



Cancer Society Auckland Daffodil Day 2011

Friday 26 August

THE FACTS

- The Cancer Society is an independent non-government organisation dedicated to reducing the incidence and impact of cancer in the community through support, information, research and health promotion
- Daffodil Day is the flagship appeal of the Cancer Society and culminates with a street appeal on the last Friday in August
- 2011 marks the 21st anniversary of Daffodil Day in New Zealand
- The National Bank has supported Daffodil Day since it began in 1990. This is one of the longest and most committed partnerships between a charity and a sponsor
- The daffodil is a 'symbol of hope'
- Cancer is the leading cause of death in New Zealand accounting for 28.5% of all deaths
- Each year almost 20,000 people are diagnosed with cancer in New Zealand and more than 8,000 die as a result of cancer
- There are over 100 different cancer diseases. The five most common cancer diagnoses are colorectal cancer, prostate cancer, breast cancer, melanoma and lung cancer

KEY MESSAGES

- The Cancer Society is a non-government organisation reliant on donations and bequests
- Your donation helps the Cancer Society provide free support services and information, fund important scientific cancer research and implement health promotion initiatives to reduce the risk of certain cancers
- Please give generously to collectors on Friday 27 August, or donate at any branch of The National Bank
- Call 0900 311 11 to make an instant \$20 donation
- Text 'daffodil' to 883 to make a \$3 donation
- Visit www.daffodilday.org.nz to make an online donation

COST OF FUNDRAISING

- The Cancer Society is proud to be regarded as one of New Zealand's most trusted charities and this is reflected in our fundraising practices
- Fundraising expenses are well within industry guidelines and it costs the Cancer Society Auckland just 17 cents in the dollar to fundraise
- The Cancer Society carries out its own fundraising and uses volunteers wherever possible to minimise costs
- Annual reports and full financial statements are freely available by request or at www.cancersocietyauckland.org.nz

HOW DOES THE CANCER SOCIETY HELP?

Cancer Research

- The Cancer Society contributes around \$2.5 million each year towards the work of the Auckland Cancer Society Research Centre and also supports a number of other research initiatives
- The Auckland Cancer Society Research Centre was founded by the Cancer Society in 1956. It has 80 staff and an international reputation as a leading anti-cancer drug development laboratory

Supportive Care

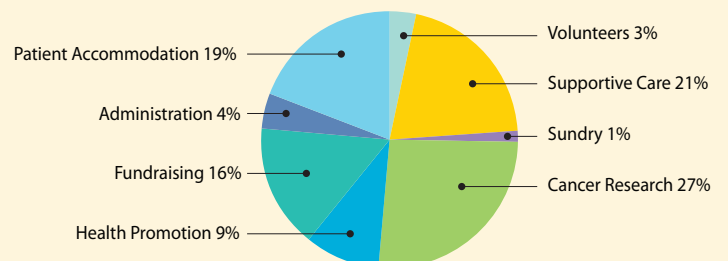
- The Cancer Society offers a range of free information and support to people affected by cancer and their families
- These services include: cancer information helpline, cancer information and library, community liaison nurse support throughout treatment, support volunteers at oncology treatment centre, individual and group counselling, accommodation for people having to travel long distances to receive treatment and help with transport to treatment

Health Promotion

- The Cancer Society works to reduce people's risk of certain cancers by making the places where you work, live and play healthier
- These sorts of changes are achieved by advocating to policy makers, local councils and community leaders to create healthier public policy and environments

WHERE YOUR DONATION GOES

Cancer Society Auckland expenditure year ended 31 March 2010



For more information please contact:

Cancer Society Auckland
 09 308 0494 or events@akcansoc.org.nz
www.daffodilday.org.nz
www.cancersocietyauckland.org.nz