

SWEET *Louise*

SUPPORT FOR
INCURABLE
BREAST CANCER



2016/2017 ANNUAL REPORT

Welcome

This year we honoured 10 years of Sweet Louise. We reached out and helped a record number of New Zealanders living with incurable breast cancer.

We would like to thank everyone who has been there for Sweet Louise. We could not have made a positive difference to our members without the generosity of our supporters, volunteers and staff.

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There was much to be thankful for...

Helping more people than ever

We continue to grow our membership, which now stands at 589 women, a 10% increase on last year. This year we launched services in the South Island. Membership numbers have increased sharply here, with many women happy to be part of the wider Sweet Louise family.

We are doing better

Our annual member survey confirmed how valued Sweet Louise remains; more than 94% of respondents told us that we were a positive source of support in their lives. Further, 96% of our members rate their interactions with Sweet Louise as either good or excellent. While there are many charities helping women with breast cancer, we remain the only national specialist organisation dedicated to helping those with incurable breast cancer. Our consistent focus on our members' needs has given us a privileged position of trust with our members and their families.

Creating a future for Sweet Louise

Last year we undertook a strategic review of our fundraising activities and have been successful in strengthening and diversifying our sources of funding. We have worked hard to achieve a financial break even and in doing so, continue to assure Sweet Louise's financial stability today and for the future.

Thank you

We are so thankful for the tremendous support of our major sponsors and all our donors. Sweet Louise's most valuable assets are the team of dedicated, caring professionals who through their skill are bringing moments of comfort, joy and hope to hundreds of women and their families.



A blue ink signature of Scott Perkins on a yellow background.

Scott Perkins
CHAIRMAN



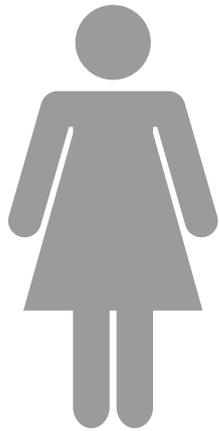
A black ink signature of Fiona Hatton.

Fiona Hatton
CEO



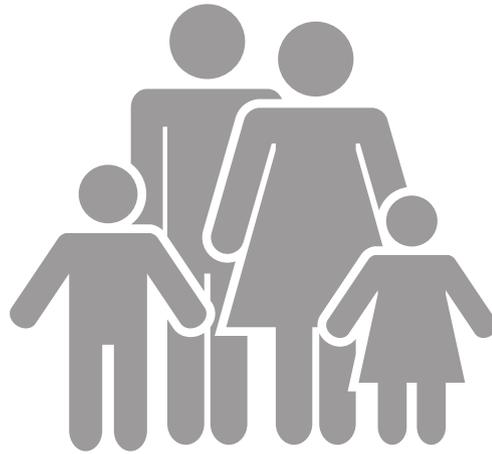
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IN 2016/17 SWEETLOUISE **HELPED:**



589

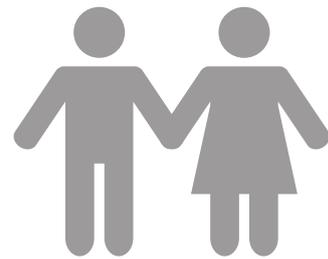
WOMEN



2340

FAMILY MEMBERS

INCLUDING...



263

CHILDREN

We celebrated

10
years

OF

SUPPORTING PEOPLE
LIVING WITH INCURABLE
BREAST CANCER.





INFORMATION



MONTHLY
MEMBER
MEETINGS



SUPPORT
CO-ORDINATORS

SWEET *Louise*

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0800
SUPPORT
LINE

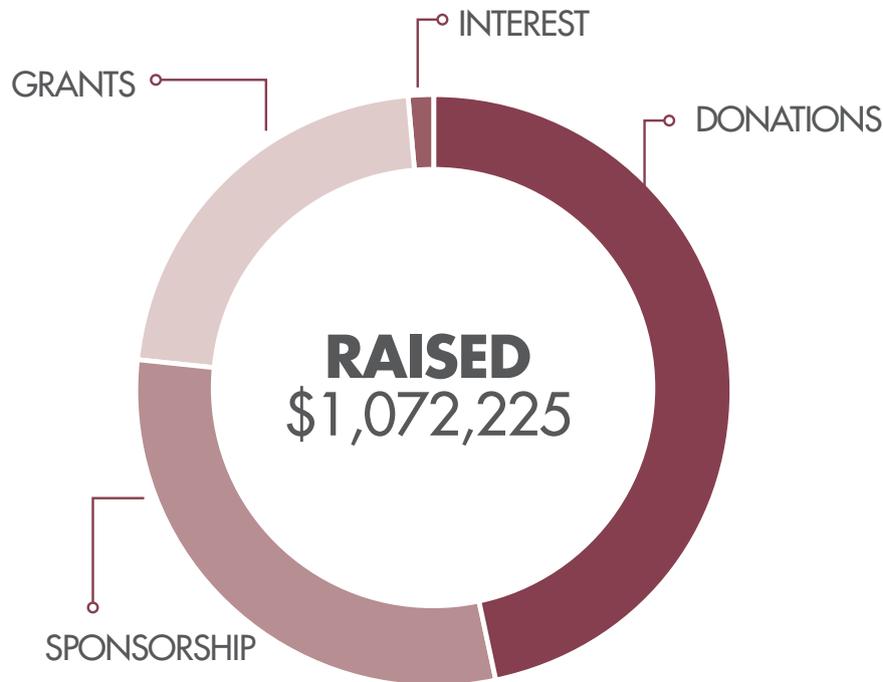
VOUCHERS
& FINANCIAL
SUPPORT



WEBSITE



IN 2016/17 SWEETLOUISE **RAISED:**



\$503,023
DONATIONS

Includes: events, regular givers, bequests, major donors, appeal letters and online donations.

\$319,474
SPONSORSHIP

Support from generous corporates and businesses.

\$235,173
SPONSORSHIP

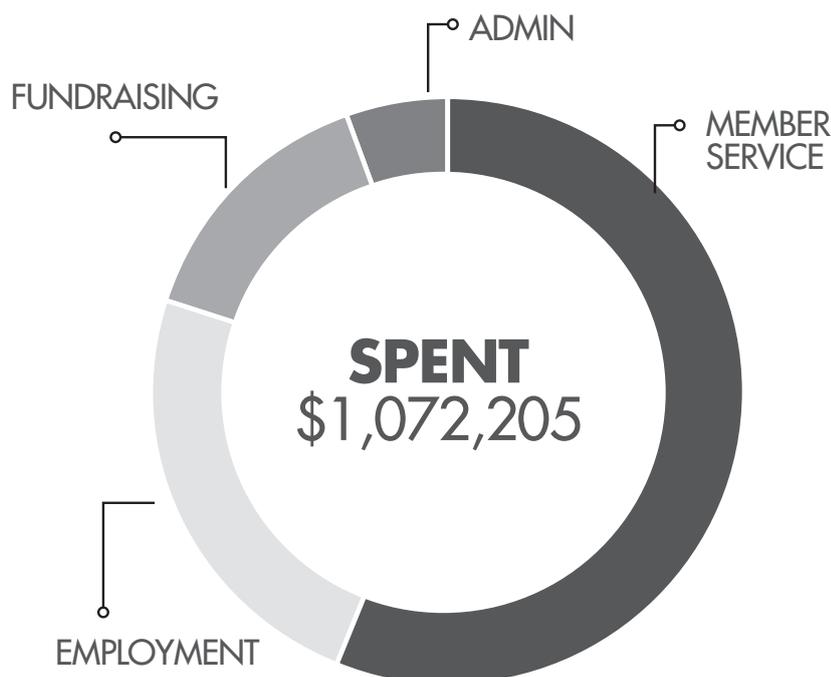
Trusts and Foundations.

\$14,555
INTEREST

Trusts and Foundations.

\$1,072,225 TOTAL RAISED

IN 2016/17 SWEETLOUISE **SPENT:**



\$603,108
MEMBER SERVICES

Psychosocial support, member meetings, home visits, financial support family programmes.

\$257,541
EMPLOYMENT

14 Sweet Louise staff.

\$154,525
FUNDRAISING

Cost associated with events, printing, postage.

\$57,031
ADMINISTRATION

Includes office rent, telephone, internet, travel

\$1,072,205 TOTAL SPENT

Thank you for making this possible



"Sweet Louise has been my support, especially during the tough times. They have helped me to have some really tough conversations with my kids about my diagnosis".

Jayne

"Before her diagnosis, my wife and I were very independent people. We didn't like accepting help. But we soon learned to appreciate help in the midst of the cancer battle. Sweet Louise offered essential support in our darkest days. My wife has sadly passed away but I still stay in touch with Sweet Louise".

Jeremy



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