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OUR PEOPLE

PATRONS

Neil Finn
Tim Finn

BOARD OF TRUSTEES

CHAIRPERSON

TREASURER

SECRETARY

PARENT REPRESENTATIVE

PAEDIATRICIAN

PAEDIATRICIAN

AS AT DECEMBER 2018

Leean Bedwell

Sandra Braithwaite

Sarah Rawcliffe

Paul Grant

Fraser Maxwell

Phil Weston

STAFF

CEO

PSYCHOTHERAPIST

COUNSELLOR

COUNSELLOR

EXECUTIVE COMMS ASST

AS AT DECEMBER 2018

Cynthia Ward

Stephen Parkinson

Mary Orpin

Kyra Lindsey

Michelle Rae

CONTRACTORS:

COUNSELLOR

COUNSELLOR

CLINICAL PSYCHOLOGIST

Shelley Walker

Clare Barnett

Ruth Kendall

KAUMATUA

ACCOUNTANTS

AUDITORS

Wayne Panapa

Cleland Hancox

Crowe Horwath



VISION, MISSION AND VALUES



VISION

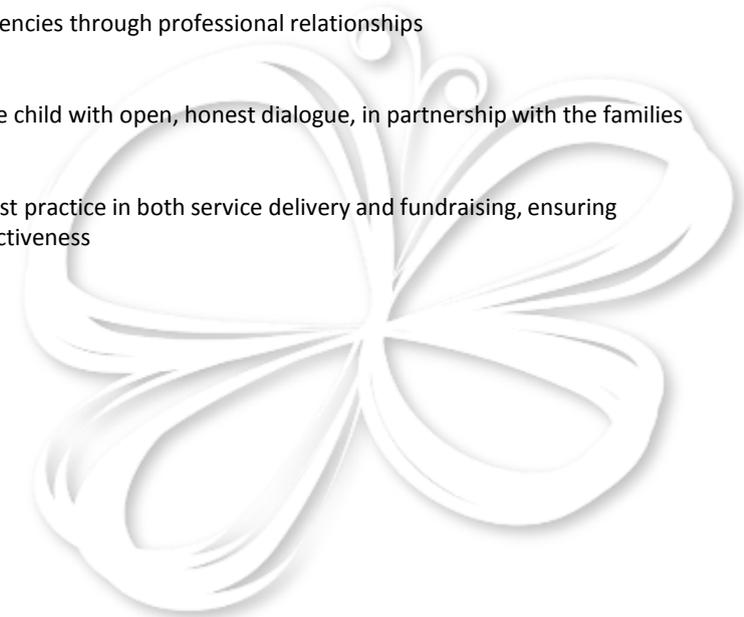
To establish a foundation of support for sick children and their families

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





2018 NUMB



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



23 Deaths

41% Hamilton
 52% Waikato
 7% Out of Region



\$516068
Operating Costs



213 Referrals
 171 New referrals
 42 Re-referrals

\$722533
 received from
Community Grants
Donations
Fundraising

Referral Type
 Perinatal 4%
 Bereavement 20%
 Sick Child 76%

CHAIRPERSON'S REPORT



This year True Colours Children's Health Trust is celebrating fifteen years of providing a gold star specialist child health service to seriously ill children and their families. As Chair of the True Colours I see, first hand, the continual dedication shown by the team to provide this exceptionally high standard of care through counselling, nurse care and education. Fifteen years on as of May 2019 and the need in the community for our service is ongoing; with referrals to our service continuing to increase year upon year.

To ensure that the needs of children and families are met True Colours actively recognises the importance of working collaboratively with other health providers to provide best practice care and support. This care and support can be at either the True Colours house in Joffre Street, in families' homes or in hospital.

Education of 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 continues to be a focus of our organisation. These opportunities are very important to continue to raise the awareness of the needs of serious ill children and their families throughout the community.

As with most charitable organisations we could not operate without funding, therefore I acknowledge and thank the many individuals, businesses and funders who support our organisation; without you we could not continue to deliver the gold star service that we do, so a huge thank you to you all.

At the end of last year we committed to increasing the team from five employees to six from the start of next year; we also continue to utilise independent contractors as needed. I thank each one of you for your commitment and dedication to providing care and support to the children and families referred to our service.

The Friends of True Colours continue to be integral part of our organisation through their efforts for fundraising, promotion of True Colours in the Community and to assist at various events as needed.

As always, I thank my fellow board members for their continued commitment and expertise. Your expertise and passion for True Colours ensures that the strategic vision of the service is at the forefront of all decisions made.

Leean Bedwell
Chairperson



CEO'S REPORT



Our key strategic target of being at the leading edge of a care model that delivers a service that is focused on the child with serious illness and their family's specific needs is a high priority. Helping courage shine through and keeping families standing are strong mantras that the organisation upholds.

Referrals to the organisation in 2018 increased by 26% from 2017. While the core aspect of True Colours continues to be care of children who live with serious illness and their families, the area of growth in referrals was grief counselling for parents, particularly women within the perinatal period when an anomaly had been diagnosed via scan or post the death of their baby. Due to this growth trend, True Colours has a closer working relationship with midwives in the community and contracted a counsellor to work specifically with this population group alongside our counsellors in the team.

The strength of the organisation is due to the strong governance of the Trust which continue to ensure the strategic targets are set, and met. My thanks go to the trustees and the dedicated team at True Colours, including the contracted clinical psychologist and counsellor, who are integral to providing the specialist level of care required to support children, young people and their families as they navigate the trajectory of their health or grief journey. The team's commitment to ensure families get the most appropriate care they require when going through the toughest of times is apparent. Their specific skill and qualifications are the bedrock of the care delivery.

True Colours would not be where it is today, operational for 15 years, without the huge support of the volunteers, 'Friends' loyal sponsors, supporters, funding Trusts and businesses who enable care to continue to be delivered to families. As a totally community funded organisation, not government funded, this generosity of the Waikato community has become the 'wind beneath our wings'. Without this level of support, the service would not exist. The marketing report highlights the calibre of the support by those who have captured the vision with us and recognised the significance of a service to provide specialist care and support to families.

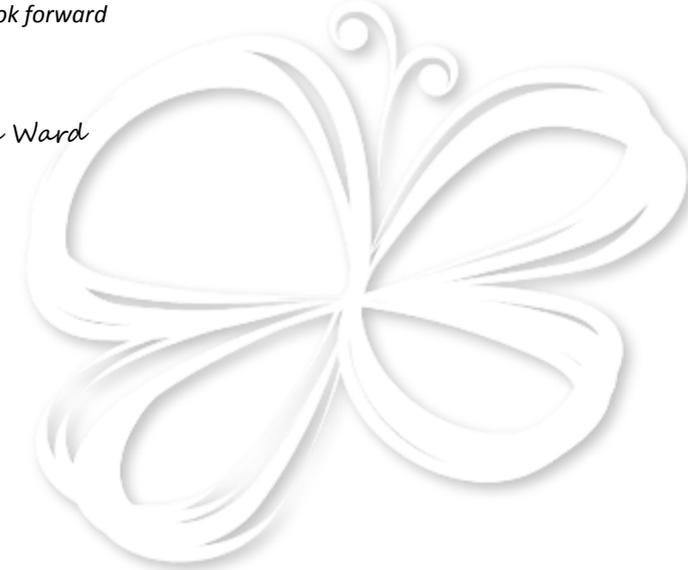
As the organisation continues to grow and expand, we have been grateful for the financial assistance to access a cabin as another counselling space, and to recruit another team member to meet the needs of families. A global growth trend is the advanced medical technology and knowledge that enable babies survive their prematurity and children's intensive treatments that extend their lives.

However, these children are often medically fragile for years, reliant on technology to live with their care needs highly complex and demanding. The burden on families, specifically parents, to provide this level of care in the home has significant impact on many levels of daily family functioning. The findings from my PhD identified this growing population group require skilled care, funding and resources to enable them to manage their child's care at home.

True Colours provides skilled nursing and psychological care to these families. However, there is a further role to play in raising the awareness of this population group's needs at a regional and national level. It is critical to inform policy through different forums to implement change to relieve the burden on families and to support their wellbeing as a family unit.

Titiro Whakamuri, Kokiri Whakamua - Look back and reflect so that you can look forward

Cynthia Ward
CEO



MARKETING AND FUNDRAISING

True Colours remains a 100% community funded organisation and it is only through the generosity of our community that we can support families during the toughest of times.

Community Support

It is amazing what can happen when people come together for a common cause. We convey our heartfelt thanks to everyone that has contributed in some way to True Colours during 2018, whether that be through donations, sponsorship, fundraising, in-kind services, volunteering, organisational support or the championing of our work.

In March Dave Clay undertook a charity cycle ride which would see him ride 930 kms and raise over \$23000 for True Colours. Dave was supported by family, friends, businesses and Lions Clubs throughout the Waikato. The ride not only raised valuable funds but also grew the profile of True Colours throughout the wider Waikato region.

We were blessed with some generous donations in 2018 by individuals looking to make a difference to their community. One of these significant donations enabled us to purchase a cabin as a new additional counselling space, and proceed with employing a new clinical team member for 2019.

We welcomed Lugtons Real Estate as a key donor to our organisation, extending the support they already generously give us through the Long Lunch event.

Community Funding

Community grants continue to be our most significant revenue stream and we are incredibly thankful to the community funders who see value in our work and chose to support us this year. We are fortunate that many of our major funders continue to fund us year after year.

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.

Thanks to our professional partners Cleland Hancox Limited and Harkness Henry for their continuing support in providing accounting and legal services for us. We value the high level of experience and support that you bring to our organisation.

We continued our relationship with Northern Districts Cricket Association this year and appreciate the opportunities they provide for children and families we support to enjoy some special time out at the cricket.

We thank Te Rapa Waikato Racing Club for supporting us this year with another True Colours Raceday and Mid-Winter Christmas Lunch. We enjoyed a successful day raising \$7045. We also assisted them by providing staff for two of their major race days earlier in the year.

Our partnership with Ingham and the other vehicle sponsors Elektron, Oil Changers, PJ Panel and Paint and Schick allows our team to get out and about in the community supporting families. We thank them for their ongoing support to a vital part of our service delivery.

Friends of True Colours

We had another successful year fundraising through our fundraising committee, the Friends of True Colours with a record \$124,993 being raised. This is another fantastic result from the team and one that has a considerable impact on the financial sustainability of our organisation.

The Kerr & Ladbrook Long Lunch continues to be our key fundraising event. We are fortunate to have a core group of event sponsors that continue to support us year after year, along with our auction and mystery envelopes sponsors. The amazing support from the sponsors and the guests at the event resulted in us raising a record \$123,000 in 2018. A great result that everyone involved in can be proud of achieving.

Our thanks goes out to the Friends for all the time and energy that they put into True Colours. We certainly appreciate and value the contribution they make to our organisation.

Fundraising 2018

Quiz Nights \$795
Long Lunch \$121,398
Race Days \$2800
Total \$124,993

Michelle Rae
Executive Communications Assistant



THANK YOU TO OUR SUPPORTERS



TRUE COLOURS HOUSE:



VEHICLES:



SERVICES:



EVENT:



MEDIA:



PARTNERSHIPS:



THANK YOU



We are extremely thankful to the Community Funders who have contributed to our service in 2018



**WDF KARAMU TRUST
TIDD FOUNDATION**

FRIENDS OF TRUE COLOURS

Thanks to our wonderful fundraising team for raising over **\$124,000** in 2018

- Claire Grant
- Heidi Robinson
- Leonie Pope
- Maree Tolley
- Murray Williams
- Pam Lugton
- Sarah Rawcliffe

- Skye Sloper
- Vicki Pointon
- Whitney Smith

VOLUNTEERS

Thank you to all our volunteers for their contribution in 2018

- Alice McMillian
- Dave Stewart
- Eric Lindsey
- Julie Gray
- Karleen Hennessey
- Leonie Pope

- Lorraine Lindsey
- Maureen Anderson
- Peter Renner

THANK YOU FOR YOUR GENEROSITY AND SUPPORT IN 2018



37 South

Achieving Change for Children Charitable Trust
 Align Surveyors
 Amanda and Scott Allen
 Annah Stretton
 ANZ Bank
 ARC Security
 Atomic Coffee Roasters
 Benz Insulation Services WA Pty
 Black Dog Furniture
 Brian Robinson
 CareKids Ltd
 Claire and Paul Grant
 CMYK Print
 Colors Hair Co
 Continuing Education Trust
 Dave and Louise Clay
 David Ward
 Diane and Keith O'Sullivan
 Diane Young and Shane Van den Hurk
 Downing Family
 E.B Firth Charitable Trust
 F45 Hamilton Central
 Figleaf Florist
 Fitness Action Charitable Trust
 Friends at Court (Waikato)
 Good George Brewery
 Hair of the Dog
 Hamilton Windscreens
 Hazard Co
 Hello World Te Rapa
 HGB
 Hillcrest High School

Hobbiton

Homeopathic Farm Services
 Huka Lodge
 Jemima Thompson
 Jenny Lala
 Jenni Murphy-Scanlon (Strategies Direct)
 J.A. Russell Ltd
 Kahurangi Wines
 Karena Edgumbe
 Kat and Aaron Quinlan
 Kauri Tree Retreat
 Kevin & Gail Laurence
 Kiwanis Club of Westside Hamilton
 Kiwi House
 Kylie and Dan Harcourt
 Les Mills
 Linda and Geoff Maber
 Lions Club Morinsville
 Lions Club Chartwell
 Lions Club Riverside
 Louise Allen
 Lyndon Jones Electrical
 Lugton's Real Estate
 McDonalds Frankton
 Maber Family
 Madam Woo
 Media Works
 Meyer Cheese
 Mt Difficulty
 Neil and Sharon Finn
 Netzone Real Estate
 Northern Districts Cricket
 Ostro Brasserie & Bar

Pam & David Lugton

Phoenix Decoration Hire
 Powerfarming
 Profiles NZ
 Prolife Foods
 Robertson Lodges
 Rototuna High Schools
 Sarah & Geoff Rawcliffe
 Schick Civil Construction
 Sienna Reid
 Sincerity Laundry Group
 Sir Patrick and Justine Lady Hogan
 Skycity Auckland
 Smugglers Liquor
 Speights Alehouse
 St Andrews of Hamilton
 Striped Trees Production
 Te Rapa Waikato Racing Club
 Tim & Marie Finn
 Turton Oliver
 Unichem Grey Street Pharmacy
 Unichem Beerescourt Pharmacy
 Vicki Pointon
 Victoria Whitfield Barrister
 Vivo
 Volare
 Waghorn Family
 Wayne Panapa
 Wintec Atrium
 Westpac
 Wilowbrook Park
 A special thank you to all our regular donors
 that belong to our Wings program

2018 MEMORIES





truecolours.org.nz