



# ANNUAL REPORT

for the year ended 30 June

# 2017

**STROKE**  
FOUNDATION • NZ

# Our year in numbers

1 new logo.

25 Community Stroke Advisors.

33 news media stories.

40 (approximately) extra stroke-related calls a week to St John during the FAST campaign.

49 stroke survivors helped back into paid employment.

60% of stroke survivors say we met their needs or achieved their goals.

770 volunteers helped out with the Big Blood Pressure Check.

1950 Facebook likes.

3815 new stroke referrals (up 16% on previous year).

16,000 free blood pressure checks.

31,283 supporters who generously gave to us.

2,000,000 people estimated to have seen FAST messaging.

\$9,100,000 saved in benefit payments from our Return to Work pilot programme.

Countless lives improved, changed or saved.

**“He aha te mea nui o te ao? He tangata, he tangata, he tangata”**

(What is the most important thing in the world? It is people, it is people, it is people)

## Cover image:

“I really can’t say enough good things about Olivia, my Stroke Foundation CSA”

*Justin Chipchase  
Stroke survivor*

Stroke Foundation of New Zealand

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[www.stroke.org.nz](http://www.stroke.org.nz)

 [StrokewiseNZ](https://twitter.com/StrokewiseNZ)

 [StrokeFoundationNZ](https://www.facebook.com/StrokeFoundationNZ)

**STROKE**  
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## It's been a year of stark contrasts

We're doing more, we're achieving more, and it's getting more and more difficult to sustain that work financially.

For a small organisation we're achieving great outcomes. You'll note big achievements highlighted throughout this report:

- our national blood pressure awareness campaign results are extraordinary
- there's clear evidence the national FAST campaign is getting more people to hospital quicker
- our Community Stroke Advisor service has not only responded to significantly more referrals but has supported the majority of those people to achieve their recovery goals
- and our return to work pilot in Auckland has reported superb outcomes.

But you'll also note we've had a difficult year financially. The reason for our deficit is clear – despite reducing our



costs, we received significantly less grant revenue and bequests. Our fundraising team works very hard for us – they reduced their costs this year and our supporters increased their donations for the work. But it's getting harder to fundraise. Government contributed only \$86.50 for each of the new

stroke survivors we supported this past year. This places an enormous burden on the Stroke Foundation and we need the public's support more and more.

Our supporters, our individual donors and the various grant makers, should be proud of the successes of this organisation they have made possible. I want to again thank them, and our very capable Board and staff. I also want to ask for their continued support as together we all continue to work to reduce the risks of stroke, improve treatment outcomes, and support recovery after stroke.

Mark Vivian  
Stroke Foundation CEO

## New logo, new look



This year, we made one small but important change.

We adopted a new logo that puts a fresh take on our much loved previous design.

We kept the contrasting colours which symbolise the two sides of the brain and the life-changing effect a stroke can have.

We gave our "Stroke Foundation blue" a tiny tweak so it's fresher, warmer and easier to reproduce.

And we introduced the slant in the middle, which gives the design forward movement and impetus.

Why the change? Well, we are a modern, forward-looking, innovative organisation that wants to support stroke survivors as best we can, and prevent stroke in the community. Our logo should reflect that.

And we need to have a professional and polished look that helps us stand out in the busy health and charity sectors, and attract the vital income we use to help others.

To keep the costs down to a minimum, we did much of the work in-house. We consulted with staff, the stroke community and the wider public to help come up with a winning look.

We've also developed a simpler version that will be invaluable as we move forward in this digital age of apps and social media.

We hope you like the new look as much as we do. It might be different, but rest assured, one thing hasn't changed, and that's our commitment to improving and saving lives across New Zealand.



NZ Herald



## Spreading the Word

Media coverage of stroke, and the work we do to protect and help New Zealanders, is an important part of our work.

We're pleased to report widespread productive media coverage once again, across television, radio, newspapers and online news websites.

Much of our media coverage focusses on the successful FAST stroke awareness and Big Blood Pressure Check campaigns.

The 2017 FAST campaign was launched with an exclusive story on TV3's *Newshub* featuring former World Cup-winning Black Fern Shannon Willoughby, who had a stroke in her 30s.

Shannon had never spoken about her experience and broke her silence to help raise awareness of FAST.

We're extremely grateful to Shannon for her time, effort, and support.

Our print and online FAST launch featured Ray and Noeline Henderson, who diagnosed Ray's stroke from a FAST fridge magnet (see page 10).

Other media coverage about FAST included:

- Supermarket staff who knew the FAST message and realised an elderly customer was having a stroke (*Seven Sharp*)
- Tauranga couple who'd learned the FAST message and recognised a stroke (*TV3 Story*)
- A Rotorua grandmother was able to diagnose her own stroke with the help of the FAST message on a free Stroke Foundation pen (*Rotorua Daily Post*)
- Dunedin man who'd learned the FAST message diagnosed his father's stroke (*One News*)

- A Northland woman who learned the FAST message from a free fridge magnet, and recalled it to diagnose her stroke (*Woman's Weekly*)
- A Māori family who lost a member to stroke urged others to learn FAST (*Māori TV*)
- Editorial by CEO Mark Vivian, encouraging people to learn the FAST message (*The Dominion Post*)

We achieved successful, significant publicity and coverage of the Big Blood Pressure Check.

The Big Blood Pressure Check provides an opportunity for New Zealanders to test their blood pressure for free, at a number of sites around the country.

To raise awareness and encourage participation of the event:

- Julia Rout, our National Health Promotion Manager, appeared live on *Breakfast* and tested the blood pressure of hosts Jack Tame, Hilary Barry and Daniel Faitaua
- Well-known New Zealanders Miriama Kamo and Mike King agreed to front promotional materials for the event
- Miriama Kamo shared her family's experience with stroke, and how it affected her (*Herald on Sunday*)
- Hutt MPs Trevor Mallard and Chris Bishop took part in a "Blood Pressure Battle" to see who had the lowest reading and encourage people to check their blood pressure (*Stuff*)
- A prison guard who had a stroke as a result of high blood pressure urged Māori to take part in the Big Blood Pressure Check (*Te Karere*)

We thank all media for their interest and coverage of stroke and stroke survivors.

**Tauranga's Marian Wheatcroft was in bed with her husband Gordon, scrolling through news sites on their iPads when Marian's arm suddenly went limp and dropped on the bed.**

**In a slurred voice, she turned to Gordon and said: "I think I'm having a stroke."**

**The pair recognised the symptoms because they'd recently seen TV ads for the FAST stroke awareness campaign.**

**Gordon knew it was a medical emergency and rang 111. By the time the ambulance got to their house 10 minutes later, Marian had recovered.**

**But as Gordon spoke to the ambulance staff, Marian called out that she was having a second stroke - and then fell to the floor.**

**Marian had another episode in the ambulance, and another at Tauranga hospital.**

**It turned out she'd had a series of TIAs (transient ischaemic attack) - often called mini or warning strokes.**

**Marian was back home after three days in hospital and has recovered very well.**

**The pair say that if they hadn't seen the FAST ads the outcome could have been very different.**

**"Who knows whether that ad saved my life or not but we are extremely grateful that we had seen it many times and did what it said to do," Marian says.**

**Marian was so grateful, she appeared in a TV3 news story about heart attack and stroke, was profiled in a fund-raising appeal, and is on the cover of our information pamphlet about TIAs.**

**We're extremely pleased we were able to help Marian, and equally grateful for her kind support.**





**Justin had a stroke at the age of just 37 – thought to be caused by high blood pressure.**

**His journey to recovery's been a challenging one. But Olivia Greenwood, Justin's Community Stroke Advisor, has been with him every step of the way.**

**"Olivia's been a huge help, not only for me but for my family," Justin says.**

**"She took the time to get to know me and then made suggestions on what might interest and help me getting involved in the community and start to lead a satisfying, meaningful life again."**

**Justin's a regular contributor to a Facebook page set up by Olivia for young stroke survivors, "which gives us a central place to communicate with others in our area going through a similar journey," he says.**

**"Olivia has also set up monthly coffee group meetings where she organises guest speakers so we can learn about other services available to us in the community.**

**"She pays attention to the smallest detail, she picked up on a few things I had mentioned and put me in touch with funding support organisations to help me through some tough times."**

**Olivia says she's thoroughly enjoyed supporting Justin.**

**"He's managed to keep a positive attitude and a great sense of humour even when he's had to face big challenges.**

**"I think he will be doing great things in the future."**

**Our 25 CSAs are a vital support to stroke survivors, their families and whānau.**

**Thanks to our generous supporters, it's also a free service.**

## Helping Stroke Survivors

This year we have been privileged to journey with 3,800 stroke survivors referred to us for the first time. We provide excellent information and resource materials, but more importantly we work with our clients as they reset their goals and adjust to the often daunting challenges post-stroke. In many instances their courage, determination and resilience is an inspiration to our staff and contributes significantly to our motivation and job satisfaction.

Our 25 Community Stroke Advisors provide **experience, support and hope** for households impacted by stroke. We're pleased to report that more than 60% of our clients this year said they moved on from our service because we met their needs and they achieved their goals. Clearly our service is making a difference. This is also reflected in the results of our client experience surveys which indicate extremely high rates of client satisfaction.

While this is a very good result for any organisation working in the disabilities sector, and represents significant gains for most of our clients, we will be working hard this next year to push that up.

However, there are very real struggles for us to achieve the very best outcomes for those impacted by stroke. Three thousand eight hundred new referrals represent a 16% increase this past year

## Working with Pasifika

We have strengthened our efforts to prevent stroke within Pasifika communities.

Our Pacific Stroke Prevention Champions now total seven, with representation across Samoan, Tongan, Cook Island Māori and Fijian-Indian communities. These volunteer champions, all of whom are stroke survivors, are working tirelessly to spread the stroke prevention message in their communities.

Over the year, they delivered more than 30 education sessions, reaching close to 1000 individuals who went on to share their learnings with family and friends. Session participants planned to take a range of actions to reduce their

and a 30% increase over three years. We have received no additional funding from government in that time – this last year we received \$86.50 from DHBs for each new referral as a contribution towards the cost of our service. We are reliant therefore on our donors to ensure the continuance of our services.

## Return to Work Programme

This last year we have completed a Return to Work pilot – assisting stroke survivors in Auckland to re-enter the work force. We responded to 118 referrals to the programme, 49 of whom we placed in employment (and we continue to work with another 39 to try to achieve employment for them).

Clearly there are significant benefits for those who reclaim employment, but there are also fiscal benefits for the government. It's pleasing to report that for an investment of just over \$3,000 for each person employed we saved tax-payers a total of \$611,800 in benefit costs for the first year of employment. When we factor in the average age of the participants already placed in work we estimate a benefit lifetime saving of \$9.1million.

This pilot was government funded and we hope to convince government to fund a continuance of this work based on its successes to date.

stroke risk as a result, including eating more healthily, quitting smoking and sharing the signs of stroke through their networks.

We developed a Pacific media campaign to coincide with our Big Blood Pressure Check. Through a range of Pacific media platforms we connected more than 40,000 Pacific Island listeners with strategies to reduce their stroke risk and the importance of knowing the signs of stroke.

Our project leader supported the development of new culturally relevant tools aimed at connecting Pacific communities with the lifesaving FAST message.

## Keeping New Zealanders Healthy

### Big Blood Pressure Check

More than 16,000 New Zealanders had their blood pressure tested for free during Big Blood Pressure Check.

Of those tested, one in ten were referred to their doctor because of a high blood pressure reading.

In a follow up survey of participants, 51% said they took action to control their blood pressure better, and more than 10% had increased their exercise or changed their diet.

With Māori and Pasifika communities more at risk of high blood pressure and stroke, our focus for 2018 will be on further boosting their participation in the event.

### FAST

We work with the Health Promotion Agency and Ministry of Health to deliver a national campaign teaching FAST (Face drooping, Arm weakness, Speech difficulty, Time to call 111).

The first national campaign, in 2016, yielded a notable increase in stroke-related calls to emergency services during the period.

The results prompted the Government to commission a successful 2017 campaign.

We used our expertise in stroke to develop new materials to connect with all New Zealanders. Our wealth of community

networks promoted the FAST message and we led media coverage.

### Promoting Healthy Environments

The places where we live, learn, work and play influence our health. We are committed to helping New Zealanders make healthy choices.

### Tobacco

Smokers are four times more likely to have a stroke than non-smokers.

While our country has committed to achieving a Smokefree Aotearoa by 2025, research shows we will fall short – especially for Māori and Pasifika.

To help make our Smokefree target a reality, we provided evidence to the Government on proposed regulations to introduce plain packaging on tobacco products and permit the sale of e-cigarettes containing nicotine.

### Salt

Reducing salt consumption is considered a 'best buy' for population health because high salt diets cause high blood pressure, which can cause stroke.

New Zealanders consume almost twice as much salt as is recommended for good health. We reinvigorated our efforts to cut salt intakes by at least a third and will build on this work in the future.

## He Ūpoko Tapu Stroke Prevention Strategy

Reducing stroke incidence is a priority to improve Māori health. On average, nearly 800 Māori are admitted into hospital as a result of stroke a year.

Research shows that health organisations including hospitals need to do more to prevent primary and secondary stroke incidence.

Working with Māori is an important part of our work.

Our Māori Health Advisor works with hospitals, Public Health Officers, Māori health organisations and other relevant health organisations to strengthen an integrated approach.

The organisations and agencies are also strongly advised to integrate stroke prevention into their strategic health and work plans with a specific focus to reduce stroke incidence in these areas, eventually across the country. Once strong collective groups are established, the next stage is to identify and discuss what strategies and/

or initiatives are effective to help reduce stroke incidence to support Māori health.

Our work with Māori continues to be a key focus moving forward. The Māori Health Advisor will;

- Re-visit 10-15 Māori health service providers including Māori health in hospitals to encourage them to support stroke prevention;
- Participate in one national and one regional kaupapa Māori event to deliver key stroke prevention messages;
- Facilitate the Cultural Competency Development Working group to develop, implement and integrate strategic health plans, policies and procedures to build a strong infrastructure to become a culturally competent organisation;
- Facilitate Cultural Competency training to support workforce capacity and capability.

**The 2016 Big Blood Pressure Check was fronted by two very famous New Zealanders – both with their own connection to stroke.**

**Comedian and mental health campaigner Mike King and current affairs host Miriama Kamo generously made time to be photographed for publicity material ahead of the campaign.**

**Stroke is an issue both “MKs” have personal experience of.**

**Miriama’s grandmother died from stroke, and her father is a high risk of stroke after having several TIAs.**

**The popular presenter of *One News*, *Sunday* and *Kiwi Living* also knows the importance of regular blood pressure checks, after experiencing high blood pressure during her pregnancy.**

**Miriama shared her family story with the *Herald on Sunday* newspaper ahead of the Big Blood Pressure Campaign.**

**Mike is himself a stroke survivor, having had a stroke in 2007.**

**“I’m always keen to help spread the word about stroke,” he says.**

**The pair, known for their sunny personalities and smiles, were a perfect fit for the campaign’s slogan “Put a Smile on Your Dial”.**

**Their images appeared on posters on the blood pressure testing sites, and social media such as Facebook and Twitter.**

**They are also popular and respected amongst Māori – a community at risk from high blood pressure and stroke.**

**Many politicians and leaders also lent their support and time to the campaign including Health Minister Jonathan Coleman, Associate Health Minister Peseta Sam Lou-iga, Transport Minister Simon Bridges, and rival Hutt MPs Trevor Mallard and Chris Bishop.**

**We’re extremely grateful to all the high profile New Zealanders who supported the blood pressure campaign, free of charge.**

# PUT A SMILE ON YOUR DIAL!



Getting your blood pressure checked regularly is important for good health. **Get yours tested for FREE here on**

**Saturday 1 October 2016, 10am – 2pm.**

**STROKE**  
FOUNDATION  
OF NEW ZEALAND



**Most of us have magnets on the fridge, holding up the family photos or the shopping list.**

**We don't expect them to help diagnose a medical emergency.**

**But that's exactly how one little piece of Stroke Foundation collateral helped Upper Hutt's Ray and Noeline Henderson.**

**We sent out the free magnets in a direct mail appeal as a thank you to supporters, and to promote the FAST campaign.**

**"As soon as I saw the magnet in the post, I thought 'That's going on the fridge, because you just never know when you might need it,'" long-time supporter Noeline says.**

**One morning two months later, Ray suddenly had a problem speaking.**

**Noeline says her husband kept saying "my voice" in a "very slurry way".**

**"I suddenly thought it could be a stroke, and went to the fridge to check the magnet, which says speech difficulty could be a stroke, and the penny dropped."**

**At Hutt Hospital, staff noticed some weakness on one side of Ray's face. He'd had a TIA, caused by a build-up of plaque in his carotid artery over the years.**

**Ray had an operation to remove the plaque – and despite his age, was back home the next day. Apart from a slight huskiness in his voice, Ray's no worse for wear – even the 12cm incision in his neck is barely visible.**

**Now the pair, who are parents, grandparents and great-grand-parents, say everyone should learn FAST.**

**Noeline says: "If I hadn't seen that magnet so often, I wouldn't have even thought of a stroke."**

**Ray and Noeline kindly shared their story with *The Dominion Post* and *Stuff*.**

## Supporting our Work

We succeeded in raising more than \$3.4 million in an increasingly competitive fundraising environment.

We are an organisation dependent on fundraising income – this year bequests, donations and charitable grants are 83% of our operating income.

We achieved this despite the increasing challenges finding new supporters for the organisation and the reduction in the amount of grant funding available across the country.

We are meeting these challenges by being as efficient as possible in everything we do - resulting in a reduction in fundraising costs from last year.

Our direct mail programme continues to be our largest source of income and this year saw us exceed our target by over a \$100,000 – a significant achievement for which we are extremely grateful. We have a large number of individual supporters, some of whom have enabled our work for over ten years. Our donors' commitment and generosity makes our work possible.

We will continue our income diversification strategy. Our focus will be on recruiting more individual donors via regular monthly giving, encouraging people to raise money for us via events, and engaging significant funding partners who will help us reach out to even more people affected by stroke.

Thank you again to all our supporters – it is only with your support that we can do the work we do.

**We would like to particularly acknowledge the support of:**

BayTrust, BlueSky Community Trust, Blue Waters Community Trust, Central Lakes Trust, Community Organisation Grants Scheme, Community Trust Southland, David Ellison Charitable Trust, Dragon Community Trust, Estate of Donald Alexander Wilson, Estate of G Lye, Estate of Henry Douglas Simpson, Estate of Joan Hichens, Estate of Tutai Stewart, Estate of Wayne Braithwaite, Estate of Yvonne Isobel Abbott, Farina Thompson Trust, Foodstuffs NZ, Four Winds Foundation, Grassroots Trust, HealthPost, Infinity Foundation, JM Thompson Charitable Trust, The Lion Foundation, Lois McFarlane Trust, Lottery Grants Board, Marvyn and Doug Smith Charitable Trust, Mid and South Canterbury Community Trust, Milestone Foundation, North and South Trust, Otago Community Trust, Pelorus Trust, ProCare Charitable Foundation, Pub Charity, Rata Foundation, Rotary Club of Newmarket, Rotorua Energy Charitable Trust, Shacklock Trust, Southern Trust, Tauranga Energy Consumer Trust, Te Pou, Ted and Mollie Carr Endowment Trust, The Trusts Community Foundation, Trust Waikato.

## Statement of Comprehensive Revenue and Expense

The Stroke Foundation of New Zealand Trust

For the year ended 30 June 2017

	30 June 2017	30 June 2016
	\$	\$
<b>REVENUE</b>		
Bequests	222,690	523,331
Contracts	598,522	575,378
Donations	2,377,194	2,282,556
Grants	887,912	951,578
Interest Received	78,575	79,292
Sales	29,266	27,161
Subscriptions	12,239	12,006
<b>TOTAL REVENUE</b>	<b>4,206,399</b>	<b>4,451,302</b>
<b>GROSS SURPLUS</b>	<b>4,206,399</b>	<b>4,451,302</b>
<b>LESS OPERATING EXPENSES</b>		
Audit Fees	14,995	17,268
Depreciation	75,885	94,643
Finance & Accounting	23,278	21,972
Fundraising Expenses	608,847	673,363
Governance	9,681	9,178
Information Services	661,204	664,562
Operations	373,658	397,670
Property Expenses	184,016	180,288
Staff Remuneration	2,335,660	2,323,119
Sundry Expenses	573	44,133
<b>TOTAL OPERATING EXPENSES</b>	<b>4,287,796</b>	<b>4,426,196</b>
<b>SURPLUS/(DEFICIT) FOR THE YEAR BEFORE GRANTS</b>	<b>(81,397)</b>	<b>25,106</b>
<b>ALLOCATIONS MADE FROM</b>		
Northland Bequest Fund	(19,999)	-
JGS Reid Fund	(3,355)	-
Ocean View Charitable Trust	(4,900)	-
<b>TOTAL OTHER COMPREHENSIVE INCOME</b>	<b>(28,254)</b>	<b>-</b>
<b>TOTAL COMPREHENSIVE REVENUE AND EXPENSE FOR THE YEAR</b>	<b>(109,651)</b>	<b>25,106</b>

## Statement of Financial Position

	30 June 2017	30 June 2016
	\$	\$
Current Assets	2,861,700	2,855,505
Non-current Assets	523,583	609,353
<b>Total Assets</b>	<b>3,385,283</b>	<b>3,464,857</b>
Total Liabilities	408,733	378,659
<b>Net Assets</b>	<b>2,976,550</b>	<b>3,086,199</b>
<b>Equity</b>		
Accumulated Funds	1,483,819	1,613,382
Designed Reserves	1,492,731	1,472,817
<b>Total Equity</b>	<b>2,976,550</b>	<b>3,086,199</b>

# SIGNS OF STROKE



## THINK FAST

If you see **ANY** of the signs, call 111 immediately.

strokewise.org.nz

STROKE

hpo health promotion agency

MINISTRY OF HEALTH







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0800 78 76 53  
[www.stroke.org.nz](http://www.stroke.org.nz)