



Media Pack

Daffodil Day 2011

Friday 26 August

This media pack is available on line at
<http://www.daffodilday.org.nz/media/>





Contents

Daffodil Day turns 21!	4
The Daffodil	4
Daffodil Day Principal Sponsor.....	5
Why do they do it?	6
And it's not just about the money	7
How the funds are used	8

Cancer Journeys

Karen's story (Arrowtown)	9
Doreen's story (Rotorua).....	11
Marie's story (Central Otago Support Services	12
Cheryl's story (Christchurch)	14
Trevor's story (Tauramanui)	16
Nicki and Lochie's story (Queenstown).....	18



Michael’s story (Dunedin).....	21
Sarah’s story (Ashburton).....	23
Anne’s story (Otago and Southland Division Support Services)	25
Meli’s story (Christchurch)	27
Sandra’s story (Dunedin’s Kowhai House Manager)	28
Gary’s story (Dunedin)	30
Janet’s story (Tauranga)	32
How a donation makes a difference	34
Making a donation	35
The impact of cancer in New Zealand	36
National and Regional media contacts	40





Daffodil Day turns 21!

The first Daffodil Day was in 1990, held in the Wellington and Central District Regions (roughly from Taupo in the North to Kaikoura in the South).

When we look back over the 21 years, Daffodil Day has grown to become an iconic event on the New Zealand calendar. Daffodil Day fundraising activities range from the sublime (high tea parties) to the ridiculous (getting soaking wet standing in the rain collecting).

Hundreds of thousands of people have raised millions of dollars to enable us to continue to provide information and services to support people with cancer, their families and whanau.

The Daffodil

We use the daffodil as our symbol as it is one of the first flowers of spring, whose bright yellow blooms remind us of the joys the new season will bring. It represents the hope there is for the one in three New Zealanders affected by cancer.

The daffodil as the 'symbol of hope' is used by a number of cancer organisations all over the world.

In New Zealand the daffodil was chosen because, as one of the earliest flowers of spring, it symbolises rebirth, hope and a promise of happier times after the cold winter. The brilliant golden yellow colour of the daffodil uplifts the spirits after the long months with little garden colour.





Daffodil Day Principal Sponsor

The National Bank of New Zealand has been the proud principal sponsor of Daffodil Day since it began in 1990, and makes a major contribution to the campaign each year.

In addition to their financial support, employees of The National Bank from branches and business units across New Zealand enter into the spirit of Daffodil Day by raising significant funds for the cause. Their passion, enthusiasm and commitment helps focus the nation's attention on the event every August, and their support is highly valued by the Cancer Society and its staff.

Now in its 21st year this partnership is one of the longest and most committed relationships between a New Zealand charity and its sponsor. The National Bank has been recognised in the past for its commitment by winning the Best National Cause Related Sponsorship Award for its Daffodil Day support.

In 2011, ANZ New Zealand's two retail bank brands - The National Bank and ANZ - will both involve their staff in Daffodil Day fundraising efforts. This will provide double the fundraising opportunities.



The National Bank

Principal Sponsor





Why do they do it?

Why do people go out of their way to support the Society? What makes them so passionate about raising money for our work? It's because they know about the services we provide for our clients and that we really make a difference for them and their families. So it's for all the reasons below and more. Take a look at what we provided in 2010!

- Support services - over 7000 people were referred to our support services
- The Information Helpline received over 10,000 calls
- The Cancer Connect service supported 162 people though the year
- The Living Well programme - more than 300 people attended during the year and 50 facilitators were trained to provide the programme
- Support groups - numerous support groups recorded almost 10,000 attendances
- Access for Maori was improved through the development of *Kia Ora e Te Iwi* - a Maori cancer education programme
- More than 3000 patients were driven to treatment appointments
- Regional Cancer Centres provided accommodation for people undergoing cancer treatment
- Over 50,000 Information booklets/brochures/ pamphlets, information sheets, website, videos were provided
- Over 1000 people received counselling services
- Almost 4,000 people were supported by community support / liaison nursing services

In addition:

- Self-help support networks were supported and provided with resources
- The library service, which has a wide range of books available on loan, was fully utilised
- women with lymphoedema received support and information services
- Many people took advantage of short-term assistance to pay essential bills
- We provided advocacy support at a community level
- We moderated Cancer ChatNZ which is an online forum for people to share cancer experiences





And it's not just about the money

It's also all about the thousands of 'people hours' our volunteers dedicate to supporting the work of the Cancer Society. Our volunteers who

- Hand sew silk pillows to support women to sleep more comfortably following breast surgery
- Create beautiful, colourful bandanas and turbans for patients of all ages having chemotherapy
- Support whanau by baking and cooking meals when a family member has Cancer
- Share their cancer experiences to support people with similar cancers
- Drive thousands of kilometres every year to ensure patients get to and from their cancer treatment safely
- Walk a little dog and reduce the stress of a person with cancer
- Make up information packs for specific cancers
- Share their expertise with staff to support operational roles
- Spend hours reviewing applications for funding and ensure we aim for the best research outcomes
- Ensure good governance of the Divisions by working on our Boards and Executive Committees





How the funds are used

The donations we receive on Daffodil Day are crucial to reducing the incidence and impact of cancer in the community and ensuring the best cancer care for New Zealanders. The money is spent in the region where it was raised and allocated to numerous important initiatives each year.

- Supporting people affected by cancer: the Cancer Society provides a range of support services for people with cancer, their families, whanau, friends and carers, including a Cancer Information Helpline 0800 CANCER (226 237). Oncology nurses provide information on different diagnosis, treatments and living with cancer. Support services can include driving people to appointments, providing meals, assisting with accommodation, peer support and counselling.
- Raising awareness: delivering health promotion and educational programmes designed to promote healthier lifestyles and reduce the incidence of cancer - such as the SunSmart Schools Accreditation Programme and Smokefree campaigns.
- Scientific research: the Cancer Society is the largest funder of cancer research after the government. For many years the society has been funding world class New Zealand cancer research projects into the causes and treatments of cancer.
- Campaigning: the Cancer Society is a strong advocate for people affected by cancer. It is the only organisation to represent people with all types of cancer.
- Information resources: the Cancer Society has developed one of the country's largest information resources on all types of cancers.

For more information about what we do, please visit the Cancer Society's website at www.cancernz.org.nz





Karen urges Kiwis to dig deep on Daffodil Day

Karen has always looked after herself. She exercises, doesn't smoke and has a healthy diet, so it was a shock at 42 to be diagnosed with breast cancer.

"I felt I'd done everything they tell you to do to stay healthy, and there was no family history, so I just couldn't believe it when I got the news."

Karen, a mother of two teenagers, found a lump in her breast last March. "It was more like a patch of hard tissue, a thickening," she says. She went to her GP, who suspected a cyst, but a fine needle aspiration suggested differently and so began Karen's cancer journey.

Within a few days she was in the consulting rooms of an Invercargill surgeon, looking at a mammogram image that showed a three and a half centimetre mass in her breast.

Karen, who is from Arrowtown, is one of the many people with cancer who are supported by the New Zealand Cancer Society. The Society has been there for Karen from day one, offering advice, practical help and accommodation when she had to stay in Dunedin for six weeks of radiotherapy treatment.

To be able to offer these services the Cancer Society relies on public donations. Our largest annual fundraising appeal, Daffodil Day, is being held on 26 August and Kiwis are urged to dig deep. Karen Fraser never imagined she would need to rely on the Cancer Society, now she can't imagine how she would have got by without us.

"Marie Wales from Central Otago Support Services has been fantastic. She came to visit soon after I got the news and she's been alongside me ever since. We're similar ages and I have come to regard her as a friend."

Four weeks after diagnosis Karen had surgery to remove her breast. Further tests showed cancer in some lymph nodes, vertebrae and a rib. She began 24 weeks of chemotherapy, followed by six weeks of radiotherapy treatment at Dunedin Hospital.

"It was right over Christmas and New Year," she says. "It was the worst possible time and really hard on the family."



While she was having treatment in Dunedin, Karen stayed at the Cancer Society's Kowhai House, an 11-room accommodation facility, just a stone's throw from the hospital.

"It was a lovely place to stay. Everybody was so supportive and friendly and, although we were all going through tough times everybody was extremely positive."

Kowhai House provides accommodation free to cancer patients and their families and is managed by registered nurse, Sandra Wilson, who is there to support residents through the ups and downs of treatment.

"It's a fantastic job," she says. "I see people coming here looking quite miserable and it's wonderful to see them blossom through interaction with other people sharing the same experience."

After weeks of treatment Karen is feeling well and trying to be positive about the future. She draws strength from her family and friends, whose support she says has been unwavering. She also knows her new friends at the Cancer Society are only a phone call away.

Karen says she has always supported Daffodil Day but now she has a totally new appreciation of just how important the funds raised are to easing the journey for people like her.





“Friendly People at the Cancer Society”

Doreen is looking forward to helping out on Daffodil Day, after her cancer journey was made ‘so much easier’ through the support of the Cancer Society.

Diagnosed with bowel cancer which had spread into her liver and lungs in January 2010, Doreen began chemotherapy immediately, then intense radiotherapy, and later surgery to remove the tumour in her bowel. While having treatment, she was hospitalised several times. During her stays, Doreen was visited by Cancer Society liaison nurse Andrea Mitchell.

“To have someone like Andrea has just made this whole business so much easier,” Doreen says.

“She’s been very supportive - the whole Rotorua team has been. Andrea has visited me at home and is so friendly. It’s nice to have that back-up. I can ask Andrea a question if I’m unsure of something, and I know she’ll find the answer.”

Aside from support from Andrea, Doreen has attended Cancer Society support groups, received therapeutic massages and learned more about her cancer through the society’s information booklets.

Doreen is now living with her cancer, and continues to receive support from the Cancer Society. She also shows others what services are available from the Society.

“When you’re diagnosed it is absolutely devastating, and you think ‘Why me?’ By attending the monthly meetings I have met so many others of all ages also living with cancer. Often people are nervous about getting involved with the Society and are surprised to find it’s not what they expected - it’s not a bunch of people sitting around talking morbidly about their particular illness! The group meetings are uplifting and very informative. Everyone is so positive and there is a lot of laughter.

Doreen helped out on Daffodil Day last year street collecting, and will do the same this year. The Cancer Society relies on public donations. Our largest annual fundraising appeal, Daffodil Day, is being held on 26 August and Kiwis are urged to dig deep.





***'Making a difference'* motivates Marie and her team**

Marie Wales and her team will do whatever they possibly can to ease the burden for cancer patients and their families. They organise transport, run shopping errands, provide meals, deal with government agencies and, occasionally, make extraordinary things happen. Recently they helped organise a wedding for a terminally ill young woman.

"It was a beautiful day," says Marie, "and it was a huge privilege to have been part of it."

Marie is the coordinator of the New Zealand Cancer Society's Central Otago Support Services, a relatively new branch of the Cancer Society's nationwide support network, based in Queenstown. She is a registered nurse, who most recently worked for Cathy Pacific Airlines, living in Dubai and Hong Kong, but she says she has no regrets about giving up her high-flying job to take on her present role.

"I get so much satisfaction and enjoyment from the people I meet. You are meeting people at such a vulnerable and personal time in their lives so inevitably you give a little bit of yourself to every relationship but you get so much more in return."

Central Otago Support Services is currently looking after the needs of around 80 cancer patients and their families. Marie and her staff of two are helped by an army of "fantastic" volunteers, who bake, provide meals, drive people to appointments and help run support groups.

To provide these services, even with the help of volunteers, the New Zealand Cancer Society relies heavily on public donations. The Society's largest annual fundraising appeal, Daffodil Day is being held on Friday 26 August and Marie is urging New Zealanders to give generously.

"A lot of people don't realise that the Cancer Society is the only organisation dedicated to



cancer that provides practical support in the Central Otago community and we get no direct funding from the government to do that.”

As well as providing advice and practical support, the Society also organises recreational activities and provides residential facilities near hospitals where cancer patients can stay free while undergoing treatment.

Marie Wales says her job is very busy but extremely rewarding and she and her team are challenged every day to find creative ways to make the cancer journey a little easier for patients and their families.

“I feel I’ve been given a gift with this job because it’s really made me value life and appreciate my children and the special people around me.”

This year, Daffodil Day celebrates 21 years. Funds raised not only help the Cancer Society support those affected by cancer but also go towards research into new treatments and possible cures.



Cancer Society helps Cheryle stay positive

Cheryle Robins from Christchurch is a trained naturopath and massage therapist who believes in the healing properties of healthy food and herbs. But most of all, Cheryle is an optimist - a quality that has been tested many times over the last few months.

In August 2010, as a 34-year-old breast-feeding mum, she was diagnosed with mastitis - a breast infection. After several rounds of antibiotics and multiple ultrasounds that didn't show anything unusual, she was prescribed IV antibiotics for suspected MRSA (a hospital super bug).

Cheryle decided to wean her 14-month old son, because she didn't want him to be affected by the strong antibiotics. "This decision might just have saved my life," she says. "The swelling in my post-feeding breast didn't go down, so my doctors sent me to a breast specialist."

By now Cheryle was feeling exhausted and had lost a lot of weight. She saw the breast specialist on the Monday, had a core biopsy on the Wednesday and was diagnosed with inflammatory breast cancer on the Friday, nearly four months after she first sought treatment.

Inflammatory breast cancer is a rare and advanced form of breast cancer often not detected by mammograms or ultrasound, and has symptoms similar to mastitis. It requires immediate aggressive treatment with chemotherapy prior to surgery to shrink the cancer, which usually grows in nests or sheets, rather than as a confined, solid tumor.

So began Cheryle's six months of chemotherapy, which she says she tolerated quite well. "My hair has even grown back, but it's much greyer now and curly, I used to be a brunette, but I love every silvery strand!"

She has just had her bilateral mastectomy, which laughing, she calls her BMX! Cheryle will begin radiotherapy when the surgery has healed, followed by a reconstruction at a later date.



It has been an emotionally and physically demanding journey says Cheryle, but the Cancer Society has been a big support and helped her to remain positive. At the time of diagnosis, she was given a series of information booklets produced by the Cancer Society, and a support person contacted her regularly. “I had someone I could chat to, and things like Christmas baking and meals were dropped off by volunteers.”

The Cancer Society also offered to assist with counselling after Cheryle’s mastectomy. “It’s good to know it’s available, I’ve had a while to get used to my breasts going. I did feel sad, but you have to get up and get on with it.”

She will also be going to the Cancer Society’s ‘Look Good, Feel Better’ workshops, which help women cope with the side effects of cancer through skin care advice and make-up.

Cheryle plans on buying a whole bunch of daffodils on Daffodil Day - Friday 26 August. “The Cancer Society has done so much for me and my family.”

Funds raised by Daffodil Day help the Cancer Society support those with cancer and their families, as well as going towards research into the causes and treatments of cancer.





“Chuck everything at me!”

A sore back while fencing was the first sign of trouble for Taumarunui farmer Trevor.

In December 2006, after a visit to a chiropractor, then the hospital for some x-rays, and then to an orthopaedic surgeon for tests and scans, Trevor was sent to Waikato Hospital for a bone marrow test. The results were not good.

“The doctor told me I had multiple myeloma, and I said ‘What’s that?’ He said, ‘Bone cancer’ and I thought ‘Oh no’.”

The doctor told him to go home, get his affairs in order and return the following week to begin treatment.

“I asked the doctor what would happen if I didn’t go through with the treatment, and he said I would die. So I told him to chuck everything at me.”

‘Everything’ consisted of intense chemotherapy, radiation treatment and stem cell therapy, which meant Trevor needed to be in isolation for a month. He left hospital weighing just 54 kilos after seven months of treatment.

“I came home and I couldn’t walk far. So I had to build up my strength - one day I’d walk to feed the chooks, then a bit further the next day, and further the next day, then I was able to walk to the woolshed.

Trevor says the Cancer Society has been a great help to him throughout his cancer experience. He attends regular support groups in Taumarunui, and has visits and phone calls from liaison nurse Vicki Donderwinkel. He also briefly stayed at the old Lions Cancer Lodge during his treatment.

“It’s been good, really good,” he says of the support he has received.

“Vicki knows where we can go to get more help and who to contact. She’s a good listener



and introduced me to lots of other people with cancer.”

Nearly five years after his diagnosis, Trevor is living with his cancer. He is on a drug which confines the cancer to his bones so it won't spread, and is working to let others know about the Cancer Society by promoting the local support group and the Society's services.

“It's a good thing if people can see what the Cancer Society is doing.”

To show his thanks, Trevor will be out picking daffodils at his neighbour's farm in the lead up to Daffodil Day. The blooms are then taken into town, bundled up and handed out to passers-by to raise funds for the appeal, which is happening this year on Friday August 26.

And Trevor's advice for anyone going through their own cancer journey?

“Don't sit around on your bum waiting for cancer to finish you off - get out your bucket list and live each day.”

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Lochie and the Cancer Society help Nicki heal

Although it was life-shattering learning she had cancer, Queenstown mother of two, Nicki says there have been some positive spin offs. For one thing it's reignited her love of horses.

Nicki, 42, hasn't owned a horse since her teens but recently decided to lease Lochie. She feels having the horse in her life will help her heal after a tough year.

"I think horses are very therapeutic, just lovely animals that seem to be sensitive to how you're feeling."

As the manager of a community support centre, Nicki spent her life helping others but in May last year the tables turned when she found a lump in her breast.

"It was more of a swelling really not the pea-type lump I always imagined a tumour would feel like."

Even Nicki's GP and surgeon didn't think there was anything to worry about but a series of tests proved otherwise. A 2.1 centimetre cancerous tumour was discovered and Nicki underwent surgery to remove it and eight lymph nodes from under her arm.

Fortunately the cancer hadn't spread to the nodes but Nicki still had to undergo six months of chemotherapy followed by six months of radiotherapy.

From day one the New Zealand Cancer Society was there to support Nicki, providing advice, practical help and companionship.

"They're absolutely fantastic. I didn't expect to feel so supported and it made such a huge difference to me and my family."



Nicki says Cancer Society staff and volunteers did many things to ease her journey, from delivering baking, enrolling her in a 'Look Good, Feel Better' course and introducing her to others in the same boat.

“That was the biggest thing. When I got cancer, I wanted to be around other people who knew what I was going through. The companionship was very important to me.”

When she had to go to Dunedin for six weeks of chemotherapy Nicki stayed at the Cancer Society's residential facility, Kowhai House. She says she had a ball.

“It was fantastic. It was like being on holiday. There were a bunch of ladies staying there who were so positive. If someone came in who wasn't, we'd soon cheer them up.”

Nicki spent her time between treatments, swimming at the nearby pool and busily crocheting.

“I hadn't crocheted since I was a child but, with all that time on my hands, really got into it.”

Since her diagnosis Nicki has crocheted about 80 beanies most of which she has donated to the Cancer Society.

After months of treatment, Nicki is confident she has beaten cancer and, although she'll have regular checkups, she expects to live a long and very active life. These days she is making more time for herself and her horse Lochie is part of that plan. Her experience has given her a new respect for the work of the New Zealand Cancer Society.

“They just made me feel so looked after, I just want to say a big thank you!”

To be able to support thousands of New Zealanders like Nicki the Cancer Society relies on public donations. The Society's biggest annual appeal, Daffodil Day, is being held on Friday 26 August.



With your help there is hope





Top chef lends his name to cancer cause

Dunedin chef, Michael Coughlin, has a lot on his plate. Not only does he run a top restaurant and travel the world promoting New Zealand beef, lamb and venison, he's also involved in training young chefs. In spite of all this, Michael still finds time to help raise funds for the New Zealand Cancer Society.

Over the years Michael has helped organise highly successful charity dinners and has worked with local caterers to provide sumptuous menus for the Society's winter ball.

The Otago and Southland Division of the Cancer Society first approached Michael to help with fundraising about 15 years ago. He says he was pretty busy but decided the Cancer Society was one charity he would make time for.

"I get asked all the time to be involved in causes but I decided, rather than spread myself too thinly, it would be best to give my energies to one and that was the Cancer Society."

Michael is one of New Zealand's top chefs. For 18 years he and his wife Mari-Anne ran the highly successful Bell Pepper Blues restaurant in Dunedin. Now he's executive chef at the new St Clair Resort Hotel's Pier 24 restaurant and bar. Michael is also well known for his work as a New Zealand beef and lamb ambassador and recently received the prestigious title of one of only two life time 'platinum ambassadors'. He acknowledges that his name probably does have some pulling power.

"I suppose I've gained a certain amount of credibility and have the ability to make things happen - and I've been happy to use my contacts and skills to persuade other people to come on board."

Some of those 'other people', who travelled to Dunedin to take part in two fundraising dinners, include celebrity chefs Martin Bosley, Chris Green, Judith Tabron and Philip Krall. The dinners, one held at the art gallery and the other at the museum, were both very successful.



Michael has also helped with the annual winter ball. For five years he designed the menu, supplied recipes and ran workshops for catering staff. He says he's happy to help because he has huge admiration for the Cancer Society.

“The work the Cancer Society does potentially benefits all of us. Most people are directly or indirectly touched by cancer at some time in their lives. No one can say with any certainty, ‘this isn’t going to affect me’.”

The Cancer Society’s annual Daffodil Day Appeal is being held on 26 August and Michael urges Kiwis to give generously. Eight years ago he lost his own father to cancer at the age of just 62.

“I guess that motivated me even more,” he says. “I’m very happy to help raise funds to assist scientists to find ways to prevent cancer and to save people from the heartache and anguish of losing a loved one far too early in life.”





Distraction helps ease Sarah's cancer journey

Sarah is a young mum from Ashburton who knows the power of distraction. Making bead necklaces helped give her a focus during her 28 days of radiation treatment.

In 2008, Sarah's mother insisted she visit the doctor to get a mole on her leg checked out. "It didn't look like the cancer pictures," says Sarah, "so I wasn't worried and we had no family history of melanoma."

However, after a biopsy, Sarah was diagnosed with melanoma and last year began radiation therapy. "A friend gave me a bead kit when I started treatment - doing something made me feel productive and there are only so many magazines you can read."

As well as making and wearing a different bead necklace every day of her radiation treatment, Sarah also made them to give away to those who treated her. "The radiographers are usually given chocolates, so were really pleased to get something a bit different!"

She is extremely grateful for the support provided to her and her family by the Cancer Society.

"While doctors and radiographers treat your physical illness, the Cancer Society treats *you* - they are the ones who make you feel emotionally better."

Following her treatment, Sarah auctioned off the 28 necklaces and raised \$4000 for the Cancer Society.

With a husband and two daughters aged three and five, life is full for Sarah. Even after multiple surgeries, she continues to put her energies into easing the journey of other cancer patients and their families through the distraction of jewellery making.



Sarah has set up CanBead, a Charitable Trust. CanBead provides bead kits that include everything needed for making personalised jewellery for people who are experiencing illness, loss or trauma - with a particular focus on cancer patients.

CanBead plans to hold jewellery-making workshops throughout New Zealand. The first one took place in Christchurch in December last year and another one was held recently in Ashburton.

"I never thought it would get this big, but we're now looking at running jewellery-making workshops in Wellington, Gisborne, Auckland and Taranaki," she says.

"They are like the 'Look Good, Feel Better' workshops run by the Cancer Society. The creativity is therapeutic - it becomes like a support group. I met a woman there I knew from my children's school. Neither of us knew the other had cancer."

Sarah's future is uncertain, but with support from her family, friends and the Cancer Society, she has been able to find some normality and has reached out to others with cancer in a positive and creative way.

This year, Daffodil Day, on Friday 26 August, celebrates 21 years. Funds raised help the Cancer Society support those with cancer and their families, and also go towards research into the causes of and treatments for cancer.





Cancer Society provides practical and emotional support

You might find Anne Sheehan having a cup of tea with one of her clients or attending a medical multidisciplinary meeting. But whatever she is doing, its helping ease the journey for those with cancer and their families.

Fourteen months ago Anne, who was a nurse for many years, joined the team at the Otago and Southland Division of the Cancer Society - based in Dunedin - as their Support Services Coordinator.

The biggest part of her job is advocacy. Patients want confirmation, to know what they are going through is normal and the family's reaction is normal, she says. "Because we are neutral, our clients often talk to us about extraordinary things."

Anne's nursing background has given her the ability to empathise with clients without feeling sorry for them. "It's no use falling about the place crying, I'm there to help."

As well as listening, the Cancer Society provides practical and down to earth advice. Anne says a lot of the work is educational. We supply self-help books on the emotional impact of cancer and books that explain the technical aspects of the disease process in an easy-to-read format.

People can drop in to the Cancer Society anytime during the week. Anne says many of her referrals are from hospital staff. But some people just pop in to the office wanting to know what support is available and then come back when they are ready.

The financial burden on cancer patients and their families is not to be underestimated says Anne.

"The cost of travelling from Mosgiel to Dunedin for treatment, or the cost of heating your house for months as you go through chemotherapy, add to an already stressful situation."



She says many of her older patients don't feel they deserve the support. "When they are offered financial help, they say to give it to someone who needs it more!"

Anne says the Society is always looking for volunteers, who are in short supply. "Everybody works now, including extended family."

That is why Daffodil Day, on Friday 26 August, is so important.

"The donations allow us to provide the advocacy, educational resources, financial support and volunteer services that many of our families find so helpful."





Cancer Society there to help when cancer devastated Meli's family

Meli knows more than she ever wanted to about cancer. Not only has she been diagnosed with the disease, but it has devastated her family in the last two years.

In 2009, Meli moved back to New Zealand from Australia to be close to her mum who had been diagnosed with ovarian cancer. About the same time, the family found out her step dad had bowel cancer. Then Meli discovered a lump in her breast and learnt that she too had the disease.

Meli says the support she has received from the New Zealand Cancer Society has been unbelievable.

At her initial appointment with the specialist, a breast nurse asked Meli if she would like to be contacted by someone from the Cancer Society. "I had no idea what this meant. I said yes, thinking I would get a call from a lovely lady who would offer me words of support, but I really underestimated the sort of support I was to receive."

Meli had a double mastectomy, and four months later her mum passed away. Meli says it was support from the Cancer Society that kept her going.

"I met Josie from the Cancer Society, who was friendly and lovely. My son was treated like a wee prince and we chatted about how I was feeling."

Meli wasn't able to work during her treatment, and says the Cancer Society "asked gently" whether she needed any financial help. Meli was offered food, petrol vouchers, firewood and information about how to access other services. "The Cancer Society has really gone out of its way to support us."

Meli was invited to join a support group for 25-45 year olds who get together monthly to chat over lunch and a cuppa. She says it was a great way to meet others experiencing a similar journey and to share a few laughs.

This year the Cancer Society's main fundraiser, Daffodil Day, celebrates 21 years. Daffodil Day is on Friday 26 August and the funds raised will help support those with cancer and their families, as well as going towards research into the causes of and treatments for cancer.





Sandra, and Kowhai House, there for cancer patients

Every Wednesday Sandra Wilson whips up a batch of scones and sits down to morning tea with the residents of Dunedin's Kowhai House. Sandra's morning teas have become legendary among the many people who have stayed at the Cancer Society facility while undergoing treatment at Dunedin Hospital.

Sandra, a registered nurse, has managed Kowhai House for seven years.

"It's a fantastic job," she says. "I see people coming here looking quite miserable and it's wonderful to see them blossom through interaction with other people sharing the same experience."

Around 175 cancer patients and their families use Kowhai House every year. The homely, 11-room complex is one of a number of similar residential facilities around the country run by the Cancer Society.

The Society's largest annual fundraising appeal, Daffodil Day, is being held on Friday, 26 August and Sandra is urging people to give generously. She says without the community's generosity and support during appeals such as Daffodil Day, Kowhai House wouldn't exist to ease people through what can be one of the most confronting experiences of their lives.

"When people have to leave their homes to come to Dunedin for treatment, they are often stepping into the unknown. They're away from their support networks and it can be a very scary time."

Sandra says it's rewarding to be able to introduce new people, to tell them positive stories about others who've passed through the house and to offer reassurance and advice about what they can expect on their treatment journey.



People often stay at Kowhai House for up to seven weeks and for the duration of their stay they have the same room, equipped with a radio and TV. The house also has a lounge and private garden. Sandra says residents respect each others' privacy but the company can also be very therapeutic.

“It’s not as though everyone sits around talking about cancer. They share all sorts of things about their lives and some wonderful bonds are formed.”

On Friday 26 August Sandra will be among thousands of New Zealanders donating their time to hand out the bright fabric daffodils that have come to symbolise hope and new beginnings. Every day she experiences first-hand how much the Cancer Society’s support networks contribute to the lives of Kiwis.





Information made the difference

Gary is a successful businessman who is married and has three teenage children. He is also someone who can tell you everything you need to know about synovial sarcoma - a rare form of soft tissue cancer.

A year ago, Gary, founder and CEO of Enabling Technologies, had a sore back but having had prior back problems, put it down to a pulled muscle. However after intensive treatment with massage, acupuncture, medication and physiotherapy his doctor sent him for further tests.

By the time Gary had a scan in June 2010, a large lump was visible on his back. An MRI scan identified it as a tumour but it was unclear whether or not it was malignant.

“By this time I couldn’t drive or sit and it was very painful,” says Gary. His wife insisted he go through the private medical system. A visit to the doctor on a Friday evening saw him booked in for surgery the following Monday morning.

“I knew it was very serious, I walked out of my office and haven’t been back to work for nearly a year.”

Gary says he was initially frustrated about the lack of information about his condition. Without information he says, there is no path forward, and not knowing what they were dealing with made it hard for him and his family to be positive.

“When they removed the tumour and told me it was a synovial sarcoma I was relieved. I went from not knowing, to knowing more. It wasn’t positive information, but at least it was information.”

The provision of information is one of the areas in which the Cancer Society has been able to help Gary. Its website has good links to supportive information, he says, and patients and their families are given relevant information packs.



Post -surgery, Gary underwent a gruelling regime of treatment. Halfway through it, he didn't think he would get to the end.

“The Cancer Society funded counselling for my wife and I. This gave us strategies to deal with the tough situation we were going through. It was fantastic.”

Gary's positive attitude has played a big part in his recovery. He began blogging when the tumour was first discovered. He says it was therapeutic and he enjoyed engaging with others who had sarcomas. “A lot of blogs were stories about dying, I wanted to share a journey of living. I wanted to go through it and come out the other end and say I survived.”

Gary now has a spine full of titanium rods. He has learnt to walk again and says it's time to celebrate. After months of surgery, rehabilitation and 18 weeks of chemotherapy his results are positive. By the end of July he plans to hit a golf ball 210 metres, use his chainsaw and go to a great party.

Gary will be making a donation on Daffodil Day, Friday 26 August. Funds raised help the Cancer Society support those with cancer and their families, and also go towards research into the causes of, and treatments for, cancer.





Layman's terms help!

Janet could never have expected to be diagnosed with the same cancer that she lost her husband to. But two years ago she received news that she too had pancreatic cancer, and was given just three months to live.

Faced with the distressing news, Janet underwent surgery, chemotherapy and radiation treatment.

During her first round of chemotherapy, Janet lost her hair so visited a wig specialist. The specialist told her about the Cancer Society and the support they offered, including their liaison nurses. Janet's daughter then contacted Tauranga liaison nurse Colleen Kendrick, who Janet says has been brilliant ever since.

"She is a great person to talk to."

Against the odds, Janet went into remission after her first round of treatment. She decided to go back to the UK for a holiday, a trip she had wanted to take for some time.

But when Janet returned, so had her cancer. She began oral chemotherapy and once again received support from Colleen and the Cancer Society.

She is now managing her cancer, and gets regular home visits from Colleen, who listens, offers support and advice, and introduces her to others in a similar situation.

Janet says her family have offered incredible support throughout her cancer journey, but, "it's also nice to have someone you can talk to who isn't emotionally involved."



During her treatment she stayed at the old Lions Cancer Lodge in Hamilton; “I was extremely grateful to be able to stay there and not have to worry about having to find accommodation.”

Janet also attended the society’s “Living Well” programme which she says was extremely helpful.

“It put everything into layman’s language - all the medical terms - so you understand your cancer and treatment that much more.”

Janet is an avid supporter of Daffodil Day, a cause close to her heart after her husband died from pancreatic cancer 13 years ago. “I always get the teddy bear they put out,” she says.

Janet hopes sharing her story will encourage people to give generously on Daffodil Day, Friday 26 August, and help raise the profile of the Cancer Society’s services.

“The Cancer Society does a fantastic job, and people need to be aware of what they do so they know where to go for help.”





How a donation makes a difference

There are many ways a donation makes a difference for people with cancer:

\$10 will enable us to provide people affected by cancer with important support and information resources

\$15 will help fund our volunteer driving service: transporting people to their cancer treatments and hospital appointments

\$20 will contribute to our free Cancer Information Helpline - Any Cancer Any Question 0800 CANCER (226 237)

\$50 will help us offer counselling and support to people with cancer and their caregivers

\$100 will help us make schools SunSmart and work towards a Smokefree New Zealand

\$150 will assist us in supporting people with their accommodation and travel while undergoing treatment away from home

\$500 will help fund vital research into the causes and treatment of cancer

But any donation, no matter how large or small, will make a difference in the life of someone living with cancer.





Making a donation

We want to make it as easy as possible for people to make a donation on Daffodil Day.

<p>Call 0900 31 111 Make an instant \$20 donation by dialling 0900 31 111, which will automatically be charged to your telephone account.</p>	<p>Online at www.daffodilday.org.nz Tell us the amount you'd like to donate and enter your credit card details on our secure and easy online donation form.</p>
<p>Text (Telecom and Vodafone) It's quick and easy to donate from your mobile phone. Text 'daffodil' to 883 to make an instant \$3 donation. (Telecom and Vodafone mobile phones only).</p>	<p>Cash Donations Make a cash donation to our street collectors in exchange for a daffodil, on Friday 26 August.</p>

Merchandise

The range of Daffodil Day merchandise includes some great gift ideas and is another way to support the cause. Visit our website at www.daffodilday.org.nz.





The impact of cancer in New Zealand

The registration and death statistics for cancer are published by the Ministry of Health. The latest statistics available are for 2008.

Registrations of cancer 2008

In 2008, 20,317 cancers were registered in New Zealand; 52 percent of the registrations were male.

Between 1998 and 2008 the number of registrations increased by 22 percent.

During the same period the registration rate decreased by 2 percent, from 351.4 per 100,000 population in 1998 to 344.0 in 2008.

Deaths from cancer 2008

Cancer was the leading cause of death for both males and females in New Zealand in 2008, accounting for 29 percent of all deaths.

In 2008, 8566 people had cancer recorded as their underlying cause of death; of these deaths, 53 percent were male.

Between 1998 and 2008 the number of deaths from cancer increased by 13 percent.

During the same period the rate of death from cancer decreased by 13 percent, from 152.4 per 100,000 population in 1998 to 132.3 in 2008.

Most common cancers 2008

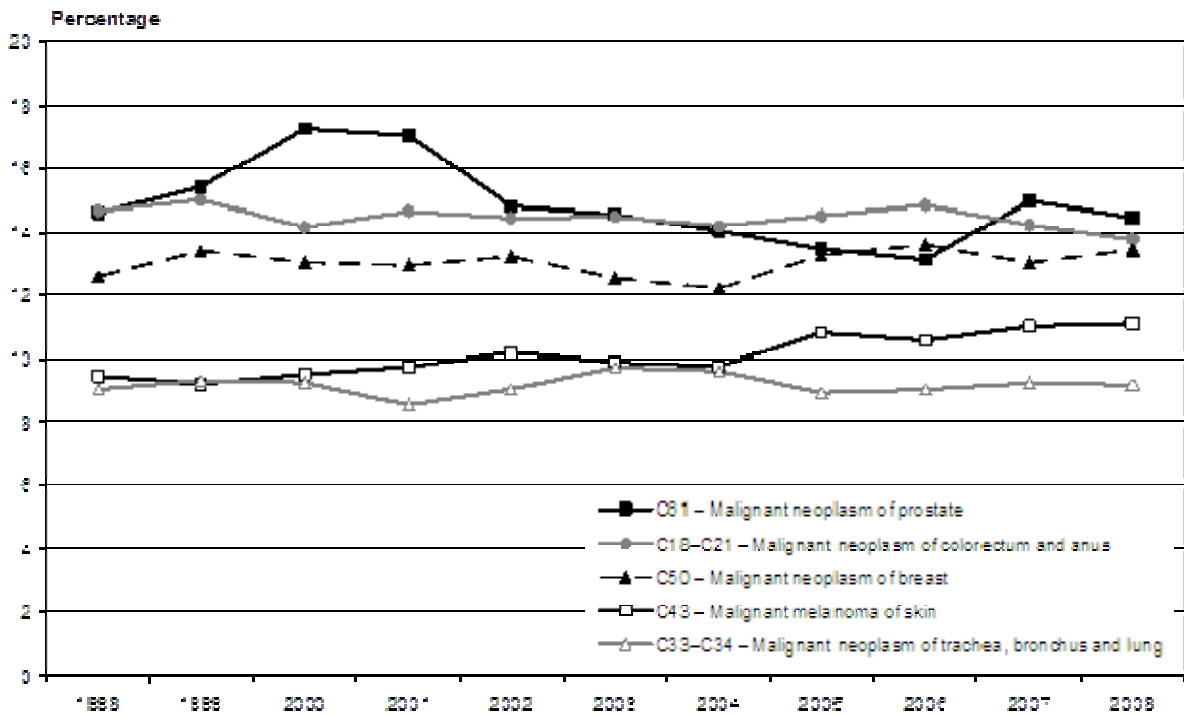
The most commonly registered cancer in 2008 was prostate cancer, which accounted for 14 percent of registrations. Colorectal and breast cancer were the next most commonly registered cancers.

For males, prostate cancer accounted for 28 percent of all registrations, with the next most common registrations being colorectal cancer and melanoma.

For females, breast cancer was the most frequently registered cancer, accounting for 28 percent of female registrations. Colorectal cancer and melanoma were the next most commonly registered cancers for females.



Percentage distribution of cancer registration by site, total population, 1998-2008



Source: MoH Cancer Registrations and Deaths 2008

Leading causes of death from cancer 2008

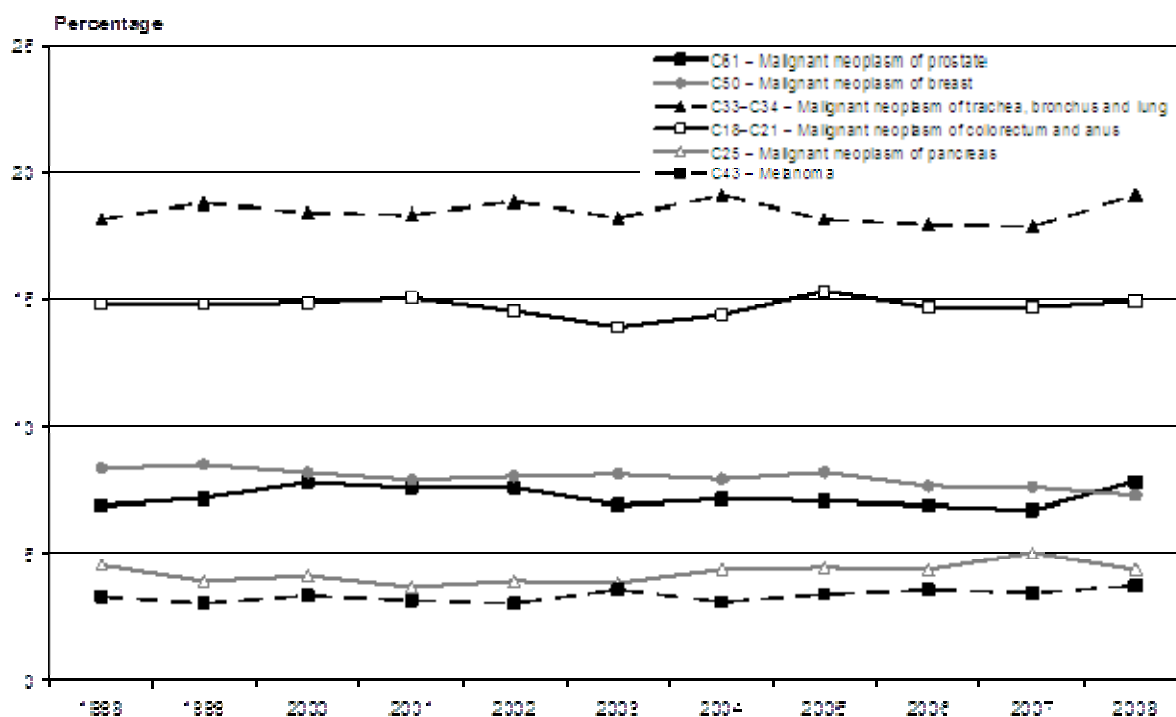
Lung cancer accounted for the most deaths from cancer in 2008 (19 percent of all deaths from cancer). Colorectal cancer was the next most common cause of death, followed by prostate and breast cancers.

For men, the most common cause of death from cancer was lung cancer (19 percent), followed by colorectal cancer and then prostate cancer.

For women, lung cancer caused the highest number of deaths (19 percent), followed by breast cancer and then colorectal cancer.



Percentage distribution of deaths from cancer, by site, total population, 1998-2008



Source: MoH Cancer Registrations and Deaths 2008

Age and sex

Fifty-six per cent of all cancer registrations in 2008 occurred in people aged 65 and over. Seventy-two per cent of all deaths from cancer in 2008 occurred in people aged 65 and over.

In people aged 0 to 24, the most common registration was leukaemia in both males (41 registrations) and females (37 registrations). Males in this age group who died of cancer most commonly died of leukaemia (7 deaths), and females of brain cancer (10 deaths).

Of those aged 25 to 44, melanoma was the most common registration for males, while breast cancer was the most frequently registered cancer for females. These cancers were also the most common causes of death from cancer for each sex in this age group.

In the 45 to 64 years age group, males were most commonly registered with prostate cancer and females for breast cancer. The most common cause of death from cancer was lung cancer for both males and females.



In people aged 65 to 74 years, the most common male registration was for prostate cancer, while for women it was breast cancer. Lung cancer was the most common cause of death from cancer for both men and women in this age group.

In people aged 75 years and over, prostate cancer was the most commonly registered cancer for men, while for women it was colorectal cancer. These cancers were also the most common causes of death from cancer for each sex.

Ethnicity- registrations

A total of 1728 Māori and 18,589 non-Māori were registered with cancer in 2008.

Māori had an age-standardised cancer registration rate of 393.0, compared to the non-Māori rate of 339.6.

Between 1998 and 2008 the Māori registration rate fell by 4 percent; the corresponding non-Māori rate fell by 2 percent.

Ethnicity- deaths

A total of 859 Māori died from cancer in 2008, compared to 7707 non-Māori.

Māori had an age-standardised cancer mortality rate of 210.8, compared to 125.2 for non-Māori.

Between 1998 and 2008 the Māori mortality rate dropped by 10 percent, while the non-Māori rate fell by 14 percent.





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