Blood Cancer NZ

EVERY BLOOD CANCER . EVERY PERSON . EVERY JOURNEY





Blood Cancer NZ 2026 Annual Impact Report







bloodcancer.org.nz

Contents



Page 3
A message from our CEO and Board Chair



Page 4
Our objectives and financial snapshot



Page 5
2026: our year in numbers



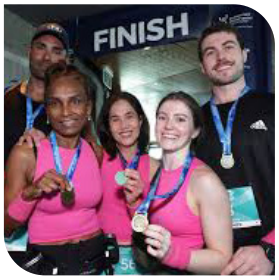
Pages 6, 7 & 8
Support



Pages 8 & 9
Advocacy



Pages 10 & 11
Research



Pages 12 & 13
Sustainability & fundraising



Page 14
Grants



Page 15
Thanks



Pages 16 & 17
A new name for a new chapter



Back cover
Westfield Local Hero

A message from our CEO and Board Chair

Our year in review

Thank you for the part you have played in our work this year. The generosity of New Zealanders has helped us support more newly diagnosed patients and their families than ever before, and make progress towards better treatment and care through research and advocacy. We are proud to share what we have achieved together.

Patient support

A blood cancer diagnosis brings practical and emotional pressures. Someone to talk to, others who understand, trusted information, and help with groceries, petrol or treatment accommodation can make a difficult time more manageable.

We supported nearly 1,800 new patients and their families this year, the most in our history, alongside those already receiving our help. This represents close to 60% of families with a new blood cancer diagnosis across the country; significant progress towards our ambitious goal of supporting 75% by 2029.

We invested more than $2.6 million in patient support, including our specialist team, financial assistance, information and around 400 support groups.

Advocacy

Alongside patients and clinicians, we helped secure the Government's $27 million commitment to expand stem cell transplant services. We will keep pressing for that expansion to be delivered so patients can get treatment when they need it.

Our landmark State of Blood Cancer report prompted the Minister of Health to establish a Blood Cancer Oversight Group for the first time.

And we brought together 17 patient organisations to press for lasting improvements to medicines funding and access, so families can get treatment here rather than having to fundraise or move overseas.

We increasingly hear from patients thanking us for "having their back" through our proactive advocacy.

We are committed to that being felt on a wide range of challenges faced by our patient community. Blood cancers cannot be prevented, screened for and surgery usually isn't an option, so the unique treatment needs of patients will continue to be our advocacy focus.

Research and innovation

We invested nearly $650,000 in blood cancer research. At the Blood Cancer NZ Research Unit, an experimental treatment eliminated leukaemia stem cells while preserving healthy stem cells in a pre-clinical study. These cancer stem cells can cause the disease to return after treatment. Further research could lead to treatments that reduce relapse and cause less harm. Just one of the many studies being accelerated through our funding support.

Fundraising and sustainability

To our firefighter community, thank you. Your months of training and fundraising, backed by brigades, families and local communities, helped raise nearly $2.5 million through this year's Firefighter Sky Tower Challenge. Your generosity over more than 20 years has helped keep our support available across New Zealand.

We also thank Farmers, the Norman family and our many partners and supporters. Through Spirit to Cure, Suncorp and its employees and partners have raised more than $1.3 million over four years.

Thank you to our donors, fundraisers, volunteers, staff and Board for all you have contributed this year. Your support helps us meet the needs of patients and families today and work towards better treatment and outcomes for those diagnosed in the future.



Pene Milne
Board Chair



Tim Edmonds
Chief Executive Officer

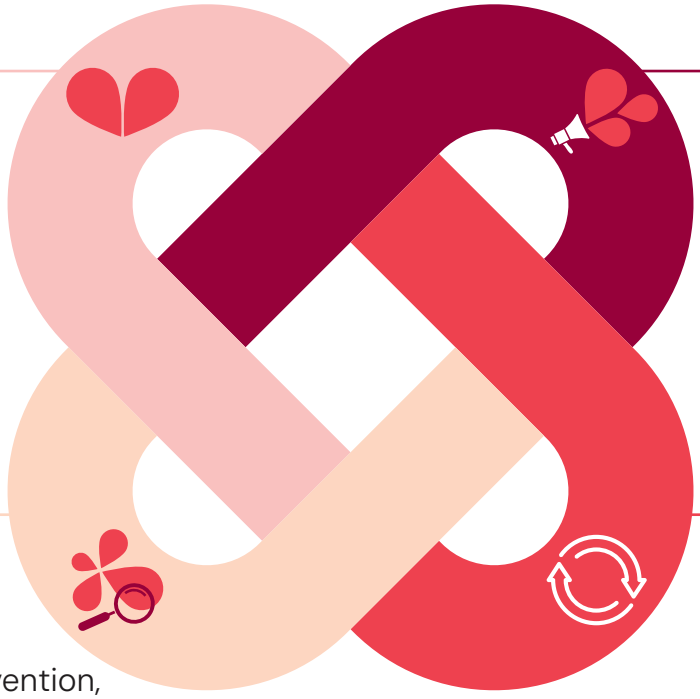
Our objectives

Support

Deliver valued patient and family support services nationally.

Advocacy

Advocate for the best global standard of treatment for New Zealand patients.



Research & Innovation

Proactively drive research into the prevention, cure and care of blood cancers in New Zealand.

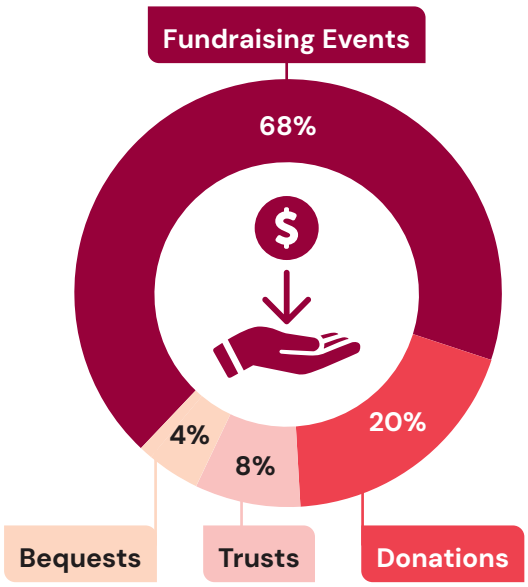
Fundraising & Sustainability

Donations enable us to support those in need, now and in the long-term.

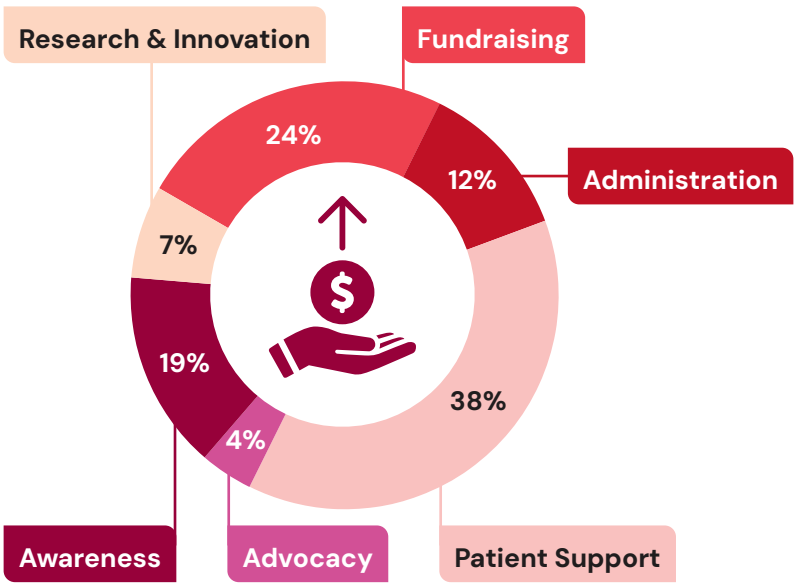
2025/2026 financial snapshot

For **every $1** we invested, we raised **$3.69**

Income sources this year



How income was spent this year



2025 – 2026: financial year in numbers

1,798
Total number of new patient referrals

$1,018,162
Total patient-related support

401
Total number of groups held (online & in-person)

2,324,548
Meta reach over the year

$649,825
Given to research

Thank you to all of our wonderful partners

Sky City

Farmers

Auckland Airport

L'ORÉAL

SUNCORP

SUZUKI

Supporting the health professionals caring for our community

These events reflect our ongoing commitment to supporting the health professionals who care for our blood cancer community. They help ensure that patients across New Zealand have access to culturally responsive, evidence-based, and compassionate blood cancer care.

Lymphoma Summit NZ 2025

Blood Cancer NZ was proud to support and co-host the inaugural Lymphoma Summit NZ 2025, held on 3-4 October at the Napier Conference and Events Centre in partnership with the Lymphoma Network of New Zealand (LNNZ).

This landmark event brought together approximately 90 health professionals from across New Zealand to explore the latest developments in lymphoma and other lymphoproliferative disorders.

The programme featured internationally recognised experts Dr David Scott and Dr Kerry Savage, alongside leading Australian and New Zealand specialists. Through scientific presentations, case-based learning, clinical discussions, and networking opportunities, participants gained valuable insights into emerging research, diagnosis, and treatment approaches for conditions including chronic lymphocytic leukaemia (CLL) and lymphoma.

The summit marked an important step in strengthening collaboration and knowledge sharing within New Zealand's haematology community.

Winter Workshops

A transformational journey of healing

Throughout winter, we took our workshop series to six cities around New Zealand, reaching approximately 300 health professionals working in haematology.

The workshops featured Vonda Nepia, an acute myeloid leukaemia patient and passionate advocate, who shared her powerful story: "A Transformational Journey of Healing: Restoration of Mana & Tapu."

Vonda combined Te Whare Tapa Whā principles with healthcare to redefine her own path to wellness. Her workshops gave health professionals invaluable insight into honouring mana and tapu in clinical settings, and into integrating cultural principles to enhance patient care and outcomes.

Listening to our community

Patient survey

Listening to our community: what patients and whānau told us

In 2025, 753 patients and whānau responded to our annual survey, and the results were both a validation and a roadmap. The vast majority of respondents said Blood Cancer NZ made a positive difference to their health journey, with our specialised knowledge cited as our unique value.

The clearest message was about referrals – patients want to be automatically referred at the point of diagnosis, rather than finding us by chance. The survey also confirmed the weight a diagnosis carries. Financial strain, reduced work capacity, and unfunded medications remain devastating barriers, with some patients selling their homes or moving just to get by. Our emergency support vouchers were overwhelmingly appreciated against that backdrop. Support groups told their own story: "not feeling alone" was the most-cited benefit, with online groups proving essential for rural and working patients.

These findings have already shaped six areas of focus: an opt-out referral model, expanded online support groups, a post-treatment support programme, medication parity advocacy, GP education, and rare disease content in our publications. Patient support for CAR T-cell therapy funding was strong, and our advocacy work has never mattered more.

Our partnership with La Roche-Posay

In October 2025, we were delighted to welcome Rachel Donegan, an experienced Clinical Nurse Specialist, to a newly created part-time role. The position covers West Auckland, Waitākere Hospital, and Auckland City Hospital, and is funded through our partnership with La Roche-Posay. It brings an added focus on educating patients and health professionals about skin toxicities related to cancer treatment. See page 12 for more about this important new partnership.

Support Services highlights

2025 webinar series

Healthcare compass: haematology updates

In September, Blood Cancer NZ hosted a comprehensive four-part webinar series designed to guide patients, whānau and caregivers through the essential aspects of blood cancer care in Aotearoa New Zealand. The series brought together leading health professionals and advocates to share their expertise, covering everything from the future of blood cancer care to innovative treatment options and practical strategies for navigating their journey.

The future of blood cancer care in Aotearoa

Rosie Shaw, Blood Cancer NZ's Head of Advocacy, explored the pathway to delivering global best-practice care in New Zealand, discussing current challenges and opportunities in blood cancer treatment and support.

Self-empowerment: from hospital to home and community care

Wendy Jar, Clinical Nurse Specialist in Haematology, offered invaluable insight into managing the often-daunting transition from hospital to home care, with practical strategies for self-empowerment throughout the journey.

And now what? Navigating the practical and emotional challenges of cancer

Lauren Bradley, Regional Lead Cancer Support and Advanced Clinician Social Worker, addressed the practical and emotional complexities that come with a cancer diagnosis and ongoing treatment.

CAR T-cell therapy in New Zealand

Dr Philip George, Consultant Haematologist, and Petra Minehan, Clinical Trials Research Nurse, discussed this groundbreaking treatment innovation and its availability and application in the New Zealand context.

Resources update

Making information easier to understand

This year marked the completion of a three-year programme to update all of Blood Cancer NZ's disease-specific information booklets.

Every booklet was comprehensively reviewed and rewritten using a health literacy approach. This ensures patients and whānau can clearly understand their diagnosis, treatment options, and support pathways, regardless of their medical knowledge or background.

Clinical terminology and complex language were replaced with clear, accessible explanations developed in collaboration with clinicians, patients, and whānau, and rigorously reviewed for both accuracy and readability.

The updated collection covers the full spectrum of blood cancers we support, including leukaemia, lymphoma, myeloma, and rarer blood disorders. Together, these resources provide trusted, easy-to-understand information that supports patients and families from diagnosis through treatment, recovery, and beyond.



John Waller PhD Scholarship update

Advancing the detection of acute myeloid leukaemia

The 2023–2026 John Waller Doctoral Scholarship was awarded to Mariam Alhilali (right), a doctoral candidate in Molecular Medicine and Pathology at the University of Auckland.

Research Title: Next Generation Sequencing for Sensitive Detection of Measurable Residual Disease in Acute Myeloid Leukaemia

Acute myeloid leukaemia (AML) is an aggressive blood cancer with a high risk of relapse. Even after successful treatment, small numbers of cancer cells can remain in the body. Known as measurable residual disease (MRD), these cells can lead to disease recurrence if not detected and monitored effectively.

Current molecular testing methods can only be used for a proportion of AML patients. Mariam's research sought to address this limitation through the development of MRD-Seq, an innovative sequencing-based test designed to detect residual disease across a much broader range of genetic mutations.

The research demonstrated that MRD-Seq can sensitively detect very low levels of disease and monitor changes over time, providing valuable information about treatment response and the persistence of cancer cells.



Importantly, the assay has been designed with routine clinical use in mind, using a streamlined and cost-effective approach.

This work represents a significant step toward making highly sensitive MRD monitoring accessible to more AML patients. It has the potential to support earlier intervention, more personalised treatment decisions, and ultimately improved patient outcomes.

Advocacy

A major priority for blood cancer patients across New Zealand is improving access to the treatments they need. This includes both stem cell transplantation – a highly specialised procedure that often offers the best chance of long-term remission or cure – and access to modern medicines.

These issues continue to feature prominently in our advocacy programme, with meaningful progress during FY26 demonstrating that our sustained advocacy is delivering significant impact.

In November 2025, following our support for patients affected by stem cell transplant waitlists and ongoing engagement with the Health and Disability Commissioner and the Minister of Health, the Government announced a $27 million investment to expand capacity in New Zealand's stem cell transplant service.

This was the first significant investment in the service in decades, signalling a shift in how stem cell transplantation is prioritised within New Zealand's health system. It was an encouraging outcome at a time of significant fiscal constraint across the public sector and reflected the Government's commitment to addressing

this longstanding issue. The investment will expand the workforce and infrastructure needed to deliver more transplants, reduce waiting times, and ensure more patients can access treatment when they need it.

Improving access to modern medicines, however, presents a more complex challenge. Unlike stem cell transplantation, which could largely be addressed through increased investment in service capacity, medicines access is as much a policy challenge as it is a funding challenge.

The Government's $604 million uplift to Pharmac demonstrated what can be achieved through increased investment, enabling more blood cancer patients to access medicines that are considered standard of care internationally. However, it also highlighted the limitations of funding alone. While some patients benefited, many patients continue to face treatment options that remain out of step with those available in comparable countries. The ongoing need for patients to self-fund treatment, relocate overseas or rely on public fundraising demonstrates that there is still considerable work required to modernise both the policy settings and public investment that underpin New Zealand's medicines system.

Throughout FY26, Blood Cancer NZ continued to play an active role in shaping this change. Chief Executive Tim Edmonds joined Pharmac's Consumer and Patient Working Group, ensuring the perspectives of blood cancer patients helped inform Pharmac's organisational reset and the development of a more modern, patient-centred agency.

We also maintained regular and constructive engagement with Pharmac, in part through public consultations including:

- Rare Disorder Policy Principles
- Proposal to fund letermovir
- Proposal to fund medicines for chronic lymphocytic leukaemia (CLL)
- Proposal to widen access to bortezomib
- Proposal to widen access to brentuximab

Many of these engagements resulted in decisions that better reflected optimal clinical care and the needs of blood cancer patients.

Sustainable access to modern medicines ultimately requires funding decisions that sit with Government. Recognising this, Blood Cancer NZ brought together 17 patient organisations to establish a first-of-its-kind pre-election coalition focused on medicines access.

Together, the coalition has developed a shared vision for reform and is advocating for long-term policy and funding commitments that will ensure New Zealanders have the same opportunity to access modern medicines as people living in comparable countries. This collaboration has strengthened the patient voice, elevated medicines access as a national issue, and created a powerful platform for lasting health system reform.



The ongoing need for patients to self-fund treatment, relocate overseas or rely on public fundraising demonstrates that there is still considerable work required to modernise both the policy settings and public investment that underpin New Zealand's medicines system.

Research

How an accidental discovery can protect our healthy cells



Dr Oryshchuk with Profs Bohlander & Browett, co-directors of the Research Unit.

Blood Cancer NZ is a long-standing partner of the Blood Cancer NZ Research Unit in the Faculty of Medical & Health Sciences at Waipapa Taumata Rau, University of Auckland.

Researchers at the unit are developing a promising new approach to treating acute myeloid leukaemia (AML), the most common acute leukaemia in adults in New Zealand, affecting around 150 people each year.

Current AML treatments, including intensive chemotherapy and bone marrow transplantation, have changed little since the 1970s. While some targeted therapies benefit small groups of patients with specific genetic changes, most people have more complex forms of the disease that remain difficult to treat.

Professor Stefan Bohlander, co-director of the Blood Cancer NZ Research Unit, says a major challenge is that existing treatments destroy healthy and cancerous cells alike. Critically, they often fail to eliminate leukaemia stem cells – the "roots" of the cancer – allowing the disease to return.

Dr Alyona Oryshchuk has made a significant breakthrough, discovering an inhibitor that eliminated leukaemia stem cells in a mouse model while preserving healthy stem cells. This finding suggests the potential for a more targeted treatment that could be both more effective and less toxic than current therapies.

Supported by Blood Cancer NZ, the Research Unit is now expanding this research to determine whether the approach works across other leukaemia models.

The findings have already attracted international attention, with Dr Oryshchuk presenting the research at a major scientific conference in Australia. If successful, this work could pave the way for new treatments that improve survival and quality of life for people diagnosed with AML.

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The Auckland Regional Biobank at the centre of ethically approved research



A researcher at Auckland Regional Biobank

In 2010, haematologist Dr Samar Issa established a biobank at Middlemore Hospital with support from the Freemasons Foundation and Leukaemia & Blood Cancer NZ (now Blood Cancer NZ).

Biobanks play an integral role in many hospitals and cancer centres worldwide and are a valuable resource for researchers. Within the biobank environment, donated patient tissue samples are collected, processed, stored and then made available for distribution to researchers with ethically approved research projects.

Fast forward to 2026, and we continue to provide financial assistance to what is now Te Ira Kāwai – The Auckland Regional Biobank (ARB) based at the University of Auckland's Grafton campus. A range of services are offered to researchers to support their projects, including making donated tissue available and providing advice on ethical and cultural matters. The ARB also collaborates with biobanks in other centres to facilitate medical research across New Zealand.

This year, Blood Cancer NZ visited the ARB and was impressed by the impact our investment has made over the years.

The donated patient samples and associated clinical data serve as important resources for scientists engaged in molecular research aimed at developing better diagnostic tools and new drug therapies. Success stories in this field have recently included the development of targeted therapies such as imatinib (also known as Glivec, for chronic myeloid leukaemia) and rituximab (also known as MabThera, for lymphoma), which have greatly improved the outcomes for patients with these conditions.

This year, Blood Cancer NZ visited the Auckland Regional Biobank and was impressed by the impact our investment has made over the years.

Sustainability

Taking part in the Southern Hemisphere's largest trade show



Our stand in the Health & Wellbeing Hub, 2025 Mystery Creek Fieldays.

In 2025, Blood Cancer NZ committed to exhibiting for the first time at the Mystery Creek Fieldays – the largest agricultural trade show in the Southern Hemisphere.

Having a presence was part of our rural strategy, in which we proactively seek to reach New Zealanders living in rural areas.

To make the most of the opportunity, we exhibited in the Fieldays Hauora Taiwhenua Health & Wellbeing Hub. Operated by Fieldays in collaboration with the Mobile Health Group, this is a dedicated, interactive space designed to bring free preventative health care and support to rural communities.

Our stand boldly displayed blood cancer symptoms to prompt visitors to stop and think. We also used our Jimny "Shavemobile" with the distinctive orange Mohawk as a drawcard – it's hard to miss!

Staff from Auckland and the Waikato Support Centre took turns to be on the stand over the four days. Many stand visitors had a story they wanted to share or to ask advice. Others were concerned that their symptoms may not be recognised as indicating a blood cancer diagnosis, so it was a good opportunity to encourage them to visit their doctor – despite challenges in a rural setting – if they were at all concerned.

We were pleased with the level of interest and plan to return in 2026.

We welcome La Roche-Posay to our family of partners

In September 2025, we commenced a major new partnership with L'Oreal through their brand La Roche-Posay. This is an exciting addition to our family of partners.

La Roche-Posay is a global leader in supportive oncology, actively focusing on managing cancer treatment-induced skin toxicities. Here in New Zealand, they were seeking a proactive partner to help increase awareness of managing harsh skin side effects of cancer and its treatment.

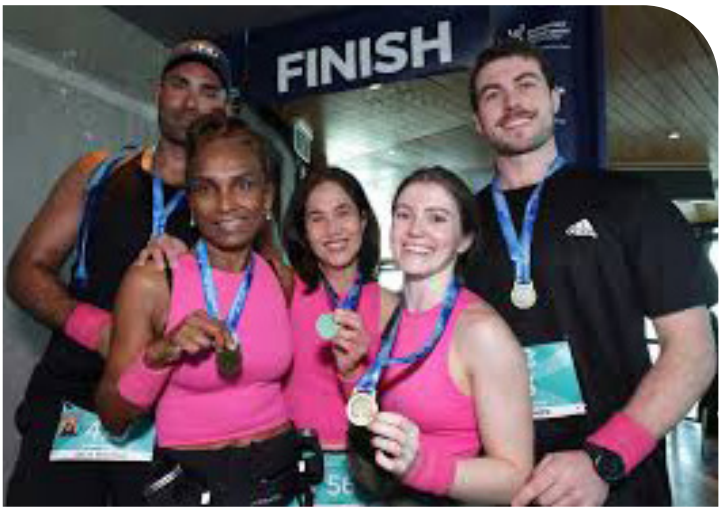
All our Support Services team members attended a seminar in December to better understand the causes of skin toxicity and its impact on oncology patients. Everyone had the opportunity to test a range of hypoallergenic and non-comedogenic products designed to protect and repair the skin barrier without causing further sensitivity.

La Roche-Posay is now funding an additional Support Services Coordinator who is also responsible for coordinating our skin toxicity education across the country. We have also been able to offer patients skincare samples to try, and have already heard patient stories outlining the soothing impact of these products.



Rachel, our Support Services Coordinator funded by La Roche-Posay.





Stepping Up to support blood cancer patients

Our Step Up Sky Tower Challenge has been an annual peer-to-peer fundraising event on our calendar for many years now. Starting as a small event for businesses the day before the Firefighter Sky Tower Challenge, it moved to its own time slot in August a few years ago.

Thanks to the support of SkyCity Auckland, it provides a unique "bucket list" opportunity for anyone – in a team or as an individual – to climb the Sky Tower.

Until last year, however, it had been difficult to meet our 500-participant quota. There had been a lot of interest, but not enough people making the commitment to fundraise for us and then take on the 1103 steps of New Zealand's tallest structure. But persistence has paid off, and in 2025, demand was so high that we had to close registrations early and introduce a waiting list!

This resulted in increased funds raised, with our top fundraiser being Olympic marathon runner Pete Pfitzinger. After being diagnosed with myeloma, he decided to take on a different kind of challenge and supported Blood Cancer NZ while still on his own blood cancer journey.

Events like our Step Up Sky Tower Challenge help raise awareness of blood cancers, fund vital care, and push for better access to life-saving treatments.

Two years into our strategy and still going strong

Coming out of the pandemic years, it was clear that we needed to have the building blocks in place to ensure sustainable revenue goals and growth. We had managed the lockdown periods carefully and emerged with our partnerships and our core events intact, but it was a wake-up call for us and many other charities to develop a longer-term strategy.

Therefore, in 2024, we embarked on an exciting 5-year strategy through to 2029 with a number of stretch goals across all areas of the business.

At the end of the 2026 financial year, we had completed two full years of the strategy and took time to review its success.

Despite the softening of the New Zealand economy, we have seen improvements in several areas and remain confident that we are on track to achieve our targets within the five-year timeframe. Successes include another fundraising record for our Firefighter Sky Tower Challenge, and the Suncorp Spirit to Cure event returning for another year, with a new mass-participation event in the Auckland Domain.

At the centre of everything we do is the commitment that we do what we say. It's what our values look like in action.



Implementing the strategy requires teamwork with staff across the organisation. We have also taken the opportunity to refresh our values, ensuring they remain relevant for everyone.

Grants

Freemasons Foundation funds rehabilitation services for blood cancer patients



We were delighted to receive a second year of funding from the Freemasons Foundation for our collaboration with Pinc & Steel New Zealand (now the Cancer Rehabilitation Foundation) to provide physiotherapy based rehabilitation for blood cancer patients. In the first year over 100 patients received three highly personalised sessions, enabling them to regain their strength, function and independence following their cancer treatment.

These services are not covered by ACC or the public health system leaving a gap for many patients and the possibility that they miss the chance to return to a more active life.

Our new partnership with the Freemasons Foundation is making a meaningful difference. Our Support Services team have shared stories of improved emotional wellbeing, stronger self-management skills and reduced reliance on medical services.

Innovation in grant applications achieves greater impact

Our grants programme has remained consistent and successful over the past few years. A key to this success is ensuring that our applications remain fresh and relevant. Storytelling is an important part of the process – and our grant funders often use our stories, with accompanying images, to show their supporter base how funds have been applied and the difference they have made.

With more and more applications now done online, we can also include video content. This year our Grants Manager worked with the marketing team to create two compelling videos. One was to illustrate the impact of our Kids' Club programme, and the other was "A Day in the Life of a Support Services Coordinator", demonstrating how the team supports patients on any given day.

In addition to being used in grant applications, these videos have been used across the organisation. They are a short yet powerful way to share the importance of what we do. Our funders are also sharing our videos on their social channels, providing greater awareness of our work.



Travel support for our Lymphoma Summit

In 2025, we held our first-ever Lymphoma Summit in New Zealand, bringing together haematologists, allied health professionals and local healthcare providers to explore the latest scientific research and best practice in lymphoma care.

We were delighted to have world-renowned Kiwi researcher Dr David Scott as our keynote speaker. Now based at the University of British Columbia in Canada, Dr Scott heads a research laboratory involved in groundbreaking research into aggressive B-cell lymphoma. At the Summit, he shared the latest international advancements in lymphoma care.

In order to fund Dr Scott's travel back to New Zealand, we approached The Ted & Mollie Carr Medical Travel Fund, a charitable trust managed by Perpetual Guardian.

This was the first time we had applied to this trust, but we believed we met the criteria for bringing medical practitioners with specialised skills to New Zealand to share their expertise.

We were delighted to receive a grant that covered Dr Scott's travel expenses – the result being that Dr Scott was able to share information and increase the knowledge of local practitioners.

We gratefully thank the following trusts and foundations for their generous support

Acute Leukaemia Advocates Network

A K Franks' Charitable Trust

ANZ Staff Foundation

Aotearoa Gaming Trust

BlueSky Community Trust Limited

Catholic Women's League Auckland

Central Lakes Trust

Chenery Memorial Trust

Christchurch Casinos Charitable Trust

Clinton and Joy Whitley Fund with Auckland Foundation

Community Trust South

David Ellison Charitable Trust

Dunedin Casino Charitable Trust

Eastern & Central Community Trust

Ernest Hyam Davis and Ted and Mollie Carr Legacies

Foodstuffs (South Island) Community Trust

Four Winds Foundation

Frimley Foundation

George Brown Trust

Glenice & John Gallagher Foundation

Guy Anson Waddel Charitable Trust

Helen Stewart Royle Charitable Trust

Higgins Bequest Trust

Hutt Mana Charitable Trust

Jack Jeffs Charitable Trust

Joyce Fisher Charitable Trust

Kelliher Charitable Trust

Kingdom Foundation

Kiwi Gaming Foundation

LifeBlood Trust

LW Nelson Charitable Trust

Mainland Foundation

Maurice Paykel Charitable Trust

Mainpower Community Fund

Milestone Foundation

New Zealand Community Trust

New Zealand Post Delivering for Good

Nikau Foundation's Teresa Freeman Endowment Fund

North & South Trust

Pelorus Trust

Peter and David Picot Charitable Trust

Pub Charity Ltd

Stewart Family Charitable Trust

Ted and Mollie Carr Medical Travel Fund

Te Rourou One Aotearoa Foundation

The Lion Foundation

Toi Foundation

Trillian Trust

Trust House Foundation

Trust Waikato

WEL Energy Trust

Westfield Local Heroes

Wilks Charitable Trust

Z Energy



A new name for a new chapter

In December 2025, we marked an important moment in our nearly 50-year history when Leukaemia & Blood Cancer New Zealand became Blood Cancer NZ.

The change followed research and consultation with patients, staff, donors and healthcare professionals to better understand how our previous name and identity were perceived. We heard that our name was too long and too specific, and recognised the need for a shorter, clearer name that better communicates who we are and who we represent.

Becoming Blood Cancer NZ was also an important step in strengthening awareness of blood cancer and giving us a clearer identity from which to advocate for better outcomes for people affected by the disease.

Alongside our new name, we introduced a new visual identity. At its heart are eight blood drops, each representing an individual life and experience. Together, they symbolise the many people and experiences that make up the blood cancer community, coming together and moving forward as one.

Our new identity began rolling out across our social media channels in December, alongside the launch of a new website.

Early response

The new identity was positively received by our community, health care professionals and partners. Early feedback reflected the intention behind the change, with people welcoming the new name as “simple and inclusive” and responding positively to the concept and meaning behind our new logo.

While our name and look have changed, our purpose remains the same: supporting people and whānau affected by blood cancer, advocating for better access to care and treatment, and investing in research to improve outcomes for New Zealanders living with blood cancer.

Our new identity provides a clearer and more inclusive way to represent that work and the community at the heart of it.

> “This is a good, bold statement.”

> “I like this change. Simple and inclusive. Well done Blood Cancer NZ.”

leukaemia & blood cancer NEW ZEALAND

Vision to Cure. Mission to Care

Our name and logo have changed.

Our purpose has not.

Blood Cancer NZ

Blood Cancer NZ

EVERY BLOOD CANCER . EVERY PERSON . EVERY JOURNEY



Putting a smile on the face of a young child in hospital is what motivates me to come to work each day.

The 2025 Westfield Local Hero is our own Tim Maifeleni

In mid-2025, we were delighted to have our very own Tim Maifeleni announced as the 2025 Westfield Newmarket Local Hero. Tim is the Northern Regional Support Services Manager for what was then Leukaemia & Blood Cancer New Zealand (now Blood Cancer NZ).

Through Westfield's Local Hero programme, Tim was initially one of several finalists representing local charities. A public vote followed, and as a result, Tim was awarded his Local Hero status.

Tim's work with children at Starship Hospital really resonated with the Westfield judges. They quote him as saying "Putting a smile on the face of a young child in hospital is what motivates me to come to work each day. If I can make this really difficult time that little bit easier, I have succeeded. Being in hospital is tough, especially for kids and teens, and it is often the little things which can help them get through the day."

Through his win, Tim secured a grant that has been used to provide grocery and petrol vouchers to patient families, as well as other practical support to help alleviate the financial strain that often accompanies a blood cancer diagnosis.

Tim's win is a testament to the empathy, strength, and unwavering support he offers to patients and whānau navigating blood cancer. We're so proud to have Tim on our team and grateful for the positive impact he creates every single day, both within Blood Cancer NZ and in his wider community.

Contact us

Visit **bloodcancer.org.nz**

National Office **PO Box 99182, Newmarket, Auckland 1149**

Support Services & General Enquiries **0800 15 10 15**

Fundraising & Events **0800 15 15 10**

Blood Cancer NZ (CC24498) is a registered charity under the Charities Act 2005.