

Impact Report 2025–2026

The other side of cancer care.

Free, practical, non-medical
support for people affected
by cancer.



look good **feel better**
FACING CANCER WITH CONFIDENCE

Home of the global
Look Good Feel Better®
programme



**Cancer
Support**
New Zealand

"Through all that, you don't feel beautiful. You feel awful. You feel so stripped back to almost nothing. But then when you look at other people who are going through the same thing, they look beautiful. So it's that reminder I am still beautiful. Cancer Support NZ helped me realise that I'm still me, which I found really important. Finding a community has been vital to my journey."

Angie



A message from our General Manager



Over the past year, our support has continued to grow and evolve in response to what people tell us they need during and beyond cancer treatment.

For more than 35 years, the Look Good Feel Better® programme has provided practical support to people facing cancer across Aotearoa. Over time support has expanded significantly. Today, alongside our community programme, we provide more than 20 free programmes and online resources supporting appearance and self-care, movement, mind, practical information and connection.

At the heart of this growth is a simple understanding: cancer affects far more than physical health. It can change confidence, identity, relationships, work and everyday life, and these effects do not necessarily end when treatment does. Our role is to work alongside clinical care, supporting the whole person from diagnosis, through treatment and beyond.

As our work expanded, it became increasingly clear that our name needed to better reflect the breadth of support we provide. Work towards a new name began and, in May 2026, Look Good Feel Better New Zealand became Cancer Support New Zealand. We remain the proud home of the global Look Good Feel Better® programme, while our new name better reflects the wider support we



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now offer and makes it easier for people affected by cancer to find and access that support.

The need for this work continues to grow. More New Zealanders are being diagnosed with cancer, and more are living with and beyond it. Ensuring people can access practical support alongside clinical care, and as the intensity of that care reduces, will become increasingly important.

Everything we have achieved has been made possible by the generosity and commitment of the people and organisations behind us. To our funders, donors, partners, volunteers, facilitators and community, thank you for helping us keep this support free and accessible across Aotearoa.

Ngā mihi nui,

Clare

Clare O'Higgins
General Manager - Cancer Support New Zealand

Our year at a glance

During 2025–2026, people affected by cancer accessed Cancer Support New Zealand in communities and online across Aotearoa. Our growing range of support gives people practical ways to manage the wider effects of cancer and connect with support that is relevant to them.

85%

Morale lifted

41

Community
locations across
Aotearoa

507

Community and
online classes
delivered

9.7/10

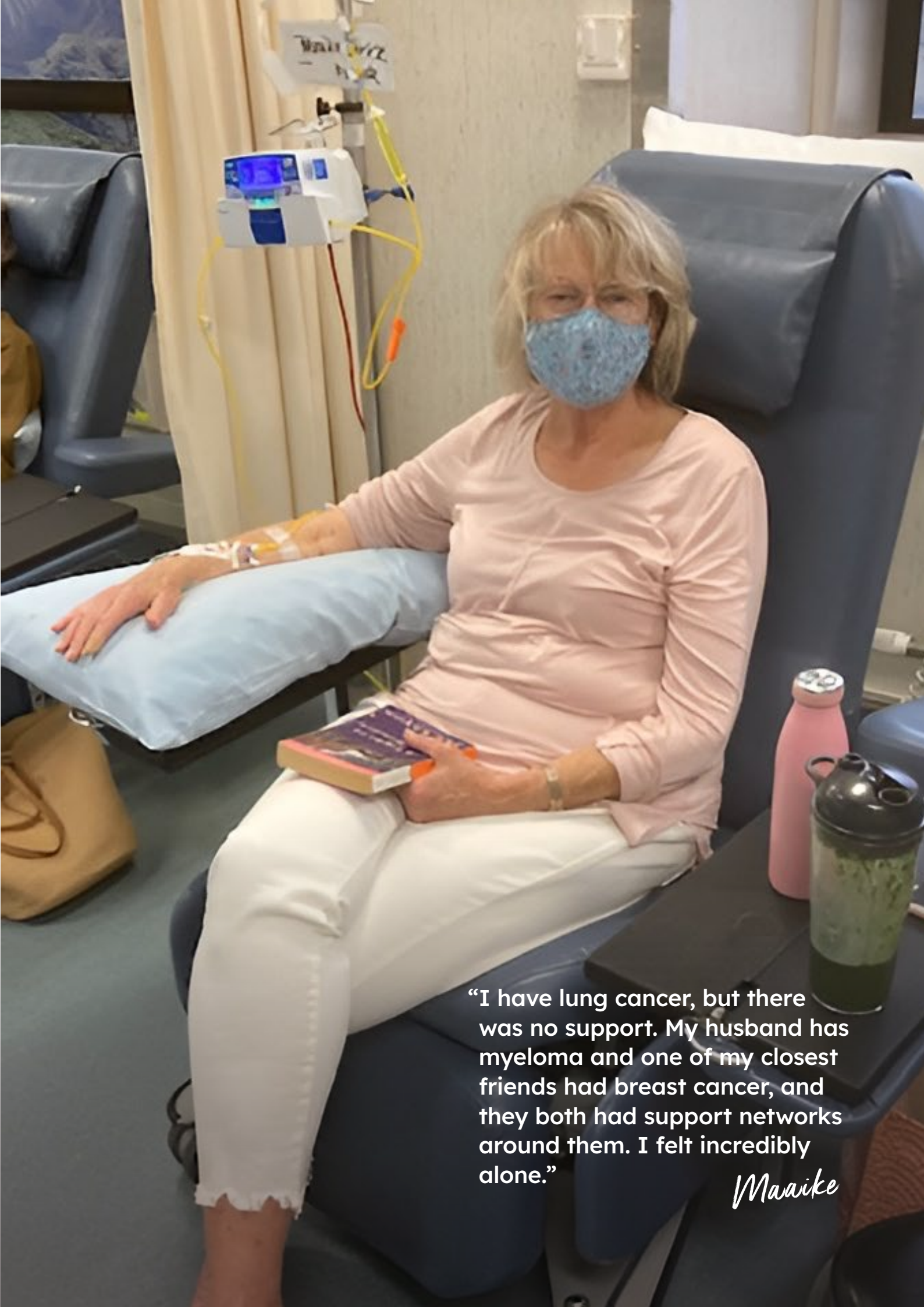
Average
recommendation
score

82%

Confidence
increased

Support should not depend on your cancer diagnosis.

Support can look very different depending on cancer type, location and the services available. Cancer Support New Zealand is open to people with every cancer, at every stage, helping ensure more people have somewhere to turn.



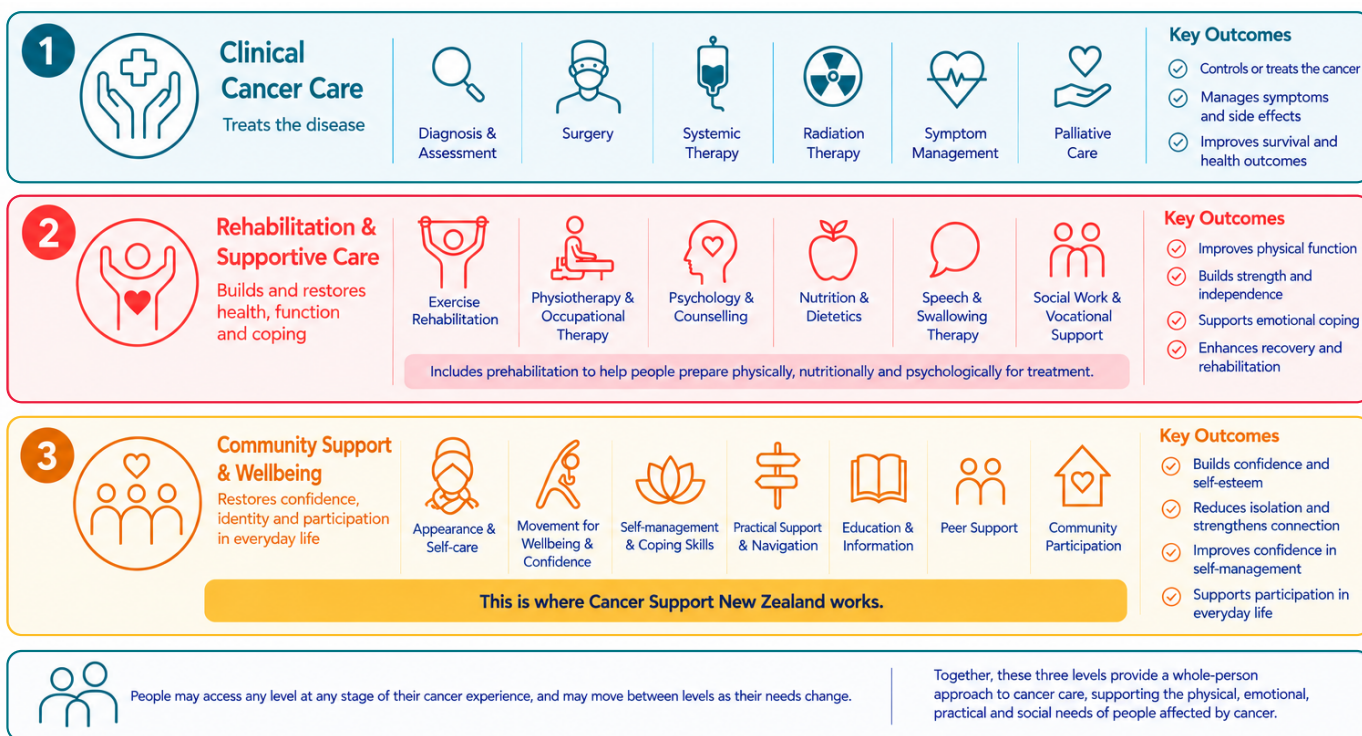
"I have lung cancer, but there was no support. My husband has myeloma and one of my closest friends had breast cancer, and they both had support networks around them. I felt incredibly alone."

Mawike

Support through every stage of cancer

Cancer care can look very different from one stage to the next. Alongside diagnosis and treatment, people can be managing changes to their confidence, identity, relationships, work and everyday life. Their needs can also change as treatment progresses, ends, or becomes part of living with cancer long term. Cancer Support New Zealand works alongside clinical and rehabilitation services, providing practical, non-medical support for the whole person.

The three levels of comprehensive cancer care



Where Cancer Support New Zealand fits

Our support can begin from diagnosis and continue throughout treatment, recovery and beyond. As clinical appointments become less frequent, the physical, emotional and practical effects of cancer do not necessarily reduce at the same pace. This can be a

particularly important time to have somewhere to turn. Our community, online and on-demand services remain available as needs change, helping people build confidence, access trusted information, stay connected and return to the parts of everyday life that matter to them.

Continuity of support

Diagnosis

Treatment

Recovery

Beyond treatment

Living with cancer



“The goal of treatment is to heal, but sometimes you can feel like a hospital number rather than a person. Cancer Support New Zealand made me feel like a person again. It helped me reconnect with myself at a time when cancer had stripped so much away.” *Angie*

Cancer touches us all

Cancer is one of the most significant health challenges facing Aotearoa New Zealand. More than 30,000 New Zealanders are diagnosed with cancer each year, and this is projected to increase to more than 45,000 diagnoses annually by 2044, driven largely by a growing and ageing population.

This means the number of people diagnosed each day will increase from more than 80 today to around 124 by 2044. Put another way, someone in New Zealand is currently diagnosed with cancer approximately every 18 minutes. By 2044, this could be around every 12 minutes.*

As more people are diagnosed, and more people live with and beyond cancer, the need for support will grow too. Behind every diagnosis is a person continuing to manage relationships, whānau, work and everyday life, and who may need different forms of support from diagnosis, through treatment and beyond.



Behind every diagnosis is a person continuing to manage relationships, whānau, work and everyday life.

Source: Te Aho o Te Kahu, The State of Cancer in New Zealand 2025 and New Zealand Cancer Action Plan 2026–2029. Daily and time-between-diagnosis figures calculated from annual projections.



What participants told us

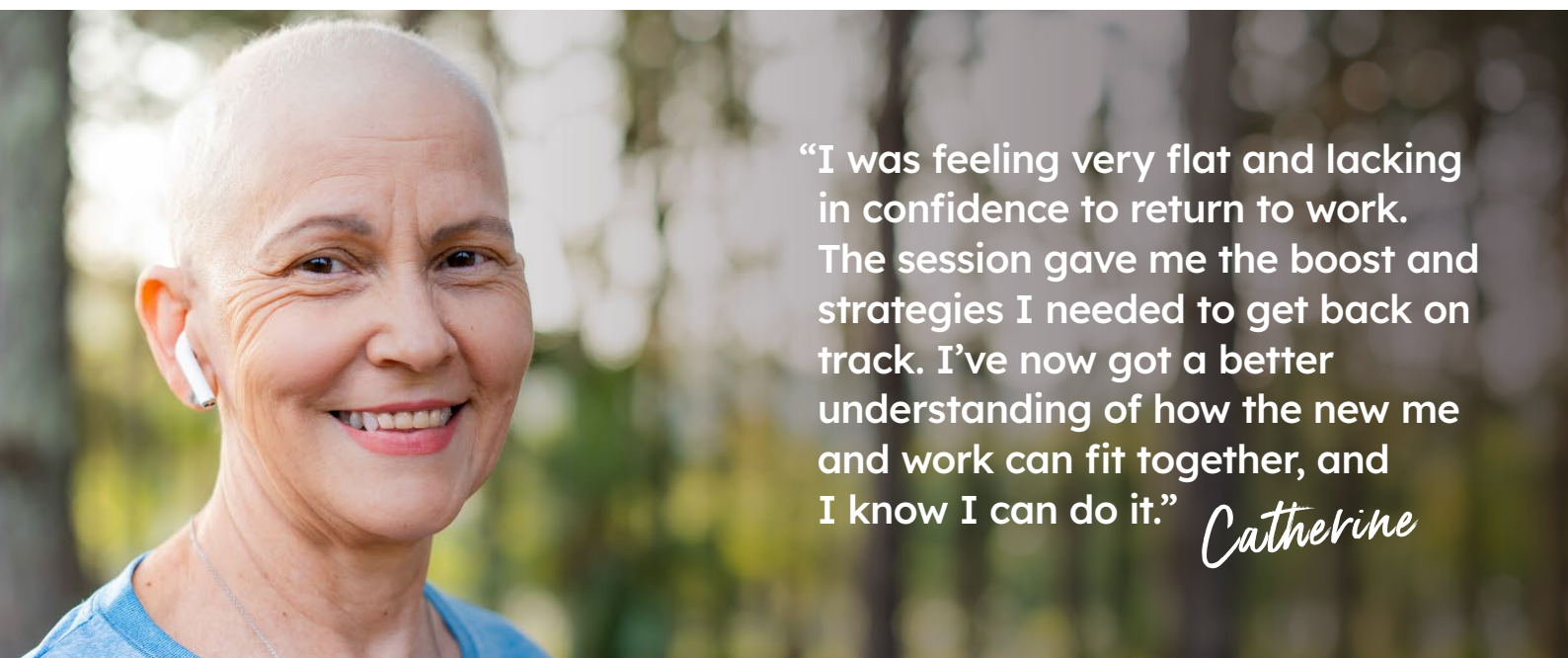
Reach tells us how many people access our services. Participant feedback helps us understand the difference that support makes.



Why confidence matters

Confidence is an important part of psychosocial wellbeing. Cancer can affect a person's identity, independence and sense of control. Rebuilding confidence can strengthen self efficacy, helping people manage the practical and emotional demands of treatment, engage more actively in

their care and maintain everyday activities and social connection during treatment and beyond. For participants, this can mean feeling better equipped to cope with treatment, return to work, reconnect socially or simply feel more like themselves.



"I was feeling very flat and lacking in confidence to return to work. The session gave me the boost and strategies I needed to get back on track. I've now got a better understanding of how the new me and work can fit together, and I know I can do it." *Catherine*

Support designed around real life

People need different types of support at different points. Cancer Support New Zealand provides more than 20 programmes and online resources, allowing people to choose what is useful to them and how they would like to participate.

Information & practical support

Expert Q&As and dedicated information for managing work and cancer, financial support, and friends and whānau support.

Together, these programmes provide practical tools, trusted information and opportunities for connection, helping people manage the wider effects of cancer in everyday life.

Support, whenever it's needed

Our digital library provides access to hundreds of on-demand videos, alongside our Cancer Conversations podcast series, so people can find practical information and support in their own time, wherever they live.



Skin

Skincare Support, Brow Focus, Hand and Nail Care, and the Look Good Feel Better® community programme



Hair Loss

Managing Hair Loss and Regrowth, Wig Advice and Care, and Scarf Tying and Headwear



Body

Chair Yoga, mat Pilates, Restorative Stretch, Qigong, and Lymphatic Flow



Mind

Mindfulness, Breathwork, Yoga Nidra, and Tapping - EFT

New this year

Deep Rest - Yoga Nidra and EFT/Tapping joined our online Mind programme in 2025–2026, expanding the practical techniques people can access to support relaxation, manage stress and care for their wellbeing during and beyond treatment.

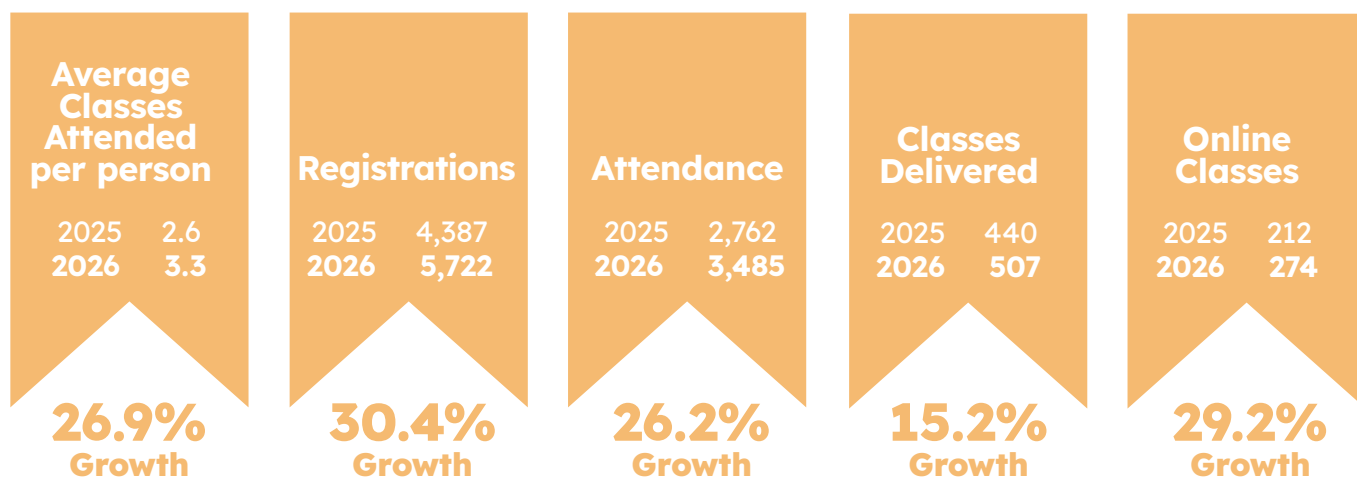
“I was quite blown away with how many resources there were available. When I was diagnosed I didn’t realise how much of a toll it would take. I was only thinking of it from the physical point of view, but it affected me a lot more emotionally.” *Becks*

Our reach continues to grow

Access to support should not depend on where someone lives. Cancer Support New Zealand combines community-based programmes with online and on-demand services, enabling people throughout Aotearoa to participate in ways that work for them. During 2025–2026, we delivered 507 classes, including 233 community classes and 274 online classes. As our programme has expanded, registrations and attendance have continued to grow, alongside deeper

engagement with the range of support available. Community classes provide valuable face-to-face connection, while online delivery makes support accessible to people for whom distance, treatment, health or fatigue can make travelling difficult. On-demand resources provide another option, allowing people to access practical information at a time that suits them.

Growing our reach



“It’s camaraderie, because you’ve all gone through the same thing, and you need that connection. We can’t do this alone.”

Maraike

Support across Aotearoa



Our Look Good Feel Better community programme is delivered in 41 locations across Aotearoa, creating opportunities for people affected by cancer to access practical support and connection closer to home.

Alongside our community presence, online classes, Expert Q&As and on-demand resources extend our reach nationwide, helping people access support when distance, treatment, health or fatigue can make attending in person difficult.



*Find support
near you*

41
**COMMUNITY
LOCATIONS
across
Aotearoa**

Plus
**ONLINE
SUPPORT
NATIONWIDE**

The people who make it possible

Providing consistent, accessible support across Aotearoa takes a committed network of people. Our facilitators, volunteers and community hosts contribute their time, skills and experience to creating welcoming spaces where people can access practical support, information and connection.

From community programme delivery and online facilitation to operational support behind the scenes, their contribution significantly extends our capacity to reach people affected by cancer throughout the country.

**3,943
HOURS**



**4% from the
previous year**

Contributed by our
facilitators and
volunteers during
2025–2026

Around
100 active
volunteers.



“I was three weeks into radiation to my head when I attended, and my skin was just starting to show signs of deterioration. The class, advice and products came at the perfect time to help me cope with this. I am a busy parent who never has money or time for myself, so it was an incredible treat.” *Katie*

For Katie, support was there when she needed it: during treatment, practical enough to use immediately, and provided free at a time when looking after herself could easily have become another cost.

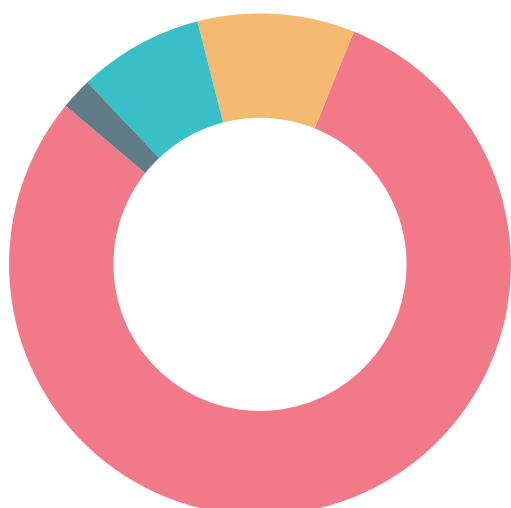
Behind this delivery are the donors, trusts, foundations, corporate partners and community supporters who fund the people, resources, technology and infrastructure required to provide our services.



Financial snapshot 2025–2026

Keeping our services free and accessible requires sustained investment. The support of our community, trusts and foundations, fundraising campaigns and corporate partners funds the people, programmes, resources and infrastructure behind our national delivery.

Where our funding came from



- Fundraising campaigns & events
- Donations, community giving & koha
- General grants
- Interest, dividends & investment revenue

How funds were invested



Funding that makes support possible

Every dollar we receive helps sustain free cancer support across Aotearoa. Funding enables us to deliver community and online programmes, develop practical resources, support and train facilitators and volunteers, and maintain the systems and infrastructure needed to reach people wherever they live.

As demand continues to grow, ongoing support from donors, funders and partners will be essential to maintaining free access and ensuring our services can continue to respond to the changing needs of people affected by cancer.

Cancer Support New Zealand receives no government funding.







Because of you

The impact shared throughout this report has been made possible by people and organisations who choose to invest in support for people affected by cancer.

Your generosity helps keep our services free, extends our reach across Aotearoa and supports the people,

resources, technology and coordination behind every class and programme.

To every donor, funder, partner, volunteer, facilitator, community host and supporter, thank you.

A heartfelt thank you



Grateful

For more than 16 years, Farmers and its community have supported our work through Feel Better Month in July. Their generosity has raised vital funds and awareness, helping connect thousands of New Zealanders affected by cancer with free practical support.



Thankful

Our heartfelt thanks to the Dry July NZ Trust, and every Dry July participant and donor whose generosity has supported our work since 2016. As a major beneficiary since 2018, Dry July funding has helped us expand free support services, develop new resources, and reach more people affected by cancer across Aotearoa.



Connected

We extend our sincere thanks to NZ Post's Delivering for Good programme for helping us reach people affected by cancer throughout Aotearoa. Through free courier services, NZ Post helps us deliver Cancer Confidence Kits and programme resources directly to participants nationwide.



Appreciative

For almost a decade, Pure Nature has helped us provide free, practical support to people affected by cancer across Aotearoa. Their longstanding partnership reflects a shared commitment to supporting wellbeing, confidence and connection during and beyond treatment.



Driven

We are grateful to Mazda New Zealand for generously providing two vehicles each year to support our work. Their ongoing partnership helps raise awareness and enables us to deliver services to people affected by cancer throughout Aotearoa.



Supportive

We extend our sincere thanks to Inner Wheel clubs across New Zealand for their ongoing generosity and community fundraising support. Their kindness helps ensure people affected by cancer can access free practical support, information and connection when they need it most.

With thanks to



Partner with Cancer
Support New Zealand

We also gratefully acknowledge the trusts, foundations, campaign partners, donors, community organisations,

businesses and individuals whose support helped make our work possible during 2025–2026.

Trusts and Grants

Aotearoa Gaming Trust
Community Organisation Grant Scheme
BlueSky Community Trust
Dragon Community Trust
Four Winds Foundation
Grassroots Trust
Lottery Grants Board
Maurice Paykel Charitable Trust
New Zealand Post Delivering for Good
Pub Charity Limited

Donations

17 Brands Limited
Dry July
Eastern Bays Community Foundation
Estée Lauder
Farmers Trading Company
Pure Ingredients Limited
Shave or Shiver – Givealittle
Waipu Cove Women's Fishing Competition
Wairaki Golf Tournament
Z – Good in the Hood

Product donations

We are also deeply grateful to Cosmetics New Zealand and its members for more than 35 years of continued generosity. Their donation of products for many of

our programmes plays an important role in providing practical support and helping participants rebuild confidence.





What becomes possible

Diagnosed with cancer in her twenties, Briar Whaitiri has spent years rebuilding her health. In 2026, she took on the 244-kilometre Kathmandu Coast to Coast, running, biking and kayaking across Te Waipounamu. For Briar, it was about more than reaching the finish line. It was about showing what can still be possible.



Briar chose to fundraise for Cancer Support New Zealand because she knows cancer affects more than the body. Our support helps people rebuild confidence, connection and a sense of self from diagnosis, through treatment and beyond.



**Cancer
Support**
New Zealand