

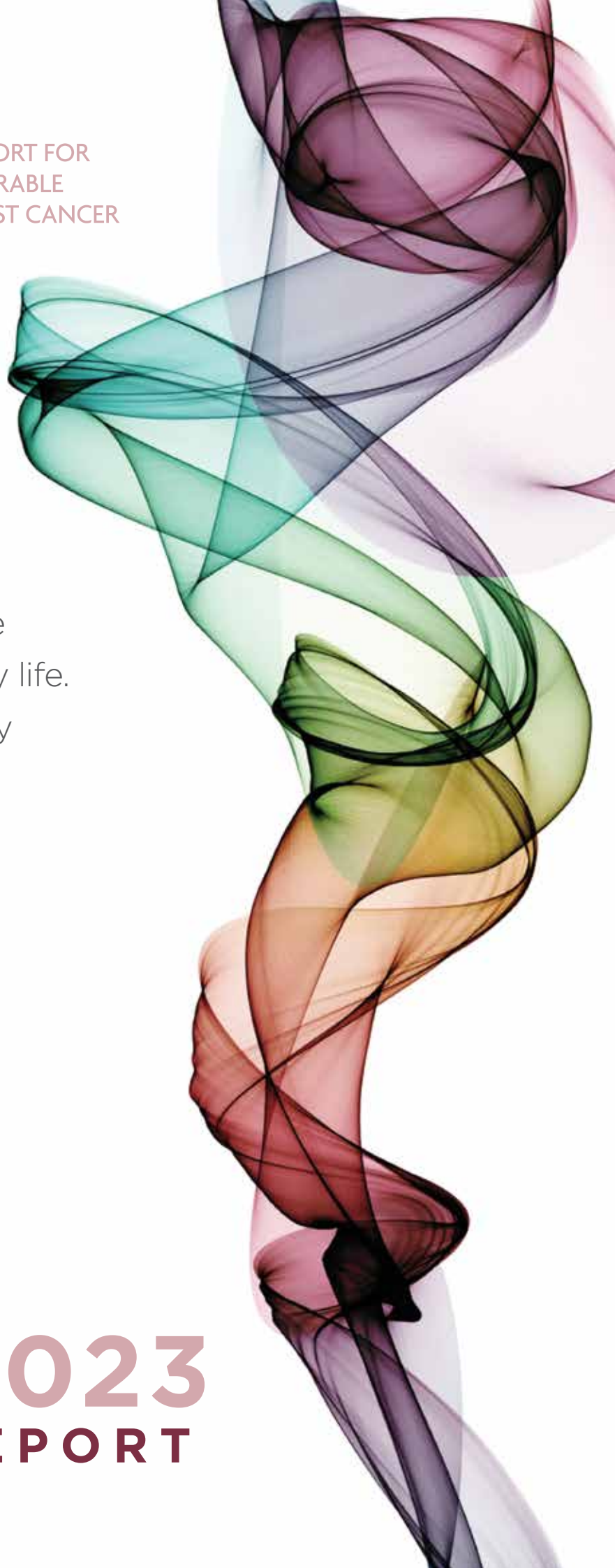


SUPPORT FOR
INCURABLE
BREAST CANCER

“Joining Sweet Louise was a turning point in my life. It gives me and my family the positive community support we need.”

- Claire Datt,
Sweet Louise member since 2021

2022/2023
ANNUAL REPORT



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Thank you for supporting Kiwis with incurable breast cancer.

We want to start this report with a huge thank you to all those who have supported Sweet Louise this year - enabling us to make a tangible difference to Kiwis affected by incurable breast cancer.

Whether you've given your time, shared your expertise, joined our events, or made a financial contribution – your compassion, cooperation and collaboration makes our work possible. Thank you for your wonderful, continued support.

Every day at Sweet Louise, we see the challenges faced by women with incurable breast cancer and their families. Yet our work together this year has enabled more than 760 women to receive practical, financial, emotional, and social support at their time of most urgent need. It is thanks to people like you working alongside our staff and trustees, that we delivered our mission 'to ensure those with an incurable breast cancer diagnosis live as well as they possibly can'.

In this report, we highlight some of the amazing stories from those who have benefited from Sweet Louise care, as well as profiling the many inspirational ways you have chosen to support us this year.

We have gathered momentum this year and focused on building resilience to ensure we can be there for all those who

need our support, for as long as they need it. We have also invested in new frontline staff to extend our reach and deliver more tailored local services across New Zealand.

Together we have achieved so much. But as the number of people affected by incurable breast cancer continues to grow, there is much more we need to do. Our work remains essential, especially now that pressures in the health system and wider economy are being so acutely felt. With your help, we will continue to move from strength to strength towards achieving our vision.

Thank you for your unwavering support and commitment. Your continued care and support inspire and motivate us to provide the best care we can to help all Kiwis with incurable breast cancer live as well as possible, for as long as possible.



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 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 a wide range of information and resources. We also provide referrals to other agencies where appropriate.



Advocacy

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



764

MEMBERS
& THEIR
FAMILIES
SUPPORTED
(AS AT 31 MARCH 2023)

211



NEW MEMBERS IN
ONE YEAR

171



MEMBERS DECEASED
IN ONE YEAR

209



MEMBER MEETINGS

SWEET
Louise

SUPPORT FOR
INCURABLE
BREAST CANCER

3.64yrs



AVERAGE LENGTH
OF MEMBERSHIP

112

FAMILY TIME
EXPERIENCES
CREATING SPECIAL
MEMORIES

250+



VOLUNTEER HOURS

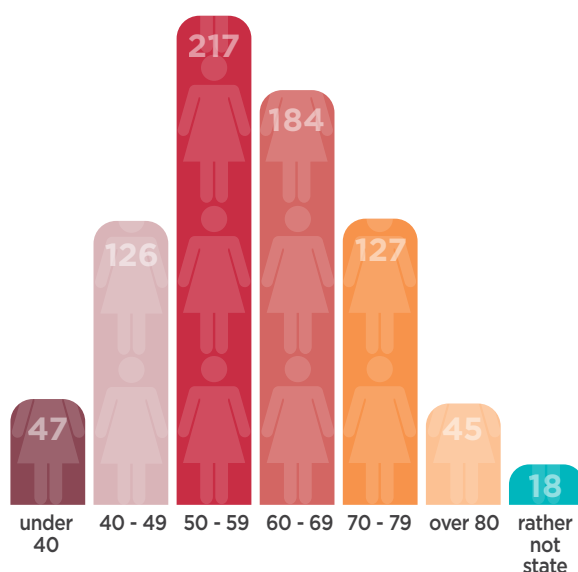
96%



OF MEMBERS WOULD
RECOMMEND SWEET
LOUISE SERVICES
TO OTHERS

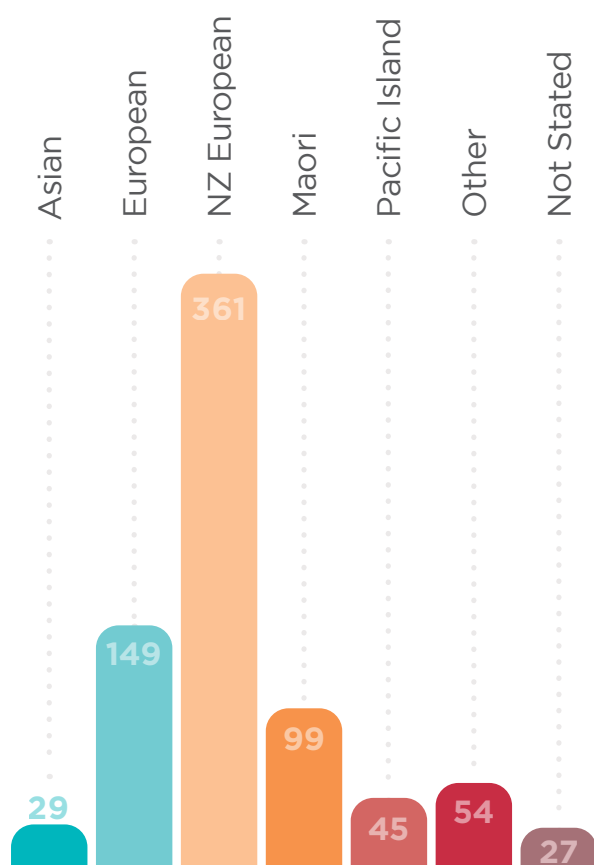
MEMBERS AGE RANGE

AS AT 31 MARCH 2023



MEMBERS BY ETHNICITY

AS AT 31 MARCH 2023

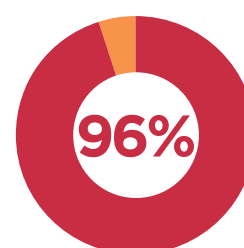


FROM MEMBER SURVEY:

- Valuable/Very Valuable
- Not Valuable

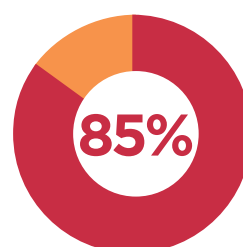
SUPPORT CONNECTION

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



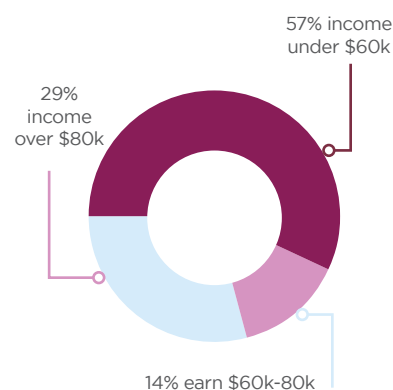
VOUCHERS

How valuable are the vouchers to you?



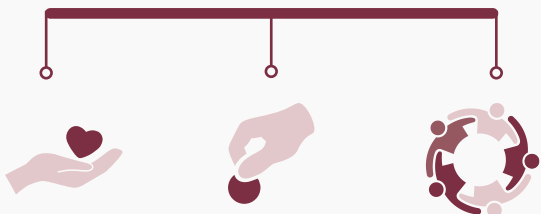
MEMBER HOUSEHOLD INCOME *

*% of those who responded





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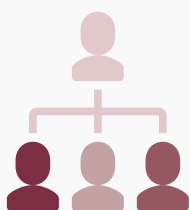


EMOTIONAL
SUPPORT

PRACTICAL
SUPPORT

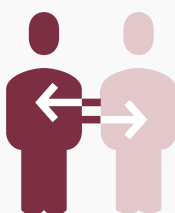
SOCIAL
SUPPORT

WHAT SUPPORT COORDINATORS DO:



CONNECTION WITH MEMBERS

Member meetings

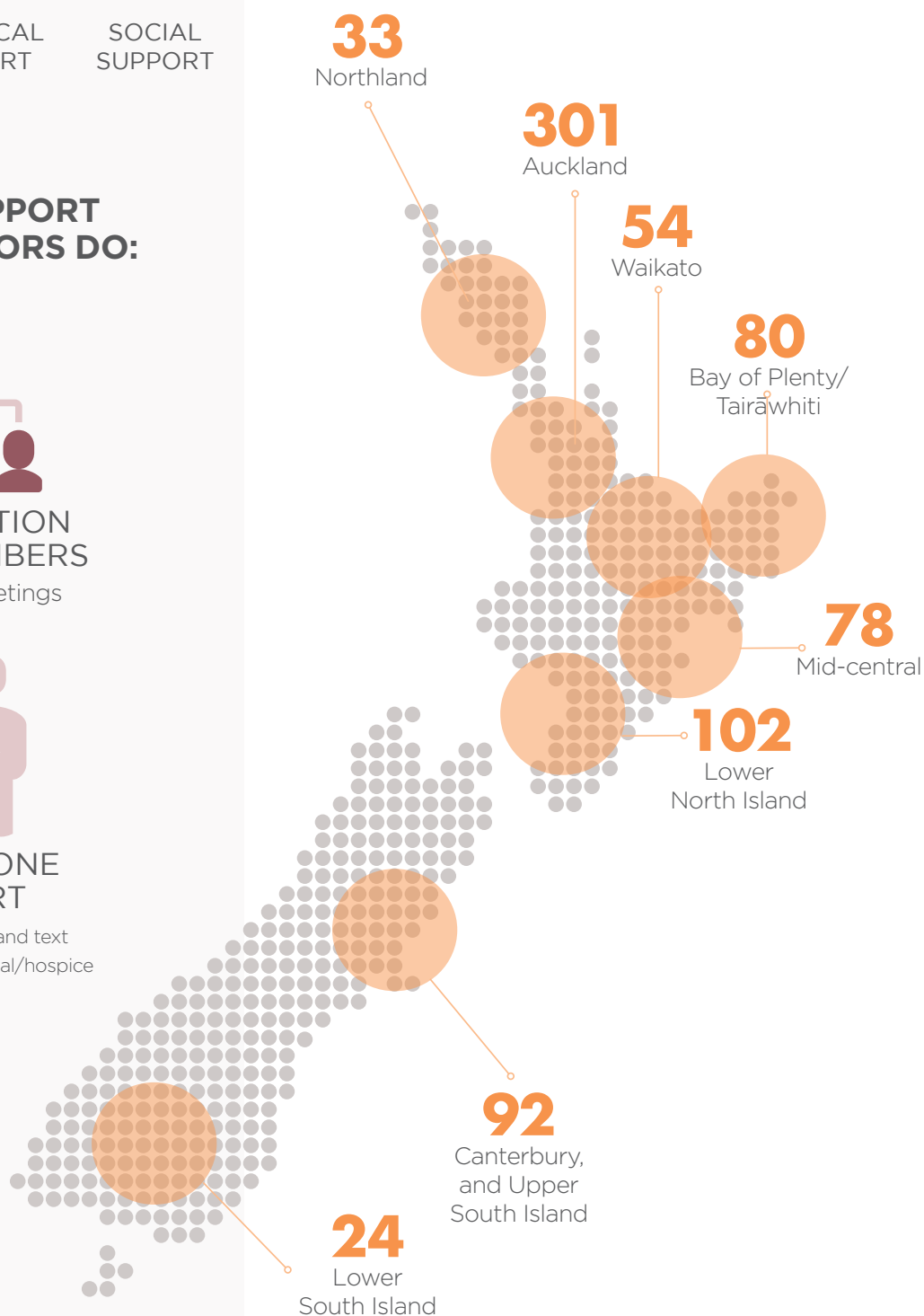


ONE-ON-ONE SUPPORT

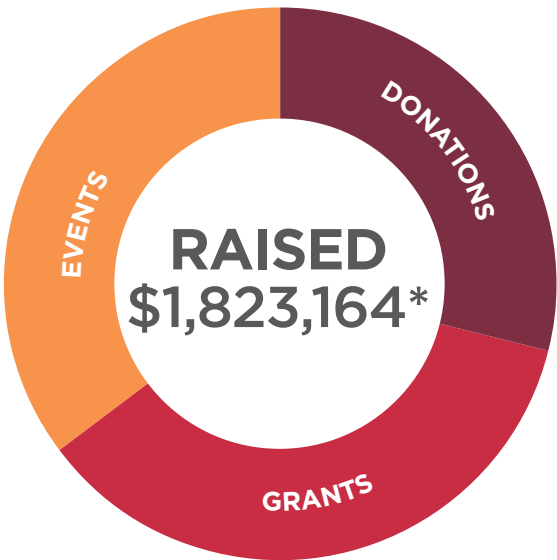
Phone calls, email and text
contact, home/hospital/hospice
visits.

CURRENT MEMBERS BY REGION

AS AT 31 MARCH 2023



RAISED:



\$528,420

DONATIONS

Includes: regular givers, bequests, major donors, public donations, corporate donations, donations in kind and discounts on services

\$651,608

GRANTS

Support from trusts and foundations

\$643,136

EVENTS

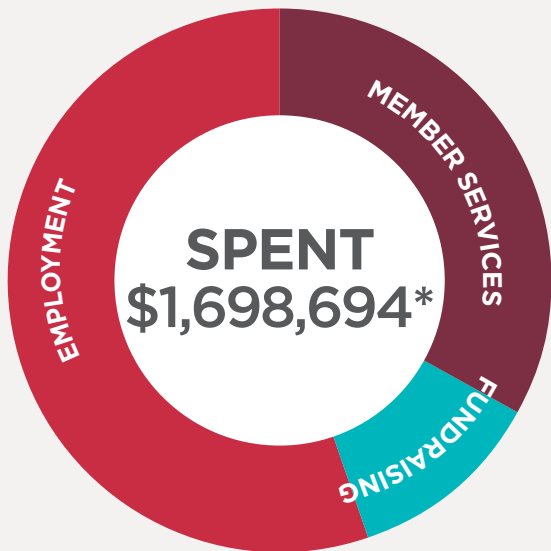
Fundraising and community events

\$1,823,164*

TOTAL RAISED

*All figures are gross and rounded to the nearest dollar.

SPENT:



\$552,194

MEMBER SERVICES

Vouchers, member interactions and support

\$196,744
FUNDRAISING

Costs associated

\$920,011

ADMIN & EMPLOYMENT

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

\$1,698,694*

TOTAL SPENT

*All figures are gross and rounded to the nearest dollar.

“You give connection and belonging”

When Debra was diagnosed with incurable breast cancer, she felt like she was in a ‘tornado’ of confusion and disbelief.

“When I was diagnosed with advanced breast cancer in 2018, it was hard to get my head around the oncologist saying to me ‘terminal’ – with possibly just a few months to live. I was in a cloud of disbelief. I felt like I was in a tornado!

“But here we are – five years on. And I’m still here!

“Sweet Louise is an amazing support network. At the meetings, we often share information on treatments and side effects, and discuss strategies on how best to manage them. Sometimes we might have a moan together, but we always come away feeling uplifted. It’s a place where I am understood. No judgement – just support. We all share a special connection and sense of belonging.

“At first, I wasn’t sure about joining a support group. I thought it was going to be heavy and depressing and I didn’t want the pressure of having to stand up and share my story with everyone staring at me. So, when I went along to a meeting for the first time I was so surprised. It was nothing like that at all. It was light and fun!

“The Support Coordinators really set the scene for a fun, supportive group. They also provide invaluable support, information and advice.



*Debra with her daughter, Nannette:
“Thanks for giving me hope to enjoy the simple things in life.”*

“This support helps me feel that I’m not alone.

“I wonder if the people who donate to Sweet Louise really understand the huge difference they make to people like me.”

“Having Sweet Louise there to listen and to give encouragement when I need it – this support is priceless.”

“Your support is my lifeline”



Brenda with her family: “We want to create as many happy memories together as we can.”

“This disease has shown me that things can change so quickly. Whilst I’m well and stable, I want to make the most of every day. I now appreciate the little things in life and I am so grateful for time I spend with my loved ones,” says Brenda.

“In January 2021, I was told I have an aggressive form of breast cancer. They said the disease is treatable but incurable and that I would be on treatment for the rest of my life. It was completely life shattering. I was a fit, active, busy, working mum with so many plans for the future. It all happened so fast. I felt like someone pulled the rug out from under me.

“Being part of Sweet Louise has given me a lot of hope and comfort. Hearing the stories of hope and survival from others is inspiring.

“Speaking to others in the online support group gives me strength to face the dark days. It helps me see I’m not alone facing this.**”**

“The emotional support from Sweet Louise is my lifeline. You can’t put monetary value on that.

“Our family recently took a trip to the north island and Sweet Louise gave us tickets to go to Hobbiton – something I’ve always wanted to do. My daughter and I loved it – it was awesome!

“It is so important to spend quality time together as a family. I am grateful for every moment, every laugh, every hug and every beautiful day.

You help create special memories

When Peka was diagnosed with breast cancer, she was just 42 years old. Her husband Fred was distraught beyond measure. Her son was only five and her little daughter was a week away from turning three.

Peka recalls: "I broke down when I got the news. I was inconsolable. What do you tell kids when they are so young? My husband was my rock. When I was going through chemo, I was constantly tired, in pain and emotional. Fred was always there just listening, holding me and taking care of our kids."

Thanks to kind supporters like you, Peka, her husband and kids were able to take a break together and forget about the cancer for a while. The family had a fun night away in a hotel and a day out together — and Sweet Louise took care of all the details.

"We were so excited! Sweet Louise even organised presents for the kids that were waiting on their beds at the hotel. We also had a great day out at Crystal Mountain.

"I received Sweet Louise vouchers so that I could get my hair styled for our wedding last year. And with grocery prices sky rocketing – the supermarket vouchers have made a really big difference.



Peka and family

"It is so helpful to have a Support Coordinator who understands. Because of Sweet Louise, I don't feel alone. There is nothing else like Sweet Louise out there for women like me."

“I just want to spend more time with my children and make memories. Sweet Louise has helped to create special memories for us all.”

“I feel privileged”

“I love sharing the inspirational story of Louise Perkins and how she thrived even after being diagnosed with advanced breast cancer,” says Ashleigh Williams, Sweet Louise Support Coordinator for the Upper South Island. Ashleigh looks after over 90 Sweet Louise members across Christchurch, Nelson, Marlborough, the West Coast and Timaru.

“I worked as a midwife for over 10 years. Then after my husband had cancer, I wanted to give back within the cancer support space and began work with the Cancer Society in Invercargill. When I moved to Canterbury, and saw Sweet Louise were looking for a Support Coordinator in the region, I knew this was the perfect role for me.

“I love the value we add to people's lives through Sweet Louise, particularly through the one-on-one support and the meetings. The meetings are a special way for women to connect with others who understand the journey they are on and share their lived experience.

“The women I support very much appreciate the practical help we provide. I love the fact that they can pick up the phone and get the direct, personal support they need from their Support Coordinator, whenever they need it.

“Arranging Family Time experiences is an incredible privilege. I recently organised a trip to Orana Wildlife Park in Christchurch for one of my members and her family. Afterwards, she said to me she was overwhelmed to have had such a beautiful experience and be given the chance to make memories with her family. She said these wonderful memories would not have happened without Sweet Louise.

“It's truly an honour to help families like this create fond memories together that they will treasure forever. I feel so privileged to do the mahi I do. I love doing this job and seeing the difference it makes.



“To all those who support Sweet Louise, I cannot thank you enough. Without you, this work would simply not be possible.”

Highlights from you – our amazing community

With the support of generous fundraisers and donors like you, together we can offer hope and strength, care and kindness to every Kiwi facing a diagnosis of incurable breast cancer.

We simply can't thank you enough for being part of our Sweet Louise whānau. You are amazing!



Stand Strong 4 Sweet Louise

On Wednesday 8 June 2022, we held our *Stand Strong 4 Sweet Louise* Giving Day where every gift was matched thanks to some incredibly generous friends. We raised a staggering \$180,209 in just one day! Thank you so much to everyone who provided a match gift and to everyone who donated on the day.

Your generosity funded vouchers for Kiwis dealing with the debilitating impacts of an incurable breast cancer diagnosis. These

vouchers can be used towards practical support like petrol or transport to get to hospital appointments; groceries to feed the family when the hidden costs of cancer leave families short; or meal deliveries when feeling too exhausted to cook.

Plus, all this support is delivered with friendship, understanding and emotional support from the Sweet Louise team of Support Coordinators. Thank you for Standing Strong 4 Sweet Louise!

Sweet Louise members and their families joined us to Stand Strong 4 Sweet Louise.





Hosts with the most

We were over the moon with the talented bakers, generous hosts and wonderful fundraisers who took part in Sweet October 2022. Together, we raised a whopping \$92,000 for vital care and support. Thank you so much to everyone for getting involved and baking up a storm!



A tee-rrific day out

We had a wonderful turnout for our Sweet Louise Charity Golf Tournament in September 2022. Thank you to the amazing team of volunteers led by Vicki and Chanelle who organised the whole event. Thanks also to those who took part on the day and to all our sponsors for making the day tee-rrific!

Thank you to our amazing team of volunteers.

Delivering for Good



We were thrilled to win the 2022 public vote to receive free courier services thanks to the very generous NZ Post Delivering For Good programme.

"We didn't realise just what a huge difference it would make," said Catrin, Sweet Louise CEO. "We've been able to send care packs and vouchers to all those we support without the usual courier costs. That meant we could also send some special extras like Christmas presents."

We had amazing feedback on those extras, as illustrated by Sweet Louise member Karen Barnett who shared: "When you're used to receiving bills or medical related mail, the last thing I expected was to receive a gift package from Sweet Louise. Filled with items encouraging me to have some fun and make



time for some self-care, it was a great reminder that I'm more than just my diagnosis."

We are very grateful for this fantastic support from NZ Post.

Don't Delay Fun

Shortly before Claire McLintock passed away with breast cancer, she courageously inspired a limited-edition range of t-shirts for Breast Cancer Awareness Month, featuring slogans like 'Don't Delay Fun'.

Claire shared: "With a diagnosis of incurable cancer, you lose the luxury of pretending you have all the time in the world. In this situation, the phrase 'Don't Delay Fun' takes on a whole new meaning.

"I'm so happy to have worked on this project with my husband and artist, John Reynolds, and friends Chris and Helen Cherry from Workshop. We hope people wear these t-shirts with pride knowing that they are supporting a fantastic charity



Claire and her husband, John, created a range of t-shirts for Breast Cancer Awareness Month.

that walks alongside people with incurable breast cancer."

Proceeds from sale of the t-shirts raised an incredible \$26,000 for Sweet Louise. Thank you to all the team and especially to Claire for caring for others living with advanced breast cancer.



Gibbs Farm

Thank you to all who joined us at Gibbs Farm in September 2022 and March 2023. And thank you to the Gibbs family and their fantastic team who always make the Sweet Louise tour of the sculpture park such an enjoyable day out for all. Across the two events, we raised \$180,000 to bring care and support to New Zealanders with incurable breast cancer.

Little things help so much

"When Louise was diagnosed with advanced breast cancer, she had this fantastic attitude. She got on with living. Louise always loved to help others," said Mary-Anne Kindell, Louise Perkins' cousin.

"It's so difficult for women who are trying to be brave for their families whilst facing their own mortality. I think the little things help so much.

"Sweet Louise is exceptional and makes such a difference to women. Having vouchers for a meal, a massage or whatever you need at the time means so much. Some of the families are so vulnerable. I know with Sweet Louise, women are getting the help they need most."

Mary-Anne has been supporting Sweet Louise for many years and joined our *Circle of Care* with a regular, monthly donation last year.

We would like to say a huge thank you to all our kind *Circle of Care* monthly donors who are always there to help. Your continuous support makes a real impact on the lives of Kiwis with incurable breast cancer.

Find out more at www.sweetlouise.co.nz/monthly-gift



*Louise with siblings
Greg, Janet and Gillian.
Excellent 70's outfits
courtesy of mum Marion!*

A marathon for aunty

Thank you to Bella and Sophia who ran the Auckland Half Marathon in November 2022 and raised over \$3,300 for Sweet Louise.

Bella and Sophia said: "This time last year, our beautiful Aunty Jane passed away with breast cancer. We wanted to use this opportunity to give back to the people who helped her.

"Sweet Louise was incredibly kind and helpful to our Aunty Jane and her whānau. We're so happy to be able to do something to help."

Find out about challenging yourself to raise funds at www.sweetlouise.co.nz/challenges



Catrin with Steel Blue's Ross Fitzgerald - a new partner for advanced breast cancer support.

Steel Blue

We are proud to have a new partnership with Steel Blue, the manufacturer of safety boots, who are donating \$10 to Sweet Louise for every pair of fabulous pink boots sold in New Zealand.

Steel Blue's Ross Fitzgerald said: "It feels good to know our boots are also helping support those in need. I hope that our pink boots can also help raise awareness for breast cancer care more broadly. The striking nature of bright pink work boots provides a perfect starting point for conversations about breast cancer."

A Cat Walk to Remember

Friends and whānau of Cat Thorburn held a two-day fundraiser in her memory and raised \$10,000! With the help of Fletcher Building, PlaceMakers and Mico, they held a fundraising auction on day one. The following day, they held a walkathon dubbed 'A Cat Walk to Remember' with people joining them to walk in Auckland, Queenstown and even Australia!

Sian, Cat's sister-in-law, said: "Cat gave this breast cancer battle her everything. She would have done anything to stay to be with her family and friends. She is the epitome of grit, strength and a superwoman in our eyes."

Thank you to all involved for your care and support.



Cat's daughter, Kahlia, and friends joined the walk to raise funds.

•THANK. You

Principal sponsor



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

Key partners and sponsors



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



Thank you to the following Trusts, Foundations and organisations:

- ANZ Staff Foundation
- Aotearoa Gaming Trust
- Bay Trust
- Blue House Charitable Trust
- Blue Waters Community Trust
- Catalytic Foundation
- CBD Energy Ltd
- COGS Auckland City
- COGS Coastal Otago/Waitaki
- COGS Far North
- 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 Whanganui/ Waimarino/ Rangitikei
- COGS Whangarei/ Kaipara
- COGS Whitireia
- David Ellison Charitable Trust
- Estate of Helen Stewart Royle Charitable Trust
- First Light Community Foundation
- Four Winds Foundation
- Frimley Foundation
- King Family Trust
- Louisa and Patrick Emmett Murphy Foundation
- L.W. Nelson Charitable Trust
- Mainland Foundation
- Maurice Paykel Charitable Trust
- Milestone Foundation
- New Zealand Community Trust
- New Zealand Lottery Grants Board
- Nikau Foundation
- Norman and June Reynolds Trust
- North and South Trust
- One Foundation
- Page Trust
- Pub Charity
- Rata Foundation
- Rotorua Trust
- Roy Owen Dixey Charitable Trust
- Scholastic New Zealand
- St Joans Trust
- Stewart Family Charitable Trust
- The Lion Foundation
- The Trusts Community Foundation
- Thomas George Macarthy Trust
- Trust Waikato
- Waikato Lyceum Charitable Trust
- Z Good in the Hood
- Zonta Club of Hatea-Whangarei



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www.sweetlouise.co.nz

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