

2020
ANNUAL REPORT
Rising to the challenge

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ABOUT US

The Stroke Foundation is New Zealand’s national charity focused on the prevention of and recovery from stroke.

Stroke is New Zealand’s second single biggest killer and the leading cause of serious adult disability.

For over **40 years** we have actively promoted ways to avoid stroke and dedicated ourselves to working closely with stroke survivors throughout the country.

It’s estimated that **more than 11,000 people** in New Zealand will experience a stroke in 2020 – that’s one person every 45 minutes. Over the next decade this figure is predicted to rise by 40%. In the last 12 months, we have responded to over **5,500 stroke survivors**, providing them with crucial services to ensure the best possible outcomes – not just for

themselves, but also their family / whānau and carers.

Over **75% of strokes are preventable**, so we continue to deliver our vital awareness campaigns and health promotion programmes, which are instrumental in saving thousands of lives.

This financial year we raised **89% of our operating costs from donations and grants**. Donations, grants and bequests not only enable us to rise to the challenge and respond to the stroke affected community, but also support us in taking significant steps to reduce the number of strokes across the country.

OUR MISSION

We work to prevent stroke, improve outcomes, and save lives.

OUR VISION

With your help we’re committed to creating a New Zealand where: Significant steps are taken to reduce the number of strokes, everyone understands and responds to key risk factors, and anyone affected by stroke is supported and empowered.

OUR VALUES



We are leaders



We are compassionate



We are people and whānau centred



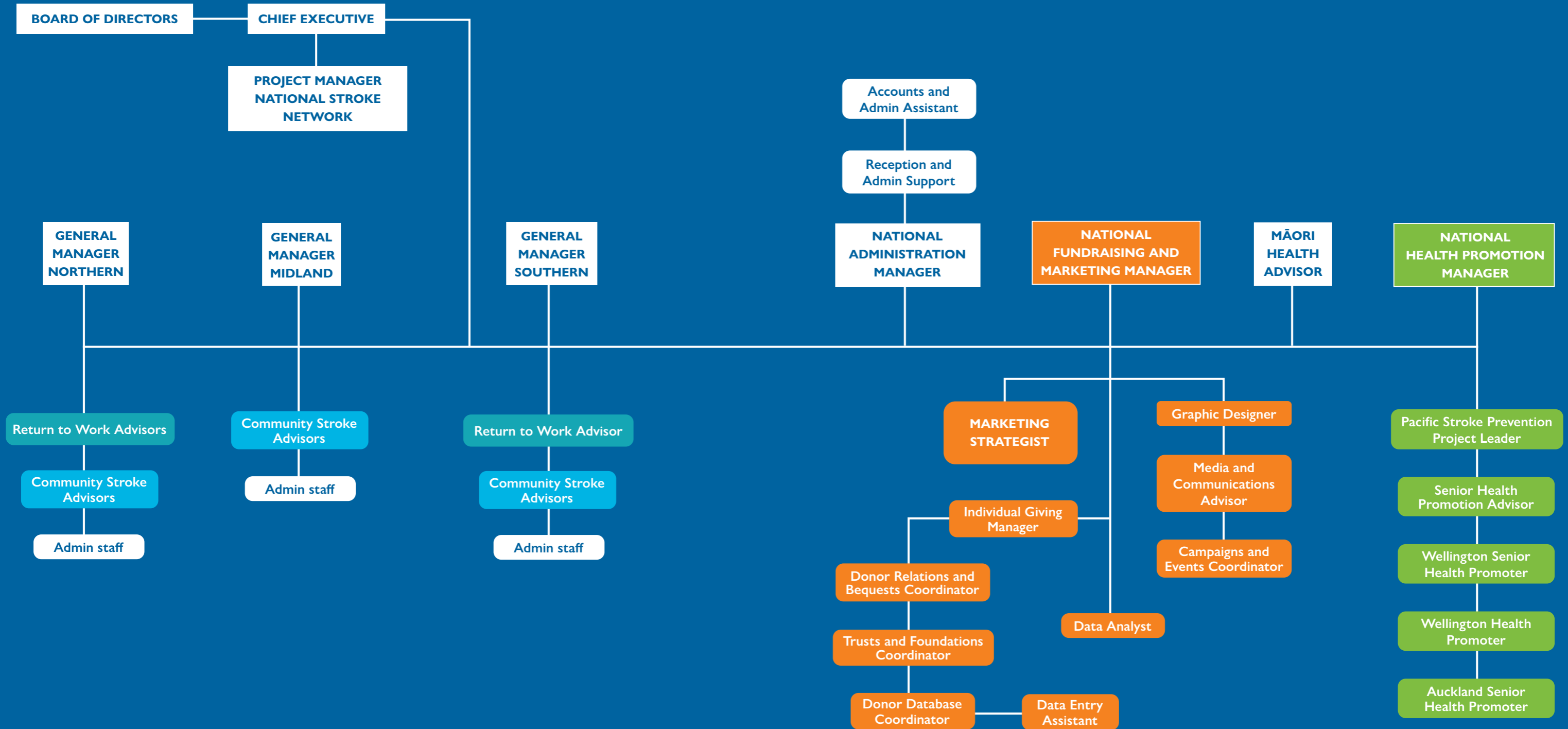
We are professional



We are respectful



ORGANISATIONAL STRUCTURE



MESSAGE FROM THE CHAIR OF THE BOARD

It is with pleasure that I endorse our annual report outlining how we are meeting our obligations to serve the stroke affected community across all of New Zealand. One of our Board responsibilities is to ensure management and staff have both the skills and the resources to carry out their operations successfully. This report has a theme of 'change' and it is gratifying to report, therefore, the successful way in which the Stroke Foundation was able to react and adapt to the sudden disruption caused by the COVID-19 pandemic.



Staff acted with intelligence and commitment as soon as the lockdown was announced and were able to continue the Stroke Foundation's critical activities with the least possible disruption, including working from home and remote delivery of advice and support to people with stroke and their whānau. Much of this is thanks to staff development over recent years that enhanced their ability to adapt, and improvements in our IT infrastructure that were implemented as a direct result of our previous strategic review carried out six years ago.

The purpose of that review was to prepare the Foundation for the certainty of change. While the pandemic was not one of the changes foreseen, the investment in our staff and our IT systems over the past five years has demonstrated its worth. Indeed, some of the work practices enforced by the lockdown have even suggested ways in which the reach and effectiveness of services could be extended in the future.

I am very optimistic, therefore, that our newly revised strategic plan for the coming five years will move the Foundation further

ahead in the continuing challenge of preventing stroke and improving outcomes after stroke. As the recent report from the New Zealand Institute of Economic Research (NZIER) shows in stark terms, the number of people affected by stroke each year is increasing. Events like the pandemic may disrupt our response in the short term, but we need to prepare for the possibility of game-changing transformations in preventative health strategies, acute stroke treatments or rehabilitation methods in the near future that might lead to a swift reduction in the numbers of strokes or dramatically improve patient outcomes. The report greatly strengthens our hand in arguing for any such changes and will enable us to lead in advocating loudly for progress on government policy in this area.

Our National Stroke Network programme, which has successfully drawn together clinicians and managers in stroke care across the country since 2011, continues to facilitate improvements in health services. Their recent change in focus from acute to rehabilitation services has generated positive momentum, with a plan in place to support people affected by stroke and their whānau through all stages of rehabilitation from hospital to home.

Two final foreseeable changes to mention are to ensure that the Foundation's leadership and the Board remain fit for purpose. First, Mark Vivian has recently announced his retirement after 15 years of excellent and innovative service as CEO. Therefore, we will have a new person in this vital role next year and naturally they will bring fresh eyes and ideas to how we operate. Second, when we established the first Board of the restructured Foundation we introduced criteria to ensure an appropriate skill mix for directors and a nine-year term limit to ensure a steady flow of new ideas and enthusiasm. This means we will need to replace several long-standing directors over the next two years, which provides an opportunity for the Board to review its needs to ensure that their replacements provide the necessary expertise and balanced membership for successful governance. I can reassure you that we have a well-developed succession and recruitment plan for both the CEO and Board.

Dr John Gommans
Chair



A YEAR IN REVIEW

While there is no denying the pandemic has had, and will continue to have, far-reaching effects on our work, plenty of progress has been made in almost all areas of the Stroke Foundation's activity this year. A considerable part of the year proceeded according to plan with significant achievements to report, while we also responded quickly and efficiently to the restrictions of lockdown.



“
WE CELEBRATE THESE SUCCESSES, WHILE KNOWING THAT THE FUTURE HOLDS THE EVER-INCREASING CHALLENGE OF DEALING WITH THE PREDICTED RISE IN STROKE NUMBERS.

Our Return to Work programmes have been so successful that we will begin a new contract with the Ministry of Social Development from 1 July 2020 to provide our employment services, giving many New Zealanders their independence and self-esteem as well as saving the government millions of dollars in benefit costs. Our Community Stroke Advisors have also responded to more clients than ever before, an increasing number of whom have left our care having achieved what they wanted for themselves in their recovery.

We celebrate these successes, while knowing that the future holds the ever-increasing challenge of dealing with the predicted rise in stroke numbers. To tackle this challenge, we need partners. One partner is government, which can help by putting more resource into prevention initiatives and adequately funding our stroke recovery services. The other key players are our corporate partners, grant-giving bodies, and our vital donors. Their incredible generosity continues to humble us, but we know the pandemic will have a lasting economic impact on many people and organisations, and will affect our fundraising efforts. Those efforts have held up well since March, but we need more supporters, great and small, to ensure we keep up the standards of services and our campaigning ability in the years ahead.

Mark Vivian
Chief Executive Officer

One of the most significant pieces of work is the recently published report we commissioned from the New Zealand Institute of Economic Research (NZIER). It sheds a great deal of light on areas where inadequate or outdated data forced us to strike up our own torch. Not only does the report illuminate opportunities for improved or expanded services, it also enables us to advocate more strongly on behalf of the stroke community with the utmost confidence in our case.

The NZIER report estimates **the cost of stroke to New Zealand in 2020 will be \$1.1 billion** – a figure predicted to increase in the coming years. Confronted with that information, surely the case to take action as a nation is irresistible? We work hard in this field, with increasing effectiveness through strategic choices, such as the investment in our mobile blood pressure check van. The van has provided thousands of free checks, helping to take the message about high blood pressure and its link to stroke to more and more people. We know that we can do more in the prevention space and the NZIER report will be instrumental in our fight to make this happen.

NEW ZEALAND INSTITUTE OF ECONOMIC RESEARCH REPORT

For several years, we have relied on increasingly ageing data to back our arguments for more prevention and better rehabilitation. While some research has been carried out, reliable investigation into the economic cost of stroke was last conducted in 2009, which is why we commissioned NZIER to work on one of our most important pieces of work.

The Social and Economic Cost of Stroke in New Zealand 2020 report is a vital part of our work advocating for more nationwide prevention initiatives, and to ensure that the country's health and care services are equipped to deal with the effects of stroke. The report also enables us to expand on and improve our current services to ensure we meet the growing need of those impacted by stroke.

The report looked at several different factors to establish the current cost of stroke to New Zealand:

- the costs to the health services of initial response and hospitalisation
- rehabilitation and ongoing support costs (including long-term residential care)
- employment effects and income support
- the burden on informal caregivers
- quality of life and premature mortality.

The figure of **\$1.1 billion in 2020** alone is a staggering economic cost to New Zealand. On current trends, this figure is projected to rise to **\$1.7 billion a year by 2038**

if no action is taken. Set against this information, the report highlights savings which could be made by supporting some of the services already offered by the Stroke Foundation. If, for example, the Big Blood Pressure Check was able to increase the number of free tests each year to 50,000, we could save \$10.5 million annually, based on numbers of those referred for immediate medical attention. The Foundation's Return to Work programme has already helped over 500 people on their journeys back to employment post stroke. Based on the saving in benefit costs per person, this will save the government \$57 million over the benefit lifetime of those participants. This is just scratching the surface of what could be done with the right support.

Based on research carried out in 2018, we already know that the projected **40% increase in the number of people experiencing stroke** over the next decade will increase the demand for Stroke Foundation services, which are significantly funded from donations.

The report shows that the government can save money by spending more in the right places, by investing in those services and prevention initiatives that make a difference. Armed with the NZIER findings, we are calling on the government to increase spending on disease prevention from less than 3% to at least 5% of the health services budget.



STATISTICS

THE NEED

11,169

NEW ZEALANDERS PREDICTED TO EXPERIENCE A STROKE IN 2020 – THAT'S ONE PERSON EVERY 45 MINUTES

2,000

KIWIS DIE OF STROKE EACH YEAR

40%

PROJECTED INCREASE OF PEOPLE AFFECTED BY STROKE IN THE NEXT DECADE

75%

OF STROKES ARE PREVENTABLE

842,000

ADULTS IN NEW ZEALAND HAVE HIGH BLOOD PRESSURE

\$1.1b

THE PREDICTED COST OF STROKE FOR NEW ZEALAND IN 2020

\$1.7b

EXPECTED INCREASE IN THE COST OF STROKE BY 2038

THE OUTCOME 2019-2020

17,918

FREE BLOOD PRESSURE CHECKS OFFERED

50%

PARTICIPANTS INDICATED THEY HAD MADE CHANGES TO IMPROVE THEIR BLOOD PRESSURE MANAGEMENT

5,500

THE NUMBER OF STROKE SURVIVORS WE RESPONDED TO IN THE LAST YEAR

70%

OF THOSE WHO JOINED OUR COMMUNITY STROKE ADVISOR SERVICE REACHED THEIR GOALS

38,000

HOURS OF SUPPORT

210

STROKE SURVIVORS ENGAGED WITH OUR RETURN TO WORK PROGRAMME IN THE LAST YEAR

45%

OF THE 210 ON OUR RETURN TO WORK SERVICE ACHIEVED EMPLOYMENT

\$57m

SAVINGS IN BENEFIT PAYMENTS OVER THE BENEFIT LIFETIME OF PARTICIPANTS SINCE 2016

STRATEGIC PLANNING

Our previous strategic plan was written in 2014 in the wake of the Stroke Foundation's amalgamation into one national organisation. It covered the period 2014–19 and focused on defining the goals and priorities of the newly unified Foundation.

That plan set out four priorities aimed at influencing health systems, encouraging individual behaviour change and supporting those affected by stroke.

We aimed to create a stroke savvy society; strengthen our health system's responsiveness to people affected by stroke; align our staff and systems with our purpose; and build powerful platforms to increase brand recognition and funding. Over the last five years, our campaigns have increased stroke awareness, and our growing services continue to support the stroke affected community. With an ageing population and more people experiencing a stroke, ensuring more access to Telestroke services and thrombolysis has been crucial, and we're pleased to report that significant improvements have been made in this area too.

One of the most notable things we achieved over this time was a cultural shift in the way we approach and evaluate our work. Our focus is now solidly on the difference we are making, both in the stroke prevention space and in how we support those affected by stroke. We now look for and measure the impact our work has on communities and continue to work to make positive change.

STRATEGIC PLAN 2020–2025

The progress made from our previous five-year plan has influenced our 2020–2025 strategic plan as we continue to not only educate, inform and support those affected by stroke, but primarily drive behaviour change. Given that over 11,000 New Zealanders are likely to experience a stroke in 2020, the economic burden of this is high.

Drawing on the NZIER report, our 2020–2025 plan acknowledges that the Foundation and the landscape in which it operates have certainly changed. Where our previous

plan had to address many of the transitions required from our former structure and ways of working, the new plan focuses on more detailed goals, which we are already working towards.

The new strategic plan has a superficial similarity to its predecessor, with four pathways representing our areas of focus to enhance our outcomes:

1. Advocacy

Making our voice louder, and supporting our clients' voices to be heard too.

2. Growing our profile

To grow our influence and ensure our initiatives in the health promotion space are recognised, including the F.A.S.T. campaign and Big Blood Pressure Check.

3. Cultural responsiveness

To address health inequities, we must become more accessible to diverse client groups and develop programmes that will prevent stroke within the communities of our priority populations.

4. Technology enabled

Making the most of technology resources for internal efficiency and programme effectiveness.

These pathways are overlaid by our mission and vision and our commitment to the principles of Te Tiriti o Waitangi. Beneath the four areas of focus we detail our strategic objectives in the two fundamental operational areas of prevention and recovery, itemising them in relation to our four key customer groups: the Ministry of Health and our health sector partners; the wider general public; Māori and Pacific; and the stroke-affected community.



WE CONTINUE TO NOT ONLY EDUCATE, INFORM AND SUPPORT THOSE AFFECTED BY STROKE, BUT PRIMARILY DRIVE BEHAVIOUR CHANGE.



PREVENTION SERVICES

Our health promotion work raises awareness of risks associated with stroke and promotes the many ways to reduce these risk factors while prioritising health equity. Over 75% of strokes are preventable, which is why our health promotion programmes are so important. With a predicted increase of 40% in the number of people experiencing stroke over the next decade, it's in the prevention space where we must make an impact to reduce this alarming figure. Our areas of focus in the last financial year have been around blood pressure and advocacy.

HEALTH PROMOTION CAMPAIGNS

Improving population blood pressure control will make the biggest contribution to reducing stroke numbers, which is why it is the focus of our biggest health promotion campaign. Related to that, we promote messages about healthy eating, physical activity and being smoke-free, all of which contribute to blood pressure health. As well as through our Big Blood Pressure Check campaign, we offer free blood pressure checks throughout the year in our Big Blood Pressure Check Van.

In our advocacy role, we see preventative health as one area where the government could make a very significant difference by committing more resource. Our health promotion activity therefore also supports our ongoing efforts to see major change in how New Zealand tackles largely avoidable health problems that relate to stroke.

This Year

High blood pressure is the number one modifiable risk factor for stroke, so for the 11th year we encouraged New Zealanders to maintain a healthy blood pressure through our Big Blood Pressure Check campaign.

In 2019, we modified our Big Blood Pressure Check with two strategies. Firstly, we rolled out the campaign to run for the whole month of October rather than just one day, offering free blood pressure checks at New World and PAK'nSAVE supermarkets on Saturday 5th October and at participating



IN OUR ADVOCACY ROLE, WE SEE PREVENTATIVE HEALTH AS ONE AREA WHERE THE GOVERNMENT COULD MAKE A VERY SIGNIFICANT DIFFERENCE BY COMMITTING MORE RESOURCE. OUR HEALTH PROMOTION ACTIVITY THEREFORE ALSO SUPPORTS OUR ONGOING EFFORTS TO SEE MAJOR CHANGE IN HOW NEW ZEALAND TACKLES LARGELY AVOIDABLE HEALTH PROBLEMS THAT RELATE TO STROKE.

Unichem and Life Pharmacies throughout October. These combined efforts saw over **13,500** people receive a free blood pressure check.

Secondly, we offered free checks throughout the year in our Big Blood Pressure Check Van, purchased and equipped in 2018 with generous support from Ryman Healthcare. Due to the pandemic, our van was off the road for several months until we could operate our free checks in a safe manner. Despite this, a further 4,418 people received a free blood pressure check in the van during this financial year, bringing the total to **17,918 checks**.

In a follow-up survey of campaign participants, 50% reported they had taken action to improve their blood pressure management as a result of their free check.

To raise awareness of the link between atrial fibrillation and stroke, we also added free pulse checks to our mobile van service and at selected blood pressure testing sites during the Big Blood Pressure Check. Of those who took advantage of this check, 4.5% recorded a possible indication of atrial fibrillation.

Over the year, we increased the participation of Māori, Pacific, Indian and Asian communities in our initiatives. Pleasingly, Māori made up 30% of participants in our atrial fibrillation awareness campaign.

Looking Forward

Due to the community-based nature of our work, many of our initiatives had to be re-thought in the wake of COVID-19. Nevertheless, with a second van coming into operation in 2020, we must continue to work in new ways to ensure we can operate our vans safely throughout the pandemic.

To support the efforts of our Big Blood Pressure Check, we will

be launching a helpful online tool aimed at supporting people to make lifestyle changes to promote good health and reduce stroke risk.

We will increase our advocacy for environments which support good health and therefore stroke prevention, including launching new research around the salt content of commonly consumed foods in New Zealand and pushing for action on salt reduction.



MĀORI & PACIFIC HEALTH

Māori and Pacific people are affected by stroke on average 15 years younger than non-Māori and non-Pacific populations and have worse outcomes with poorer quality of life as a result.

Our strategic plan 2020–2025 highlights our intentions and commitment to becoming a culturally responsive organisation, which will help us to address health inequity. All staff will be supported with relevant training that encompasses cultural safety, cultural awareness and cultural competence to engage effectively and appropriately with Māori, Pacific and other culturally and linguistically diverse communities across the country.

This Year

The National Leadership Team and the Cultural Responsiveness Working Group developed an internal audit to assess and measure mainstream effectiveness in health service delivery and the cultural responsiveness of our organisation, to appropriately meet the health needs of New Zealand's culturally diverse population. As a result, a series of five workshops were delivered to introduce a basic level of 'Te Reo Māori me ōna tikanga' (Māori language and customs) to all staff, this will be ongoing.

We established the Northland Stakeholder Group to support a multi-level stroke prevention approach. The project engaged with our Big Blood Pressure Check Van offering free blood pressure checks at the Waitangi Day celebrations in Paihia and supporting the F.A.S.T. campaign in conjunction with the Ministry of Health and Te Hiringa Hauora. Our team has been working closely with the Northland District Health Board as a

priority region for the F.A.S.T. campaign. More detail about the campaign is outlined on page 21.

The Northland Stakeholder Group has also been heavily involved in our Community Champions for Stroke project. Plans to progress were postponed due to the pandemic, but planning for meetings for stroke survivors, carers and whānau will be picked up in early 2021.

The Big Blood Pressure Check Van had more access to Pacific communities this financial year, and our Pacific Stroke Prevention Project Leader focused on engaging communities in Otara, Papatoetoe, Mangere, Manurewa and Papakura. In addition, we worked with organisations including but not limited to; Pacific Health and Welfare, Pacific Islands Food and Nutrition Action Group and Soalaupule Mental Health Services Forum, to increase stroke awareness and work to reduce the risk of stroke for this priority group.

Our project leader has also participated in workshops for the Human Rights Commissioner, Ministry of Health Pacific Health Team and Red Cross Emergency Management for Samoan communities, to integrate stroke awareness across a variety of platforms within the Pacific community.

Looking Forward

In addition to continuing to develop the Community Champions for Stroke project, we will continue to work with the Northland Stakeholder Group on the national F.A.S.T. campaign for 2021 and deliver free blood pressure checks in the community.

The National Leadership team and the Cultural Responsiveness Working Group will begin their internal audit on 1 March 2021 and Tiriti o Waitangi training workshops will be delivered to all employees and the Board of Directors.

“**STAFF WILL BE SUPPORTED WITH TRAINING THAT ENCOMPASSES CULTURAL SAFETY, CULTURAL AWARENESS AND CULTURAL COMPETENCE TO ENGAGE EFFECTIVELY AND APPROPRIATELY WITH MĀORI, PACIFIC AND OTHER DIVERSE COMMUNITIES.**”



STEPHEN'S STORY

High blood pressure has often been described as 'the silent killer', because typically it doesn't present any symptoms.

Stephen Bennett is the owner and director of Orangebox, a direct marketing and print mail-house that has worked closely with the Stroke Foundation for several years on the promotion of our awareness campaigns and fundraising. Back in 2018 we invited Stephen and members of his team to the launch of the first Big Blood Pressure Check Van.

“We had the opportunity to get our blood pressure taken in the van,” recalled Stephen. “One of the younger members of my team had her blood pressure checked and challenged me to do it as well.” Stephen could never have predicted what happened next.

“I'd always linked high blood pressure to being unwell or unfit, so I thought I'd be fine. When my results came back high, I was shocked. I had no signs or symptoms at all. I was astounded at the results. In fact, I had three checks just to make sure the new van was working properly!”

Had it not been for the opportunity presented that day by the Stroke Foundation, Stephen says he wouldn't have bothered to get his blood pressure checked. “I wasn't aware of how important getting a check was, and how high blood pressure could lead to other health problems including stroke.”

Robbie Ross (the Stroke Foundation's Marketing and Fundraising Manager) made Stephen promise to visit his GP as soon as possible to have a thorough check. “He threatened to call me every day until I did,” says Stephen. “So I did!”

Stephen explained, “Now I'm on daily medication and it's very easy to manage. I feel very relieved. I can't imagine what the outcome could've been for myself, my family and friends, and even for my business. I didn't realise that such a quick and simple check could have such a huge impact on my life. I can still clearly remember the words of my doctor at my visit. They were, 'We've just added ten years to your life.'”



RECOVERY SERVICES

Stroke survivors are often in a state of stress because their lives have been thrown into chaos, having to deal with both the physical and emotional damage a stroke can cause. Stroke can affect people differently, which means their recovery journeys can be very different too.

The Stroke Foundation supports survivors in numerous ways, including through our team of Community Stroke Advisors (CSAs), and through our Return to Work service for those who wish to get back into employment after experiencing a stroke.

In response to COVID-19 and with the support of Te Hiringa Hauora, we will also be launching some new tools to support stroke survivors and their whānau around managing anxiety, depression and carer wellbeing.

COMMUNITY STROKE ADVISORS

CSAs work with stroke survivors, their whānau and carers to achieve the best possible outcomes after stroke. They provide everything from education, goal setting and advocacy, to encouragement, empowerment, and emotional support. Some of the most critical support includes providing information and advice to build knowledge and skills; liaise with stroke clubs, community and recreational groups; and network in the community to ensure stroke survivors, along with their family and/or carers, are getting the right services.

This Year

Over the financial year our CSAs **responded to 4,192 new referrals** of New Zealanders who had been affected

by stroke, representing a 4% increase on 2018–19. Despite the effect of the pandemic on our service since late March 2020, this is the highest number of referrals received in a year and is in line with the projected increase in stroke numbers across New Zealand.

In response to the ever-increasing demand, we employed an additional three CSAs this year, bringing the total number to 28 CSAs working across the country. One new CSA is based in Christchurch and the other two are in the Auckland area, one of whom concentrates on working with the Asian community.

On average, **18 new referrals** were received each month per full time equivalent CSA. Of those stroke survivors who used our service, 67% were able to achieve their personal goals before finishing with our service.

An innovation introduced in early April (specifically in response to the pandemic) was assigning two of our CSAs to manage our new “Life After Stroke Support Group” on Facebook, in order to connect with the stroke community online.

Looking Forward

As our CSA service grows to meet future demand, we will be undertaking a review of the service delivery framework

under which it operates, including identifying additional staffing requirements. We aim to introduce five new CSAs in the next financial year to meet the increasing need and continue to support stroke survivors and their families throughout recovery.

Our CSAs will also be actively involved in the development and roll-out of our new tools around depression and anxiety and carer wellbeing to further support clients.

RETURN TO WORK

Getting back to work after a stroke can be an incredibly important part of a survivor's recovery, both physically and emotionally, but if it's not approached in the right way, there can be serious setbacks. A big part of the job is understanding unexpected aspects of stroke and stroke recovery. It's also about educating employers who may not have had experience in working with employees recovering from stroke.

Our Return to Work service provides expertise and support to guide stroke survivors through the process of returning to employment. This free service is available to stroke survivors of working age in the Greater Auckland and Christchurch regions.

This Year

Our Return to Work service engaged with **210 clients**, of whom 111 were participating for the first time. We were pleased to see 45% of our clients return to work and only 10% have left the programme without returning to work.

A significant increase in complex cases prompted us to recruit a third part-time advisor in January 2020 to better meet demand in Auckland.

Auckland and Christchurch DHBs continue to be the largest sources of referrals, accounting for nearly 60% between them, with our Christchurch Advisor seeing a significant increase as the service there develops.

Looking Forward

In July 2020 we will enter into a new contract with the Ministry of Social Development, which has supported our Return to Work service since 2016.

As part of the evolution of our Return to Work programme, we will be beginning a review of the service delivery framework, ensuring we can continue to support those affected by stroke to get back to work.



VYGA'S STORY

When someone experiences a stroke, it's devastating for them and those close to them. But when it happens to a child, it's heart-breaking. Sanu and Shoga didn't realise that a child could experience a stroke until it happened to their daughter Vyga when she was just six years old.

In August 2016, both Vyga and her twin sister had a fever and were given antibiotics by the doctor, but their parents noticed that Vyga wasn't making the same improvements as her twin. Her mother Shoga noticed that she was weak and her eyes were rolling – an ambulance was called immediately.

Doctors discovered that Vyga had experienced a stroke caused by a bacterial infection. Four days later, Sanu and Shoga were told that Vyga had a bleed and that part of her skull would have to be removed to relieve some of the pressure. The family was told three times that there was a high possibility Vyga wouldn't make it, or at the very least she would be left brain dead. Vyga was in the ICU for more than forty days, but thankfully the operations were successful, and the bleeding subsided.

"We're from South India with no family here in New Zealand to support us," Vyga's father Sanu explained. "But we stayed by Vyga's side every day. My wife was in hospital with her for five months. We were in hospital over Christmas and Vyga was only discharged in January; it was a tough time for the whole family."

After multiple surgeries, different treatments and months in hospital, Vyga started to show signs of improvement. The family was soon introduced to the Stroke Foundation, who provided crucial information about stroke recovery and how stroke can impact a child. This is vital in the early stages of recovery, as many people are unsure where to seek help and advice, especially those with no family members nearby.

That was four years ago. Since then, the Foundation has continued to provide valuable support, including helping the family secure funding for Vyga to attend supplementary school lessons. "After her surgery, she was not able to recognise colours or say a word, but she's made some significant improvements over the last few years," said Sanu.

Vyga had a major stroke at a very young age, and her family understands that there is a long journey ahead. Vyga still faces more surgery as a consequence of the stroke. But the family are thankful to have one another and the support of the Stroke Foundation to help them every step of the way.



NATIONAL STROKE NETWORK

The National Stroke Network (NSN) was formed in 2011 as a Stroke Foundation initiative funded by the Ministry of Health.

The NSN is a clinical network with representation from health professionals and management across New Zealand, including DHBs, the clinical chairs of the four regional Stroke Networks, primary care and consumer representation.

The Network's key objectives are to provide a strategic direction for New Zealand stroke services, develop and promote best practice and quality assurance for the treatment and care of people who have had a stroke and to provide clinical guidance on high level issues. This includes recommendations to the Ministry of Health and DHBs for new treatments and service developments that will improve stroke outcomes.

This Year

Services that enable acute stroke reperfusion (restoration of blood flow) remained a key priority for the Network – Telestroke services have extended their reach so that more New Zealanders now have access to a 24/7 acute thrombolysis service and the numbers of people receiving stroke clot retrieval in the three main hubs has increased. But the significant challenges of sufficient resources still need addressing.

Looking Forward

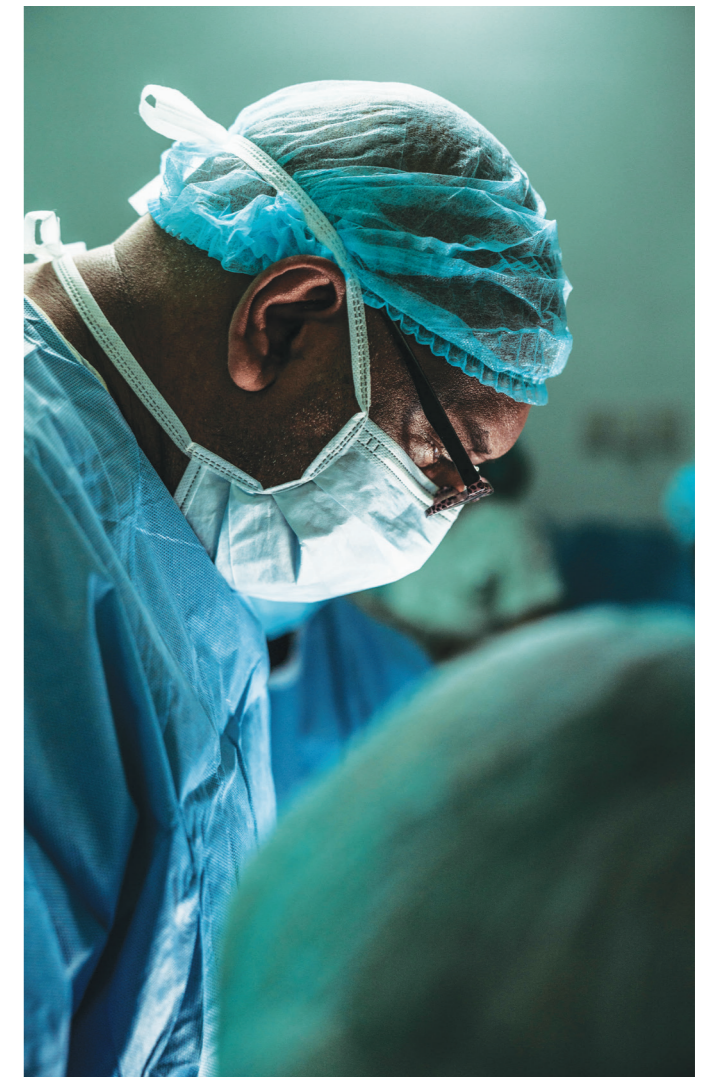
Integral to plans is an emphasis on activities that improve access to timely, well-resourced and coordinated rehabilitation services that enable people to achieve the best possible recovery and to live well in their community.

The Network will continue working to improve access to acute stroke services including clot retrieval and work across the sector on aspects of transient ischaemic attack and stroke prevention to improve outcomes.

“NEW ZEALANDERS NOW HAVE ACCESS TO A 24/7 ACUTE THROMBOLYSIS SERVICE AND THE NUMBER OF PEOPLE RECEIVING STROKE CLOT RETRIEVAL IN THE THREE MAIN HUBS HAS INCREASED.

The Network's established stroke rehabilitation working group aims to maintain its efforts to prioritise key elements for action in stroke rehabilitation with a plan that focuses on four key areas:

1. Equitable access to stroke rehabilitation.
2. Addressing gaps in rehabilitation support services (e.g. psychosocial support, driving, returning to work).
3. Enabling smooth transitions across the stroke pathway.
4. Improving person / whānau centred care.



MARKETING AND FUNDRAISING

One of the goals of the new five-year strategic plan is to lift the profile of the Stroke Foundation and be recognised as the leading voice for stroke and stroke survivors.

This year, we have extended our communications capacity by establishing a small marketing and communications team, rather than outsourcing many of these functions as previously.

With 89% of the funds required to operate the Stroke Foundation coming from fundraising, and fundraising becoming increasingly challenging, it has been an important year to grow new income streams and strengthen donor relationships.

Despite the significant challenges of COVID-19, 2019–20 saw the organisation's best net income year in over a decade.

MARKETING TEAM

The new team consists of a Marketing Strategist (part-time), Media and Communications Advisor, Graphic Designer (part-time), and Campaigns and Events Coordinator; with the Marketing Manager role being added to the Fundraising Manager's position.

Key achievements from the new Marketing team in this financial year include: an audit and refresh of the brand and brand materials, development and implementation of new brand guidelines, an audit of the current website, increased social media presence and following, and significant extension of the highly successful Beanie Up and F.A.S.T. campaigns.

BEANIE UP

COVID-19 forced a change in approach by driving more online and donor sales, with changing COVID-19 Alert Levels making it difficult to arrange point of sale boxes at businesses and cafés. Despite this, the second edition of our 'Beanie

Up' campaign saw almost **10,000 beanies sold** and over **\$210,000 raised** – up over 50% on the inaugural year.

Thanks to everyone who purchased beanies, helping us to raise vital funds to provide critical support for stroke survivors through our Community Stroke Advisor service.

This new fundraising campaign is going from strength to strength and will be back again in 2021.

F.A.S.T.

During the lockdown period, we initiated a reactive campaign to raise awareness of stroke symptoms through the F.A.S.T. message. We had concerns that many New Zealanders wouldn't want to be a burden on the health system and so wouldn't seek urgent medical attention when they needed it most. To remind people of the signs of a stroke and the importance of acting fast, even throughout the pandemic, we ran a five-week campaign across mainstream media. Through the campaign, **we reached over two million New Zealanders.**

Continuing our efforts to increase awareness of this vital message, this next year we will be working with the Ministry of Health and Te Hiringa Hauora on a nationwide campaign. Our Health Promotion team will be working with six priority regions throughout the country to run community led campaigns for Māori and Pacific communities.

EVENTS

The evolving fundraising landscape has seen the Stroke Foundation look to engage supporters in new ways. The organisation's participation at Round the Bays in both

Wellington and Auckland saw new 'Stroke Champions' join the fight against stroke, helping to increase awareness of the Stroke Foundation and raise almost **\$27,000** in new fundraising income.

Our Business Breakfast in Wellington helped to cement existing corporate relationships and provided another opportunity to highlight 'the need' to corporate New Zealand.

BEQUESTS

Bequests have become a major focus for the Stroke Foundation as the organisation looks to create more long-term sustainable income streams.

While it was a strong year for bequests, the organisation knows the continued development of the bequest programme is required to ensure future success.

TRUSTS AND FOUNDATIONS

Consolidating all fundraising work, all Trust and Foundation applications were moved to National Office responsibility and a full-time Trusts and Foundations Coordinator was employed to revamp the programme, and ensure the development of

sustainable income streams.

This move increased the amount of trusts funding by more than 40% and played a significant role in securing the funding for the organisation's second Big Blood Pressure Check Van, which we aim to have on the road in the next financial year.

DONORS

Regular Giving has become an important focus for the Stroke Foundation. Not only does it provide a more cost-effective long-term income stream, but it also helps to extend the length of time donors stay with the organisation. We are very pleased this last year has seen a **24% increase of income** from regular giving.

The incredible and generous support of all our donors helped the Stroke Foundation enormously throughout this year, particularly during the height of the pandemic in New Zealand, ensuring our critical services could continue to provide vital support for all stroke survivors, who needed us during that period. We can't thank everyone enough for continuing to support us through what was a challenging time for everyone.



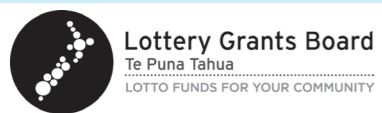
A THANK YOU TO OUR SUPPORTERS

All the achievements listed in this year's annual report have only been made possible by the ongoing generosity of our family of supporters.

Together we are making and will continue to make a real difference to the lives of New Zealanders across the country. We are humbled by your generosity and support.

We would particularly like to acknowledge the support of:

THE A H SOMERVILLE FOUNDATION



Estate of Ernest Hyam Davis & The Ted and Mollie Carr Endowment Trust

Raymond Forbes Wilson Estate



lane neave.

ALBERT DANIEL HALLY TRUST

AORAKI FOUNDATION

BASIL AND CYNTHIA HEWETT CHARITABLE TRUST

BAYTRUST

BENDIGO VALLEY SPORT AND CHARITY FOUNDATION

BLUE WATERS COMMUNITY TRUST

BLUESKY COMMUNITY TRUST

BURROWS BROS CHARITABLE TRUST

CENTRAL LAKES TRUST

CERT (YOUR LOCAL GAMING TRUST)

COMMUNITY TRUST OF MID AND SOUTH CANTERBURY

DRAGON COMMUNITY TRUST

FARINA THOMPSON CHARITABLE TRUST

FOUR WINDS FOUNDATION

GEYSER COMMUNITY FOUNDATION

GUY ANSON WADDEL CHARITABLE TRUST

HEALTHCARE OTAGO CHARITABLE TRUST

ILT FOUNDATION

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LION FOUNDATION

LOIS MCFARLANE CHARITABLE TRUST

MILESTONE FOUNDATION

MT WELLINGTON FOUNDATION LTD

NEW ZEALAND COMMUNITY TRUST (NZCT)

OTAGO COMMUNITY TRUST

OXFORD SPORTS TRUST

P A BLACKMORE TRUST

PELORUS TRUST

RATA FOUNDATION

REDWOOD TRUST

ROTORUA ENERGY CHARITABLE TRUST (RECT)

SHACKLOCK CHARITABLE TRUST

SOUTH CANTERBURY TRUSTS

STEWART FAMILY CHARITABLE TRUST

TE KARAKA FOUNDATION

THE NORTH AND SOUTH TRUST LIMITED

THE SOUTHERN TRUST

THE TRUSTS COMMUNITY FOUNDATION (TTCF)

THOMAS GEORGE MACARTHY TRUST

TRUST WAIKATO

W. DUNCAN BICKLEY TRUST FUND

WEST COAST COMMUNITY TRUST

Z ENERGY (GOOD IN THE HOOD)

AUTO TRANSFORM

FOODSTUFFS

JA DAVEY

MILES CONTINENTAL

NOVELLI

NZ POST

ORANGEBOX

PHARMACO

THE PARNELL HOTEL & CONFERENCE CENTRE

UNICHEM & LIFE PHARMACY

NZIER

BDO WELLINGTON

BW MILLER DEAN LTD

JBWERE



FINANCIAL REPORTS

STATEMENT OF COMPREHENSIVE REVENUE AND EXPENSE FOR THE YEAR ENDED 30 JUNE 2020

REVENUE	JUNE 2020	JUNE 2019
Bequests	982,900	391,351
Contracts	720,828	760,355
Donations	2,026,684	2,611,303
Depreciation Recovered	2,739	-
Grants	1,649,732	948,884
Interest Received	47,701	59,793
Rental Income	44,370	42,175
Sales	141,946	53,229
Subscriptions	550	993
Total Revenue	5,617,450	4,868,082
LESS OPERATING EXPENSES		
Audit Fees	16,376	15,312
Depreciation	114,322	99,584
F.A.S.T. Campaign	165,918	-
Finance & Accounting	22,594	23,513
Fundraising Expenses	898,427	784,465
Governance	7,715	15,401
Information Services	379,755	541,371
Operations	407,562	455,815
Property Expenses	253,482	244,925
Staff Remuneration	2,988,654	2,575,837
Sundry Expenses	4,438	48,170
Total Operating Expenses	5,259,243	4,804,393
Surplus/(Deficit) for the Year Before Grants	358,207	63,689
ALLOCATIONS MADE FROM		
Northland Bequest Fund	(15,610)	(44,489)
JGS Reid Fund	(4,388)	(5,693)
Ocean View Charitable Trust	0	(151)
Young Stroke Thrivers Trust	0	(2,242)
Total Allocations Made	(19,998)	(52,575)
Total Comprehensive Revenue and Expense for the Year	338,209	11,114

STATEMENT OF FINANCIAL POSITION FOR THE YEAR ENDED 30 JUNE 2020

ASSETS	JUNE 2020	JUNE 2019
CURRENT ASSETS		
Cash and Cash Equivalents	1,257,529	866,168
Term Investments	1,570,314	1,570,314
GST	44,747	73,032
Receivables (from exchange transactions)	161,860	80,579
Accrued Interest on Investments	12,758	42,942
Prepaid Expenses	20,183	-
For the Year ended June 2020	3,067,392	2,633,034
NON-CURRENT ASSETS		
Fixed Assets	1,227,238	1,132,997
Total Non-current Assets	1,227,238	1,132,997
Total Assets	4,294,629	3,766,032
LIABILITIES		
CURRENT LIABILITIES		
Payables (from exchange transactions)	375,146	277,679
Accrued Holiday Leave	177,064	158,183
BNZ Credit Cards	10,387	10,192
MSD Wage Subsidy Repayable	28,311	-
Northern TM Cards	268	228
PAYE Payable and Employee Benefit Liabilities	104,761	59,266
Total Current Liabilities	695,937	505,548
Total Liabilities	695,937	505,548
Net Assets	3,598,693	3,260,484
EQUITY		
Accumulated Funds	2,119,739	1,798,493
JGS Reid Fund	84,764	86,766
Northland Bequest Reserve	1,394,189	1,375,225
Total Equity	3,598,693	3,260,484





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