

SWEET *Louise*

SUPPORT FOR
INCURABLE
BREAST CANCER



RAEWYN



MAILENE



JENNY



SUE



SARAH-JANE

SWEET
Louise
Portrait
series of
strength



AINETTE



LYN



LYNDA



GAYLENE

2018 / 2019 ANNUAL REPORT

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At Sweet Louise, our mission is to help improve the quality of life for those in Aotearoa living with incurable breast cancer.

We are extremely proud of what has been achieved in 2018 / 2019 and how we are fulfilling the mission of Sweet Louise.

Our membership increased 13% overall this year, compared with the previous financial year. As at the end of March 2019, we had 670 members throughout the country. However, this one number does not tell the full story. During the year we gained 281 new members, and lost 205.

Most significantly, the growth in our membership came from the Northland, Auckland and Waikato regions. We are pleased to be supporting more members and that 95% of our members believe that Sweet Louise is making a positive difference to their lives.

Holding member meetings is a core part of our service. This year we hosted 279 meetings in different centres and regions, an increase of 38% on the previous year's total. These meetings provide invaluable peer support and a very personal connection for members throughout the country. As always, we could not provide the services and assistance to our members without the generous support of our Trustees, corporate partners and sponsors.

Our thanks in particular to the Southern Cross Health Trust and Sovereign, our key corporate sponsors for the 2019 year. Our grant funding also plays a very significant role in operational funding and we thank all the trusts and foundations who support us so generously. We would also like to acknowledge all of our supporters, volunteers and donors who contributed to Sweet Louise during the year.

And finally, again the Sweet Louise team humbled us with their compassion, care, and sheer hard work.

We are truly grateful to you all for your ongoing commitment to, and support of, Sweet Louise.



Scott Perkins
CHAIRMAN



Philippa Reed
CEO

SWEET *Louise* 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.

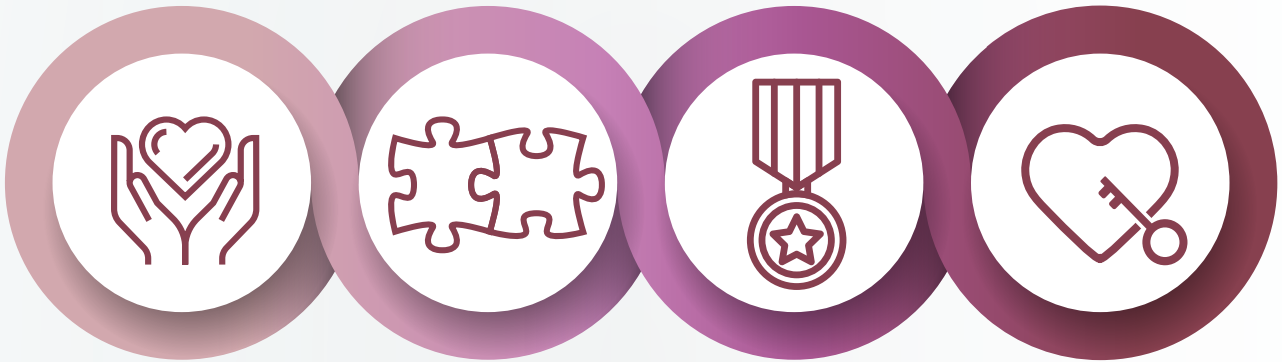
Our Values

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.



INFORMATION

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



SUPPORT COORDINATORS

Our Support Coordinators, who have varied health professional backgrounds, provide face-to-face and phone support to our members.



ADVOCACY

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



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.



REFERRALS

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



MEMBERS &
THEIR FAMILIES
SUPPORTED

281

NEW MEMBERS
IN ONE YEAR

279



MEMBER MEETINGS

205

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

200+

VOLUNTEER HOURS

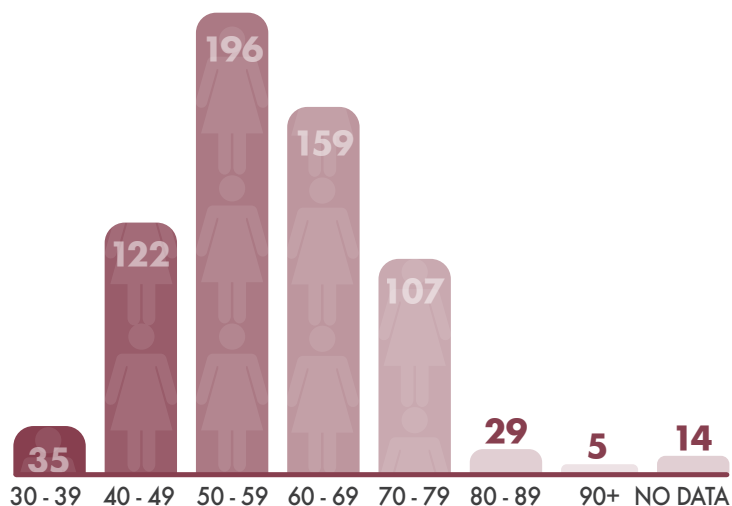


\$187,000

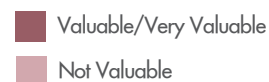
VOUCHER
SPEND

MEMBERS AGE RANGE

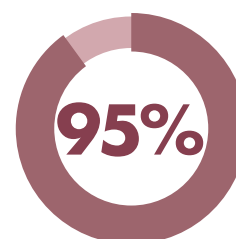
AS OF MARCH 2019



FROM MEMBER SURVEY:

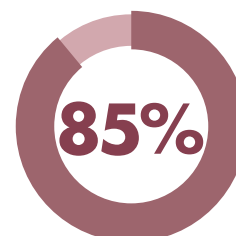


SUPPORT CONNECTION



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

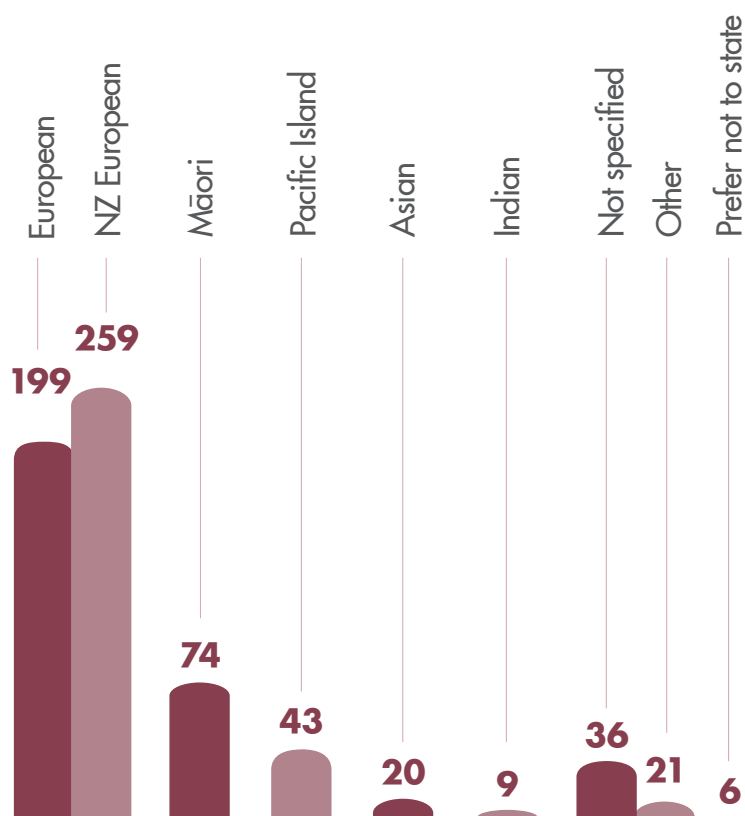
VOUCHERS



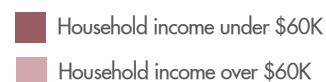
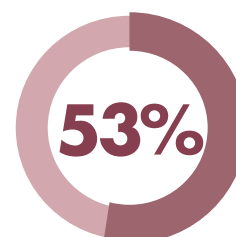
Please explain how valuable the vouchers are to you?

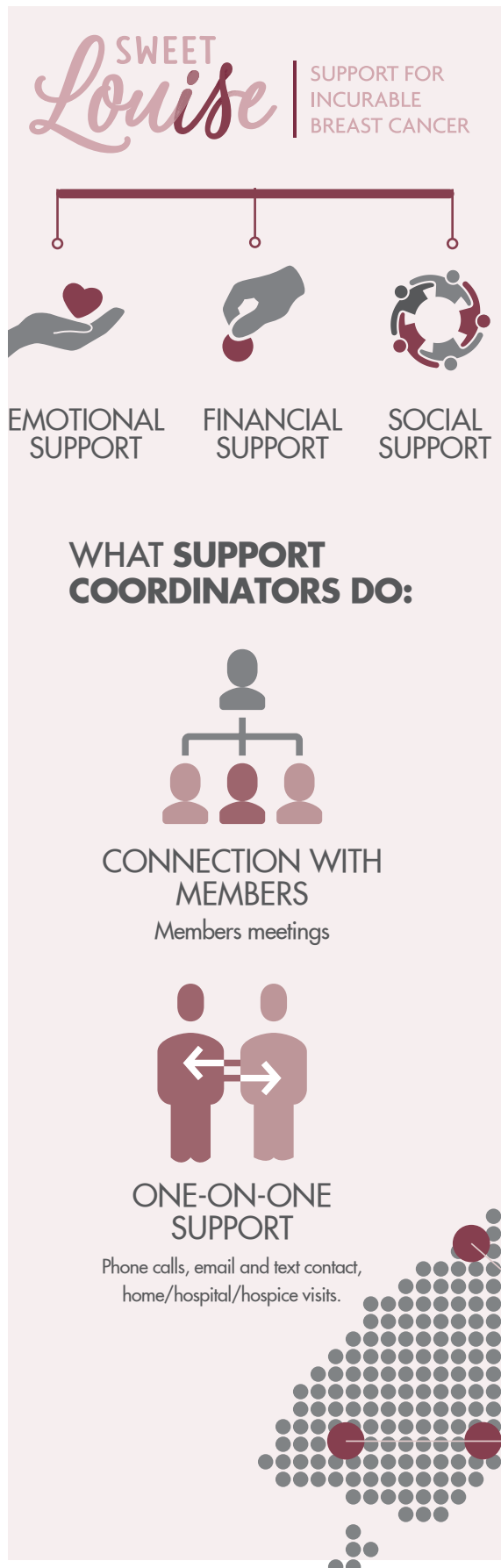
MEMBERS BY ETHNICITY

AS OF MARCH 2019



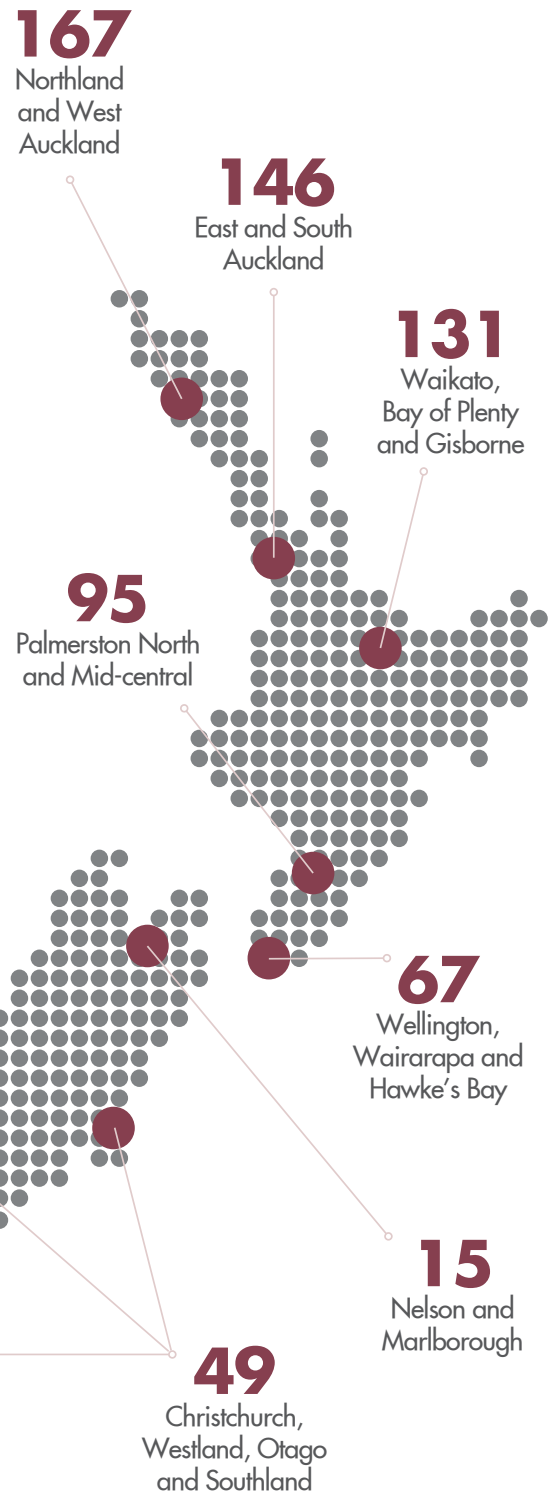
MEMBER HOUSEHOLD INCOME



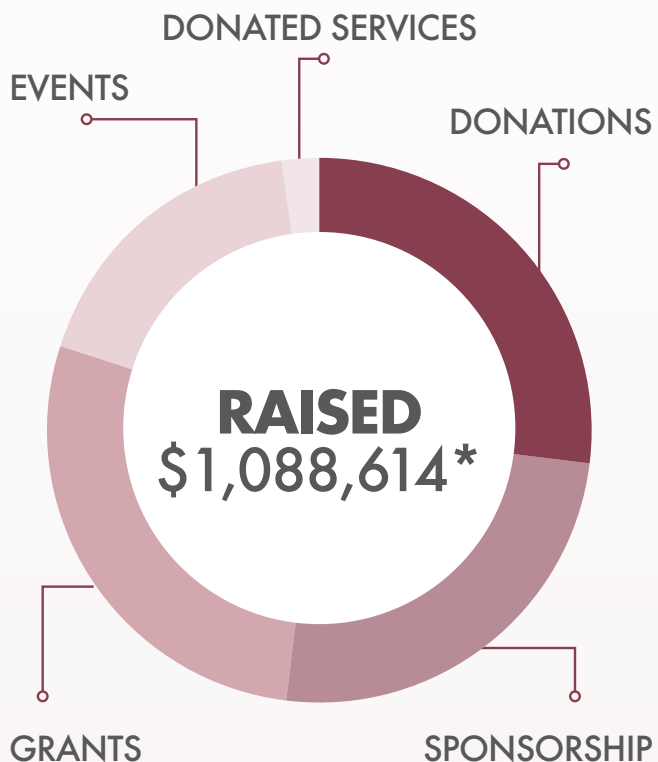


CURRENT MEMBERS BY REGION

AS OF MARCH 2019



In 2018 / 2019 Sweet Louise raised:



\$294,272

DONATIONS

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

\$307,620

GRANTS

Trusts and Foundations.

\$194,372

EVENTS

Fundraising and community events.

\$274,851

SPONSORSHIP

Support from generous corporates and businesses.

\$17,500

DONATED SERVICES

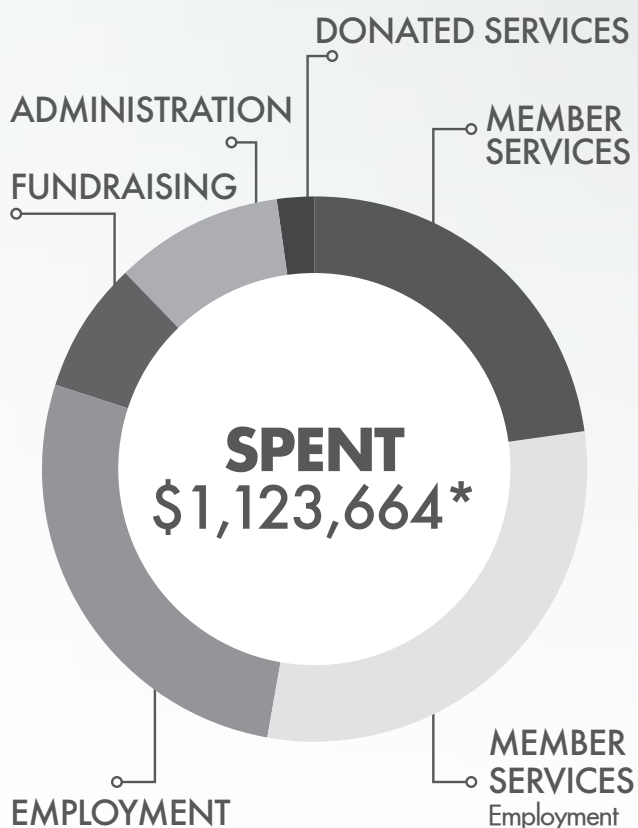
Audit and accounting services

\$1,088,614*

TOTAL RAISED

*rounded to the nearest dollar

In 2018/19 Sweet Louise spent:



\$262,223

MEMBER SERVICES

Psychosocial support, member meetings, home visits, financial support family outings, travel.

\$87,554

FUNDRAISING

Costs associated with events, appeals, acquisition, printing, postage.

\$338,690

MEMBER SERVICES

Employment.

\$117,904

ADMINISTRATION

Includes office rent and outgoings, telephone, internet.

\$299,793

EMPLOYMENT

Fundraising and operations.

\$17,500

DONATED SERVICES

Audit and accounting services.

\$1,123,664*

TOTAL SPENT

*rounded to the nearest dollar



LYNDA



LYN



MAILENE



SUE



AINETTE



RAEWYN



GAYLENE



SARAH-JANE



JENNY

A Portrait Series of Strength

During the year, Auckland photographer Nick Marsh produced a portrait series of our members. Thank you to the inspiring women who shared their stories of living life with advanced breast cancer and to Nick for creating such beautiful imagery. We have been able to include these photos and stories in our publications throughout the year and on our website as the real faces and stories of Sweet Louise.

Sue

"We so often say 'one day,' but now is the time to do it. Your focus changes. It's now about spending quality time with people you love. My primary diagnosis was my first wake up call. At fifty I learned to ride a Harley Davidson. I still have a lot to do, but now I don't put things off to another day, because one day may not happen".

Sarah-Jane

"We can't let our cancer define us. If we do, it will rob our life and place in it. We have to live life to the fullest. Thanks to Sweet Louise and the support they give me, my journey can still be exciting."

Mailene

"After a Sweet Louise catch up, I leave feeling uplifted. They give me a boost to continue walking through life with strength and positivity, especially in my role of Mum to my two young boys."

Ainette

"Having advanced breast cancer is really scary. Being a part of Sweet Louise though has given me the hope and confidence I need to assure my family and myself that I am not alone on this journey. I'm actually surrounded by love."

Jenny

"Sweet Louise is all about positivity. When you are faced with the diagnosis of incurable breast cancer, this is so important. Your life changes forever, but that positivity is what we need to hold on to."

Lyn

"The Sweet Louise group is so warm and generous, I have loved making new friends and being with those in the same situation as me."

Raewyn

"No one wants to see the gritty side of cancer. It is upsetting. So here I am, trying to juggle my real life with one people want to hear about. That's why Sweet Louise is an essential resource. They are here for us no matter what."

Gaylene

"People have no idea that some of us have incurable breast cancer because we try and get back to the people we were before. We are strong fighters and often don't show how hard it is."

Lynda

"With the help of Sweet Louise, I have found a way to navigate this cancer and live with it as best I can. Of course it has taken a huge emotional and financial toll, but I am here, and I am coping."

Member events

During 2018 / 2019, we held 279 meetings and events throughout the country for our members. These gatherings, which offer support and an opportunity for members to connect with those in a similar situation, are very much valued.

Sweet Louise would like to acknowledge our volunteers and supporters who helped make these events possible.

SWEET LOUISE CORNWALL PARK



SWEET LOUISE CORNWALL PARK



AINETTE



SWEET OCTOBER



“I feel cared for, spoilt, cherished. It is nice to spend time with people who get it, even though we don't talk about cancer most of the time.”

SWEET LOUISE MEMBER.

CAN BEAD



HAMILTON WELLBEING



CANBEAD WORKSHOP



SWEET OCTOBER



VOLUNTEER ROBYN – OUR “LOCAL HERO”



LOOK GOOD FEEL BETTER ROTORUA



Highlights from 2018 / 2019

The fundraisers we organise and the promotions we are part of are essential in helping us to provide services and support to our members.

The Gibbs Farm Sculpture Trail, the Auckland and Rotorua marathons, the Z Good in the Hood promotion and our Business Series were among the many highlights of 2018 / 2019 that provided fun, interest, inspiration, challenge and more.

We would also like to thank the Manurewa Cosmopolitan Club, Taylor House at King's College, Show and Shine, Minx Accessories, Macquarie Financial, friends and family of Caroline Horton, Luella Plimmer and everyone, both organisations and individuals, who supported us during Sweet October.

Gibbs Farm

Our March fundraiser at the spectacular Gibbs Farm was our most successful event of the year, raising more than \$70,000. 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. Our thanks to caterers Cafe2U, Dr Feel Good, Bird on a Wire and Hello Delicious Catering for providing food for the day. Also, to those who came along in support of Sweet Louise. Lastly, our thanks to wonderful Gibbs Farm staff who helped us on the day, and of course, to the Gibbs Family who opened up their property to us.



Going the distance – Auckland and Rotorua marathons

We would like to thank all of those people who walked or ran the Auckland and Rotorua marathons for Sweet Louise. Special thanks to Tracy Barr-Smith, a Sweet Louise member, who walked the 5km in the Auckland Marathon. These fantastic people collectively raised more than \$12,000 for our organisation.

We applaud their tremendous effort in support.

Z Good in the Hood

We were fortunate to be chosen to be part of Z Good in the Hood and to receive a \$13,971 donation following the promotion in May 2018.

Through this promotion, Z customers vote for community groups to receive a share of funding that is set aside for community organisations and projects.

Our thanks to those who voted for us, those who helped us raise awareness and the following Z stations:

NORTHLAND

- Kamo
- AUCKLAND**
- Kepa Road
- Sylvia Park
- Glen Innes
- Skyway
- Takanini
- Avondale
- Green Bay
- Massey North
- Warkworth

HAWKE'S BAY

- Taradale
- CHRISTCHURCH**
- Shirley
- PALMERSTON NORTH**
- Terrace End
- TAURANGA**
- 15th Avenue

WELLINGTON

- VIC Corner Lower Hutt
- Broadway



Business Series 2018 / 2019

Our Business Series events raised \$40,000 for Sweet Louise. At the two events, attendees heard views and insights from some of New Zealand's foremost business leaders on **Strategies for Sustainability: Doing more to beat the Odds** in June, and on **The Future of Work – Incorporating EQ & CQ into AI** in October 2018. Our thanks to Andrew Grant and McKinsey & Company for sponsoring this event and to the following speakers who gave their time:

- Dame Therese Walsh, Chair, TVNZ
- Sam Stubbs, Director of Kiwiser, Simplicity
- Jodie King, Chief People Officer, Air New Zealand
- Andrew Grant, Global Partner, McKinsey & Company
- June McCabe, Director, Sustainable Prosperity
- Sir Stephen Tindall, Founder, The Warehouse Group and The Tindall Foundation
- Aroha Armstrong, Group Manager Māori Economy, Callaghan Innovation
- Justine Munro, Co-Founder and Director, 21C Skills Lab
- Scott Perkins, Chairman, Sweet Louise who MCed our events





Our amazing supporters

Sweet Louise would like to thank all of the amazing supporters who gave their time and energy to undertake innovative fundraising initiatives – including best friends Joshua Lewthwaite and Ollie Such.

In February 2019, Joshua and Ollie completed a non-stop 100km walk around the Auckland region to raise funds for Sweet Louise and Gifts for Kids. The pair decided to take up the challenge as Joshua's mother is a member of Sweet Louise. They completed the walk with no training in 23 hours and 40 minutes, raising more than \$6,000 in donations.

From their fabulous effort, we received a donation of \$3,000. Thank you so much Joshua and Ollie!



Our amazing volunteers – Stella

We are lucky to have more than 50 volunteers throughout the country who support us in so many ways, from driving members to meetings and assisting with general administration through to helping us run events.

Stella is one of our valued volunteers who has been coming into the Auckland Sweet Louise office fortnightly for more than five years. Stella turns her hand to any administrative task and the treats she bakes and brings to the office always brighten our day, as does her sunny personality.

thank YOU

*SWEET
Louise*

is extremely grateful to all of our supporters for their continued ongoing generosity. Your support enables us to achieve so many things for our members that would otherwise not be possible.

PRINCIPAL SPONSORS



SOVEREIGN

SPONSORS



We also enjoy very generous support from donors throughout New Zealand, many of whom prefer to remain anonymous.

*Thank
YOU.*

Thank you to the following trusts and foundations who supported us during 2018 / 2019.

The Kingdom Foundation

ANZ Staff Foundation

Blue Waters Community Trust

Bluesky Community Trust

Christchurch Airport Community Fund

Community Organisations Grants Scheme (COGS)

Auckland City

Hutt Valley

Kahungunu ki Heretaunga

Manukau

North Taranaki

Papakura/Franklin

Rodney/North Shore

Rotorua

Tamatea/Tamaki-nui-a-rua

Tauranga Moana

Waikato South

Wairarapa

Waitakere

Wellington

Whanganui/Rangitikei

Whangarei/Kaipara

Whitireia

Estate of Gordon Lindsay Isaacs

First Sovereign Trust

Four Winds Foundation

Grassroots Trust

Helen Graham Charitable Trust

Hugh Green Foundation

JBS Dudding Trust

Lion Foundation

Lottery Grants Board

Louisa and Patrick Emmett Murphy

LW Nelson Trust Charitable Trust

Margaret and Huia Clarke Trust

Maurice Paykel Charitable Trust

Mount Wellington Foundation

New Zealand Community Trust

Pelorus Trust

Pub Charity

Rotorua Energy Trust

Southern Trust

Strathlachlan Fund

Ted and Mollie Carr

The Frimley Foundation

Thomas George Macarthy Trust

Tindall Foundation

Trust House

Trust Waikato

Trusts Community Foundation

Z Good in the Hood



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Sweet Louise, 1 Prosford Street, Ponsonby, Auckland 1011
0800 11 22 77

info@sweetlouise.co.nz

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