



After a fun day on the water, it's good to relax over dinner and share fishy tales!



## RECORD FUNDRAISING DAY ON THE WATER AT THE NZ TEXTILES FISHING COMPETITION

The morning of Friday 21 February 2014 dawned bright and clear over Auckland's Hauraki Gulf... calm seas and blue skies invited a fishing flotilla to take to the high seas for a day of fun during the annual NZ Textiles Fishing Competition.

Boatloads of eager fishermen and women baited hooks and dropped lines in support of Sweet Louise for the fifth year running - and what a whopper of a catch at the end of the day! A king-size 'thank you' to Brett and Sandra Fleetwood of Scorpio Agencies for their incredible commitment of time, energy, enthusiasm and resource to the organisation of this wonderful event which raised an incredible \$16,000 for Sweet Louise!

Sweet Louise Member Maree, her husband and a family friend, were invited to spend the day aboard 'Captain Jim's' boat. Maree has lived with secondary breast cancer for several years and was thrilled to be offered a day on the water. "I need to take opportunities when they come along. Jim was a fantastic fisherman host. He knew the best spot and had all the fishing wisdom we needed to come away with both the Man and Woman's biggest fish prize and also the most fish caught on the boat. I caught two legal size snapper and we headed home with four for dinner. I would like to thank the organisers of the competition. It was great to see the Textile Industry getting behind Sweet Louise. As a Member, I use the vouchers I receive for massages from a lovely lady in Pukekohe who is a wonderful Service Provider."

We extend a heartfelt thank you to all of those who supported and participated in the day's Competition and who gave so generously at day's end over dinner, drinks and 'fishy tales' on Motuihe Island. There were spot prizes, awards for the 'biggest fish of the day', and an auction with fabulous items donated by sponsors and supporters. And our favourite rule of the day? "Anyone caught talking business on a mobile phone will be fined \$5.00 per conversation and all proceeds from calls will go to Sweet Louise."

*Sweet Louise gratefully acknowledges major sponsors of the competition:* Brittain Wynyard & Co. Ltd, P.T. Ateja Tritunggal, Woolrest Biomag, Ken Bimler Ltd, Charles Parson (NZ) Ltd, Warwick

Continued on next page.

## Inside this Issue...

A 'Walk in the Light' raises over \$14,000

Meet New Team Member Charlotte Horan

Kylie's quilt - a labour of love ... and more!

## KERRIN OSBORNE TAKES UP THE 'KAUS' TO HELP OUR MEMBERS

**Service Provider Kaus offers women experiencing hair loss due to cancer treatments some colourful and stylish headwear options that are hard to beat.**

Kerrin's business, Kaus, has been a Sweet Louise Service provider since 2012 and many Members have enjoyed not only the wide range of hats available but also the personal service Kerrin provides and the convenience of shopping online at the Kaus website [www.kaus.co.nz](http://www.kaus.co.nz). "I think Sweet Louise is a fantastic organization that really supports women going through a rough time. They



Kerrin Osborne models one of her creations

Continued on next page.

Continued from page 1.



Joel Sampson from Team Charles Parsons netted the 5th largest snapper on the day at 1.34 kg.



Some competitors really got into the spirit of the day!

Fabrics (NZ) Ltd, James Dunlop Textiles, Home Fabrics, Danske Mobler, EJP Furniture, Luxaflex Window Fashions, Icehouse (NZ) Ltd, Villa Textiles, Lazyboy (NZ) Ltd, Caffè Massimo, Profile Fabrics, Nexus Foam, Oceanbridge, Colourplus, Harvey Furnishings, MCP (NZ) Ltd, Heritage Tiles, Webbing and Tapes Ltd, Continental Cars, Moi Agencies, Guthrie Bowron, Golf Warehouse, Sea Surface, Freedom Furniture, Designer Textiles, Fabric and Furnishings. 🌸

IF YOU WOULD PREFER TO RECEIVE THIS NEWSLETTER BY EMAIL ...

... please contact Julie O'Sullivan and we can arrange this for you – [julie.osullivan@sweetlouise.co.nz](mailto:julie.osullivan@sweetlouise.co.nz)

## NEW TO THE SWEET LOUISE TEAM...

Event Coordinator Charlotte Horan joined the Team in December 2013 and is 'thrilled' to be working with Sweet Louise. Charlotte will coordinate fundraising events and assist with community fundraising efforts too. "When someone does a swim or a run event I will be helping to make their fundraiser a success!" says Charlotte. She has an extensive background in commercial sales both here and overseas and has organised everything from product launches to golf tournaments. "I am looking forward to working with the team at Sweet Louise and creating some great events!" 🌸



Charlotte Horan

## In Memory

Thank you to all of those people who have made 'donations in lieu of flowers' to Sweet Louise in memory of Chris Moynihan and Jaime Taylor.



## TAKING ON A PERSONAL CHALLENGE?

Perhaps you'll be competing in the State NZ Ocean Swim Series – King of the Bays at Takapuna on 12 April, or tying on your running shoes for the Auckland Triathlon, 5/6 April in Auckland... and why not have your family, friends and colleagues sponsor your personal challenge online (through sites like Givealittle and FundraiseOnline) and name Sweet Louise as your charity of choice? In the past, individuals have chosen Sweet Louise as recipient of their fundraising efforts for the Rangitoto to St Heliers Swim, the Auckland Marathon and the Taupo Cycle Race.

Would you like to support us through your own personal challenge? Please contact Charlotte Horan to find out how on [charlotte.horan@sweetlouise.co.nz](mailto:charlotte.horan@sweetlouise.co.nz) or 027 522 3884 🌸

Continued from page 1.

have an amazing service and are always there when you need them."

Kaus can offer hats for any occasion and season: scarf hats, night caps, everyday beanies and some 'glitz and glam' options too. All are made with high quality materials and stylishly designed. Kerrin set up Kaus in 2011 after her mother was diagnosed with Stage II breast cancer and experienced hair loss due to chemotherapy. She didn't want to wear her wig all the time so searched the internet for hat options, and found limited choices.

Sweet Louise Members receive personal and individual service from Kerrin, aimed at not only helping them cope with hair loss but also to feel more confident.

"My mum - and all the other women I've met through Kaus - has helped me to realize how important it is for women to feel comfortable, feminine and fashionable while going through treatment. I love making the hats (keeping them New Zealand made is important too) and I love being able to bring a little colour and a smile to someone's day." 🌸

## Our wish list

The list of 'I wish we had...' for the Team at Sweet Louise is ever-growing! Often these are smaller items that would make a huge difference – can you help make our wishes come true? This month we are looking for:

- a small digital camera that our Team members can use at events and fundraisers
- a colour printer for our office
- use of a day-time parking space in the Parnell Rise (Auckland) area

If you can help us with any of these wish-list items, please contact Julie O'Sullivan on [julie.osullivan@sweetlouise.co.nz](mailto:julie.osullivan@sweetlouise.co.nz)



evolu's Kati Kasza spoke at the eforea spa event.

## A 'PAMPERING TREAT' AT EFOREA SPA RAISES OVER \$3,000 FOR SWEET LOUISE

In February eforea spa at the Queenstown Hilton hosted a wonderful evening of 'pampering treats' to celebrate the addition of evolu skincare products to the spa range. Guests enjoyed a delightful evening and a presentation from evolu founder and CEO Kati Kasza. Kati is one of our valued Sweet Louise Ambassadors and all proceeds from ticket sales and the auction came to Sweet Louise, a total of \$3,115! A special thank you to Elizabeth Regan and her Team at eforea spa. If you are in Queenstown and fancy a bit of pampering, do visit them for an unforgettable treat! 🌸

## SUPPORT FOR SWEET LOUISE

In recent months we have been reminded just how far the community will go in support of Sweet Louise. In December, Adrian Smith, husband of Member Lyz, walked 100km 'in the light' and raised a jaw dropping \$14,000 for Sweet Louise. It was a hot day in Victoria Park, but nothing was going to deter Adrian from his goal, cheered on by his band of enthusiastic supporters. Our deep gratitude to Adrian for this outstanding personal and fundraising achievement.



In February, we were again humbled by the 180 people who attended the fifth year of the New Zealand Textile Industry Fishing Competition, in support of Sweet Louise. Brett Fleetwood and wife Sandra organised a stunning afternoon of lunch, prizes and relaxation on Motuihe Island which broke the Fishing Competition's fundraising record – netting a whopping \$16,000 for Sweet Louise. Everyone there gave so generously, while enjoying a wonderful day out.

As a reminder of why all these wonderful fundraisers are so important to us, we had a record number of new Members join Sweet Louise in the New Year period. We are now providing our practical support services to around 400 members, and have helped over 1250 since our inception 8 years ago. Fundraising efforts like those above, are vital in helping us to provide support to everyone who needs it.

Finally, I have had to make the very difficult decision to resign from Sweet Louise. In the time I have been here I have become very attached to Sweet Louise and its Members. The charity is at such an exciting stage of development and growth, but realising this for our Members, our staff and our supporters will require a time commitment, that due to my other work commitments, I am unable to make at this time. The appointment of a new CEO is imminent and I will help Sweet Louise with that transition. My warmest thanks to the Sweet Louise Board for their support and to the amazing Sweet Louise Team, partners, supporters and to our Members for their ongoing inspiration.

*Jane Astin*

## ADRIAN'S 100KM 'FEAT'!

Walking 100kms to raise money is not that unusual these days - but when it is one person, walking the distance in one day, from dawn to dusk ... now that's quite a challenge.

And it was a 'Walk in the Light' challenge that Adrian completed on Saturday 14th December 2013 at Auckland's Victoria Park in support of Sweet Louise, a cause that has great significance for him because his wife, Lyz, was diagnosed with secondary breast cancer in 2013. Adrian set himself a target of \$10,000 and raised more than \$14,000 through his Givealittle online page and from fundraising activities on the day. After Lyz's diagnosis, Adrian wanted to do something to support her. She agreed, as long as it would support a cancer charity and help increase public awareness. "It had to be difficult, challenging and attention-grabbing," said Adrian, "something a person off the street couldn't do without a lot of time and effort."

Adrian knew he couldn't run 100kms, but was pretty sure he could walk it ... and so the Walk in the Light project found its legs. "Rather than do it in 24 hours, I decided to walk in daylight, starting at dawn and finishing before it gets too dark," said Adrian. And walk he did - from official sunrise at 4.47am until 9.35pm, with 9 minutes to spare until official sunset. Adrian was cheered on by family, friends, work colleagues, Sweet Louise and the general public who gathered on the day to enjoy games of cricket, sausage sizzles and cake stalls all manned by family and friends.

Adrian feels that the support Sweet Louise provides is so effective because it is appropriate. "It's such a tough period and the idea of offering support that is both practical and emotional is great and quite different from other organisations. Sweet Louise is specific and targeted to help people like Lyz." 🌸



Adrian is cheered on by supporters

## TRANSCENDENTAL MEDITATION... EASY TO LEARN, SIMPLE TO DO... AND GOOD FOR YOU

At Sweet Louise we strive to give our Members all the tools we can to help them cope day to day. At our February Auckland Members' Meeting, Transcendental Meditation practitioner Lucy Margan gave a fascinating talk about 'TM' and its many health and wellbeing benefits. TM is easy to learn, simple to do, natural for mind and body and just two 20 minute sessions twice a day (sitting comfortably with eyes closed) can give your body rest that is deeper than sleep, helps remove stress and fatigue, and leave you calm and refreshed to enjoy your day. Many published research studies promote the benefits of this relaxing and restorative therapy. One published in *Integrative Cancer Therapies (2009)* demonstrated that women living with breast cancer who practiced TM regularly, experienced reduced stress and improved mental health and emotional well-being through the course of their illness. 🌸

Sweet Louise is excited to be selling Entertainment™ Books and the new Entertainment™ Digital Memberships in 2014!

Order your new 2014/2015 Entertainment™ Membership from Sweet Louise and 20% of your Membership purchase goes towards our fundraising!

Visit <https://www.entertainmentbook.co.nz/orderbooks/1098g81>

To order your 2014/2015 membership today. 🌸



## KYLIE'S QUILT BRINGS JOY TO WELLINGTON MEMBER

Telecom employee Kylie McArtney loves fabric and always buys more than she needs. She was wondering what to make from some natural cottons when she read about Sweet Louise and the support Telecom and Gen-i have given our Members through the Volunteer for a Day programme.

The intent of Sweet Louise is one that is close to her heart. "We all know someone who has had cancer and I wanted to do something to help" so Kylie turned her creative hand to quilting. Two years ago she began a true 'labour of love' and the beautiful quilt she made was presented to Wellington Member Pam earlier this month. "Quilts have practical uses," said Kylie, "but a lot of love goes into making them. They are given to people you care about."

The quilt will accompany Pam on her hospital visits, a treasured reminder of the generosity from people like Kylie who give so kindly to support others. 🌸



## NEWS FROM THE NEW ZEALAND BREAST CANCER FOUNDATION

The landscape is changing for women with advanced breast cancer, and the New Zealand Breast Cancer Foundation wants to help

ensure that NZ women benefit from improvements in progression-free and overall survival, while at the same time being able to enjoy the highest possible quality of life.

In addition to our support of women with metastatic breast cancer via Sweet Louise, we're working this year to enhance training of doctors and breastcare nurses in the management of breast cancer. We want to build the knowledge base of our medical profession, through funding research and investigating new treatment options for women with advanced cancer.

That's not only about access to new drugs, it's also about making sure that, as far as possible, global best practice is adopted throughout New Zealand. We're looking forward to the imminent release of the newest treatment guidelines from the Advanced Breast Cancer 2 (ABC2) conference held late last year. The conference was a global standard-setting exercise for treatment of metastatic breast cancer and for patient support. We'll be discussing those recommendations with local practitioners, to see how practice might change here and where the NZBCF can help.

I look forward to sharing some of our progress with you next time.

**Van Henderson, Chief Executive, The New Zealand Breast Cancer Foundation**

*The New Zealand Breast Cancer Foundation (NZBCF) is a major supporter of Sweet Louise and we also acknowledge the office space provided to our Support Coordinators at the NZBCF premises.*



## BECOME A REGULAR GIVER TO SWEET LOUISE ...

... and help us plan for our future.

Our thanks to all of those people who donated and fundraised so generously for Sweet Louise last year. If you would like to become a regular giver to Sweet Louise, donating a small amount each month over the course of a year or more, please contact Julie O'Sullivan on julie.osullivan@sweetlouise.co.nz or 027 525 1985 for more information. Regular giving provides us with a foundation upon which we can base future plans and continue providing our services to Members throughout New Zealand. Thank you. 🌸

WE WISH TO THANK THE FOLLOWING ORGANISATIONS AND BUSINESSES FOR THEIR ONGOING SPONSORSHIP AND FUNDING:



We wish to thank Sir Pat and the late Lady Kay Higgins, and Bernard and Sue Higgins, for their very generous support of Sweet Louise in the Mid Central region.

WE WISH TO THANK THE FOLLOWING BUSINESSES FOR THE DONATION OF THEIR EXPERTISE, PRODUCTS AND SERVICES:



WE WISH TO THANK THE FOLLOWING ORGANISATIONS, TRUSTS AND FOUNDATIONS FOR THEIR ONGOING SUPPORT:



Ted and Mollie Carr Endowment Trust (Guardian Trust)  
 Sir Ernest Davis Trust (Guardian Trust)  
 JBS Dudding Trust  
 Louisa and Emmett Patrick Murphy Trust (Public Trust)  
 Mt Wellington Trust  
 Rotary Club of Newmarket