



# True Colours

Children's Health Trust

*Te Oranga O Nga Tamariki*

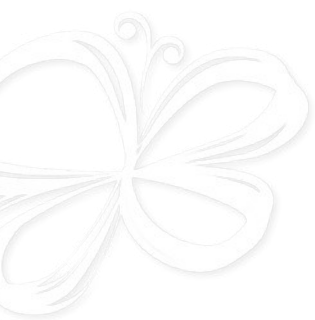
## Annual Report 2019



*Helping Courage Shine Through*

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# OUR PEOPLE

## PATRONS

Neil Finn

Tim Finn

## BOARD OF TRUSTEES

CHAIRPERSON

Leean Bedwell

TREASURER

Sandra Braithwaite

SECRETARY

Sarah Rawcliffe

PARENT REPRESENTATIVE

Paul Grant

PAEDIATRICIAN

Fraser Maxwell

PAEDIATRICIAN

Phil Weston

## STAFF

CEO/ NURSE SPECIALIST

Cynthia Ward

PSYCHOTHERAPIST

Stephen Parkinson

COUNSELLOR

Mary Orpin

COUNSELLOR

Kyra Lindsey

NURSE SPECIALIST

Helen Funnell

EXECUTIVE COMMS ASST

Michelle Rae

CONTRACT COUNSELLOR

Clare Barnett

CONTRACT CLINICAL PSYCHOLOGIST

Ruth Kendall

## OTHER

KAUMATUA

Wayne Panapa

ACCOUNTANTS

Cleland Hancox Limited

AUDITORS

Crowe New Zealand

LAWYERS

Harkness Henry



# OUR VISION, MISSION & 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 & 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, & a commitment to the Treaty of Waitangi, recognising the status of Maori as Tangata Whenua



### COMMUNICATION

Listening to the voice of the child with open, honest dialogue, in partnership with the families



### COLLABORATION

Connecting families and agencies through professional relationships



### ACCOUNTABILITY

Taking responsibility for best practice in both service delivery and fundraising, ensuring transparency and cost effectiveness



# CHAIRPERSON'S REPORT

**As a Trustee on the True Colours' Board since its inception some 16 years ago I have seen how the organisation has grown and developed.**

Due to the exceptionally high standard of care through counselling, nurse care and education to children and families over this time we continue to see our organisation steadily grow annually.

The True Colours team strive to ensure that the needs of children and families are met. They keep abreast of current developments in relation to leading edge of care models for seriously ill children and their families and are involved in national policy development for children's health.

I make special mention of our CEO, Cynthia Ward, who received her Doctorate this year and Stephen Parkinson for passing his Masters with Honours; a huge thank you to them and the True Colours' team for their hard work and dedication to the organisation.

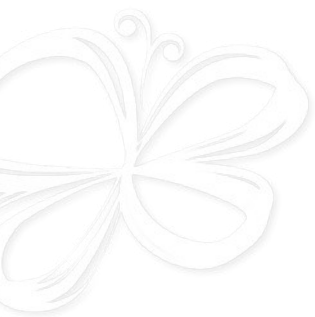
As with most charitable organisations we continually work towards financial stability. I acknowledge and thank the many individuals, businesses and funders who support our organisation; we value the strong partnerships that we have with you all.

True Colours entered the Westpac Waikato Business Awards during the year and won the Not For Profit category. Entering this gave the True Colours team an opportunity to review various aspects of the organisation. The result of working through this rigorous process has strengthened us for the future.

At the time of writing my report I acknowledge the world is certainly in a strange place with most countries experiencing the effects of COVID-19. There is a lot of uncertainty in our country and we do not know quite what the impact will be on our organisation, in particular from a financial perspective. However we are in a strong position which ensures our sustainability for the future.

My fellow board members continue to give their time and expertise to the organisation and I thank them for their commitment and ongoing support of our vision.

**Leean Bedwell**  
Chairperson



# CEO'S REPORT

**True Colours is committed to supporting families going through the toughest of times when their child has a serious health condition, or if their child dies.**

A key focus of the service is to deliver a model of care that directly meets the needs of this population group. To effectively deliver this support, there is an enormous team.

Therefore, my thanks go to all those that ensure the organisation is sustainable and robust to attain a gold standard of care delivery. From the strong governance of the trustees, the team that provides the care, the volunteers, funders, sponsors and all those that put their hands up and say 'count me in to help', it is sincerely appreciated.

It is due to this strong community team approach that families convey they feel less alone, less isolated and can continue to 'keep standing'.

Referrals to the organisation in 2019 increased by 15% from 2018. The strong collaboration with other providers in the community ensures families have a strong wrap around service delivery to meet their needs. Effective communication and collaboration is key to these partnerships working well for families in the community.

Internationally it is well documented the barrier to a family centred model of care and strong partnerships is the breakdown in communication. Other health providers in the Waikato view the communication and collaboration as a key strength of the organisation.

The focus going forward will take into account the knowledge gained from Stephen's Masters, my PhD and the information gained from winning the Westpac Waikato Business Awards last year. A survey is planned in 2020 to determine whether we are continuing to directly meet the needs of our stakeholders.

**Cynthia Ward**  
CEO



Judges comments from our winning entry in the Westpac Waikato Business Awards - Not for Profit Category:

*"The growth of True Colours is remarkable and the judges really liked the practical set up of the support "centre". The strong alignment developed with other support agencies and health providers shows the key focus of the organisation on being the children and their family centric."*

# MARKETING & FUNDRAISING

**In 2019 we celebrated 15 years of supporting Waikato children with a serious health condition. This would not have been possible without the support we receive from our community.**

## **Community Support**

There are many different facets to the support we receive from donations, sponsorship, fundraising efforts, in-kind services, volunteering and the promotion of our organisation.

This year we had many different groups, businesses and individuals support us in various ways e.g. Harrison Grierson donated money in lieu of staff Christmas gifts, the local Mazda MX5 Club made us their charity partner for their rally, and a team from ANZ Bank spent the day cleaning and doing maintenance work at True Colours house.

Every bit of support we receive contributes to making True Colours a stronger organisation.

## **Community Funding**

Community funding remains our major revenue contributor. We are extremely thankful for the support of the community funders who identify with our work and choose to support us. Many of our funders have been long-term supporters of True Colours and we appreciate their continuing support of our organisation.

## **Community Partnerships**

Community Partnerships help us not only in an operational or financial way, but they also help us to build our brand credibility along with providing opportunities to raise the profile of True Colours and the families we support.

This year we welcomed Urban Homes as a new partner. We celebrated the new partnership with a family bowling event, attended by families True Colours supports and some of the Urban Homes team. We look forward to working along side them in the future.

Our other partnerships remain in place and we are thankful for their ongoing commitment to True Colours. Their support is so important for our 100% community funded organisation.

## **Friends of True Colours**

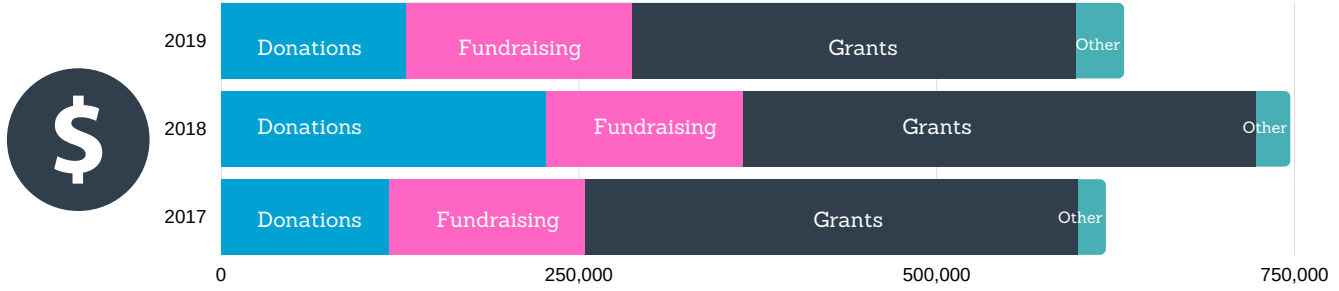
Our fundraising committee, the Friends of True Colours are an important part of our extended team here at True Colours. Their work with the Kerr & Ladbrook True Colours Long Lunch this year helped us raise over \$139,000. This is a fantastic result and everyone involved should feel justly proud of their involvement in realising this result.

A big thank you must also be extended to the sponsors that come onboard to support our Long Lunch event. Without them it would simply not be possible to hold such a successful fundraising event.

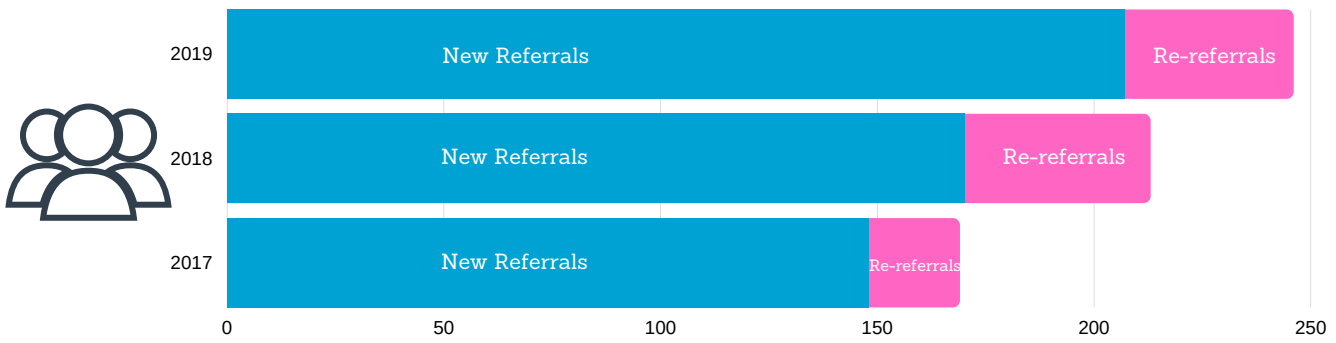
*"Alone we can do so little;  
together we can do  
so much."  
Helen Keller.*

# 2019 IN NUMBERS

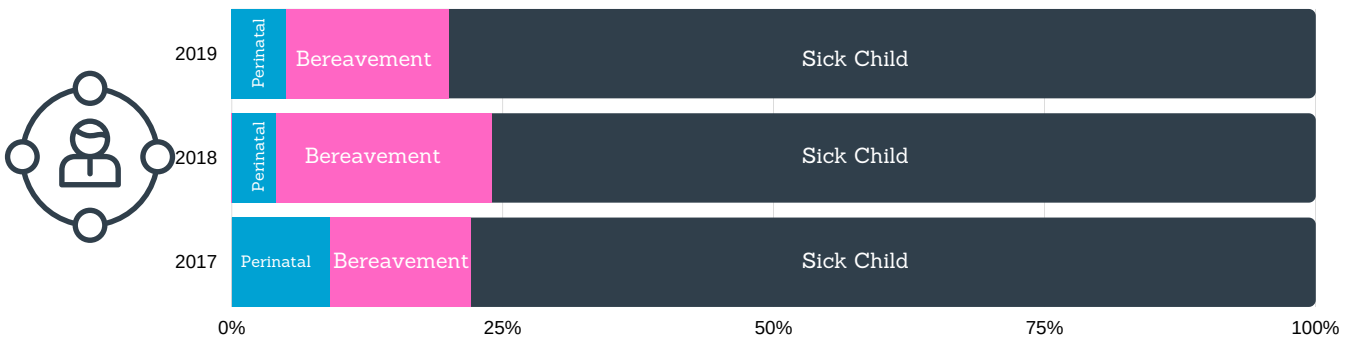
## Revenue



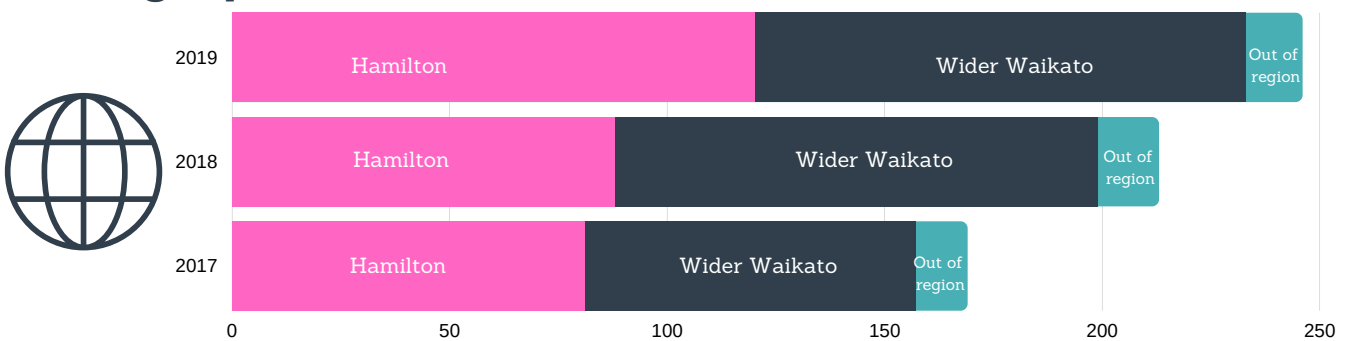
## Referrals



## Referral Type



## Demographics





# THANKS TO OUR SPONSORS

Thanks to the generous support of our major sponsors we are able to continue to deliver our free support service to Waikato families facing the toughest of times

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## TRUE COLOURS HOUSE



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## VEHICLES



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## EVENT



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## SERVICES



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## PARTNERSHIPS



# THANKS TO OUR SUPPORTERS

Community support is the cornerstone of our community trust. Thank you to everyone that made a contribution in 2019.

## COMMUNITY FUNDERS

Rodmor Charitable Trust | Grassroots Trust | Lottery Grants Board | Trust Waikato | The Lion Foundation | Community Organisation Grants Scheme | ANZ Staff Foundation | Len Reynolds Trust | Waipa District Council | Dragon Community Trust | Harcourts Foundation | Waikato WDFW Karamu Trust | Glenice & John Gallagher Foundation | Gallagher Charitable Trust | Tidd Foundation

## FRIENDS OF TRUE COLOURS



**Our fundraising committee helped raise over \$139,000 in 2019**

Claire Grant | Heidi Robinson |  
Leonie Pope | Maree Tolley |  
Murray Williams | Pam Lugton |  
Sarah Rawcliffe | Vicki Pointon

## VOLUNTEERS



**Thanks to our volunteers who assist us in the office, garden, with families & at our events.**

Dave Stewart | Julie Gray | Leonie  
Pope | Lorraine Lindsey | Maureen  
Anderson | Yvonne Joynes

# THANKS TO OUR SUPPORTERS

## SUPPORTERS

Agora Community Trust | ANZ Bank | Arc Security | Atomic Coffee Roasters | Benz Insulation Services | Bodmin Charitable Trust | Bouton Farming | Cambridge Christmas Festival Society | Carekids Ltd | Chiefs Rugby Club | Cleland Hancox | Colors Hair Co | Conor Percell-Hewitt | Dairy Goat Co-operative Trust | Dave and Louise Clay | David Ward | Diane & Keith O'Sullivan | Frankton School | Greany family | Harrison Grierson | Hazard Co | I.T. Partners | Jenny Lala | Jenni Murphy-Scanlon | Joe Walker | Kiwianis Club of Westside Hamilton | Lakes Harvesting | Lions Club Chartwell | Lions Club Morrinsville | Matangi School | Mazda MX5 Club | Nathan Harris | Quilan family | Sir Patrick & Justine Lady Hogan | Smugglers Liquor | St Josephs Matamata | St Josephs Morrinsville | St Stephens Church | Te Awamutu Intermediate | Te Kowhai School | Waikato DHB Physio Team | Waikato Sunrise Rotary |

*A special thank you to our Wings members that support us through regular donations*



A number of schools fundraised on our behalf including Te Kowhai, Frankton, Te Awamutu Intermediate, St Josephs Matamata & Morrinsville



Conor shaved his head in honour of his friend Fynn who sadly passed away in 2018. Conor raised \$2446 for True Colours



The Kansal family who own Smugglers Liquor hold a sausage sizzle every weekend to raise money for True Colours. All those sausages raised \$1600!

# THANKS TO OUR SUPPORTERS

The Kerr & Ladbrook True Colours Long Lunch remains our major annual fundraiser. Thank you to everyone that makes this event possible.

## Long Lunch Event Sponsors

Kerr & Ladbrook Catering | Wintec Venues | Good George | Lugtons | Kahurangi Wine | Westpac | Striped Trees Productions | CMYK | Aster & Bloom | Royal Laboratorie | Sienna Reid | Ingham | HGB | Prolife Foods | Sincerity Laundry | Tble Linen | Volare | Meyer Cheese | Phoenix Decoration Hire | Hillcrest High School |

## Long Lunch Auction Sponsors

Hair of the Dog | Emersons Brewery | Mediaworks | St Andrews Golf | Prodrive | Matte Black | Black Dog Furniture | Eight PM | Vicki Pointon | Victoria Whitfield Barrister | Concept Motorsport | C & R Developments | Lyndon Jones Electrical | J.A. Russell | Skycity | Ostro Brasserie | Helloworld Te Rapa and Rototuna | Huka Lodge | Blue Wallace Surveyors | Annah Stretton | Northern Districts Cricket | Goldsmiths Gallery | H.D Geo | Hamilton Windscreens | NZ Sports Frames | Not for me | Neil Finn | Geoff and Linda Maber | Robertson Lodges | Unichem Grey Street Pharmacy | Unichem Beerescourt Pharmacy

*A special thank you to everyone that donated prizes for our silent auctions and mystery envelope prizes.*



*The Law family shared their story with our guests at the Long Lunch this year.*

*Their son Mitchell was born with part of his brain called the corpus callosum (which synchronises the messages between the left and right hemispheres) missing & was later diagnosed with a life-limiting neuro-degenerative disorder which he sadly passed away from in 2015. True Colours supported the Laws through their heartbreaking journey.*

# 2019 MEMORIES

