



Child  
cancer  
FOUNDATION

# WING

## WEDNESDAY









Every week in Aotearoa,  
three families are told the  
heartbreaking news that  
their child has cancer.

Child Cancer Foundation is committed to  
supporting them every step of the way.

They can't do it without the support and  
generosity of people like us.

Eli, diagnosed age seven, with his mum Melissa







## Why Wig Wednesday?

When kids with cancer go through treatment, they often need to brave the world with no hair.

Wig Wednesday is a fun day where schools, workplaces and community groups can show their support for these tamariki by wearing a wig, styling a funky hairdo or shaving their head, all while raising money for Child Cancer Foundation.

Every dollar we raise will go directly towards supporting Kiwi kids with cancer and their families through the toughest time in their lives.

Eleanor, diagnosed age four



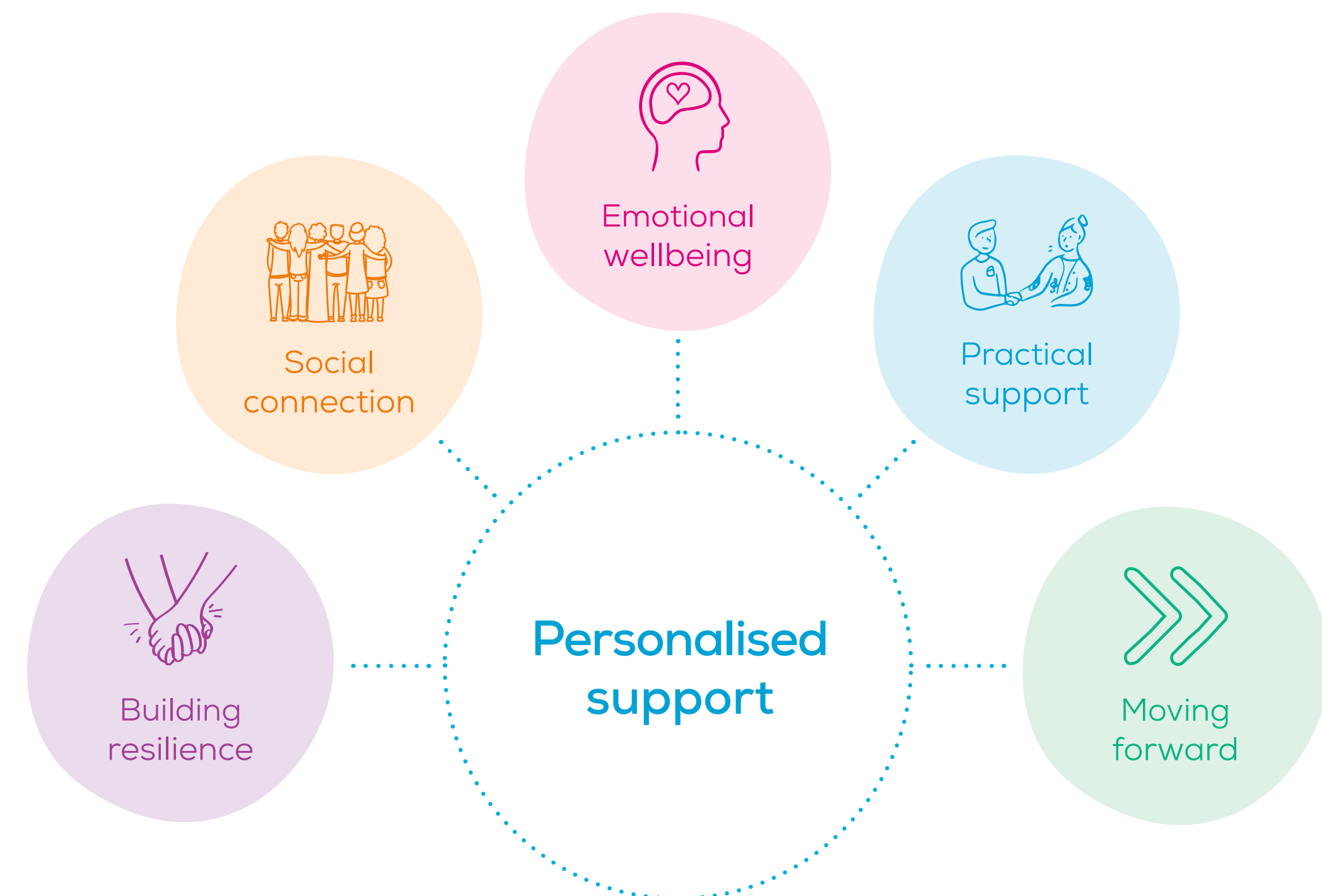
# Childhood cancer facts in New Zealand

- Around three children are diagnosed with cancer every week in New Zealand
- In 2021/22, 178 families received the news their child has cancer
- 70% of children are under 10 years old when diagnosed
- There are only two specialist treatment centres in New Zealand: Starship in Auckland and CHOC in Christchurch
- Around 55% of families have to travel over 100km to get their child to treatment
- 84% of children (the average across all childhood cancers) live at least five years beyond treatment. However, 30 children sadly died in 2021/22.
- Child Cancer Foundation is currently supporting over 1,300 families across the country



# How Child Cancer Foundation is there for families

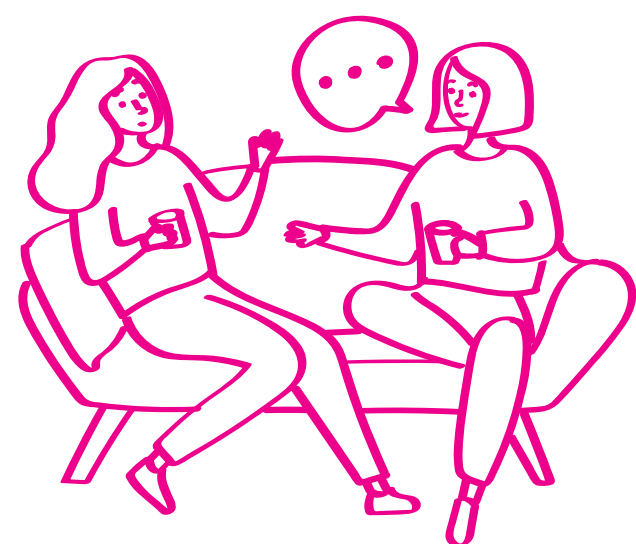
- They provide personalised support every step of the way.
- No two families' experiences are the same.
- Neither is the support they need.



Nicole, diagnosed age seven,  
with her brother Cameron

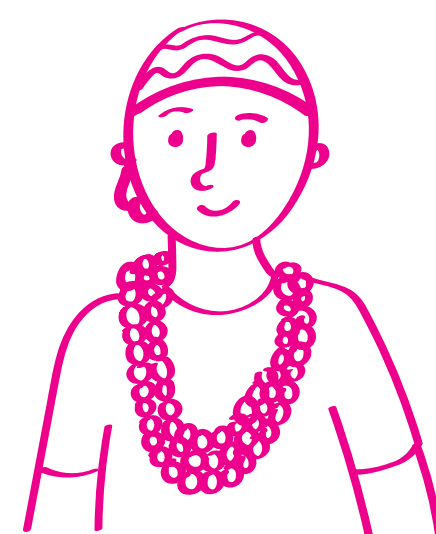


# Emotional wellbeing



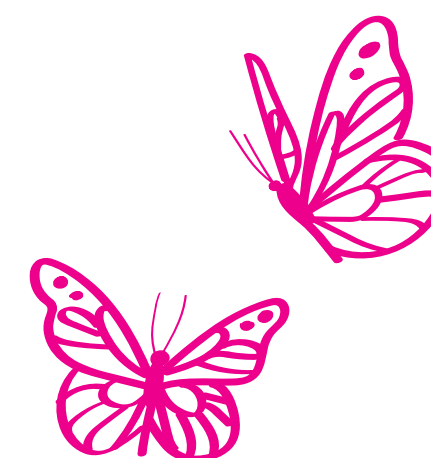
36,866

hours of one-to-one support provided by our team of family support coordinators



178

families joined the Beads of Courage® programme



36

families supported through palliation and bereavement

"Even though it has been two years since Jaxon's diagnosis, our family support coordinator Linda is still here for us whenever we need extra emotional support."  
– Keri, whose son Jaxon was diagnosed at birth







## Beads of Courage

The Beads of Courage® programme provides a physical story of a child's journey with cancer, recognising their strength and courage.

Each bead represents the courage shown during a treatment, an experience or milestone. For example, chemotherapy, injections, hair loss, scans and end of treatment.

William, pictured here, was diagnosed with cancer when he was four years old. He has collected hundreds of beads throughout his treatment.

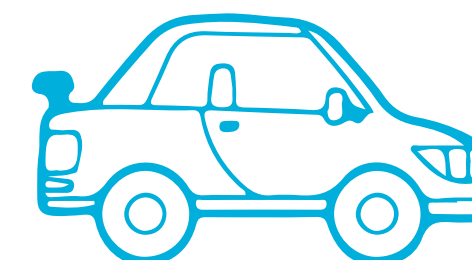
William, diagnosed age four



## Practical support

“When we came back home after three months in hospital, Child Cancer Foundation had arranged a delivery of groceries and firewood. I had also been made redundant around that time... It was a massive support.”

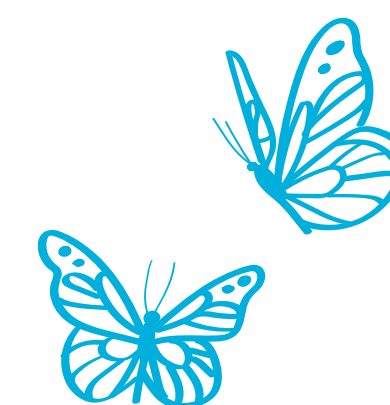
– Darrin, whose daughter Brianna was diagnosed at age 6



**201**  
families assisted  
with travel



**\$133,645**  
worth of grocery  
shops paid for



**\$127,975**  
spent on funeral  
services for children  
who passed away



**\$67,839**  
worth of household  
costs paid for



# Social Connection



“Our local Whānau Connect Group connected us to other families on the same journey. It helped us form the connections that you need to lessen the feelings of isolation you are experiencing.”

– Kelly, whose son Lachie passed away from cancer at age 12



**19**  
active Whānau  
Connect Groups



**58**  
new families  
joined our Whānau  
Connect Groups



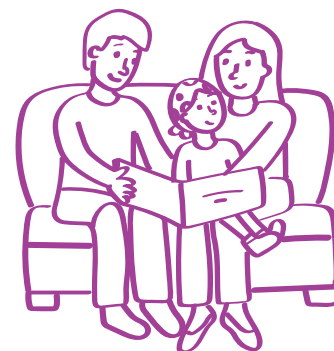
**1,320**  
families receiving  
social connection  
nationwide



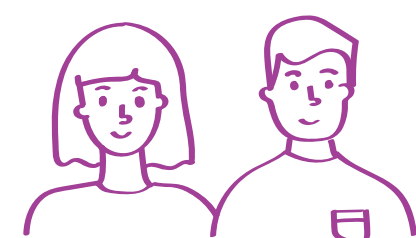
# Building resilience & looking forward



**100**  
personal  
development  
grants  
awarded



**73**  
families  
supported with  
counselling



**100**  
primary  
caregivers  
provided with  
opportunities  
for respite



**\$30,000**  
worth of Huljich  
Foundation  
Grants distributed  
to 8 families



“A personal development grant helps you to step away from illness and into something more positive. Now when people ask about Freddie we can say, “He’s good, he’s learning the drums.”  
– Lisa, whose son Freddie received a PDG for an electronic drum kit and drum lessons after being diagnosed at age 6.





That's where  
we come in!



# Child Cancer Foundation needs our help

- They don't receive any direct funding from the government
- They need to raise \$7 million each year to fund their vital work
- 84 cents of every \$1 they receive goes directly towards their family support services.
- Wig Wednesday is Child Cancer Foundation's biggest fundraising event of the year, so they need our help to make it bigger and better than ever.
- Every donation to our Wig Wednesday fundraiser will make a difference – no matter how big or small!

Roman, diagnosed 11 months old





# How our contribution will be used

Our support this Wig Wednesday will go a long way in helping these Kiwi children with cancer and their whānau during the toughest time of their lives.

Here are some examples of what our donations could fund:



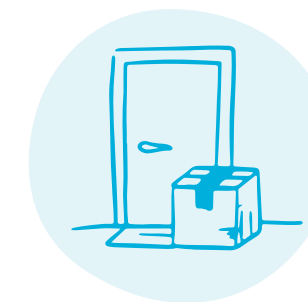
**\$20**

Provides a child with a handmade glass Bead of Courage to recognise their strength



**\$100**

Provides fuel vouchers to get a child to treatment



**\$200**

Provides a family with a delivery of groceries



**\$250**

Helps a family member have access to counselling, ensuring they feel supported every step of the way



**\$500**

Covers travel costs to reunite a child with their siblings while they are in hospital



**\$1,000**

Covers accommodation costs so a family can enjoy some much-needed respite on a weekend getaway.



**\$5,000**

Provides a Personal Development Grant, so a child or family member can move forward with their lives



**\$10,000**

Covers funeral costs for a bereaved family and allows them to receive support for as long as they need it



Help us support Kiwi  
kids with cancer this  
**Wig Wednesday**

Donate now at  
[wigwednesday.org.nz](http://wigwednesday.org.nz)

Or text **WIGGY** to 3457  
to donate \$3

