



ANNUAL Impact Report 2023



Vision to Cure. Mission to Care.

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Drawing from a child in LBC Kids' Club



2022/23 felt as if we had jumped from 'the frying pan and into the fire'. COVID-19 (with its new variants, health challenges, and restrictions) re-emerged, surged and abated throughout 2022 and, as we began to welcome some normality back into our lives in early 2023, a series of devastating weather events struck throughout the country.

Everyone's resilience has, undoubtedly, been stretched over this past year. With that in mind it is particularly important to recognise:

- **Our patients** (and their families/whānau) – dealing with another disruptive year that has added further strain and challenge to their journey.
- **Our partners** – despite economic impact to their own businesses during this time – they have continued their invaluable support of LBC (and our patients) – thank you.
- **Our donors** – once again, it is humbling to see regular messages of thanks, support and generous donations when needed most.
- **New Zealand Bone Marrow Donor Registry** – a very special mention of Dr Hilary Blacklock, Raewyn Fisher and the entire team at the Registry. This service was transitioned to the New Zealand Blood Service in late 2022 and the efforts of this group to maintain patient services without interruption reflected true commitment and professionalism.
- **Our LBC team** – we are immensely proud of this dedicated team. They have managed to bounce back, rally, adjust and refocus on the crucial delivery of support for patients (and their families/whānau) as well as championing the ongoing investment into innovative research projects.
- **Our LBC Board** – once again, our Board exemplified sound and connected leadership throughout a difficult year. Their emphasis has continued to reflect:
 - Sound governance – setting the foundation for a high-performing organisation and driving our vision and mission (to cure and to care).
 - Technology – championing a transformation that will allow us to remain at the forefront of rapidly changing technologies, services and channels of communication.
 - Voice – promoting a patient-centric 'voice' at the right time, in the right place, and with the right audiences.
 - Investment – investing in innovative local and global research programmes.
 - Sustainability – continuing the growth of our endowment fund to ensure the future of LBC's research investment and patient services.

Stories of real impact, collaboration and achievement within this report reflect a relentless, selfless and committed wish to support people (when needed most) and create a better future for blood cancer patients.



Peter Fergusson,
Chief Executive Officer
Leukaemia & Blood Cancer
New Zealand



Pene Milne, Chair
Leukaemia & Blood Cancer
New Zealand

Our Objectives

Support

Deliver valued patient and family support services nationally

Advocacy

Advocate for access to the best global standard of treatment for New Zealand patients

Sustainability

Ensure future organisational success and financial sustainability

Research

Proactively drive research into the prevention, cure and care of blood cancer in New Zealand

Numbers Snapshot

1,244

Total number of referrals

\$769,345

Total patient related support

\$457,690

Total amount given to research

6,621

Total number of patients supported

156,452

Total visits to www.leukaemia.org.nz

1.3m

People reached during Blood Cancer Awareness Month via social media

Thank you to all of our wonderful partners



Support

Webinars

Face-to-face interactions are back, but online is still strong. We held over 200 support groups both online and in-person across the country, including a wide range of groups to meet the needs of patients and their families, as well as online groups targeting specific diseases and demographics.

Blood Cancer Patient Forum 2022

This year's theme was 'Rising above blood cancer - looking after your mental wellbeing.' Through the month of September we held weekly webinars delivered by experts to support our patients and whanau with mental health tips and strategies.



Health resources

This year we continued to update our information resources and add new factsheets.



Continued personalised support

The Support Services team continued to provide support across the country, getting back to traveling to all regions in the second half of the year. Helping patients to get to treatment, feel supported, and get all the information they need to deal with their diagnosis and treatment journey.

"It's impossible to overestimate the level of support we have received from LBC. And it's also impossible to overestimate the level of need for families in our situation as well."

Yvonne, mum of Ayla, 7

Recycled computers the perfect Christmas gift!

At LBC, we are always looking for new and innovative ways to partner with organisations that share our values. Together we can often provide great impact for the patients and families we support.

In December, the Media Design School (MDS) embraced the Christmas spirit by donating recycled computers to LBC and sprinkling a little holiday magic for young blood cancer patients. MDS is a New Zealand tertiary college providing specialist training in 3D animation & visual effects. The equipment used needs to be very hi-tech.

MDS had decommissioned their personal computers for the latest models, leaving old models prime for recycling. Through a mutual connection, the equipment was offered to LBC. MDS was pleased to uphold their mission to make decisions that consider the long-term impact on communities and the environment.

Tim Maifeleni, Support Services Northern Regional Manager, was delighted to accept the PCs, mice and keyboards. Tim distributed the gear just before Christmas to some very keen kids who love to game!

"Gaming is a great pastime" says Tim, "especially for kids that need to focus on recovery or simply don't have the energy to move around much".

"It's also a great distraction from the challenges they face in their real world and is inspiring for them to see their heroes succeed even when the odds are stacked against them".



Tim making a special delivery at Starship Hospital

Advocacy

Amplifying the patient 'voice'

Here at LBC, it is our mission to care and vision to cure. And, a key part of that vision, comes from our advocacy work. Currently, LBC advocates for patients regularly in several ways:

Working with like-minded groups

LBC is a key member of the Haematology Leadership Group that assists Te Aho o Te Kahu (Cancer Control Agency) with providing the knowledge, feedback and direction to advise the Minister of Health. A small number of these advisory Leadership Groups exist (8 in total) however across all these, LBC is the only patient body represented – which elevates our input, responsibility and intent to ensure that the patient 'voice' is heard at the highest level.

In addition...

LBC Chief Executive **Peter Fergusson** chaired CANGO (Cancer Alliance of Non-Government Organisations), a group of 9 collaborative cancer-focused NGOs in New Zealand.

CANGO's focus is to ensure the concerns and needs of cancer patients are documented, heard and considered by decision makers.



LBC also works closely with a range of key organisations that advocate regularly - including:

- Australasian Leukaemia & Lymphoma Group (ALLG), which deals with submissions, research and clinical trials
- Haematology Society of Australia and New Zealand (HSANZ), an influential clinician led ally
- Adolescent/Young Adult Cancer Services (AYA)
- National Child Cancer Network (NCCN).

Leading the charge on a number of current issues

In 2022/2023, LBC has formally submitted on a number of key issues:

- Daratumumab - reviving the discussion on funding this important myeloma treatment and working alongside Multiple Myeloma NZ to continue this advocacy.
- Therapeutic & Natural Health Products Bill - raising our critical concerns
- Paediatric Cancer Treatment – commenting on the proposed changes to children's cancer treatment access
- A co-signatory to the CAR T-cell therapy National Service Framework application.

#ThisIsBloodCancer

LBC once again joined forces with our sister organisations from Australia, UK and Canada for Blood Cancer Awareness Month in September 2022. We took to the streets within our own countries to establish what the public knew about blood cancer and created an engaging video for social media.

The video, and supporting research, showed that knowledge was surprisingly low. This lack of awareness showed how important it is that we encourage people to look for blood cancer signs and symptoms, and spread the message far and wide.

1.3m

People reached through social media through the month of September 2022.

159,700

views of the blood cancer awareness video, via social media campaigns.



#ThisIsBloodCancer

Content was published across Instagram/Facebook/LinkedIn and through key news media, including raising awareness to healthcare professionals. We want them to look out for signs and symptoms too.

Sustainability

Spirit to Cure fundraisers a great success

We were delighted to welcome Suncorp New Zealand as a new major LBC partner in 2022. LBC successfully tendered to be the charity partner and engage in several national fundraising challenge events as part of a new Australasian Spirit to Cure campaign.

Together with a committed group of Suncorp and Vero volunteers, we then created and coordinated three wonderful standalone events – a Step Up Challenge at Eden Park, Auckland, another at Sky Stadium, Wellington, and an exhilarating walk up the Port Hills in the Christchurch Adventure Park.

Through our new Spirit to Cure website, we also ran a “Your Ks Your Way” fundraiser for those wanting to do their own thing to provide national coverage.

Through peer-to-peer fundraising and Spirit to Cure’s corporate sponsors, we raised an impressive total. These events also brought together the wider Suncorp family in support of seeking better treatment and cures for blood cancer patients in New Zealand.

Auckland Suncorp Spirit to Cure participants



LBC Head office (Giving Day HQ)

A new way to fundraise for LBC

Fundraising during the COVID-19 pandemic showed us how vulnerable we would be if we rely on events with a fixed time and venue for our fundraising. So, in 2022, we took the plunge with a new style of fundraising alongside our hero events and ran our first Giving Day.

The format is an annual campaign that combines matched giving over a limited time-span with plenty of social media to encourage donors to give to LBC in one 24 hour period. We turned our Auckland Head office boardroom into the Giving Day HQ with staff coming together to call our donors and invite them to make a donation on the day which in turn would be matched with larger donations pledged earlier in the campaign.

It was an exhilarating day with a final total of over \$95K raised in record time by the time we pulled the confetti gun! We look forward to running another Giving Day in September 2023.



Students shave at Feilding High School

Shaving heads becomes a school tradition

Over the past few years, several schools throughout the country have made LBC’s Shave for a Cure fundraiser an annual tradition, raising thousands of dollars every year. Two schools that rose to the challenge again in 2022 were St Thomas of Canterbury College in Christchurch and Feilding High School in the Manawatu Region.

These schools see service to others and helping to make a difference in their communities as a core value. Many students in both schools volunteered to raise funds and have their heads shaved so that they can make a positive impact. We congratulate them and all the schools who took part with so much energy and enthusiasm.

Grants

Bringing joy to kids doing it tough

We value the long-term support of several grant providers and the sustained support that they provide for LBC.

A good example of these partnerships is the **Joyce Fisher Charitable Trust**. Over the past few years, and again in 2022/23, the trust has awarded a substantial grant to assist with the support of young blood cancer patients in Starship Hospital and those living in South Auckland.

Caring for young children is a key criteria for the Joyce Fisher Charitable Trust. These grants have ensured that we can continue to have a strong presence on Starship's Oncology Ward, spending time with parents and family as well as the patients. And if they are well enough, we will find ways to add some sparkle to young lives, such as taking families to Sky Sport Breakers games.



Ex-Tall Black Brook Ruscoe with patient Tyson and brother

Grant puts our brochures on display

Our range of information booklets, publications and pamphlets is a cornerstone of our education and ongoing support.

Despite living in an online world and having our resources available through our website, patients and their families still seek out a printed version that they can read and share.

When our Christchurch Support Centre needed a new display unit, the **Mainland Foundation** approved a grant to enable us to fully display these resources.

This is one example of the several smaller but significant grants that LBC secured this year to purchase fixtures and fittings for our Support Centres throughout New Zealand. In doing so we continue to provide localised and convenient patient support.



LBC resources with Support Services Coordinator Kate

We gratefully thank the following trusts and foundations for their generous support

ANZ Staff Foundation
 Aotearoa Gaming Trust
 Estate of Ernest Hyam Davis and The Ted & Mollie Carr Endowment Trust
 Joyce Fisher Charitable Trust
 Lion Foundation
 Pub Charity Ltd

Birch Family Charitable Trust
 Clinton and Joy Whitley Fund with Auckland Foundation
 Community Trust South
 David Ellison Charitable Trust
 Dunedin Casino Trust
 Eastern and Central Community Trust
 Estate of Gordon Lindsey Isaacs
 Foodstuffs (South Island) Community Trust
 Four Winds Foundation
 Frimley Foundation
 Grassroots Trust
 Guy Anson Waddell Charitable Trust
 Higgins Bequest Trust
 Hutt Mana Charitable Trust
 Kiwi Gaming Foundation
 Lifeblood Trust
 Mainland Foundation
 Maurice Paykel Charitable Trust
 Milestone Foundation
 Otago Community Trust
 PAK'nSAVE Moorhouse
 Russell Henderson Charitable Trust
 Stewart Family Trust
 The Hugo Charitable Trust
 The Trusts Community Foundation
 Thomas George Macarthy Trust
 Trillian Trust
 Trust House
 Trust Waikato
 Z Good in the Hood

Research

“The results are really promising”

Our first 2020 John Waller doctoral scholarship recipient was Yasmin Nouri, a bright young professional who is making waves in cancer research. Here’s what Yasmin has to say about the grant:

How did you hear about the John Waller scholarship?

I heard about a clinical trial at The Malaghan Institute of Medical Research which sounded amazing. However, doing a PhD can be financially difficult. When Dr Weinkove told me about the John Waller scholarship, the timing was perfect, so I applied, and I was successful. I couldn’t have done my PhD without the scholarship.

What did the scholarship allow you to do with your studies?

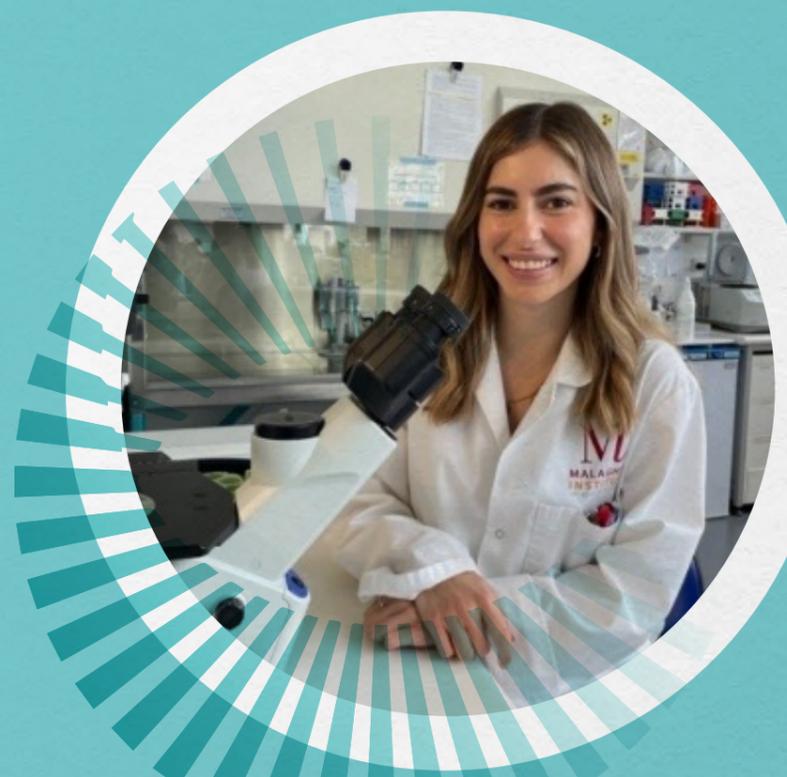
The overarching question of my project was... “How does CAR T-cell therapy work?”

CAR T-cell therapy stands for Chimeric Antigen Receptor T-cell therapy which is a treatment that aims to redirect a patient’s own T-cells (their immune cells) to target and kill cancer cells. We knew that it works, but not how. I did this alongside the clinical trial, so it was really exciting.

How do your studies translate in the real world to blood cancer research?

For many people, chemotherapy doesn’t work, and it also causes awful side effects for many patients. That’s where CAR T-cell therapy comes in.

CAR T-cell therapy has minimal side effects, it’s really targeted, and it improves your immune system so that it can continue to keep the cancer away in the future. It’s an incredible treatment and it’s been working well overseas for over 10 years, but it’s taken longer to get to New Zealand. The Malaghan Institute’s main goal is to get it more accessible in Aotearoa and we’re almost there – which is great for Kiwi blood cancer patients.



\$457,690

Given to Research, including:

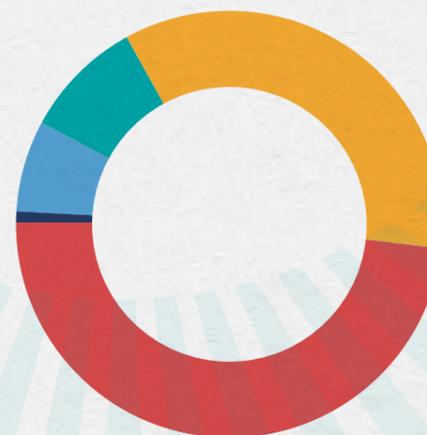
- Annual support of the Leukaemia & Blood Cancer Research unit
- Research grants
- Summer Studentship
- Travel grants
- AYA¹ scholarships
- Support of CAR T-cell trials²
- John Waller Doctoral scholarship³

1. Adolescents and Young Adults
 2. Trials taken place at The Malaghan Institute of Clinical Research
 3. Includes funds toward both the final year’s studies of previous John Waller Doctoral Scholar and the new scholar awarded

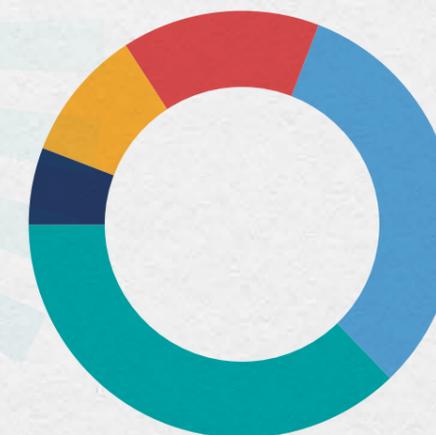
2022-2023 Financial Snapshot

Financial year to 31 March 2023

Income sources this year



How income was spent this year



1%
Bequests

7%
Trusts & grants

9%
Donations

35%
Tissue typing funding, overseas bone marrow & search receipts

48%
Fundraising events

6%
Research funding awarded

10%
Administration & support services office costs

15%
Engagement & fundraising

32%
Bone marrow tissue typing, donor search and recruitment

37%
Patient support & advocacy



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PO Box 99182
Newmarket
Auckland 1149

Support Services & General Enquiries
0800 15 10 15

Support Services Centres
Auckland
Hamilton
Wellington
Christchurch
Dunedin

Fundraising & Events
0800 15 15 10
