

# Daffodil Day

## Cancer in New Zealand

Since 1990, Daffodil Day has moved people to come together to support the work of the Cancer Society and learn about cancer in New Zealand.

### A symbol of hope

The daffodil is the first flower of spring. Bringing light after cold, dark winter days and the hope of a new beginning. It has become a symbol for people experiencing the winter of cancer diagnosis and treatment, finding hope of a new life ahead.



### The hard facts

The number of people who learn they have cancer in New Zealand has grown.



- In 1990 there were 11,942 people diagnosed with cancer
- In 2020 it is expected to be 26,000

## What the Cancer Society does

### Support

We offer support to people with cancer and their families/whānau during this difficult time. We provide a cancer information helpline so people can talk with trained health professionals. We provide practical support such as:

- information, counselling and support
- transport to treatment
- accommodation during cancer treatment



### Health promotion

We work with New Zealanders to help reduce their risk of cancer through healthy environments. We provide key activities in the areas of: Smokefree, SunSmart, screening and early detection, obesity and alcohol-related cancer. We work to make sure all New Zealanders can get cancer treatment and screening no matter where they live.

### Cancer research

We are a major funder of world class cancer research. Across the country, the Cancer Society has invested

# \$62,285,907

over the last 10 years into research on reducing the risks and impact of cancer.



### Your support

Donations from people like you and your whānau allow us to continue in this work. Thank you for being a part of Daffodil Day and supporting New Zealanders affected by cancer



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