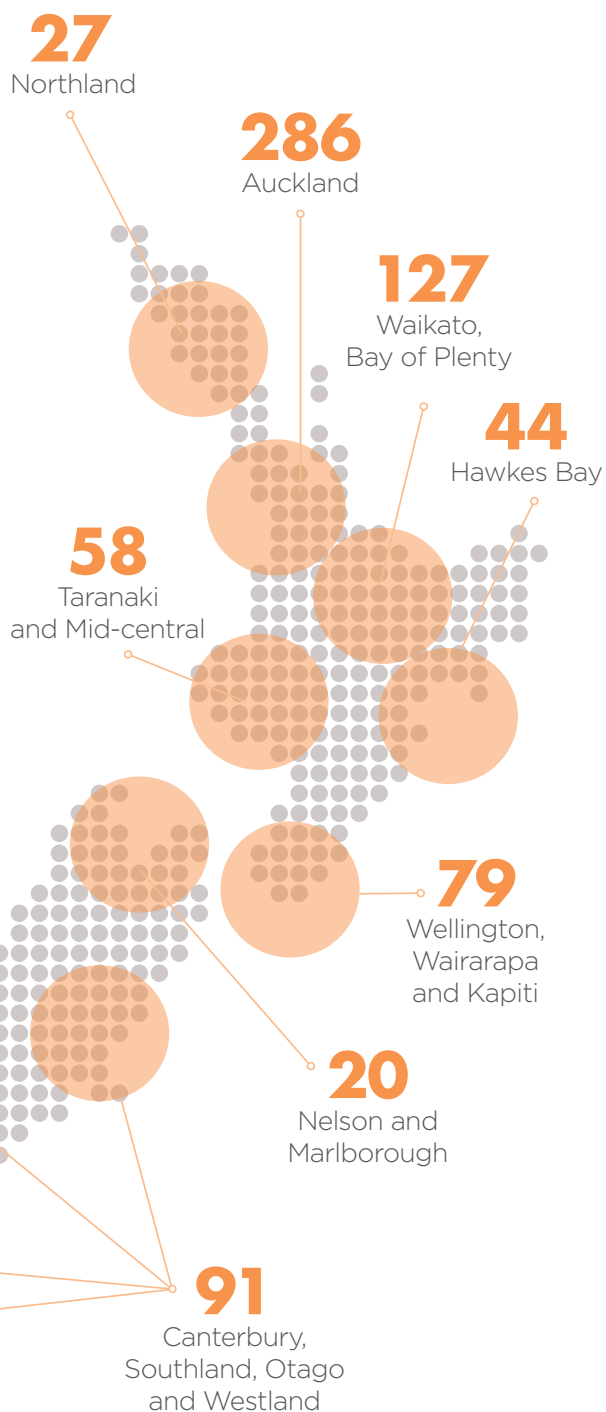


ONE-ON-ONE SUPPORT

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

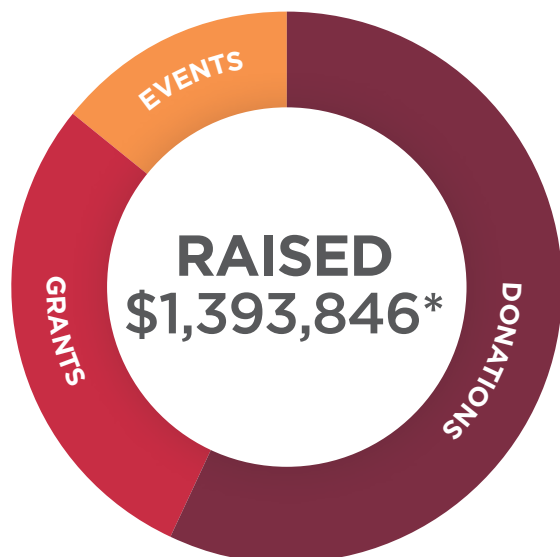
CURRENT MEMBERS BY REGION

AS OF MARCH 2022



In 2021/2022 Sweet Louise

RAISED:



\$795,139

DONATIONS

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

\$402,333

GRANTS

Support from trusts and foundations

\$196,374

EVENTS

Fundraising and community events

\$ 1,393,846*

TOTAL RAISED

*rounded to the nearest dollar

SPENT:



\$533,788

MEMBER SERVICES

Vouchers, member interactions and support

\$175,799

FUNDRAISING

Costs associated

\$522,219

ADMIN & EMPLOYMENT

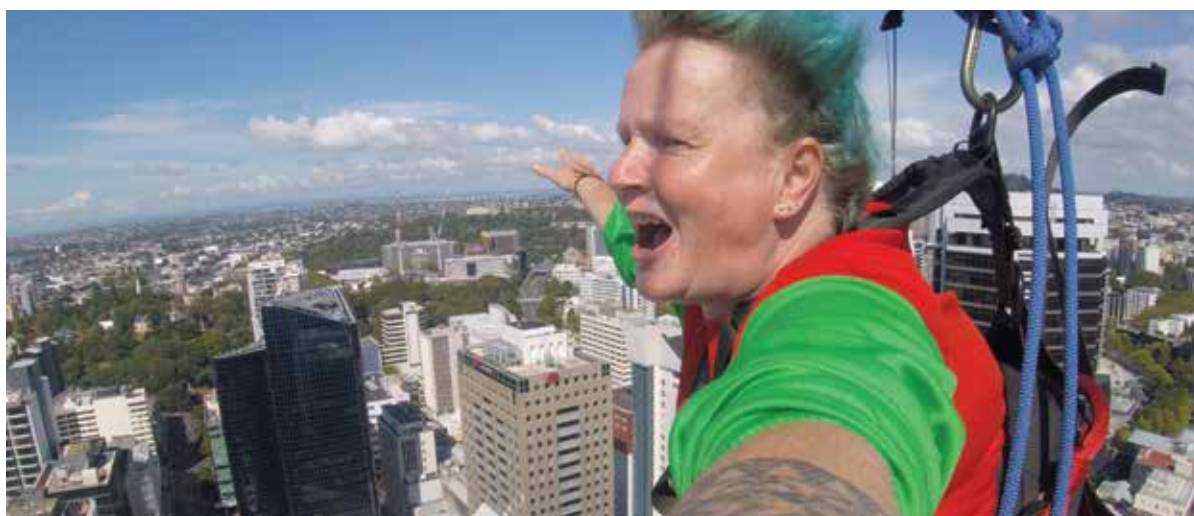
Staff costs and training, operations, office costs and essential administration

\$1,228,574*

TOTAL SPENT

*rounded to the nearest dollar

“Live more. Fear less!”



Hearing your doctor say, ‘You have cancer’ is beyond devastating. At just 38 years old, Karen received the crushing news of a cancer diagnosis.

“A year ago, my life changed,” says Karen. “In the space of a week, I went from having a lump on my breast that was treatable and curable cancer – to finding out the breast cancer had spread into my liver and lymph node, therefore incurable. A terminal diagnosis.

“This is how quickly everything happened.”

Thanks to you, Karen had somewhere to turn with Sweet Louise.

Karen shared: “I know that if I ever feel lost or overwhelmed, I can reach out to someone at Sweet Louise. They seem to understand me and meet me where I am at.

“I’ve always felt that everyone at Sweet Louise sees me for who I am — I am the person and not the cancer.

“Being diagnosed with terminal breast cancer has made me start living my best life. I can’t control the cancer, but I can control how I respond,” says Karen.

“I truly believe I have the attitude I do because of the people around me – from friends and family to organisations like Sweet Louise. The aroha and support have been a huge part of my journey and continue to be so.

“At the Sweet Louise meetings, it’s a safe place to check in with others, but also with yourself. Sometimes life gets busy, sometimes crazy, and to have those couple of hours listening and talking with others allows me to be still for a moment and see how I’m doing. Being in a room with women who



are at different ages and stages in their own journey, it shines a light of understanding.

“Knowing what Louise Perkins stood for and the reasons behind the founding of Sweet Louise gives me hope and inspiration. Sweet Louise celebrates every step. It helps me feel enabled, not disabled. It empowers me to live my best life.”

“Accept the diagnosis, defy the verdict!”

Barbara McNaught from Auckland shares her story of hope – having been diagnosed with advanced breast cancer 20 years ago.

“I’m in a good place now but I never take anything for granted. Having Sweet Louise in the background has been my ‘backbone’,” says Barbara.

“When I originally heard of Sweet Louise I was told about the vouchers. I heard they could be used to get help around the home, I signed up that day!

“Having used the vouchers, I felt I ought to at least try attending a meeting. That was a surprise! It wasn’t a group of sick, moaning women. It was instant friendship being with others who understood my ‘new normal’ world.

“Everyone was enjoying themselves and laughing. What a spirit lifter! I’ve hardly missed a meeting ever since.

“It is reassuring my Support Coordinator is only a phone call away. It has given me strength. I have some long-term Sweet Louise friends. Other friendships have been shorter, but I feel enriched and blessed to have understood and shared part of their lives.

“ I’ll be forever grateful to Sweet Louise, the staff, the volunteers, and those who make donations that make Sweet Louise possible. I’m sure they have no idea how much they are appreciated. ”



“My original diagnosis was ‘maybe only 2 years’. 20 years on, I am still stable.

“My advice for living life well is:

- Accept the diagnosis, defy the verdict.
- Make every day count, even in the smallest ways.
- Exercise as much as possible.
- When you must, but don’t want to – just do it!
- Tell the people you love how special they are and thank them.

“Sending big thanks and Louise hugs to you all!”

The pursuit of joy

“I enjoy working in healthcare as I love being with people,” says Kendra Ellis, Sweet Louise Support Coordinator for Northland and North Auckland.

“I get so much satisfaction in being able to guide and support people when they are vulnerable or sick. You can see the positive effects of your work and know that you’re making a difference.

“I think the Sweet Louise values of compassion and connection are so important to this role. I love that I get the opportunity to enjoy people and enjoy their spirit, that soul connection, and to celebrate the resilience of our members.

“It’s important to get to the point where a member will feel comfortable to share their vulnerable side. Many of us present a strong, brave face when we first meet. I appreciate the opportunity to build a trusting relationship where the challenges, burdens and vulnerabilities can be shared. We get the chance to stand alongside members during the lows and the uphill struggles, as well as be with them to celebrate the joys.

“Through this role I also enjoy being an advocate for women’s health. I might call an oncologist to get someone an appointment. Or I might speak out on someone’s behalf to say they need an interpreter.

“Sweet Louise stands out in the breast cancer field as not simply symptom management but looking after mental and emotional wellbeing.”

“It’s not always about medical treatments but asking what will bring me joy today – whether it’s taking a walk, art, having a coffee with a friend or laughter with friends and family. I love that Sweet Louise promotes the pursuit of finding joy in things around us and recognising the things that bring us happiness.



Kendra (left) with May, one of the women she supports in Northland

“We couldn’t provide any of this support without our New Zealand donors. Support Coordinators are the face of the organisation, but our donors are the awesome team behind us making it all possible. I wish our supporters could see and hear first-hand the difference their support makes. We are very lucky to have your support.”

Highlights from you – our amazing community

Thank you to all our fundraisers and supporters this year. Whether you donated, volunteered, baked, biked, grew plants, or cut hair – you're amazing! 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.

thank
YOU



Our first-ever Giving Day!

On 9 June 2021, we held our first-ever Giving Day – *Stand Strong 4 Sweet Louise*. It was an incredible 24 hours that saw an outpouring of love, community spirit and pure generosity from our wonderful friends and supporters.

Together we raised \$220,261. Never would we have imagined reaching a target like this!

Thanks to your generous support, we have been able to expand our Support Coordinator team in the Auckland area, where our frontline team had been stretched well beyond their limits.

Thanks to everyone who donated, who called on their loved ones to do the same, who shared our social media posts, and played whatever part they could.





Party on

Over 80 events and tea parties took place across the motu during Sweet October, raising vital funds to support Kiwis with advanced breast cancer. Covid did its best to cause chaos, but our resourceful community didn't let that stop them.

From Zoom parties and online raffles to socially distanced get-togethers, to the lucky ones who were able to bring family and friends together in person – thank you to everyone who took part and raised over \$102,000!

Thank you to everyone who took part in Sweet October 2021 – you are amazing.





Birkenhead bowling

Thank you so much to everyone at the Birkenhead Bowling Club for their 1920's inspired high tea fundraiser! Thanks to everyone who took part and to the main sponsors Barfoot & Thompson Birkenhead. Together, they raised almost \$7,000 from tickets, a raffle and a very special auction.

Access to drugs

Sweet Louise was proud to be part of this "heart" in Auckland to support the handover of the Patient Voice Aotearoa petition calling on the Government to urgently review Pharmac's budget and help more New Zealanders access life-saving drugs.



Thank you Mazda

We are grateful to Blackwells Mazda for providing a car for our Support Coordinator for Canterbury, West Coast, Otago and Southland regions. Sweet Louise can now arrive in style as we visit our members in the south!

Gift in Will

Thank you to those incredible people who have chosen to leave a gift in their Will to Sweet Louise to provide comfort, care and compassion for New Zealanders with incurable breast cancer long into the future.

Thank you!

For Caroline

Thank you so much to Jan Forsyth and all her team in Christchurch for the hard work in organising a second-hand clothing sale to raise funds for Sweet Louise. They raised \$4,500 to provide support for women in the South Island who are living with incurable breast cancer. This beautiful effort was in honour of their friend Caroline Horton, who passed away with breast cancer in 2017 at the age of 50.

Jan says: "Caroline always thought of others. She was doing her best to manage her own advanced breast cancer, but she also wanted to do whatever she could to help other women facing the same challenge.

"I miss Caroline every day. This fundraiser helps her memory live on and helps others in her community. That's just what she would have wanted."



Covid care

In November 2021, Sweet Louise launched an urgent campaign to deliver At Home Covid Care Kits to women and families in South Auckland, and other parts of the country with Covid-19 in the community. The kits contained basic first aid items such as a thermometer and face masks, as well as non-perishable food items.

Miria received a kit and said: "Thank you to everyone who helped bring me this care kit. This means so much to me and I appreciate all that you do for us."

Thank you so much to all our volunteers and supporters who donated, packed and delivered the kits. We couldn't have done it without you.



Holly (right) with her mum

Thank you to our Circle of Care

Thank you to everyone who has joined our Circle of Care with a regular gift.

"I started making a regular donation four years ago because of the wonderful support my mum, Christine, received from Sweet Louise," says Holly Woodall.

"Mum was a caring person, and she would want other Kiwis to receive the same support she had.

"I like donating monthly through my credit card because it is so convenient. My gift just happens each month and I know I'm doing some good. It's easy to claim the tax back too – or even donate your tax refund. If lots of people donate small amounts regularly, it really adds up and makes a difference."



Magical day out

Thank you to the Gibbs Family and all the staff for another wonderful fundraiser at Gibbs Farm. Thank you also to everyone who purchased tickets and experienced the magic of Gibbs Farm to support women with incurable breast cancer.



Harper's gift

One of our youngest ever fundraisers, Harper, cut her beautiful long hair to raise funds for Sweet Louise - and raised \$11,000. Plus, her lovely locks were made into a wig for Kiwis experiencing hair loss.

Harper's best friend's mum, Nikki, has advanced breast cancer. Whilst going through chemotherapy last year, Nikki lost all her hair.

"Then one day Nikki visited wearing a beautiful new wig, and a big smile," said Harper's mum, Cara.

"This change in confidence was not lost on Harper. I explained the wig was made from donated hair. Harper decided she wanted to help by donating her hair to be made into a wig – and raise money for Sweet Louise to help other women with advanced breast cancer."

We are so grateful to Harper, her family and all her supporters for this incredible gift.

•THANK. You

Principal sponsors



Thank you to our principal sponsor Hugh Green Foundation for their long-term, generous support.

Key partners and sponsors



Blue House Charitable Trust



We are very grateful to receive ongoing support from Chillbox Productions, Grandiflora, 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

- AJ Scott Fund
- ANZ Staff Foundation
- Aotearoa Gaming Trust
- COGS Auckland City
- COGS Christchurch City/ Banks Peninsula
- COGS Coastal Otago/Waitaki
- COGS Kahungunu Ki Heretaunga
- COGS Kirikiriroa/ Hamilton City
- COGS Manawatu/ Horowhenua
- COGS Manukau
- COGS Mataatua
- COGS North Taranaki
- COGS Papakura/ Franklin
- COGS Rodney/ North Shore
- COGS Rotorua
- COGS Tamatea/ Tamaki-nui-a-rua
- COGS Tauranga Moana
- COGS Tongariro
- COGS Waikato South
- COGS Waikato West
- COGS Wairarapa
- COGS Waitakere
- COGS Wellington
- COGS Whitireia
- David Ellison Charitable Trust
- Estate of Ernest Hyam Davis & The Ted and Mollie Carr Endowment Trust
- Estate of Gordon Lindsey Isaacs
- Estate of Helen Stewart Royle Charitable Trust
- First Light Community Foundation
- Four Winds Foundation
- Frimley Foundation
- George Brown Charitable Trust
- Hawke's Bay Foundation
- Helen Graham Charitable Trust
- Kingdom Foundation
- Louisa & Patrick Emmett Murphy Foundation
- L.W. Nelson Charitable Trust
- Mazda Foundation of New Zealand
- New Zealand Community Trust
- New Zealand Lottery Grants Board
- Norah Hamblin Memorial Trust
- Norman and June Reynolds Trust
- Pub Charity
- Rata Foundation
- Rotorua Trust
- Roy Owen Dixey Charitable Trust
- The Lion Foundation
- The Stewart Family Charitable Trust
- The Tindall Foundation
- The Trusts Community Foundation
- Thomas George Macarthy Trust
- Trust Waikato
- Zonta Club of Hatea-Whangarei
- Zonta Club of Christchurch-Canterbury



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BREAST CANCER

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CC31706