

Thanking our communities this Daffodil Day

“Flowers always make people better, happier and more helpful; they are sunshine, food and medicine for the soul.”

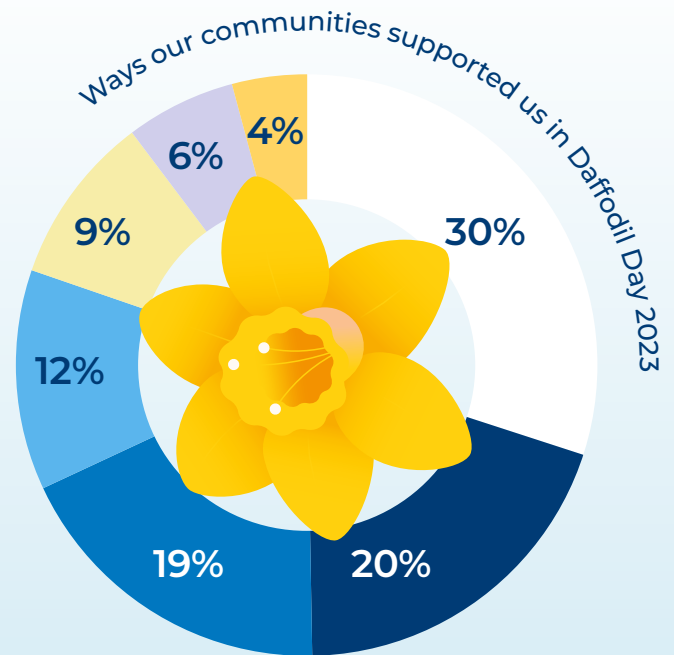
Agriculture science pioneer and botanist, Luther Burbank.

Daffodil Day is Cancer Society’s most iconic and much-loved fundraising campaign. As it fast approaches on **Friday 30 August**, the message from our little yellow flower has never been more important.

The iconic daffodil is recognised around the world as a symbol of hope for people impacted by cancer. The daffodil is the first flower in spring, bringing light after cold, dark winter days and the hope of a new beginning.

Past donations have allowed us to provide essential help for thousands of families over the years.

Our goal this Daffodil Day is to raise **\$1.4 million**, and these funds are raised in various ways by our incredible community.



- Counter Boxes
- Online Donations
- Fundraising Schools and Community Groups
- Merchandise
- Fresh Flower Sales
- Daffodil Day Street Appeal
- Donor Appeal

We want to express our gratitude to everyone who supports us on Daffodil Day; schools, businesses, individuals and dedicated groups. Our work would not be possible without you.

Each year, the Cancer Society requires around **8,000 volunteers** to ensure Daffodil Day is a success. Our volunteers support us with bunching fresh daffodils, delivering daffodils to schools and businesses, and our iconic Daffodil Day Street Appeal.

The Vintage Car Clubs across New Zealand support the Cancer Society by holding their Daffodil Rally for Cancer. Members of all branches participate in events with their classic vehicles. Vintage Car Club members also support the Cancer Society, by delivering preordered bunches of daffodils to donors across many town and cities.



Continued on reverse



For years, the Harcourts Grenadier offices have enthusiastically participated in Daffodil Day fundraising initiatives. Managing Director of Harcourts Grenadier, Andy Freeman has said, *“Unfortunately, we all know someone or someone’s family who has been affected by cancer. Our ongoing partnership with the Cancer Society is focused on making a real difference and alleviating the burden of cancer within our community.”*

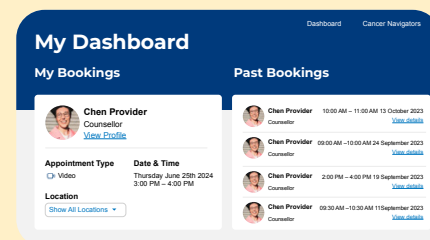
ANZ has been sponsoring Daffodil Day since 1990, and in that time have raised over **\$25 million** for the Cancer Society. Staff at ANZ are always ready to roll up their sleeves by hosting fundraising events alongside their local community.

South Canterbury’s ANZ Delivery Manager, Courtney Harper said *“Our branch have decided we could do even better this Daffodil Day, this year we have instigated ANZ’s Fitness Challenge Series.”*



Online Support Centre

We are about to welcome the world to use our online portal. It will be a one-stop-shop where families can access all the information they need to help them through their cancer journeys. It will allow them to choose and book appointments with our navigators and other support services. This tool is an exciting addition as it allows our families to take control of when, how and who they interact with. We hope to have it tested and up and running by October.



Thanks to the donations we receive people across the South Island can access this anytime, anywhere.

Important updates on our work



Southern Cancer Society

Te Kāhui Matepukupuku o Te Waipounamu

We are thrilled to announce the successful work in uniting the Canterbury West Coast and Otago & Southland Cancer Society Divisions into a single entity, now operating under Southern Cancer Society.

While both Divisions have always collaborated effectively, this will

further strengthen our efforts, ensuring equal access to services and support across all our regions.

This unification allows us to streamline our operations and extend our reach, enabling us to assist even more families.

We want to emphasise that this amalgamation means improved access to our services and support systems, offering more choices for families to receive the assistance they need.

We look forward to collaborating with you for another year. We have several innovative projects planned. Research will be one of our priorities for the coming year and it is only made possible by you.



Investing in the future

1 in 3 New Zealanders are affected by cancer. That is the driving force for Southern Cancer Society to kick the boundaries and start a new era in the fight against the disease.

While early detection and prevention remains a priority, as does ensuring our families receive the support they need through their cancer journeys. We’ve set ourselves a lofty goal of increasing the amount we invest into cancer research by 15% because we want to change the outlook for the next generation.

Our Cancer Research and Innovation Conference



The Cancer Society is planning a Cancer Research and Innovation Conference in Christchurch on the **6 - 7 March 2025**. Our conference theme, 'In Pursuit 2025', aims to bring together leading researchers, healthcare professionals, and innovators. We will explore cutting-edge research, innovative treatment approaches, and collaborative efforts to combat cancer.

With **74 New Zealanders** diagnosed every day, this event serves as a catalyst for innovation and collaboration in the fight against cancer.

By 2040, cancer numbers are projected to almost double and there is particular concern in rising cancer numbers in the under 50s. Inspired by the urgency of this statistic, we are driven to showcase groundbreaking research and pioneer innovative treatment approaches. Visit www.cancerconference.co.nz for more information.

Your local Cancer Society Accommodation

Daffodil House Dunedin
283 Great King Street, Dunedin North 9016
P: **03 477 7447** E: info@cansoc.org.nz

Canterbury Cancer Centre
74 Langdons Road, Papanui, Christchurch 8053
P: **03 379 5835** E: contact@cancerwc.org.nz

