



# True Colours

Children's Health Trust

*Te Oranga O Nga Tamariki*

## Annual Report 2020



*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

SOCIAL WORKER / FAMILY SUPPORT

Cassie Starkie

MARKETING & ADMIN COORDINATOR

Heidi Gleeson

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

**The past twelve months has been very uncertain regarding the impact of COVID-19, however as Chair of True Colours Board I have witnessed how the team have stepped up to the challenges to ensure that the service we provide has continued through this time.**

True Colours celebrated 17 years in May 2021 and during this time the service has continued to grow, meeting the demand for caring for seriously unwell children and their families. The past twelve months has been very uncertain regarding the impact of COVID-19, however as Chair of True Colours Board I have witnessed how the team have stepped up to the challenges to ensure that the service we provide has continued through this time.

At this time last year, we were uncertain as to the financial impact of COVID-19 on our organisation. I am pleased to report that through the generosity of many individuals, businesses and funders, our financial position has remained strong resulting in the services continued support of Waikato families. I acknowledge and thank all those that have supported True Colours through this time and continue to do so. Your support is invaluable, without which we would not be able to supply the service that we do.

The True Colours team continue to work collaboratively with other health providers in the community to ensure seriously unwell children and their families are supported. Working in this way ensures that the unwell child and their families receive a wraparound service at a time that can be very stressful and emotional for them.

An important part of True Colours strategic plan is to raise the awareness of the needs of the child and their families that we support. To this end the team continue to present at various events, provide collegial support to health professionals, educate and support schools and provide development training for health professionals. This work continues whilst working around the constraints of a post COVID-19 environment.

We have a team of caring professionals whom I thank for their ongoing commitment to True Colours, ensuring that children and families receive a gold standard service.

Thank you also to my fellow board members who continue to provide sound governance, their time and expertise, ensuring the sustainability of our organisation.

**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.**

Not one of us could have predicted what a year like 2020 was going to hold! While the world was brought to its knees with COVID-19, True Colours has remarkably and thankfully remained robust. It is thanks to the commitment of the Trust, team, FOTC, individuals, funders and businesses that the organisation remained in a strong position to continue to provide the support required for families utilising our service.

In my role of leadership, I am humbled by the resilience of the team who worked in different ways to continue to deliver quality care to children and their families. This was despite the uncertainty of what the future held due to COVID, and the anxiety that was nationwide. While we were grateful to receive funds from the government's wage subsidy scheme initially, thanks to the many who continued to fund us we did not require the second release of this subsidy.

A highlight of the year was holding our annual fundraising event, the Kerr & Ladbrook True Colours long lunch when so many other events in NZ were cancelled! A huge thanks to Michelle Rae, the FOTC and all those that sponsored or contributed in some way to ensure this event was our most successful yet! The generosity of the Waikato community is truly outstanding.

While 2020 was a year to 'hold' the organisation in a sustainable place at an operational level, care to families continued with the team working in different ways. Video calls, zoom meetings and phone calls became the normal over the lock down periods. Many of the families we support had their own bubbles and were grateful for the external support, rather than the face to face care.

Sadly, there were two deaths of children over the lock down period which created huge stressors for families unable to have whanau present. The uncertainty that COVID brings has a layered impact on the families TC supports. Thank you to Stephen, Mary, Kyra and Helen for the strong clinical care you provided to family's at the time of a global pandemic. Thanks also to Ruth Kendall and Clare Barnett our contracted psychologist and counsellor who supported in the transition for families post COVID. We welcomed Cassie Starkie into our team at the end of the year in her role as social worker.

Going forward, as referrals to the organisation continue to grow, the greatest need will be ensuring we have the resources and capacity to provide the specialised nursing oversight and psychological care for children with serious illness, their whanau and for families bereaved after the death of their baby. Working in partnerships with other providers to strengthen this care is paramount and a collaborative work in progress.

Thanks to all those in the community who continue to believe in us, walk alongside us in ensuring we do have the resources we require. Please take note of our sponsors and supporters in this report. My thanks go to the Trustees who provide the governance and support to safeguard the vision that all children and their whanau have access to the care they require.

Ehara toku toa i te toa takitahi, he toa takitini toku toa

My strength is not due to me alone, but due to the strength of many

**Cynthia Ward**  
CEO



# MARKETING & FUNDRAISING

**In 2020 as we came out of an unprecedented Covid-19 lockdown, we celebrated 16 years of supporting Waikato children with a serious health condition. This would not have been possible without the community support we receive.**

## **Community Support**

Community support comes in many different forms - from the support we receive from grants, donations, sponsorship and fundraising efforts to in-kind services, volunteering and the promotion of our organisation.

## **Community Funding**

Community funding remains our major revenue contributor. We are extremely thankful for the funders who identify with our work and choose to support us. We were lucky to receive our first grant from the Lindsay Foundation towards the end of lock-down, appreciated even more due to the uncertain time. Many of our other funders have been long-term supporters of True Colours and we appreciate their ongoing assistance.

## **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 many families we support.

This year Dynes Transport came on board as a regular substantial donor.

Alongside our continuing partnership with Urban Homes, these are significant in our ongoing success.

Our other partnerships remain in place and we are thankful for their ongoing commitment to True Colours.

The support we receive from them is so important for our 100% community funded organisation.

## **Friends of True Colours**

Our fundraising committee, the Friends of True Colours continue to be a small but important part of our extended team here at True Colours. The team's work with the Kerr & Ladbroke True Colours Long Lunch this year helped us raise over \$140,000. This is a fantastic result especially given the year and our concerns we wouldn't be able to even hold the event.

A big thank you must also be extended to the sponsors that came onboard to support our Long Lunch event at shorter notice than normal. Without them it would simply not have been possible to hold such a successful fundraising event.



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

# 2020 IN NUMBERS

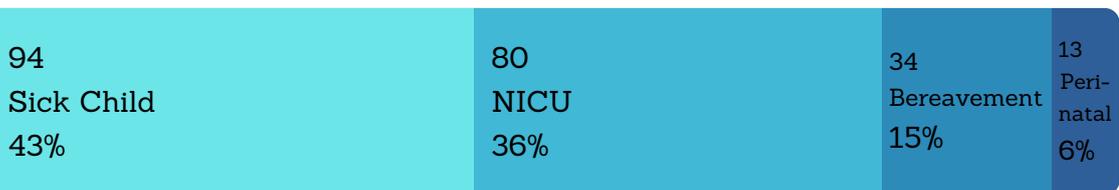
## Revenue



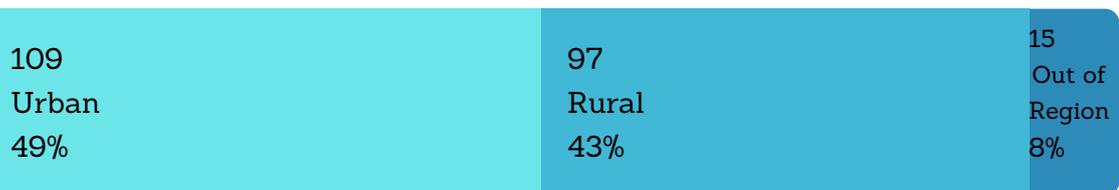
## Referrals



## 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

## TRUE COLOURS HOUSE



## VEHICLES



## EVENT



## SERVICES



## PARTNERSHIPS



# THANKS TO OUR SUPPORTERS

Community support is the cornerstone of our community trust. Thank you to everyone that made a contribution in 2020.

## COMMUNITY FUNDERS

Rodmor Charitable Trust | Grassroots Trust | Lottery Grants Board | Trust Waikato | Community Organisation Grants Scheme (COGS) | ANZ Staff Foundation | The Lindsay Foundation | Waipa District Council | Dragon Community Trust | Waikato WDFK Karamu Trust | Tidd Foundation | Ministry for Women | WEL Energy Trust | Cambridge Christmas Festival |

## FRIENDS OF TRUE COLOURS



**Our fundraising committee helped raise over \$140,000 in 2020**

Claire Grant | Heidi Gleeson |  
Maree Tolley | Murray Williams |  
Pam Lugton | Sarah Rawcliffe |  
Vicki Pointon

## VOLUNTEERS



**Thanks to our volunteers who put their hands up to 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

ANZ Bank | Arc Security | Atomic Coffee Roasters | Bob Bollen & Benz Industries | Bodmin Charitable Trust | Bouton Farming | Carekids Ltd | Chartwell | Chiefs Rugby Club | Cleland Hancox | Colors Hair Co | Conor Percell-Hewitt | Dairy Goat Co-operative Trust | Dave & 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 | Kiwanis Club of Westside Hamilton | Lakes Harvesting | Lions Club Chartwell | Lions Club Morrinsville | Matangi School | Mazda MX5 Club | Nathan Harris | Quilan family | Sir Patrick & Lady Justine Hogan | Smugglers Liquor | St Josephs Matamata | St Josephs Morrinsville | St Stephens Church | Te Awamutu Intermediate | Te Awa The Base | Te Kowhai School | Waikato DHB Physio Team | Waikato Sunrise Rotary |

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



We launched the first Show us your True Colours day where we encouraged businesses to dress up or do activities to support us.



Chartwell' Christmas gift wrapping station raised a whopping \$8360 for us in the lead up to Christmas.



Thanks to the team at Colors who continue to put on a pampering day for some of our Mum's. So well received and such a great day!

# 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 | Hair of the Dog band | Hopt | Sienna Reid | Ingham | HGB | Prolife Foods | Sincerity Laundry Table Linen | Volare | Annah Stretton | Meyer Cheese | Hillcrest High School |

## Long Lunch Auction Sponsors

Mediaworks | St Andrews Golf | Prodrive | Matte Black | Black Dog Furniture | Eight PM | Vicki Pointon & Graham Ray | 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 & Linda Maber | Robertson Lodges | Unichem Grey Street Pharmacy | Unichem Beerescourt Pharmacy | Urban Homes | Plexus Consulting | Villa Ten & Eleven Oneroa Bay Villas | Palate | Rawcliffe Family | Eden Park | HDS | Sentinel Homes |

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



Beth Wotherspoon shared Sierra's story with our guests at the Long Lunch this year.

True Colours continue to support Sierra and her family through her health journey.

*"It's not the load that breaks you down, it's the way you carry it."  
-Lou Holtz*

# 2020 MEMORIES

