



Annual Report 2024



Helping Courage Shine Through

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OUR PEOPLE

PATRONS

Neil Finn

Tim Finn

BOARD OF TRUSTEES

CHAIRPERSON

TREASURER

SECRETARY

PARENT REPRESENTATIVE

PAEDIATRICIAN

PAEDIATRICIAN

Leean Bedwell

Sandra Braithwaite

Sarah Rawcliffe

Paul Grant

Dr Fraser Maxwell

Dr Suniti Bisht

STAFF

CEO/ NURSE SPECIALIST

OPERATIONS MANAGER

PSYCHOTHERAPIST

COUNSELLOR

COUNSELLOR

NURSE SPECIALIST

FAMILY THERAPIST / SOCIAL WORKER

COUNSELLOR

CLINICAL NURSE SPECIALIST

Cynthia Ward

Heidi Gleeson

Stephen Parkinson

Indigo Simblett

Renee Ward

Helen Funnell

Rosalind Arnott

Ziski Poschl

Renee Streatfield

OTHER

KAUMATUA

ACCOUNTANTS

LAWYERS

AUDITORS

Wayne Panapa

Cleland Hancox Limited

Harkness Henry

PKF Hamilton



OUR VISION, MISSION & VALUES

OUR VISION

That all children with a serious health condition and their families have access to support.

OUR MISSION

Supporting Waikato families impacted by their child's health condition through counselling, nursing care & advice, education, collaboration and advocacy.

VALUES



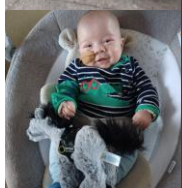
RESILIENCE

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

Twenty years ago Cynthia Ward founded True Colours, a service providing holistic support for children with a serious health diagnosis or who are grieving the loss of their baby or child, and their families.

Through the 20 years, the True Colours team's unwavering dedication to delivering high-quality care through counselling, nursing, and education is truly commendable; thank you to you all for your commitment.

True Colours recognises the importance of collaboration with other health providers to ensure the best care and support for children and families. Our services are offered at the True Colours house on Joffre Street, in family homes, and in hospitals, ensuring accessibility and comprehensive support.

We continue to focus on educating the public and health sectors through presentations at various events, collegial support to other health professionals, and professional development training. These efforts are crucial in raising awareness about the needs of seriously unwell children and their families within the community.

In March 2024, we launched our nurse-led clinic at the True Colours house. This initiative has been highly successful in meeting the needs of children and families through assessments, case management, coordination, and liaison with other providers.

The past year has been challenging for the communities that True Colours serves due to the weak financial environment.

This has also been felt by many fund providers who we rely on for financial support to keep our service operating. We are deeply grateful for the ongoing support during these tough times.

I also extend my heartfelt thanks to the many individuals and businesses who also support us. Your contributions are invaluable and enable us to continue our mission of supporting seriously unwell children and their families.

The Friends of True Colours remain integral to our organisation through their fundraising efforts, community promotion, and assistance at various events. Thank you, your support is also invaluable.

At the end of June 2025, our current CEO, Cynthia Ward, will transition to a Trustee role on the Trust Board. We acknowledge and thank Cynthia for her vision, passion and commitment in founding and growing such an important service in our community.

We warmly welcome Heidi Gleeson as the new CEO and look forward to supporting her in her new role. Heidi's passion and commitment to our mission are evident, and we are excited for the future of True Colours under her leadership.

Leean Bedwell
Chairperson



MANAAKI WHENUA, MANAAKI TĀNGATA, HAERE WHAKAMUA -
CARE for the LAND, CARE for the PEOPLE, GO forward

CEO'S REPORT

As I reflect over 2024, I realise this is the last year I am writing this report as CE. 2024 has been a solid year of ensuring the operational, nursing and psychosocial aspect of True Colours are solidly in place before the end of my tenure in this role.

A highlight of the year was welcoming Renee Streatfield into True Colours in March as the clinical nurse specialist to operate the Nurse Led Clinic, a new initiative. From commencement, the uptake was positive, with families requiring nursing assessments for their children with health conditions. Renee will commence her nurse practitioner practicum final year in 2025 to further enhance service provision for family's TC supports, particularly as accessing medical support in the community is so challenging.

Emergency Consult continue to partner with TC to provide the afterhours support to families, providing advice, guidance and at times medications. Families appreciate this aspect of the service; the outcome is reduced ED admissions for some whānau. While this part of the service is well utilised, the numbers remain consistent and relatively small.

Another highlight of the year was to celebrate 20 years of being operational, those years all totally community funded. It epitomises the loyal continued support of sponsors, funders, individuals and businesses who have captured the vision and walk alongside us in a much-needed practical way. The appreciation and gratitude are hard to put into words. Heidi will highlight this further in her report.

Paediatric palliative care (PPC) still requires recognition in New Zealand. I have been involved on the national working group for developing a model that meets the needs for this population group. I have also been part of the Australasian working group developing clinical guidelines for PPC. While PPC is just one aspect of our care provided, there is still much work to do. This mahi will continue into 2025 working in collaboration with Rainbow Place. Currently PPC in NZ is under

resourced and children with life-limiting and life-threatening conditions and their whānau are being compromised.

Thank you to the team at TC who provide the skilled support to tamariki, rangatahi and their whānau utilising services from TC. Without you, there would not be a service. Most days I hear from either the families themselves or health professionals who refer to TC that the support has made a positive difference. To reduce the burden of care on whānau who are doing the hard mahi is a way that will have a bigger impact on the family unit, helping them to stay standing. My thanks go to the trustees on the Board, who continue to provide the strong governance and guidance required to ensure the organisation is safe, and sustainable. Thank you for your support of me in this role, it has been so appreciated.

As I look towards 2025, I will be handing over the leadership to Heidi, for the first six months, while I am still at TC to provide mentorship and enable a smooth transition of change. I will then leave the operational side of True Colours at the end of June 2025 to rejoin the TC Trust Board as trustee. I have every faith & trust in Heidi and the team to continue the care that families have highlighted they require. When I reflect on the years passed, TC is no longer filling a gap, we are forging a way for the rest of NZ to follow, we know this model is effective for families, it meets their need. I will continue at a national level to ensure children have their voices heard, and I will be leaving TC in a strong position with Heidi and the team to directly meet the needs of tamariki & rangatahi who have serious health conditions, and their whānau.

Cynthia Ward
CEO



**KāHORE TAKU TOA I TE TOA TAKITAHĪ, HE TOA TAKITĪNĪ —
WE CANNOT SUCCEED WITHOUT THE SUPPORT OF THOSE AROUND US**

COMMUNITY & FUNDRAISING

Reaching our 20th anniversary as a 100% community-funded organisation is an incredible milestone. Supporting children in the Waikato with serious health conditions and their whānau has only been possible thanks to the unwavering support we've received over those years.

The Power of Community Support

Support comes to True Colours in many forms: funding grants, donations, sponsorships, fundraising initiatives, in-kind services and volunteer hours. Every act of support strengthens True Colours and helps us reach more families in need, and enables us to support other community organisations through presentations and professional development.

We extend our heartfelt thanks to everyone who chose to support True Colours in 2024. Your contributions make a real difference.

Community Funding

As we do not receive government funding, community funders remain the cornerstone of our financial sustainability. We are deeply grateful to those who believe in our mission and choose to continue to invest in the work we do. Many of our funders have been with us for years, and we truly value their enduring commitment.

Building Strong Partnerships

Our community partnerships go beyond financial and operational support. They help raise awareness of True Colours and build trust and credibility for the work we do. These relationships amplify our impact and connect us with wider audiences.

We are thankful for our ongoing partnerships with Annah Stretton, Inghams, Dynes Transport, Cleland Hancox Ltd, Harkness Henry, Kerr & Ladbrook, Lugtons, Elektron, Urban Homes and Northern Districts Cricket. Your continued support is invaluable to us.

Friends of True Colours

Our fundraising committee, the Friends of True Colours, play a vital role in our team. Their support and dedication to this year's Kerr & Ladbrook True Colours Long Lunch helped raise just over \$153,000 — a huge achievement!

We are always so grateful to the sponsors who also help make the Long Lunch such a successful event - in particular Kerr & Ladbrook but certainly we couldn't do it without the support of The Atrium, Sincerity Laundry, Good George, Lugtons, Annah Stretton, Inghams, band 88MPH, Prolife Foods, Volare, Meyer Cheese, Westpac and the Hillcrest High School students who volunteer their time for the day as waiting staff.

Thanks must also be extended to all who donate prizes, and of course the guests who attend our event and bid generously, that helped us to raise such a significant total which is going to take some beating in 2025!

A final thanks

Given the tough financial circumstances out in the community, which we are feeling and hearing the impact of via funders and businesses, we truly appreciate the support we get that enables us to continue supporting the families we do, for free, for as long as they need us.

Looking ahead to next year, we look forward to celebrating our 21st birthday and are optimistic we'll have our most successful Long Lunch ever.

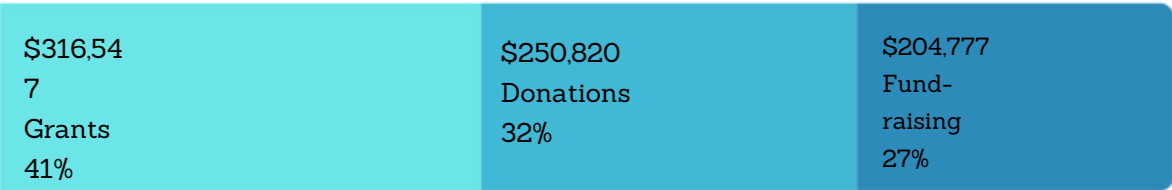
Heidi Gleeson
OPERATIONS
MANAGER



"ALONE WE CAN DO SO LITTLE; TOGETHER WE CAN DO SO MUCH."
HELEN KELLER.

2024 IN NUMBERS

Revenue



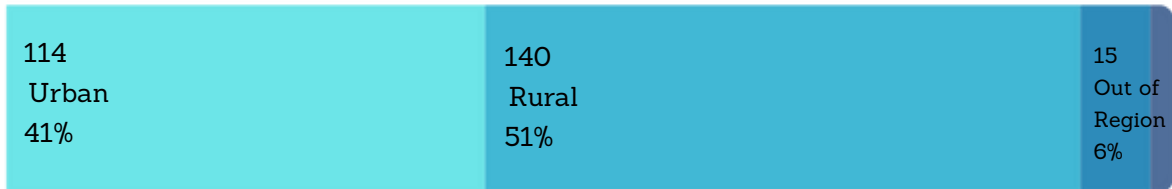
Referrals



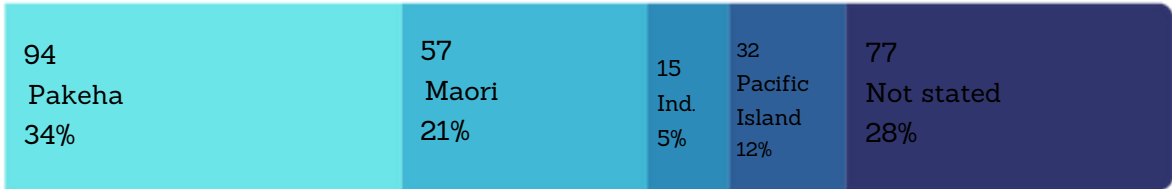
Referral Type



Geographical



Ethnicity



HE AROHA WHAKATŌ, HE AROHA PŪKA MAI-

IF KINDNESS IS SOWN, THEN KINDNESS YOU SHALL RECEIVE

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

Annah Stretton

VEHICLES

Ingham®

Quality Brands
Quality Service



EVENT

Kerr & Ladbroke
CATERING BY DESIGN

ESTD 1988

Cleland
Hancox

BUSINESS ADVISERS
CHARTERED ACCOUNTANTS

SERVICES

Harkness Henry
SPECIALIST LAWYERS

PARTNERSHIPS



NORTHERN
DISTRICTS
CRICKET



THANKS TO OUR FUNDERS

Community support is the cornerstone of our community trust. Thank you to everyone that made a contribution in 2024.

2024 COMMUNITY FUNDERS

Grassroots Trust | Rodmor Charitable Trust | Trust Waikato |
| Lottery Grants Board | Trinity Lands Ltd |
Community Organisation Grants Scheme (COGS) | WEL Energy
Trust | Tidd Foundation | D V Bryant Trust | St Stephens
Christmas Festival | Lion Foundation | Jumble Around | Aotearoa
Gaming Trust | MusicHelps | Glenice & John Gallagher Trust |
Mullane Trust | Bodmin Trust | Cambridge Christmas Festival |
Gallagher Charitable Trust | Waikato Famers Trust | Harcourts
Foundation | Waikato WDFW Karamu Trust |



THANKS TO OUR SUPPORTERS

2024 COMMUNITY SUPPORTERS

Bob Bollen & Benz Industries | Elektron Ltd | AGORA Cafe | CareKids Ltd Chartwell | Cleland Hancox | Colors Hair Co | David Ward | Diane & Keith O'Sullivan | Jenny Lala | Jenni Murphy-Scanlon | The Harris Family | Hannah Maxwell | Claire & Paul Grant | Anne Reeve | D Clarke | Deborah McConnell | D M Young | Tony & Fiona Reglinski | Karl Tutty | Katherine Walker | Leean Bedwell | Leonie Pope | P J Kimble | Meg Wilshier | Christine & Peter Renner | Waikato Sunrise Rotary | Rachel Thomas | Louise Ward | Tim Babbage | A Lenihan & T Elkin | Waitoa Garden Circle | The Harris Family | Scot Strafftford | Sophie & Dan Harris | Robyn Skynner | Matamata Bible Church | Walton School | Kevin & Gail Laurence | Snap Fitness Te Rapa | Sue Harris | Rainbow Kids | Rachel McKenna | Louise McKenna | Rachel Woods | Maureen Anderson | Shane Gleeson | Sue Burgess | Niall Lenihan | Brian Robinson | CSC Group | Good Bitches Baking | Nates Toy Run | Beanies for Babies | Carol McColl | Matt Horan | Tom & Patty Dudson | Fiona Hermann | Flight Structures | CKL | Laser Plumbing | Anna Whitfield | Craigs Investment Partners | Limelight Dance Academy | Irene & Stuart Wiltshire | Mark Mullins | Shelly Tweedy & Associates | Melva Ritchie | Jorja Renton | Gail Kerr-Bell | Courtney Robertson | Keith McGlade | Kelly & Hamish Rushbrooke |

A SPECIAL THANK YOU TO OUR WINGS MEMBERS THAT
SUPPORT US THROUGH REGULAR MONTHLY DONATIONS



The Sunrise Waikato Rotary group raised just over \$10,000 for us at Balloons over Waikato

A stunning week of hot air balloons followed by the team manning the Balloon Glow event. A great result from a busy week!



Ann Marie and her team at Jingles Hair Design put on a hair and fashion show for us

It was a fun night of fashion and auctions - and just over \$6,500 raised! Amazing!



Thanks to the Friends of True Colours and our volunteer gardener who help us raise funds and look after True Colours House.

Maree Tolley | Murray Williams | Pam Lugton | Sarah Rawcliffe | Vicki Pointon | Sue Burgess | Tanya Breen | Shannon Ingham

THANKS TO OUR LONG LUNCH SUPPORTERS

The Kerr & Ladbroke True Colours Long Lunch remains our major annual fundraiser. We had an amazing event in 2024 with such generous support from both businesses who sponsored us and donated items, and from those who attended.

Long Lunch Event Sponsors

Kerr & Ladbroke Catering | Wintec Te Pukenga - The Atrium | Sincerity Laundry Group - Linen | Good George | Lugtons | Westpac | Striped Trees Productions | CMYK | band 88mph | Ingham Driven | Point B | Annah Stretton | Prolife Foods | Volare | Meyer Cheese | Hillcrest High School | Coca Cola | Love Club Hire | Oil Changers Killarney Road

Long Lunch Auction Sponsors

Ingham Driven | Sentinel Homes | Blue Duck Station Adventures | Tash Martin & Shaun Hoskin, HDS | Lugtons | Sarah & Geoff Rawcliffe | Huka Lodge | Annah Stretton | Rhonda Parry - Our Minds Matter | Hamilton Windscreens | Geoff & Linda Maber | Cape Kidnappers Luxury Lodge | Dorset Suit Hire | Savor Group - Amano Restaurant | True Store | Northern Districts Cricket | HDS | Diane & Keith O'Sullivan | Greenlea Meats | Gothenburg | Westpac | Eight PM | Travel Managers | Lyndon Jones Earthmoving | Neil & Sharon Finn | AJ Hackett | Zuru | Gull Morrinsville | Vicki Pointon & Graham Ray | Gail & Kevin Laurence | Diamond Lab | Agape Jewellers | Chocolate Works | Roar Coaching | Pepper & Me | luggage.co.nz | Chaos & Harmony | Make up by Gabby | Ruth Gilmour Photographer | Do Paw | Riverside Adventures | Hells Gate | Leven | Lifted Pilates | Rotorua Treewalk | Waitomo Caves | Jingles Hair Design | Onyx | GHD | Repertoire | Hukanui Golf | Rotorua Canopy Tours | Shop 9 | Hayes Common | The Op Shop for Breast Cancer | Lewis Lawyers | Safeguard Storage | Colors Hair Company | Adventure Te Aroha | Keirryn Hintz Art | Lawrenson Group |

A SPECIAL THANK YOU TO EVERYONE THAT DONATED PRIZES FOR OUR
LIVE & SILENT AUCTIONS AND OUR INAUGURAL RAFFLE



Our 19th annual
Kerr & Ladbroke True Colours
Long Lunch 2024 was an
outstanding year, raising
just over \$153,000!

"It's NOT THE LOAD THAT BREAKS YOU
DOWN, it's THE WAY YOU CARRY it."
-LOU HOLTZ

2024 MEMORIES

