

He waka  
eke noa

**brain  
tumour  
support**NZ

In it together



# Corporate Partnerships

# Brain tumours – the facts

**Primary brain tumours are tumours that start in the brain. They can be cancerous (malignant) or not cancerous (non-malignant or benign).**

- A non-malignant tumour can be life threatening depending on its size and location in the brain and they have the potential to develop into a cancerous tumour.
- Brain cancer kills more children than any other disease.
- Little is known about its cause or how to treat it.
- Brain Cancer survival rates are low and have hardly changed in 30 years.
- Only 2 out of 10 people will survive 5 years or more.
- Less than 1 out of 10 people with Glioblastoma Multiforme (a high grade Brain cancer) will be alive in 5 years.
- Brain cancer costs more financially, per patient than any other cancer as it is highly debilitating, sometimes affecting people in the prime of life, with other family members leaving work to become caregivers.



**Source:**

[www.curebraincancer.org.au](http://www.curebraincancer.org.au)

**New Zealand data found at:**

[www.health.govt.nz](http://www.health.govt.nz)





## About us

**We are New Zealand's leading brain tumour support charity. We provide information, support and guidance to patients, their families/whānau and friends. We advocate for the best treatments, care and support for patients, so they can have the best possible outcomes and quality of life.**

All brain tumours are life-changing. A brain tumour diagnosis may bring with it the double impact of a cancer diagnosis and a progressively debilitating neurological disease. Diagnosis brings with it fear, isolation, disempowerment and a loss of control. **This is where we help!**



### Our Vision

Everyone living with a brain tumour has the support, information and access to best treatments, so they feel less afraid, less alone and more empowered.



### Our Mission

To inform, support and advocate for New Zealand brain tumour patients, their friends, family and whānau.



### Our Values

These create a moral compass for our Trust and everyone who works with us. These values guide our decision making. We are inclusive, supportive, compassionate, honest and respectful.

# Some of the things we do

## Patient Guides

We have developed a set of six practical guides designed to inform patients and help them feel a bit more in control at each stage of their treatment pathway. They are available on our website as PDFs so patients can download them and take them to their doctor/specialist appointments if they wish.

## Our Support Friends

These are people who have experience of living with a brain tumour, or know someone who has a brain tumour and they provide one-to-one peer support to brain tumour patients and/or their whānau/family.

## Website

This is where the support, information and a sense of community begins.

## Social Media

We have our Brain Tumour Support NZ community page ([www.facebook.com/braintumoursupportNZ](http://www.facebook.com/braintumoursupportNZ)) and two closed Facebook groups – one for patients and another for carers. We are also on Twitter and Instagram.



## **Brain Boxes**

These are our 'must have' support toolkits for people with a new brain tumour diagnosis and their carers. We appreciate how difficult things are once someone is diagnosed with a brain tumour; the '4 am moments', the travelling to and from appointments, the stream of questions that pop into their head, trying to remember the jobs of all the people that they'll meet on their journey, and knowing who to turn to and when. So to help, we will send this invaluable box of goodies, free, to anybody who would like one and has been diagnosed with a brain tumour.

Each 'brain box' contains a number of essential things to support and provide information for brain tumour patients and their carers, including our six Patient Guides to help navigate their journey, information about the support we offer, a diary to help keep on track of appointments, a highlighter - to help with learning, tea bags and biscuits - to absorb all the contents of the brain box with a well-deserved cuppa - and a few other goodies!

## **Information and Support in all the District Health Boards (DHBs)**

The DHBs will have access to our posters and information telling people about the help and support we offer.

## **Communities**

We continue to build two strong, overlapping communities of Volunteers and Supporters which we engage through social media and our website. We have some very high profile sports and entertainment celebrity volunteers including Tony Cribb (the New Zealand Artist, famous for creating Tin Man), Sir Quentin Blake (world famous illustrator) and Erena Mikaere, who has played netball for the Silver Ferns and currently plays for the Bay of Plenty Magic.

## **Advocacy**

We will advocate on behalf of brain tumour patients so that we can raise awareness and ensure they are receiving the best clinical care possible and the support and information they need.

# Our campaigns

## The 'No Going Back' campaign

This is designed to raise awareness, not only of our charity but in order to raise much needed funds. When someone is diagnosed with a brain tumour there is literally 'no going back' - a person's life is never the same again. The campaign encourages members of the public to fundraise by doing something that they find frightening, like a bungy jump. Once they've committed to doing their scary thing, there is 'no going back'. Of course unlike someone with a brain tumour they do still have a choice as to whether they 'jump' or not!

## Brain Alert

There are many stories in the press about the misdiagnosis of brain tumours and one of our campaigns is to raise awareness of the signs and symptoms of having a brain tumour for the general public and the medical profession.





# Partnerships with Brain Tumour Support NZ

**As well as taking a leading role in supporting Brain Tumour patients, there are lots more reasons why a partnership with Brain Tumour Support NZ will be beneficial to your organisation.**

Partnerships are at the heart of what we do. You can help us with funding, support and increased visibility and we can help you to grow your brand, create positive PR and the chance to make a real difference to the people who have been diagnosed with a brain tumour.

## **Empowering and engaging your employees**

Our partnership will be a great way to engage employees. They'll be able to raise money for a vital charity, with the support of their organisation and colleagues. As well as this, we'll be raising awareness and improving the understanding of how being diagnosed with a brain tumour affects the patient and their family/whānau.

## **Emphasising your investment in corporate social responsibility**

By partnering with us, you'll be part of the movement to support brain tumour patients. This will demonstrate your organisation's commitment to improving the lives of people in New Zealand Aotearoa.

## **Positive PR**

We'll work with you to highlight our partnership in the news and on social media, so everyone outside of your organisation can see the vital work that you are doing to support our cause.

## **What we can offer you**

We will work closely with you to achieve your partnership goals. We will provide you with opportunities to get involved with our campaigns, giving your company recognition for supporting brain tumour patients.

# You can support us in so many ways!

## Getting involved is easy.

**Donate to us:** You could choose to make a company donation.

**Sponsorship:** A partnership with us will align your company's brand with strong social values together with an important message.

**Empower your staff:** Encouraging your staff to help raise money for such a good cause can have a huge positive effect and is a great way of helping your employees get to know each other.

**Team participation in fundraising events:** Do your staff love a challenge? Taking part as a team can be incredibly rewarding, especially when they are raising funds for such a good cause.

**Choose us as your charity of the year:** Brain Tumour Support NZ is the ideal charity to partner with. It can be incredibly motivating and inspiring for your staff to be involved. They will certainly develop a sense of fun throughout the whole year whilst fundraising for our deserving cause.

**Other ways:** Donate your expertise, facilities or products.

**Communications** We love to shout about all the wonderful things our Corporate Partners do for Brain Tumour Support NZ – whether it's embarking on mammoth fundraising events, volunteering for us or offering your services and expertise.



Get in touch today and help us make supporting brain tumour patients and their whānau/family possible.

[braintumoursupport.org.nz](http://braintumoursupport.org.nz)