



2017 | ANNUAL REPORT



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## OUR PEOPLE

### PATRONS

Neil Finn

Tim Finn

### BOARD OF TRUSTEES

CHAIRPERSON

AS AT DECEMBER 2017

Leean Bedwell

TREASURER

Sandra Braithwaite

SECRETARY

Sarah Rawcliffe

PARENT REPRESENTATIVE

Paul Grant

PAEDIATRICIAN

Fraser Maxwell

PAEDIATRICIAN

Phil Weston

### STAFF

AS AT DECEMBER 2017

CEO

Cynthia Ward

PSYCHOTHERAPIST

Stephen Parkinson

COUNSELLOR

Mary Orpin

COUNSELLOR

Kyra Lindsey

EXECUTIVE COMMS ASST

Michelle Rae

### CONTRACTORS:

COUNSELLOR

Shelley Walker

CLINICAL PSYCHOLOGIST

Ruth Kendall

### KAUMATUA

Wayne Panapa

### ACCOUNTANTS

Cleland Hancox

### AUDITORS

Crowe Horwath



## VISION, MISSION AND VALUES



### VISION

To establish a foundation of support for sick children and their families

### MISSION

To support sick children, their whānau and community during their time of need through counselling, the delivery of nursing care and education.

### VALUES

RESILIENCE	Strengthening the family unit during the time of illness
SUPPORT	Providing meaningful engagement with children, their families, whānau, and extended community through focused and committed support.
EDUCATION	Delivering the tools to support sick children and their families, every step of the way
RESPECT	Honouring rights and beliefs, with the highest degree of dignity, equality and trust, and a commitment to the Treaty of Waitangi, recognising the status of Maori as Tangata Whenua
COLLABORATION	Connecting families and agencies through professional relationships
COMMUNICATION	Listening to the voice of the child with open, honest dialogue, in partnership with the families
ACCOUNTABILITY	Taking responsibility for best practice in both service delivery and fundraising, ensuring transparency and cost effectiveness

# 2017 in NUMBERS



Ethnicity  
European 61%  
Maori 15%  
Euro/Maori 5%  
Pacific Island 2%  
Other 7%  
Not known 7%



8 Deaths

48% Hamilton  
45% Waikato  
7% Out of Region



\$437007  
Operating Costs

Referral Type  
Perinatal 9%  
Bereavement 13%  
Sick Child 78%



169 Referrals

147 New referrals  
22 Re-referrals

\$598096  
received from  
Community Grants  
Donations  
Fundraising

## CHAIRPERSON'S REPORT

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This year True Colours celebrated thirteen years of providing a gold star specialist child health service to seriously ill children and their families.

The team continues to provide an exceptionally high standard of care through counselling, nurse care and education, which results in an increase in referrals that the service receives each year. The organisation also recognises the importance of working collaboratively with other health providers to provide best practice care and support for children and their families.

The team at True Colours has the opportunity to educate the public and health sectors through presenting at various events, collegial support to other health professionals, education and support to schools and professional development training for health professionals. These opportunities are very important to continue to raise the awareness of the needs of seriously ill children and their families throughout the community. Without the many businesses and funders supporting our organisation we could not continue to deliver the gold star service that we do, so a huge thank you to you all.

To ensure our organisation continues to operate effectively we recognise that we must invest in our team. One way we do this is supporting them to attend various conferences/workshops applicable to their roles. This strengthens their individual skills which in turn enhances the standard of care and support given to children and their families.

Over the past year the team has increased from five to seven, made up of five employees and two independent contractors. I thank each one of you; you are truly dedicated to providing care and support to the children and families referred to our service.

A big thank you also to the Friends of True Colours, a group established to support our organisation through fundraising, promotion of True Colours in the community and to provide assistance at various events as needed.

Thank you to my fellow board members for their unwavering support of True Colours. You each bring a high level of experience and expertise to the organisation which impacts on the ongoing success of our service.

*Leeann Bedwell*  
Chairperson



## CEO'S REPORT

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*"I can never show my true gratitude to True Colours. They always helped me find ways to overcome troubles... they helped me find ways to cope with my health issues that I will never forget" (child with health condition).*

Walking alongside children with serious illnesses and their families, and those who are grieving is the key component of what True Colours does. Supporting families and individuals to keep standing, helping courage shine through via nursing and counselling services was deemed vital by the parents and health providers who contributed to my PhD research.

In 2017, referrals increased from the previous year, with the growing edge continuing to be psychological care for perinatal and NICU families, along with grief work. The demand for services is consistent, and in alignment with the trend in health, babies are now surviving prematurity, from 23 weeks and at times, from 22 weeks. However, many of these babies are likely to need at least 3 months of inpatient care after birth and are at high risk of death or disability. Therefore, psychological care needs of parents and families can be intensive. To ensure True Colours had capacity and resources to keep up with the demand, contracted counsellor, Shelley Walker and clinical psychologist, Ruth Kendall, joined the team through the year.

There were further changes over the year, with Kim Hurrell leaving in June after nine years due to medical reasons. I thank her for her care of the many families she supported over this time. We welcomed Kyra Lindsey, a children's counsellor into the team in August. My thanks go to Stephen Parkinson and Mary Orpin who ensured families continued to receive the care they required through this transition of change. The demand of the work in supporting those suffering grief and loss, or those learning to adapt and adjust to serious illness takes a strong resilient team to provide the care required.

The True Colours team are skilled and have capacity to do this work, however, something high on my agenda is ensuring the team remains resilient to continue this work, ensuring families have their needs met. The willingness of every team member to go the extra mile when required, whether that is an afterhours call or attending a fundraising event is truly appreciated.

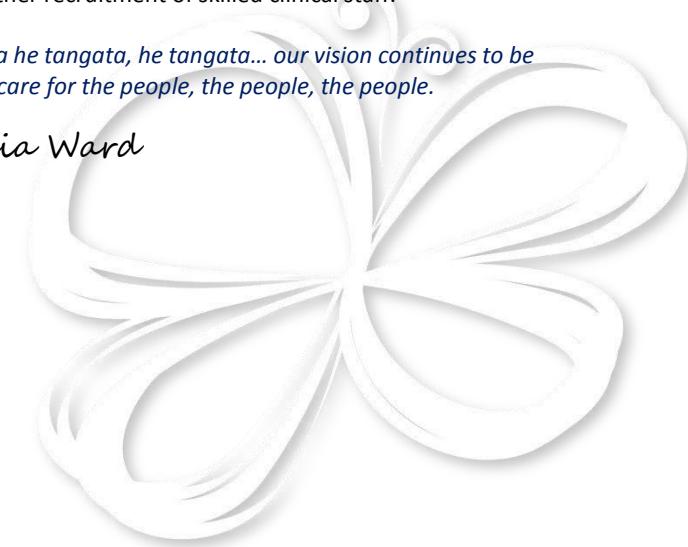
My thanks to Michelle Rae, who alongside her usual work undertook a major role in organising the Kerr Ladbrook True Colours Long Lunch. This event is significant to the financial wellbeing of True Colours and building our reputation in the community and was again a great success, thanks to the amazing sponsorship. Thank you also to Sarah Rawcliffe who again provided the oversight and expertise for this event. We welcomed Heidi Robinson back to the 'Friends' and appreciate her coordination of this committee. The 'Friends' and volunteers are a significant part of the True Colours team, in raising the profile of the organisation, along with much needed funds, and I value their commitment. My thanks to our trustees who each are committed to ensuring the organisation meets its strategic targets, providing strong governance and care.

A highlight last year was the brainchild of John and Shannon from Ingham Motors that True Colours have a fleet of vehicles to use. Elektron, Oil Changers, Schick and PJ Panel & Paint joined with Inghams to sponsor four cars. These are hugely appreciated as they make a significant difference in visiting families, particularly in the rural region.

Over the next year, we will continue to follow our key strategic directions. To ensure we have capacity to meet the demands of referrals into the organisation and the intensity of the work, there will be further recruitment of skilled clinical staff.

*He tangata he tangata, he tangata... our vision continues to be always to care for the people, the people, the people.*

*Cynthia Ward*  
CEO



## MARKETING AND FUNDRAISING



*The support we provide to families during the toughest of times is only possible thanks to those that support us.*

### Community Support

We remain a 100% community funded organisation, relying on the generosity of our local community and beyond, helping us to provide support to Waikato families for the past 13 years. The generosity of our community manifests itself in many ways, through donations, sponsorship, fundraising, in-kind services, volunteering, and the championing of our work. We express our sincere thanks to everyone that has contributed in some way to True Colours during 2017.

### Community Funding

Grants are our most significant revenue stream and we are grateful to the community funders who see value in our work and chose to support us this year. We acknowledge that there is an increasing demand from the community for these funds.

### Partnerships

*Aligning ourselves with respected organisations in our community, not only helps to build our brand credibility, it also presents us with new opportunities to raise the profile of True Colours and the families we support.*

Te Rapa Waikato Racing Club supported us this year with the inaugural True Colours Raceday and Mid-Winter Christmas Lunch. This proved a successful day raising \$7500, with Te Rapa Racing happy to make this a regular annual fundraising event.

We thank Northern Districts Cricket Association for their ongoing support providing opportunities for children and families we support to enjoy some special time out at the cricket.

Our continuing partnership with Waikato Business News offers us the chance to profile True Colours to the business community and provides another platform to promote our services, sponsors and upcoming events.

Ingham significantly extended their sponsorship support this year, sponsoring four new Mitsubishi vehicles for our clinical team. We

also welcomed sponsors Elektron, Oil Changers, Schick and PJ Panel and Paint who each co-sponsored a car in conjunction with Ingham. We are incredibly thankful to all the sponsors for their amazing generosity. This tangible support helps to ensure that our service is accessible to everyone including rural families and those outside of Hamilton.

### Friends of True Colours

Our fundraising committee, the Friends of True Colours continued their good work this year, raising valuable funds for the organisation. While the numbers for the group are decreasing this did not stop them achieving their most successful year to date, raising over \$123,000 for True Colours. This is a fantastic result and everyone involved should feel justly proud of their involvement in realising this result.

The Kerr & Ladbrook Long Lunch continues to be our main fundraiser event and is generously supported by many sponsors, some of whom choose to support us year after year. The amazing support from the sponsors and the guests at the event resulted in us raising a record \$118,000 in 2017.

We welcomed back Heidi Robinson to the coordinator role and appreciated her input again this year. A big thank you to all the Friends of True Colours that give up their time for meetings, fundraisers and sourcing prizes for the Long Lunch. The Friends are an important part of the extended team here at True Colours, and we really value the contribution they make to our organisation.

### Fundraising 2017

Quiz Nights \$2000  
Long Lunch \$118299  
Race Days \$2800

Total \$123,099

*Michelle Rae*  
Executive Communications Assistant

## THANK YOU TO OUR SUPPORTERS



TRUE COLOURS  
HOUSE:

*Annah Stretton*  
ADDING THE SPARKLE

VEHICLES:

**Ingham**®  
Quality Brands  
Quality Service

*Elektron*

WARRANTY SERVICING  
**Oil CHANGERS.**  
FAST & FRIENDLY

SERVICES:

**CLELAND HANCOX**  
LIMITED  
CHARTERED ACCOUNTANTS

MEDIA:

WAIKATO  
**BUSINESS NEWS**

EVENT:

**KERR &  
LADBROOK**  
CATERING

PARTNERSHIPS:

 **NORTHERN  
DISTRICTS  
CRICKET**

 **Te Rapa**  
Waikato Racing Club



# THANK YOU



We are extremely thankful to the Community Funders who have contributed to our service in 2017



## FRIENDS OF TRUE COLOURS

Thanks to our wonderful fundraising team for raising over **\$123,000** in 2017

Anj Jones  
Claire Grant  
Diane O'Sullivan  
Heidi Robinson  
Karleen Hennessey  
Leonie Pope

Maree Tolley  
Murray Williams  
Pam Lugton  
Sarah Rawcliffe  
Skye Sloper  
Vicki Pointon  
Zelda Lond

## VOLUNTEERS

Thank you to all our volunteers for their contribution in 2017

Alice McMillian  
Julie Gray  
Leonie Pope

Maureen Anderson  
Peter Renner

## THANK YOU FOR YOUR GENEROSITY AND SUPPORT IN 2017



4Good Charitable Trust	Hillcrest Medical	Rototuna High Schools
ABB	Hilton Hotel Lake Taupo	Robert Heaphy Motors
Amanda and Scott Allen	Homeopathic Farm Services	Sarah & Geoff Rawcliffe
ARC Security	Huka Lodge	Schick Civil Construction
Atomic Coffee Roasters	Jason Macklow	Sienna Reid
Benz Insulation Services WA Pty	Jenny Lala	Sincerity Laundry Group
Black Dog Furniture	Jenni Murphy-Scanlon(Strategies Direct)	Simon and Jayne Lugton
Blue Wallace Surveyors	Jumble Around Cambridge	Sir Patrick and Justine Lady Hogan
Brian Robinson	Kahurangi Wines	Smugglers Liquor
Calder & Lawson	Kat and Aaron Quilan	St Andrews of Hamilton
Caiger Charitable Trust	Kevin & Gail Laurence	Starr Tours 2012 Ltd
Cape Kidnappers	Kiwanis Club of Westside Hamilton	Striped Trees Production
CareKids Ltd	Linda and Geoff Maber	The Girl on the Swing
Claire and Paul Grant	Lion	Te Atawhai
CMYK Print	Lugton's Real Estate	Te Rapa New World
Colors Hair Co	McDonalds Frankton	Te Rapa Waikato Racing Club
David Ward	Maber Family	Tim & Marie Finn
Diane and Keith O'Sullivan	Matt and Dianne Horan	Tim & Carin Rodwell
Dynamica	Media Works	Tims Family
Estate of FH Deverill	Meyer Cheese	Tony and Fiona Reglinski
Figleaf Florist	Neil and Sharon Finn	Unichem Grey Street Pharmacy
Gary Thompson	Netzone Real Estate	Unichem Beerescourt Pharmacy
Good George Brewery	New World Whitianga	Waikato ED Nurses
Goldsmiths Gallery	Northern Districts Cricket	Wayne Panapa
Hair of the Dog	Ostro Brasserie & Bar	Wintec Atrium
Hamilton Windscreens	Paeroa High School	Westpac
Hazard Co	Pete Armstrong	
Hello World Te Rapa	Pam & David Lugton	
HGB	Phoenix Decoration Hire	
Hillcrest High School	Prolife Foods	

A special thank you to all our regular donors  
that belong to our Wings program

## 2017 MEMORIES





[truecolours.org.nz](http://truecolours.org.nz)