



**True Colours**

Children's Health Trust

*Te Oranga O Nga Tamariki*

# Annual Report 2021



*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

Dr Fraser Maxwell

PAEDIATRICIAN

Dr Suniti Bisht

## STAFF

CEO/ NURSE SPECIALIST

Cynthia Ward

PSYCHOTHERAPIST

Stephen Parkinson

COUNSELLOR

Indigo Simblett

COUNSELLOR

Kym Cousins

NURSE SPECIALIST

Helen Funnell

NURSE SPECIALIST

Jo Stolzenberg

FAMILY THERAPIST / SOCIAL WORKER

Rosalind Arnott

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

All children with a serious health condition and their families have access to support

## 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

**During this year True Colours' has continued to adapt to the challenges of working in a covid environment.**

As an organisation we have met the need to be agile to ensure the continued care for children and families, even if this has meant not necessarily meeting face to face. True Colours continues to grow as the demand for our service increases.

Thank you to the team at True Colours, for their passion, expertise and commitment to ensuring that the needs of the seriously unwell children and families are met. As a result, True Colours continues to deliver a gold star service.

As with most charitable organisations we continually work to build a financially sustainable model; this is even more important in the current environment. I acknowledge the support of many individuals, businesses, funders and the Friends of True Colours, that have all inputted into strengthening our financial sustainability. We value, hugely, the strong partnerships that have been built over time with you all.

Thank you to my fellow board members who all continue to give their time and expertise to the organisation; your ongoing commitment and support of our vision is invaluable.

A special thank you to Dr Phil Weston, who has retired from his Trustee role during the year. Your wisdom, knowledge and passion for True Colours will be missed, however we wish you well in your retirement.

Phil has been replaced by Dr Suniti Bisht, whom we welcome as a Trustee and know that she will be an asset to the Trust Board.

**Leean Bedwell  
Chairperson**



# CEO'S REPORT

**Manaaki whenua, Manaaki tangata, haere whakamua – care for the land, care for the people, go forward.**

When reflecting on the previous year, 'change' is the word that comes to mind. It was another year of holding uncertainty and navigating the limitations and restrictions of COVID, along with the fall out of devastation that impacted our community. For the first time, many of the families we support were experiencing COVID, along with some of the TC team.

Despite the overarching challenges of COVID the TC team has navigated its own changes. We farewelled Michelle Rae, Kyra Lindsey and Mary Orpin as they moved on to do other things. We welcomed Heidi Gleeson, Indigo Simblett and Kym Cousins into the team in 2021 and Jo Stolzenberg and Rosalind Arnott early 2022. These are exciting changes as we grow a skilled competent workforce to keep up with the demands of a higher acuity in children's health conditions and the overall burden that their whānau carry in caring for their tamariki.

Our vision is that all children and rangatahi living with a serious health condition, and their whānau have access to support when they need it most, therefore we are committed to not having a wait list. It is with gratitude and appreciation to those in our community who sponsor, fund or support us in some way who have captured this vision and enabled the organisation to grow and develop to meet the demand.

My sincere thanks go to the incredible team who provide the care and support to families, to the trustees whose governance and guidance is appreciated, to the 'FOTC' committee who work hard to raise the profile and funds of True Colours, and to the many individuals who volunteered their time to ensure True Colours is a place that families can gain the support needed in a timely way.

Please take time to read the sponsors and funders page, as without this level of support True Colours would not exist. There are no words to describe the deep appreciation and gratitude that is experienced by the trust and team of this amazing support.

Due to COVID restrictions last year we were unable to hold our major fundraiser, the Kerr Ladbrook & True Colours Long Lunch, as we normally would. My thanks to Heidi who worked hard in a short period of time to upload auction prizes to instead have an online event. This is highlighted in the marketing report; however, I acknowledge all those who donated and supported this event to ensure it was a success. This is another testament of the support and care of our community.

As there are major changes ahead in the national health arena, True Colours is in a strong position to continue to provide key services to families. This is due to our community recognising it takes a 'village', or a community, to take care of our tamariki. This is even more prevalent where there are disparities in socioeconomic situations for some families providing hospital level care in the home. Children are our taonga, thank you to all who contribute and support this mahi.

He aroha whakatō, he aroha puta mai – if kindness is sown, then kindness you shall receive.

**Cynthia Ward**  
CEO



# MARKETING & FUNDRAISING

**In 2021 as we entered our second year of living with Covid-19, we celebrated 17 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 large first time donations from Trinity Lands Ltd and the A & M Parbhu Foundation. 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.

.Dynes Transport, Urban Homes and Lugtons



Real Estate continue to be important regular sponsors which is significant in our ongoing success.

Our partnership with Northern Districts Cricket is still going strong and we are thankful for their ongoing commitment to True Colours.

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

## Friends of True Colours

Our fundraising committee, the Friends of True Colours, are a small but mighty part of our extended team here at True Colours. Despite being unable to hold a physical Kerr & Ladbrook True Colours Long Lunch this year, they helped us raise over \$80,000. An amazing result given we were unable to hold a physical in-person event and had to 'pivot' to an online auction only.

Thanks must also be extended to the sponsors and prize donors that support the Long Lunch. Without them it would simply not be possible to hold such a successful fundraising event.

The Keg Room also hosted an end of Christmas Music Bingo fundraiser which was loads of fun! These smaller community fundraisers not only help to raise funds, but help raise the profile of True Colours to a new group of potential supporters.

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

# 2021 IN NUMBERS

## Revenue



\$342,824 Grants 42%	\$375,926 Donations 46%	\$102,314 Fund-raising 12%
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## Referrals



200 New referrals 77.5%	58 Re-referrals 22.5%
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## Referral Type



149 Sick Child 58%	48 NICU 18.5%	48 Bereavement 18.5%	13 Peri-natal 5%
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## Geographical



116 Urban 45%	110 Rural 43%	20 Out of Region 8%	12 Not Stat- ed 4%
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# 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



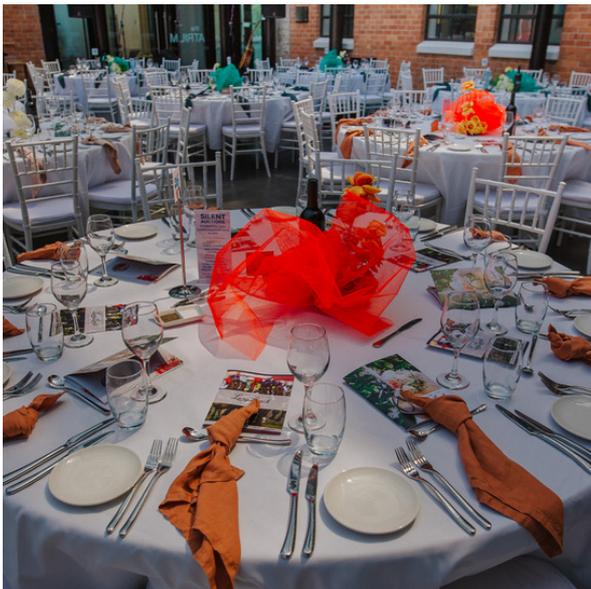
# THANKS TO OUR FUNDERS

Community support is the cornerstone of our community trust. Thank you to everyone that made a contribution in 2021.

## COMMUNITY FUNDERS

Rodmor Charitable Trust | Grassroots Trust | The Lindsay Foundation | Lottery Grants Board | Trust Waikato | Community Organisation Grants Scheme (COGS) | Waipa District Council | Waikato WDFE Karamu Trust | Tidd Foundation | WEL Energy Trust | Cambridge Christmas Festival | D V Bryant Trust | St Stephens Christmas Festival | A & M Parbhu Foundation | Trinity Land Ltd | Cambridge Christmas Festival | Lion Foundation | Jumble Around | Southern Trust | MusicHelps | Glenice & John Gallagher Trust | PWC Foundation | ANZ | Mullane Trust |

## FRIENDS OF TRUE COLOURS



**Our fundraising committee helped raise over \$80,000 in 2021**

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 and garden this year**

Maureen Anderson | Leonie Pope |  
Brian Robinson |

# THANKS TO OUR SUPPORTERS

## COMMUNITY SUPPORTERS

Arc Security | Atomic Coffee Roasters | Bob Bollen & Benz Industries | Bodmin Charitable Trust | Care Kids Ltd Chartwell | Chiefs Rugby Club | Cleland Hancox | Colors Hair Co | David Ward | Diane & Keith O'Sullivan | Jenny Lala | Jenni Murphy-Scanlon | Kiwanis Club of Westside Hamilton | The Harris Family | Quinlan family | Smugglers Liquor | Claire & Paul Grant | Hamilton Central Rotary | Fairfield Inner Wheel Club | Fairfield Rotary Club | Sport Waikato | Anne Reeve | D Clarke | Deborah McConnell | D M Young | Tony & Fiona Reglinski | Karl Tutty | Katherine Walker | Leean Bedwell | Kylie Harcourt | Leonie Pope | P J Kimble | Michelle Jordan-Tong | Meg Wilshier | Sithy Zam Zammer | Christine & Peter Renner | R Moar | Rachel Thomas | Louise Ward | NZ Beverage Council | Kelly & Hamish Rushbrook | ANZ | A Lenihan & T Elkington | Silverdale School | Fraser-Jones Family | Blick | McLean-Bluck Family | Robert Lewellyn Summerell |

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



The Meteor Theatre donated tickets to Beards! Beards! Beards! for families we support! They had a blast.



Our fabulous volunteer Maureen who looks after our gardens made it to the finals of Volunteer of the Year!



Thanks to the team at Inghams who provided us with 5 news cars for our team to use when visiting families.

# THANKS TO OUR SUPPORTERS

The Kerr & Ladbrook True Colours Long Lunch remains our major annual fundraiser. We look forward to this event happening again in 2022 after the disappointing cancellation in 2021.

## 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 Catering | Black Dog Furniture | Lyndon Jones Electrical | Skycity | Ostro Brasserie | Huka Lodge | Annah Stretton | Northern Districts Cricket | HD Geo | Hamilton Windscreens | Tim Finn | Geoff & Linda Maber | Cape Kidnappers Luxury Lodge | Unichem Grey Street Pharmacy | Unichem Beerescourt Pharmacy | Urban Homes | Palate | Rawcliffe Family | Eden Park | HDS | Sentinel Homes | Diane & Keith O'Sullivan | Coromandel Sea Kayaks | Alayne Duthie | Jacinda Ardern | Puna Tiny Home | Hobbiton | Sculptureum | Torpedo 7 | Laroma Coffee | Gothenburg | Stark Property & Riverbank Lane | Ketz-Ke | SkyCity Hamilton | Furnace | Vivo | Avantidrome | Oyster Bay Inn | The Design Depot | Heidi Christian Hair | Nat Knox Make Up Artist | Circe Perfume | Clinique Elan | SkyCity Hamilton | The Caker | Homestyle Magazine | Inghams | The Cocktail Cart | Serenity Float | Mocha Home | Gull Morrinsville | Brett Maber | Claire & Paul Grant | Murray Williams |

*A special thank you to everyone that donated prizes for our online auction*



Thank  
you

We look forward to the  
16th annual  
Kerr & Ladbrook True Colours  
Long Lunch 2022

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

# 2021 MEMORIES

