

Fundraising statement

Cancer Society Auckland Division Inc.

There have been many stories in the media recently about how much it costs charities to fundraise and where the money goes. The good news is that the Cancer Society is very efficient in this area; we keep costs to a minimum and a high percentage of money raised goes towards services and programmes.

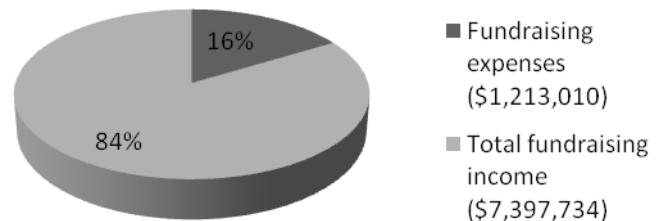
We are proud to be regarded as one of New Zealand's most trusted charities and this is reflected in our fundraising practices:

- We keep our fundraising expenses well within industry guidelines.
- We carry out our own fundraising and use volunteers wherever possible to minimise costs.
- We do not employ fundraising companies or pay commission to fundraisers, and do not engage telemarketing companies to solicit donations, or carry out door to door collections.
- Our annual reports and full financial statements are freely available by request or on our website.

Fundraising Income 2008/09

Out of a fundraising income of \$7,397,734, 84% went towards Cancer Society services and programmes.

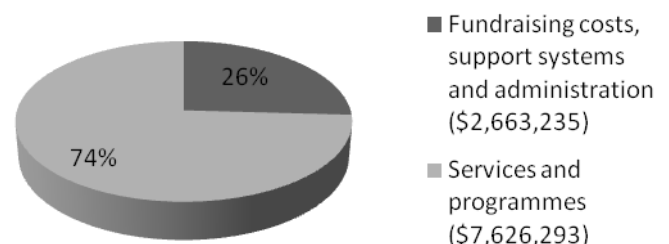
It cost us just 16 cents per dollar to fundraise. This includes all costs associated with fundraising including items such as staff wages, promotional material and resources, advertising and event costs.



Total Income 2008/09

Out of a total income of just over \$10 million, 74% of the Cancer Society Auckland's total revenue was spent on delivering services and programmes in information, support, health promotion and research.

The remaining 26% was spent on the cost of fundraising and support systems which enable us to deliver our services and programmes. These include items such as computer systems, office staff, phone systems, insurance, postage and administration costs.



For further information please contact:

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