

Aroha

Spring Newsletter 2024



Get in behind Cranford

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James McRae
Photo by Florence Charvin

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of remembrance

New charity store
in Taradale



**Cranford
Hospice**

Te Kahu Pairuri o Cranford
ki Te Matau-a-Māui



A message from Andrew

As we welcome the vibrant season of spring, we are filled with gratitude for your unwavering support. Your generosity and commitment are the cornerstone of Cranford, which enables us to provide compassionate care to those who need it.

Spring is a time of renewal and growth, and with it, we are excited to share our new strategic plan.

This plan is designed to enhance our services, expand our reach, and ensure that we continue to meet the needs of our community with the highest standards of care.

Our strategic plan has been developed to help us achieve our

mission to provide the very best palliative care and bereavement support, with commitment, collaboration and compassion.

We are confident that with your continued support, we will deliver on our ambitious goals and make a meaningful difference in the lives of our patients and their families in the years ahead.

Thank you for being an integral part of our journey. Together, we are creating a brighter, more hopeful future for everyone we serve.

Andrew Lesperance
Chief Executive Officer

Key areas of our new strategic plan:

- **Model of Care:** To continue to deliver excellent clinical care and emotional support.
- **Sustainability:** To be financially and environmentally sustainable into the future.
- **Improving Access:** Improved access for priority populations in our community.
- **Focus on Our People:** To be an inspirational place to volunteer and work.
- **Community Leadership and Education:** Sharing our knowledge and expertise.

Cover story

Get in behind Cranford



Quick and simple livestock donation.

In October Cranford in partnership with volunteer and local Hawke's Bay livestock representative, James McRae launched a new way for farmers and lifestyle owners to support the work we do.

After experiencing firsthand the care and support we provide to the Hawke's Bay community and the huge impact we made on him and his family, James wanted to increase awareness in the rural community and help raise much needed funds.

"The support provided to our family from Cranford was invaluable. From pain management and home visits to the support and advice provided to family members and caregivers. It was reassuring to know that the team from Cranford was only a phone call away. You know the end is coming, but you don't know what the end looks like. The team at Cranford were unreal, guiding us, the family, through the process."

James was able to combine his in-depth knowledge of the farming industry to devise a new way for the rural community to support Cranford. Livestock donation is quick and simple and allows the farmer to donate livestock when they're being processed or sold.

If you want to start donating livestock or to learn more visit cranfordhospice.org.nz/farming

\$335,697 raised at the Hawke's Bay Wine Auction



Hawke's Bay Wine Auction. Photos by Florence Charvin

An outstanding result.

The 32nd Hawke's Bay Wine Auction in support of Cranford Hospice was full of excitement and generosity. A total of \$335,697 was raised from an amazing selection of wine lots, an artwork, *The Devil is in the Details* by local artist Helen Kerridge, online silent auctions and donations.

A standout from the event was Lot 23, a privately donated vertical of Te Mata Estate Coleraine spanning four decades collected by Stuart Tustin. The lot sold for \$18,000 to longtime supporters Isaac's Plumbing and Electrical. In a surprising and extremely generous act the lot was donated back and reaucted raising an additional \$16,500.

"The support Cranford Hospice has received from the Hawke's Bay wine community is unwavering and the auction just gets bigger and bigger each year. I can't thank everyone involved in the auction enough. We are deeply grateful for all the money raised, which allows us to continue providing care and support."

Andrew Lesperance, CEO



Light a lamp

An evening of remembrance.

On the 16 August, the garden at Cranford Hospice was lit up in remembrance of people who have been touched by a Cranford nurse and loved ones who are no longer with us. It was a touching

and emotional evening with over 100 people coming to light a lamp. We took a moment to remember loved ones and recognise the care and compassion that our nurses deliver every day to patients and their whānau.

Alongside the remembrance

evening we ran an appeal to raise \$40,000, so our nurses can continue to bring light and comfort to people when and where they need it. Thank you to everyone who donated and helped us exceed our goal to support our incredibly special and unique nurses.



Farmers Christmas appeal

Each year Farmers stores support their local hospice by running a Christmas appeal.

The Farmers stores in Hastings and Napier will be selling limited edition Christmas baubles and customers will be given the opportunity to donate and write a message for the Tree of Remembrance.

Last year, the Hastings and Napier Farmers stores raised \$38,625 for Cranford.

The campaign will run from mid-November until Christmas Eve.

These limited edition 'Snowflake' baubles will sell out, so be sure to get in quick.

Extra space

Temporary portable buildings delivered to Cranford.

In August, we saw the delivery of two new portable buildings to our Knight Street location giving our team much needed space.

This extra office space has meant we can now have a dedicated space for meeting with patients and family members for counselling or any of our other support services. The benefit is that we can sell the two buildings once a new home is built for Cranford, which is still very much a priority.



One of two new pods being craned onto the Knight Street site.

Update from The Foundation

In July The Cocktail Party fundraiser, hosted by Hastings Karamu Rotary Club, was held in support of the new build for Cranford Hospice.

It was a wonderful night. The cocktails and generosity were flowing, which helped to raise an amazing \$150,000. Thank you so much to everyone who supported this event and a special thank you to the Hastings Karamu

Rotary Club for your ongoing support of Cranford Hospice.











We are in a very good position, with \$14.5 million in committed funds for the Cranford new build. We continue to be humbled by the generous support shown by our community. Thank you.

The journey to find a new site for the build is ongoing. Please be assured that we are committed to finding a

suitable site and the team are working tirelessly. With each potential new site comes a lot of due diligence and many challenges that we need to work through. We will continue to keep you updated and look forward to making an announcement soon.

Chris Tremain,
Chair of the Cranford Hospice Foundation

Thank you to the Holly Trail Sponsors

<p>Major Sponsor</p> 	<p>Platinum Plus Sponsor</p> 	<p>Platinum Sponsors</p>  	
			 

We are immensely grateful to our amazing sponsors whose generous support makes the Holly Trail possible.

Thanks to their financial contributions, we're able to cover all event costs, ensuring that every dollar from each

ticket sold goes directly to Cranford Hospice. This level of support is truly remarkable, and we couldn't make this event happen without them.

We're delighted to highlight our Major, Platinum Plus and Platinum sponsors. We encourage you to support these

businesses whenever possible, just as they generously support Cranford Hospice.

The Holly Trail runs from the 7-9 November and is a Christmas celebration in Hawke's Bay homes. The Holly Trail is a bi-annual event raising over \$400,000 for Cranford Hospice.

Our impact

You help us to make a difference. A snapshot of the impact we made in a year (23/24)

We cared for

696 patients

and their families.



759 people

received counselling and bereavement support.



24%

of the people we cared for had a non-cancer diagnosis.



We provided advice and support to help an additional

405 people

in collaboration with other healthcare providers.



83 people

received music and/or drawing therapy.



122 patients

received around the clock care in our In-Patient Unit.



354 people

received social work support.



110 people

received support from our kaitakawaenga.



There were

168 patients

receiving our care at any one time.



111 people

received counselling.



We held

24

Compassionate Friends coffee support groups.



Yes, I would like to support Cranford Hospice with a donation

Step one: Please find enclosed my gift of

- \$54** could help fund music therapy for another young person like Cameron.
 - \$108** could help fund a nurse to be out on rural roads caring for people like Gus.
 - \$155** could help fund grief support for a family devastated by the death of a young father.
- OR
- I would like to give \$

Step two: Your donation details

- Please debit my credit or debit card

Name on card

Expiry date /

Please send your gift to **Cranford Hospice, PO Box 189, Hastings 4156**

Other ways to donate

Online: cranfordhospice.org.nz/donate

Online banking: Please use the following references so we can send you a receipt

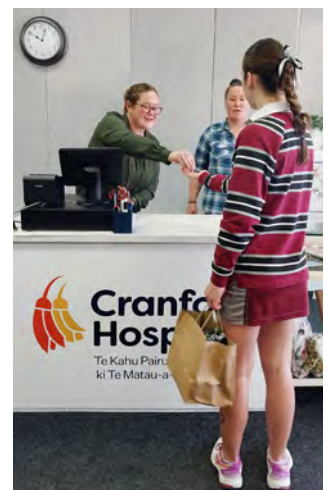
Particulars: Spring 2024 Reference (your phone number):

Our bank account for donations is: 02 0644 0262700 01

DONATE NOW



Thank you so much for your support and ensuring people and their families receive the care and love they deserve.



New Cranford charity store

We turn second-hand goods into first-class care.

We are thrilled to announce the opening of our newest charity store

in Taradale to complement our other existing stores in Napier, Hastings and Waipukurau. The opening of this store marks a significant milestone as we continue our mission to provide the very best palliative care and bereavement support for our community.

The store offers a diverse range of second-hand clothing, accessories,

homeware, and unique treasures, all donated by our community. Our charity stores and volunteers play a very important role in fundraising for Cranford.

Find us at:

**241 Gloucester Street, Taradale
Phone: 06 650 5099**



Dates for the diary



Compassionate Friends Coffee Group

First and third Tuesday of each month, 10.30am–11.30am, No5 Café & Larder. All welcome.

October

31 October Wills and Estate Planning Seminar

November

7-9 November Holly Trail

Mid-November–24 December Farmers Christmas campaign

December

Lights of Remembrance

Visit cranfordhospice.org.nz or phone 06 878 7047 for more information.



A special collaboration

Stunning sterling silver kōwhai pendants.

In collaboration with Kate Biddles from local business, Twigg Jewellery we have created two stunning sterling silver kōwhai pendants.

Kate knows firsthand that the care and support Cranford provides makes a difference. She jumped at the chance to work with us on this special project.

“We feel privileged to be part of a special collaboration with an incredible charity, Cranford Hospice. We’re beyond proud of how the designs have turned out—truly amazing. It’s been a heartwarming experience to work alongside such a remarkable organisation, who are dedicated to making a difference in

the lives of those in need.”

The brief to Kate was to create a piece of jewellery that people could purchase to remember a loved one or to simply support Cranford Hospice. We wanted to create something that was special, affordable, and appealing to a wide age range. The result is two unique sterling silver kōwhai pendants.

You’ll be able to purchase your kōwhai pendant and chain directly from Cranford Hospice, online or from our stores—a wonderful and meaningful Christmas gift.

Keep an eye out on our website and socials.

Contact us

300 Knight Street
Hastings 4122

Phone (06) 878 7047
Email events@cranfordhospice.org.nz
facebook.com/cranfordhospice
cranfordhospice.org.nz

 **Cranford Hospice**
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