



True Colours

Children's Health Trust

Te Oranga O Nga Tamariki

Annual Report 2021



Helping Courage Shine Through

CONTENTS

Our People	2
Our Vision, Mission and Values	3
Chairperson's Report	4
CEO's Report	5
Marketing and Fundraising	6
2021 in Numbers	7
Thanks to our sponsors	8
Thanks to our funders	9
Thanks to our supporters	10
Thanks to our Long Lunch Supporters	11
2021 Memories	12



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

PSYCHOTHERAPIST

COUNSELLOR

COUNSELLOR

NURSE SPECIALIST

NURSE SPECIALIST

FAMILY THERAPIST / SOCIAL WORKER

SOCIAL WORKER / FAMILY SUPPORT

MARKETING & ADMIN COORDINATOR

CONTRACT COUNSELLOR

CONTRACT CLINICAL PSYCHOLOGIST

Cynthia Ward

Stephen Parkinson

Indigo Simblett

Kym Cousins

Helen Funnell

Jo Stolzenberg

Rosalind Arnott

Cassie Starkie

Heidi Gleeson

Clare Barnett

Ruth Kendall

OTHER

KAUMATUA

ACCOUNTANTS

AUDITORS

LAWYERS

Wayne Panapa

Cleland Hancox Limited

Crowe New Zealand

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%
----------------------------	-------------------------------	----------------------------------

Referrals



200 New referrals 77.5%	58 Re-referrals 22.5%
-------------------------------	-----------------------------

Referral Type



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

Geographical



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



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



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

