



# GUT CANCER FOUNDATION

RESEARCH & AWARENESS

OESOPHAGUS | STOMACH | LIVER | GALLBLADDER | PANCREAS | BOWEL

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GUT CANCER FOUNDATION

KEY SUPPORTER EVENT – MARCH 2023

# Our Team: GCF Staff Members



- **Liam Willis:**

Executive Officer

- **Kristin Bernstone:**

Marketing & Communications Manager

- **Sue Beuvink:**

Community Engagement & Fundraising

- **Maureen Miller:**

Trusts, Foundations & Relationships Fundraiser

- **Nida Saleem:**

Supporter Care & Office Administrator



# Our Team: Board of Trustees

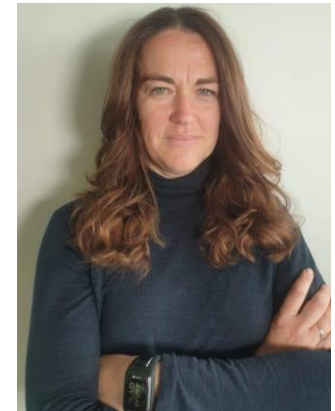
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- Tim Miles – Chair
- Professor Michael Findlay
- Anna St George
- Lisa Toi
- Dr Lorraine Chantrill



# Our Team: SAC

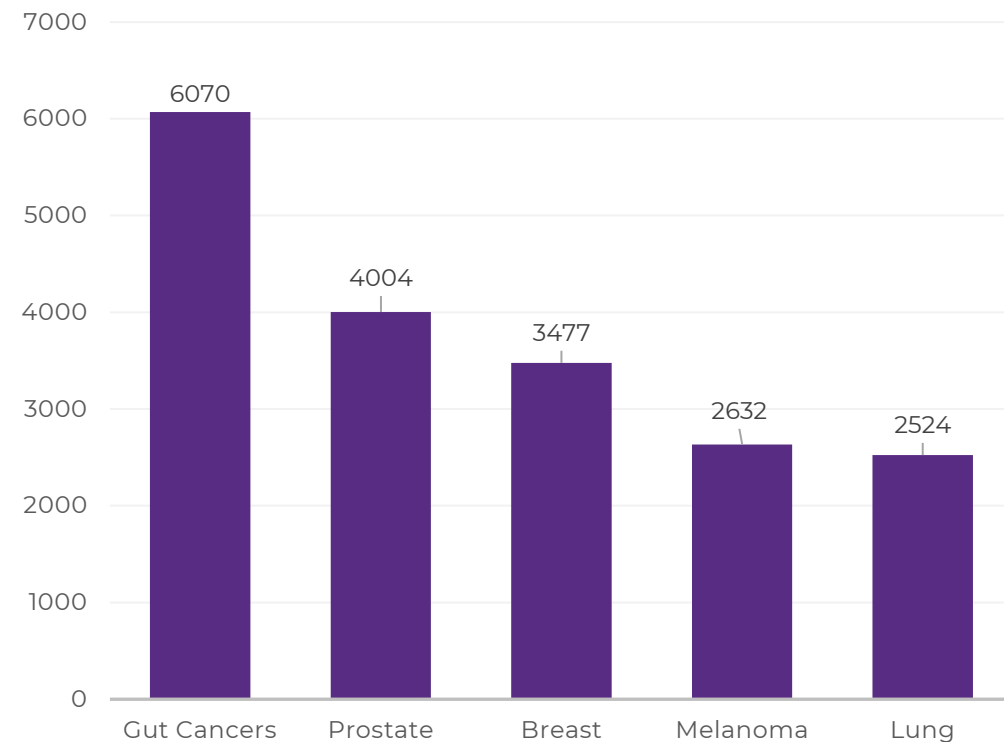
- Dr Sharon Pattison (Chair)
- Professor Michael Findlay
- Dr Clare Wall
- Professor Jonathan Koea
- Dr Iain Ward
- Dr Deborah Wright
- Dr Kate Clarke



# Gut Cancers in NZ



- Collectively, gut cancers are the most common cancer in New Zealand
- Over 6,000 New Zealanders diagnosed each year
- 17 every day
- 22.4% of all cancer diagnosis

Cancer Registrations 2020

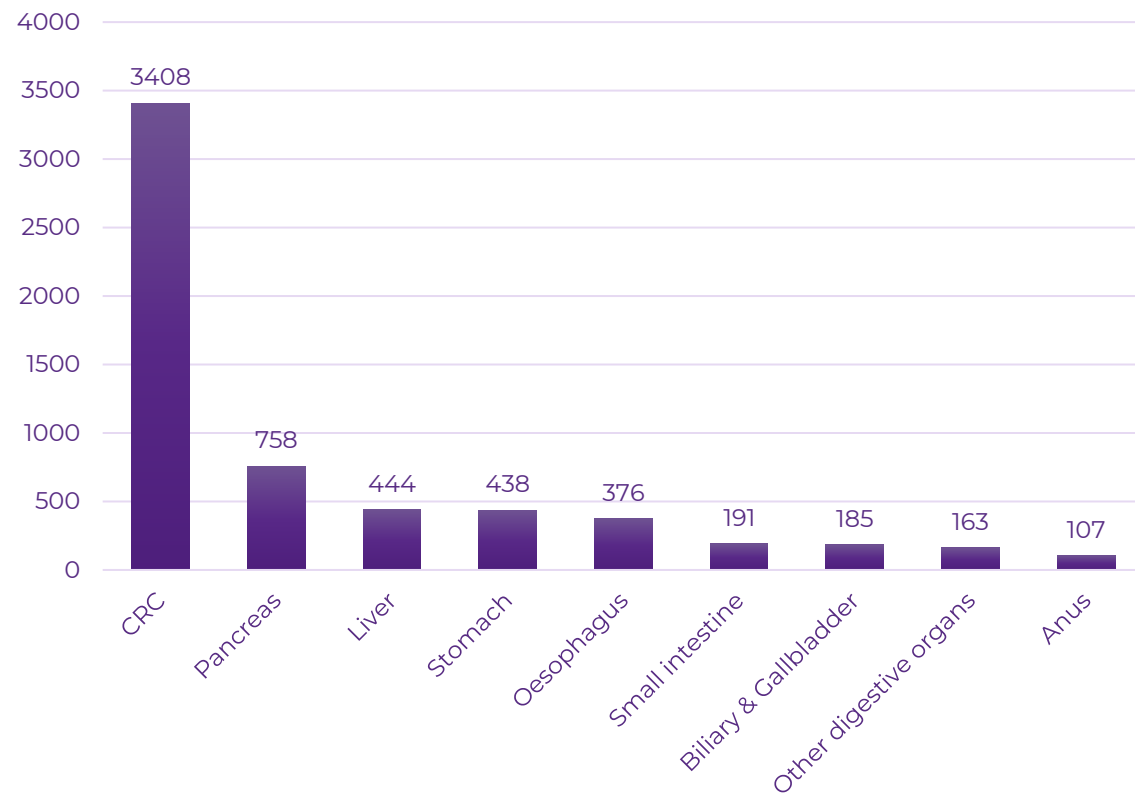


Source: Ministry of Health Cancer Statistics 2020 (released December 2022)

# Gut Cancers in NZ

- Lower GI cancers: 3515 
- Upper GI cancer: 2555 
- Incidence increasing in:
  - liver cancer
  - pancreatic cancer
  - stomach cancer in Māori & Pasifika

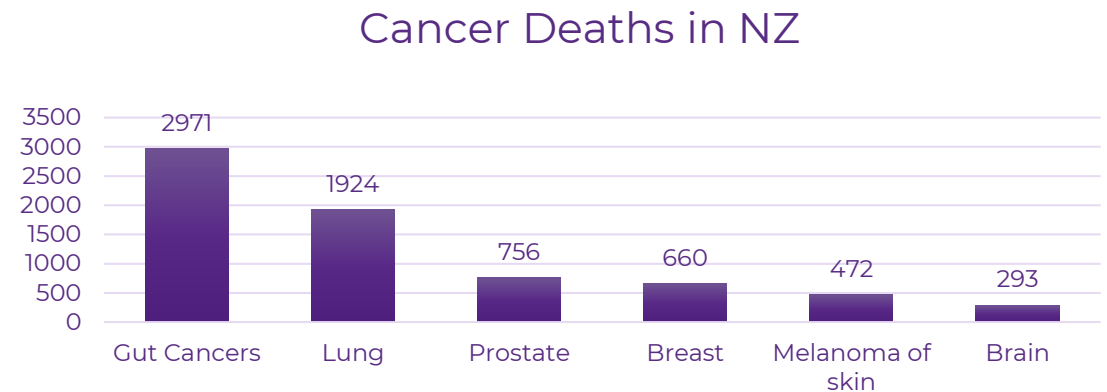
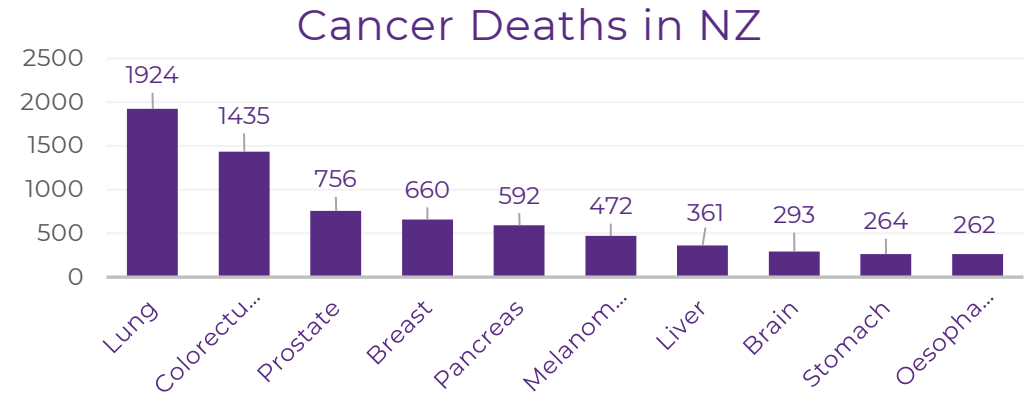
**Gut Cancer Registrations - 2020**



Source: Ministry of Health Cancer Statistics 2020 (released December 2022)

# Gut Cancers in NZ

- Over 2,900 deaths a year
- 8 Kiwis every day
- Upper GI cancers are more than breast and prostate cancer combined



Source: WHO International Agency for Research on Cancer. 2020 estimated figures

# Gut Cancers in NZ

- prostate cancer – 92%
- breast cancer – 89%
- bowel cancer – 66%
- stomach cancer – 29%
- liver cancer – 21%
- pancreatic cancer – 12%

## More than 80% survival at five years

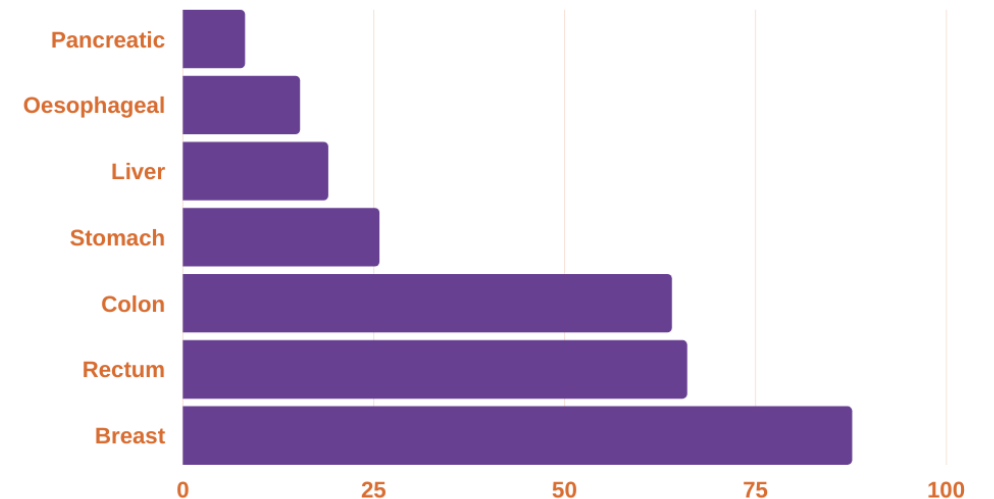
Breast  
Prostate  
Melanoma  
Thyroid  
Testis  
Hodgkin's lymphoma

## Less than 30% survival at five years

Lung  
Pancreas  
Stomach  
Liver  
Oesophagus  
Brain

## 5 year net survival rate (%)

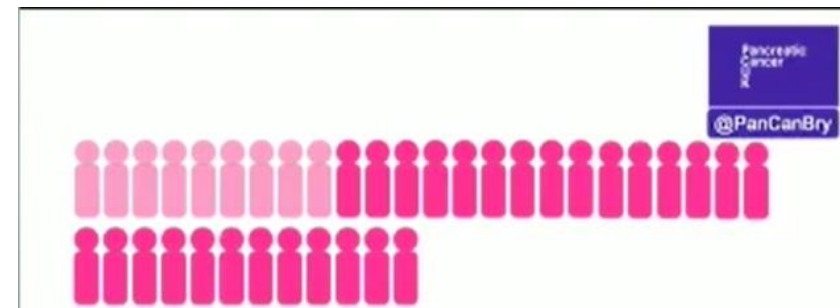
Source: CONCORD-3 Study





# Gut Cancers in NZ

- For every 9 people that die of breast cancer...
- 28 survive to tell their story.



# Gut Cancers in NZ

- For every 9 people that die of pancreatic cancer....
- 1 person survives to tell their story.



# Our story

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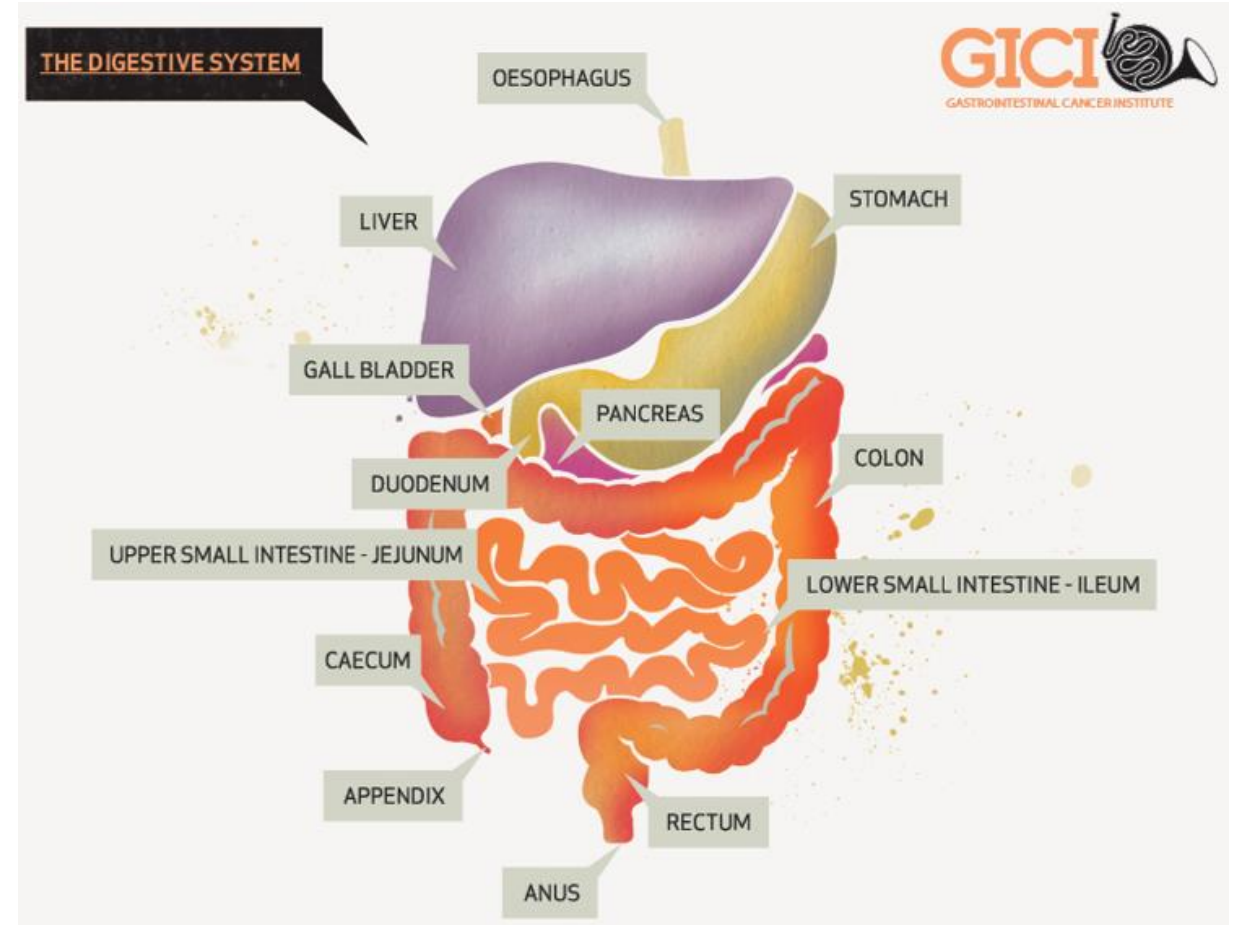


- Founded in 2008
- Gastro-Intestinal Cancer Institute (GICI)
- Inspired by GI Cancer Australia/AGITG

**GICI**   
GASTRO-INTESTINAL CANCER INSTITUTE

# Our story

- Original aims of GICI:
  - Raise funds to support clinical research in New Zealand, with a particular focus on clinical trials
  - Increase the public profile of GI cancer in New Zealand





## Our story: 2008 – 2016

- Commitments to 4 clinical trials:
  - 36 patients funded in NZ
  - 1<sup>st</sup> public awareness campaign
  - Gastrofest



**GUT CANCER  
FOUNDATION**

SUPPORTING  
**GASTRO-INTESTINAL CANCER  
RESEARCH & AWARENESS**

**WHĀNAU ORA, PAE ORA**  
FAMILY WELLNESS, HEALTHY FUTURES



**Let's Kick Cancer  
in the Guts**



## **Our story: 2017 – 2019**

- New name – Gut Cancer Foundation
- New brand/ new colours
- LoveYerGuts:
  - Awareness & Fundraising...Gut Cancer Awareness Months
- 2 significant research grants received
- Series of colorectal cancer studies funded
- ACTICCA\_1 clinical trial



## **Our story: 2020 – present day**

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- Brand refresh
- Staff investment
- Fundraising investment
- Increased revenue
- Strategic review
- Increased impact

## Our Vision

We are committed to positive change and creating an everlasting impact for all New Zealanders affected by gut cancers.

## Our Mission

We fund innovative research, are the voice of cancers of the digestive system, and provide vital information and education to improve and save the lives of all New Zealanders.

## Strategic Priorities

Leading research and innovation	Raising awareness and providing education	Achieving equitable access and outcomes for all New Zealanders	Building a sustainable organisation
<p>We facilitate access to leading-edge clinical trials for New Zealanders.</p> <p>We fund innovative research into the causes and treatments of gut cancers to ensure New Zealanders have access to the best care possible.</p> <p>We fund research and support the brightest minds to accelerate research and contribute to global advancements.</p> <p>We collaborate with Australian and international research organisations to provide greater benefits to gut cancer patients in New Zealand.</p>	<p>We educate people on how to prevent gut cancers to reduce the numbers of people developing these diseases.</p> <p>We raise awareness of the signs and symptoms of gut cancers to ensure people get diagnosed earlier.</p> <p>We provide comprehensive information on these cancers to ensure patients and their families are best equipped to make decisions.</p> <p>We are the voice of people living with gut cancers and advocate on their behalf to ensure they have equitable access to treatment and care.</p>	<p>We are committed to improving outcomes for Māori, Pasifika and minorities affected by gut cancer.</p> <p>We upskill our board and staff on cultural safety and cultural capability.</p> <p>We are committed to uphold the principles and values of The Treaty of Waitangi to ensure our mission is one that delivers for all New Zealanders.</p> <p>We partner with expert and authentic organisations to ensure we engage with Māori and Pasifika communities in a meaningful and intentional way.</p>	<p>We work to increase our brand presence to become a well-known organisation for all New Zealanders.</p> <p>We strategically diversify and develop innovative new revenue streams and initiatives to safeguard our future.</p> <p>We foster a donor-centric culture with a focus on building long-term relationships.</p> <p>We look after and recognise the talent of our staff and continue to strengthen and diversify our board.</p>



# Strategic Affiliations

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- GI Cancer Australia/ Australasian Gastro-Intestinal Trials Group (AGITG)
- Pancare Foundation
- Gastrointestinal Special Interest Group (GI SIG)
- CANGO
- PanCan Gala Committee
- Pancreatic Cancer Aotearoa New Zealand
- World Pancreatic Cancer Coalition
- Bowel Cancer NZ
- Cancer Society/ Hei Āhuru Mōwai

# Leading Research & Innovation

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- **Research Priorities:**

- Improving access for New Zealanders to clinical trials
- Supporting clinicians to combine their clinical work with research projects
- The development of a dedicated clinical research workforce for upper and lower GI cancers, with a focus on increasing Māori participation
- Supporting research and trials that increase equitable outcomes and access for Māori, and other underserved populations in Aotearoa New Zealand

# Clinical Trials

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- Clinical trials are the studies that bring the bench to the bedside – testing new standards of care
- Clinical trials are expensive & big funding gaps in NZ mean Kiwis lack access to trials generated overseas
- GCF's international partnerships aim to bridge this gap.
- GCF also committed to funding NZ initiated trials & research

# Clinical Trials

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## GCF Commitments

- Past trials included bowel, rectal, pancreatic, stomach, oesophageal and biliary tract (cholangiocarcinoma) studies.
  - closed or in analysis
  - 45 patients
- Current commitments:
  - 3 trials across 6 sites
  - 47 patients at a cost of \$250,000
  - pancreatic cancer



# Leading Research & Innovation

## ASCEND

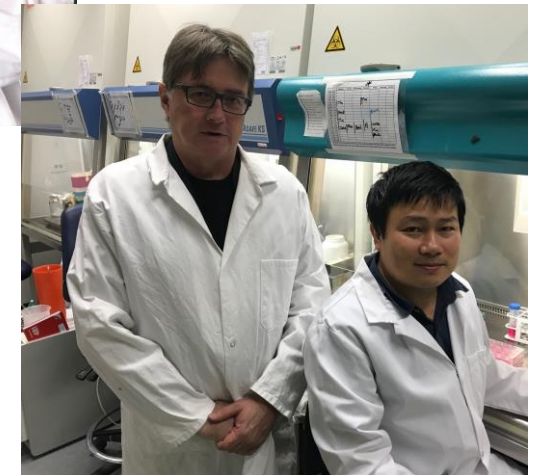
- Use of CEND 1 in advanced metastatic pancreatic cancer
- Very poor outcomes
- Potentially game changing drug delivery method
- Improved standard of care for all patients



# Leading Research & Innovation

## GCF seed funds or tops up NZ based pre-clinical research, clinical studies and fellowships

- Limited pot of research funding in NZ
- \$440K + for 8 NZ research studies
- Significant investment into:
  - CRC – immunoscoreing & microbiome
  - HCC – tumour microenvironment
- Current commitments to:
  - \$45k committed to Māori Research Development collaboration
  - APEC Study
  - THYmine2
- Professor Peter Shepherd's work published recently – new drug combination for BRAF CRC



# Leading Research & Innovation

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## THYmine 2

- Research into a pre-emptive test that could avoid life threatening toxicity
- Needed to increase participation to meet required statistical numbers
- Clinical trials manager key to the expansion of the study
- Not funded by HRC grant



# Leading Research & Innovation

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## Future Funding

- Past/ Current commitments:
  - 92 clinical trial patients
  - 8 research studies/ fellowships
  - 1 Māori Development grant
  - \$800,000
- FY2024 funds available for research = minimum of \$250,000 in additional research funding



# Leading Research & Innovation

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## Future Funding

- Competitive grant round & additional clinical trials
- This figure could go up depending on the success of GIVE IT UP
- Moving to a position where we can fund at least ¼ million every year from our own activates.
- We want to build a war chest.

# Awareness & Education

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- Introduced the Shine A Light campaign
- Education campaigns to increase awareness of the symptoms and risk factors associated with individual gut cancers e.g. Pancreatic Cancer Awareness Month/ Stomach Cancer Awareness Month
- GCF as a voice for all cancers of the digestive system
- Cost between \$5k & \$55k depending on the outreach outcomes

# Awareness & Education

Oesophageal  
cancer

Oesophageal  
cancer

# Awareness & Education

**Gut Cancer Foundation**  
Published by Kristin Bernstone • February 16

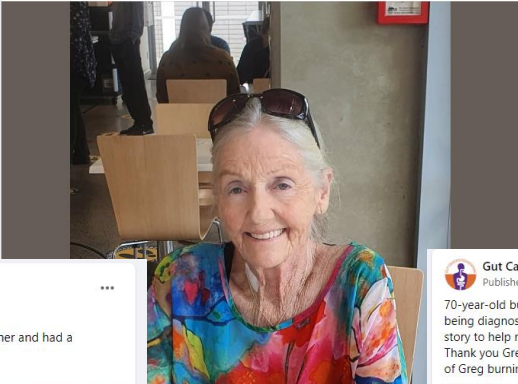
Today is World Cholangiocarcinoma Day.

Sirpa Lajunen and her husband David Joyce raised over \$4,600 for the Gut Cancer Foundation in memory of their son, Sean who passed away in 2022 from this rare cancer which affects the bile ducts. Sirpa spoke to us about Sean, who was a cyclist and bike mechanic living in Belgium when he was diagnosed. She managed to secure flights amidst a global pandemic, to spend the last seven weeks of his life with him and was joined by David and th... [See more](#)



**Gut Cancer Foundation**  
Published by Sue Beuvink • May 19, 2021

Amongst the grim survival statistics for pancreatic cancer, there are shining lights! 77 year-old ex-farmer Prue Carver was diagnosed with pancreatic cancer last year but last week was given the fantastic news that she is cancer-free. Prue is sharing her story to give hope to others receiving this diagnosis and to help raise awareness. Thank you Prue – you are an inspiration and testament for seeking help early when you first noticed symptoms. You can read Prue's story here h... [See more](#)



**Gut Cancer Foundation**  
Published by Kristin Bernstone • November 12, 2022

Mawha passed away five short weeks after a diagnosis of late stage pancreatic cancer. His daughter Terina shared his story with us to encourage anyone with a nigging feeling that something is not right, to take symptoms seriously "for the sake of those who are left behind." To mark the first anniversary of this passing, Terina and her whānau did a head shave and raised almost \$6,000 for the foundation. We want to thank them again for their support and for helping us raise aw... [See more](#)




20 comments 3 shares

[Comment](#) [Share](#)

**Gut Cancer Foundation**  
Published by Kristin Bernstone • August 8, 2022

Isaia Piho's whakapapa saved his life. He tested positive for the CDH1 gene mutation after the passing of his mother and had a gastrectomy after finding cancerous cells. Isaia and his wife Kelly share their story with us, watch it here



we were connected to the CDH1 gene mutation.

1:18 / 8:28

23

2 comments 6 shares

[Like](#) [Comment](#) [Share](#)

**Gut Cancer Foundation**  
Published by Sue Beuvink • April 27, 2022

70-year-old business owner Greg Thomson is celebrating being cancer free 10 years on from being diagnosed with cancer at the junction of his oesophagus and stomach. He is sharing his story to help raise awareness of the symptoms and the experiences he had through treatment. Thank you Greg – your story is inspiring and gives hope to others newly diagnosed. The photo is of Greg burning his chemo packet at the end of treatment!

"In late 2011, I became aware of excessive burpin... [See more](#)



# Awareness & Education

How looking into her family

Podcasts & Series

HEALTH / TE AO MĀORI

**Campaign targets high stomach cancer rates**

From Māiouna, 12:45 pm on 27 August 2022

Share this

Listen 07:45

Add to playlist Download



awareness about it.

Mandy Te · 15:24, Nov 18 2021



Katelyn Lusy with her 55-year-old dad, David, who died from pancreatic cancer in April.

Clinical trial provides hope for

**Newshub.**

23 March 2023

Podcasts > Listen to Newshub's latest podcasts

HOME NEW ZEALAND WORLD POLITICS SPORT ENTERTAINMENT LIFESTYLE

HEALTH

**Nyree Smith's mission to raise awareness about pancreatic cancer**

19/11/2021 Lauren Hendricksen



"If I could save one life - then I'm successful." Credits: Newshub

Grappling with the death of her father and feeling cut off from her Māori roots, Dr Karyn Paringatai decided to find her wider whānau. It proved to be a life-changing and life-saving choice, which led to her

**Whanganui woman defeats pancreatic cancer**

By Laurel Stowell

18 Nov, 2021 05:00 AM 3 mins to read

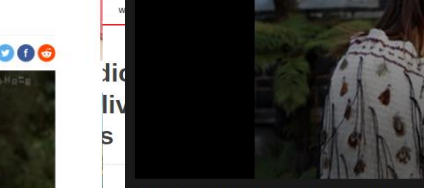
Save Share



Podcasts > Listen to Newshub's latest podcasts

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Share this



**He uiui ki a Tākuta Karyn Paringatai**

Te Upoko o te Ika · 08/22/2022

Dr Karyn Paringatai, from the University of Otago's School of Māori, Pacific and Indigenous Studies

Dr Paringatai is leading the study which focuses on the life-saving benefits of reconnecting with your whānau and whakapapa. The project is personal as Karyn (who is still in her 30s and has just had her second child) was forced to have her stomach removed after discovering she (like Stan Walker) has the CDH1 gene mutation that affects so many (principally Māori) people across the country and which almost invariably means you'll develop stomach cancer – one of the deadliest cancers there is.



Watch: How knowing your whakapapa could save your life. Credits: The Hui

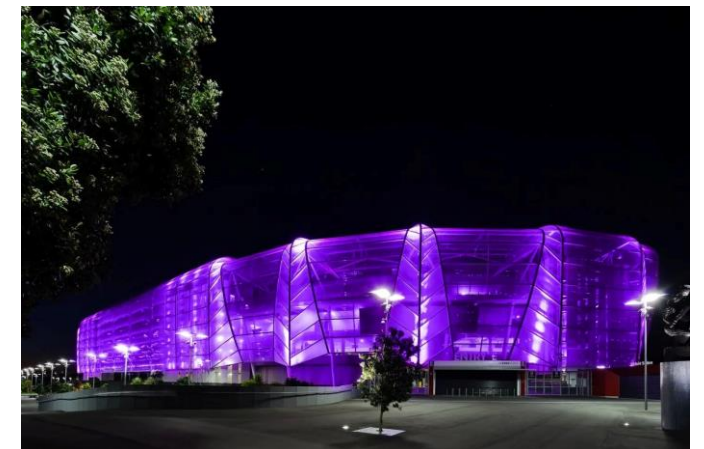
While the rate of stomach cancer has been slowly declining for Pākehā and Asian populations, the overall rate among Māori and Pasifika is three times what it should be based on population size.



GUT CANCER  
FOUNDATION  
RESEARCH & AWARENESS

OESOPHAGUS | STOMACH | LIVER | GALLBLADDER | PANCREAS | BOWEL

# Awareness & Education



# Awareness & Education

- Expansion of Shine A Light into GP's, medical clinics and hospital waiting rooms through Mediboard
- Digital Posters, A3 Print Posters, Brochures/ Leaflets



# Awareness & Education

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## **GIVE IT UP** FOR GUT CANCER

- Annual GIVE IT UP campaign combining fundraising with awareness of how a healthy lifestyle can reduce the risk of developing gut cancers.
- Specifically designed with 3 main outcomes in mind:
  - Fundraising
  - Awareness of gut cancers and how healthy lifestyles reduce risk
  - Individual education & support on how to reduce risks



# Awareness & Education



GUT CANCER  
FOUNDATION  
RESEARCH & AWARENESS

ESOPHAGUS | STOMACH | LIVER | GALLBLADDER | PANCREAS | BOWEL

<p><b>Give It Up Webinar #4 - Beyond March &amp; Sleep</b></p> <p>Tips for better sleep and for moving forward after the GIVE IT UP month</p> <p>Sue Beuvink - Community Engagement &amp; Fundraising - GCF Simon Gault - 4 Wheels of Health</p> <p><b>50:25</b></p>	<p><b>GIVE IT UP webinar #3 - Gut Microbiome</b></p> <p>The Gut Microbiome - what is it and how does it impact health and wellbeing</p> <p>Sue Beuvink - Community Engagement &amp; Fundraising - GCF Sean Robertson - Metabolic Nutritionist - 4 Wheels of Health</p> <p><b>30:55</b></p>	<p><b>GIVE IT UP webinar #2 - Cravings.</b></p> <p>Cravings - why we get them and how to deal with them</p> <p>Sue Beuvink - Community Engagement &amp; Fundraising - GCF Sean Robertson - Metabolic Nutritionist - 4 Wheels of Health Simon Gault - Renowned Kiwi Chef - 4 Wheels of Health</p> <p><b>38:16</b></p>	<p><b>GIVE IT UP for Gut Cancer - Get Prepared</b></p> <p>Practical tips to get ready</p> <p>Sean Robertson Metabolic Nutritionist</p> <p><b>33:49</b></p>
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# Awareness & Education



## Kiwi mum vows to beat cancer for second time: 'I'm fighting this for my daughter'



NZ Herald

19 Mar, 2022 05:00 AM 5 mins to read

Save Share



In April 2018, Karen received the life-changing news that she had a partially obstructing malignant tumour of the lower oesophagus. Photo / Supplied



## Gut cancer is among the biggest killers of Māori - so what are we doing about it?



By Joseph Los'e

21 Mar, 2023 11:39 AM 3 mins to read

Save Share



The C3 Construction Company are helping to raise money for the Gut Cancer Foundation's Give it Up campaign. Photo / Supplied

Māori are three times more likely than non-Maori to develop stomach cancer and die from the disease.

## Kicking cancer in the gut

March 10, 2022 3:27pm Reading Time 1 mins to read

Share



## Gut cancer: What do you do when your mum is given just months to live?



By Joseph Los'e

22 Mar, 2023 10:21 AM 3 mins to read

Save Share



Nathan Mansell and whānau wrap around their mum Tracy who has stage 4 pancreatic cancer and just months to live.

Nathan Mansell works in IT, where systems are black and white.

But his world was thrown into a kaleidoscope of colour seven weeks ago when his mum was diagnosed with stage 4 pancreatic cancer and given just months to live.

# Awareness & Education

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**GIVE IT UP**  
FOR GUT CANCER

- Over 2,800 individuals signed up
- Over 1,000 webinar views
- 900 engaged on Facebook group
- Multiple businesses engaging with the campaign
- Significant press coverage of gut cancers and the link to healthy lifestyles
- Over \$485,000 raised and counting

# Awareness & Education

## Educational webinars

- Following on from GIVE IT UP to give long term support
- Monthly webinar programme with insights into evidence-based research
- Support for individuals trying to make sustainable life changes and reduce risks of gut cancer



**ONLINE WEBINAR**

**The Role of Nutrition  
in Cancer Prevention**

Wednesday 29 June  
3:00 PM

**DR CLARE WALL**  
Professor of Nutrition

**REGISTER NOW**



**The Microbiome and  
Cancer**

**Dr Rachel Purcell**  
**Senior Research Fellow, Otago University**



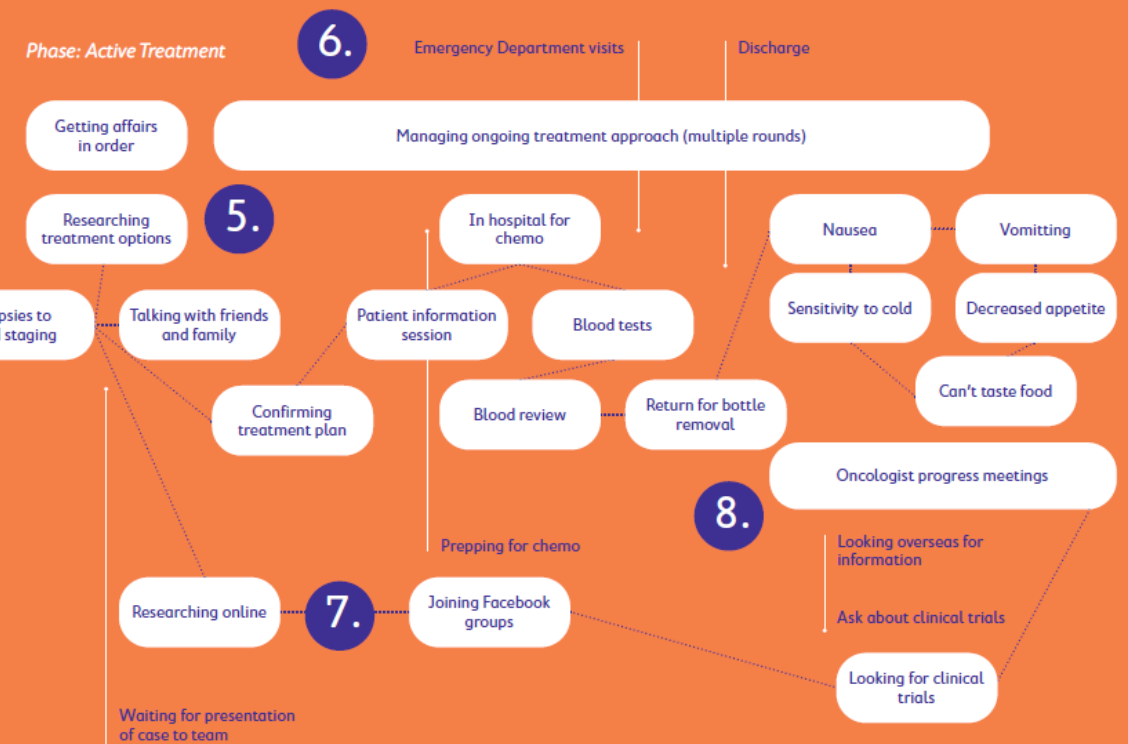
# Patient Information

Our patients and carers experience a complex and confusing journey

Phase: Diagnosis — duration up to 18 months



Phase: Active Treatment



# Patient Information

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- Distinct lack of detailed information for patients and whānau
- Either produced overseas or lacking in relevant detail
- GCF is creating a comprehensive hub of NZ focused resources to help gut cancer patients and whānau through their complex journey, from pre-diagnosis to palliative care:
  - online hub – equity focus
  - physical support documents
  - active promotion campaigns and GP education
  - further patient support/ PanSupport
- Partnership with Pancare Foundation

# Patient Information

## Educational webinars

- Issues based educational webinars



**ONLINE WEBINAR**



**Diet & Nutrition in  
Pancreatic Cancer**

**HELEN BROWN**  
Community Dietitian



**DR AMANDA LANDERS**  
Senior clinical lecturer & researcher



Tuesday 22 November  
2:00 PM

**REGISTER NOW**

# Patient Information

## Biliary cancer menu

Biliary cancer

Symptoms & risk factors

Diagnosis

Treatment

Side effects from treatment

Diet & nutrition

## Living well with cancer

Practical support

Emotional support

Physical wellbeing

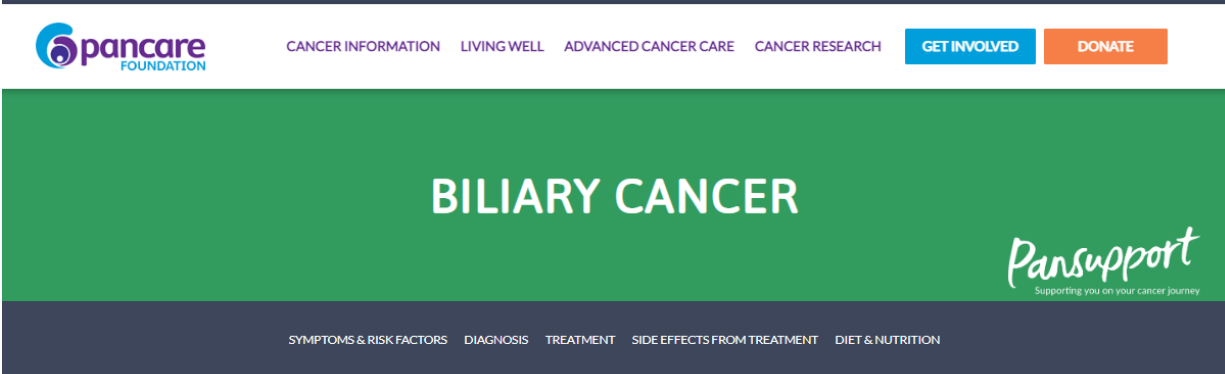
Telehealth support

Support groups

Upcoming events

Stories of hope

Regional and remote cancer support



Home » Cancer Information » Biliary cancer



## Biliary cancer menu

Biliary cancer

Symptoms & risk factors

Diagnosis

Treatment

Side effects from treatment

Diet & nutrition

## Living well with cancer

Practical support

## What is biliary cancer?

Biliary cancer (sometimes also referred to as bile duct cancer and gallbladder cancer) includes bile duct cancer, gallbladder cancer and ampullary cancer.

- **Biliary tract cancer**, also called *cholangiocarcinoma* or bile duct cancer, is classified depending on which part of the bile duct the cancer develops in. It can occur in the bile ducts within the liver (*intrahepatic*), at the junction of the left and right hepatic ducts (*hilar*) or in the common bile duct outside the liver (*extrahepatic*).
- **Gallbladder cancer** originates in the cells of the gallbladder.
- **Ampullary cancer** develops in the ampulla of Vater, where bile ducts from the liver and pancreas join and enter the duodenum.
- **Duodenal cancer** develops in the duodenum, the first and shortest part of the small bowel (e.g. small intestine), between the stomach and jejunum.

## About the biliary ducts

The biliary tract is part of the digestive system and includes the gallbladder and bile ducts. The gallbladder is a small, pear-shaped pouch in the upper abdomen that stores bile, which is made in the liver. Bile is a fluid that helps to digest food, and the gallbladder releases it when we eat.



# Advocacy

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## A voice for all cancers of the digestive system

- Work with CANGO to lobby on ‘cancer wide’ issues:
  - Ensure there is an adequately skilled workforce to fulfil diagnosis, treatment and psycho-social needs, including for those living with and beyond cancer
  - Better access to medicines
  - Improve the accuracy and speed of detecting and diagnosing cancer
  - Address ongoing needs for those living with and beyond cancer
  - Increase access to clinical trials and investigator-led trials and research
- Maintain and grow our membership of global coalitions e.g. World Pancreatic Cancer Coalition

# Advocacy

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## A voice for all cancers of the digestive system

- Run stand alone campaigns and integrate key advocacy messaging throughout existing awareness projects
- Specific advocacy projects e.g.
  - Pharmac review submission
  - The Medicine Gap
  - Pancreatic Cancer QPI's
  - Working with SAC & GI SIG to raise relevant issues of the day and lobby on behalf of gut cancer patients

# Equity

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- GCF is putting equity at the heart of all our strategic pillars:
  - Board, SAC & executive diversification & representation
  - Equity charter & Cultural Safety
  - Targeted awareness and education campaigns e.g. stomach cancer
  - Rebuilding GCF website and co-designing patient information in line with Māori health models
  - Partnering with respected community organisations to deliver key messaging and campaigns
  - Embedding improvement of equitable access and outcomes at the heart of our research strategy

# Equity

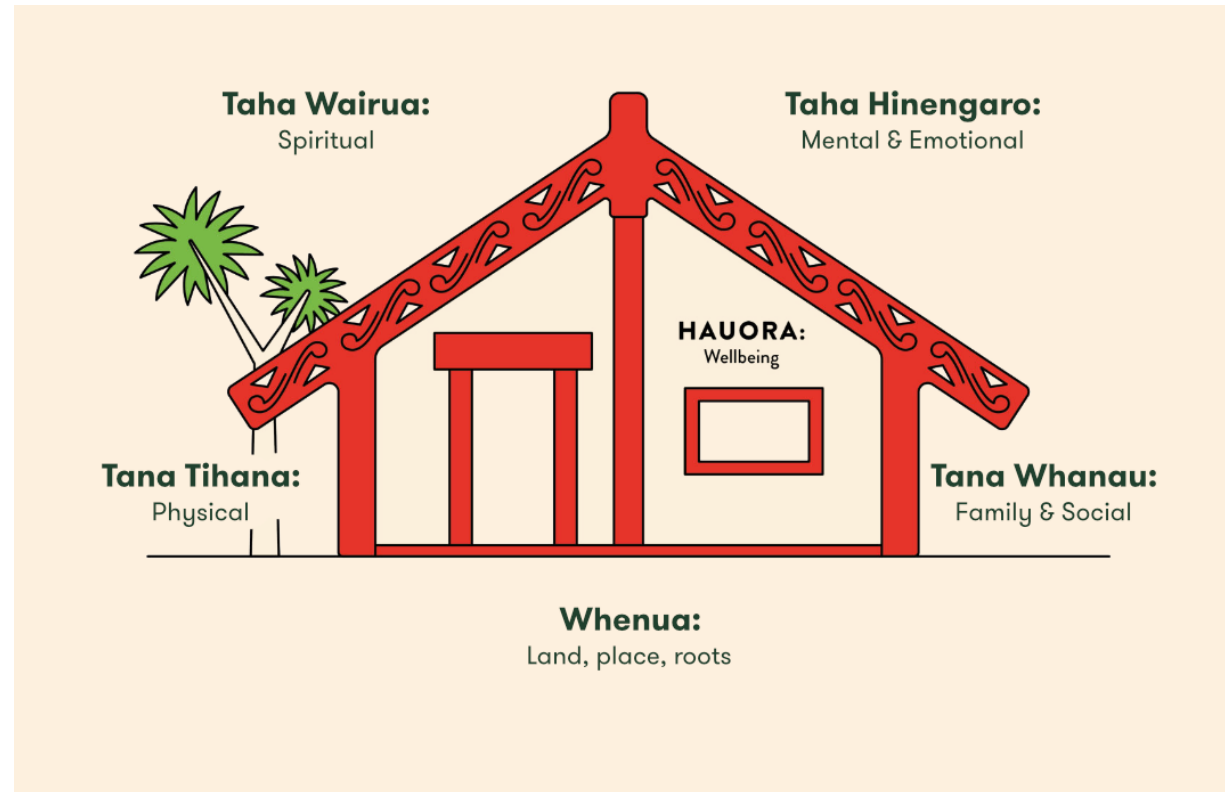
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## Achieving equitable access and outcomes for all New Zealanders

- Māori are disproportionately impacted by a number of gut cancers:
  - 3x more likely to get stomach cancer
  - Higher rates of pancreatic cancer
  - Higher rates of liver cancer – driven by societal inequities & lack of access to treatment
  - Twice as likely to die from a diagnosis of bowel cancer

# Equity

## Te Whare Tapa Whā



# Equity

**Gut Cancer Foundation**  
Published by Kristin Bernstone · August 4, 2022 ·

Māori are among the few populations in the world that are more prone to diffuse-type than intestinal-type stomach cancer, partly because of the increased cancer risk due to inherited CDH1 genetic variants in the Māori population. The CDH1 gene when working properly, controls cell growth. When mutated, it allows cells to grow uncontrollably, including cancer cells, meaning those that carry the mutation have a 70% chance of developing cancer - in particular diffuse type stomach... See more

Your  
**whakapapa**  
could save  
your life



**Newshub.**  
23 March 2022

HOME NEW ZEALAND WORLD POLITICS SPORT ENTERTAINMENT LIFESTYLE

THE HUI

### How a medical breakthrough has saved the lives of many New Zealanders

22/11/2022 Sarah Hall



Watch: How knowing your whakapapa could save your life. Credits: The Hui

While the rate of stomach cancer has been slowly declining for Pākehā and Asian populations, the overall rate among Māori and Pasifika is three times what it should be based on population size.

**Gut Cancer Foundation**  
Published by Kristin Bernstone · July 30, 2022 ·

As a result of her research project entitled 'E kore au e ngaro – The enduring legacy of whakapapa', Dr Karen Paringatai has arranged a series of seminars looking at the experiences of whānau who carry the mutated CDH1 gene which gives an 80% chance of developing stomach cancer.

The seminars will highlight the importance of knowing your whakapapa and understanding any history of stomach cancer in your whānau.

They will share insight into how science and healthcare profesio... See more



**RNZ** Home News Radio Podcasts & Series Topics Pacific

HEALTH / TE AO MĀORI

### Campaign targets high stomach cancer rates

From Mipunk, 10:45 pm on 27 August 2022

Listen 01:07  
Add to playlist Download



**Gut Cancer Foundation**  
Published by Kristin Bernstone · August 8, 2022 ·

Isaia Piho's whakapapa saved his life.  
He tested positive for the CDH1 gene mutation after the passing of his mother and had a gastrectomy after finding cancerous cells.  
Isaia and his wife Kelly share their story with us, watch it here

**THIS MONTH THE GUT CANCER FOUNDATION WANTS TO SHINE A LIGHT ON STOMACH CANCER.**

In 2012, 28 year old Isaia Piho tested positive for the CDH1 gene mutation which gave him a 70% chance of stomach cancer. Ten years on, Isaia and his wife Kelly, share their story with us



**He uiui ki a Tākuta Karyn Paringatai**

To Upoko o te Ika · 08/22/2022

Dr Karyn Paringatai, from the University of Otago's School of Māori, Pacific and Indigenous Studies

Dr Paringatai is leading the study which focuses on the life-saving benefits of reconnecting with your whānau and whakapapa. The project is personal as Karyn (who is still in her 30s and has just had her second child) was forced to have her stomach removed after discovering she (like Stan Walker) has the CDH1 gene mutation that affects so many (principally Māori) people across the country and which almost invariably means you'll develop stomach cancer - one of the deadliest cancers there is.

# Building a sustainable organisation

## Creating reliable & sustainable income streams

<b>Fundraising Income</b>	<b>FY2023*</b>	<b>FY2022</b>	<b>FY2021</b>	<b>FY2020</b>
<b>Total Fundraising Income</b>	\$950,000	\$605,531	\$531,585	\$304,148
<b>Donors &amp; Donations</b>				
No. of new donors	7000	4273	3328	1029
Multi-Year donors	375	267	138	72
Total Donors	7350	4540	3466	1102
Total Donations	8000	5542	3962	1300

\* Estimated Figures

## GIVE IT UP

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# GIVE IT UP

FOR GUT CANCER

- Year 1: 400 participants - \$100,000
- Year 2: 790 participants - \$175,000
- Year 3: 1,630 participants - \$350,000
- Aim is to develop GIU into a half million dollar annual event



# Community Fundraising

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Coast to Coast  
Challenge

# Community Fundraising



# Partnerships

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## Grants & Trusts

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

JM Thompson Trust

The David Levene Foundation

- NZ Lottery Grants Board
- The North & South Trust
- Pelorus Trust
- The Lion Foundation
- Aotearoa Gaming Trust

# PanCan Gala

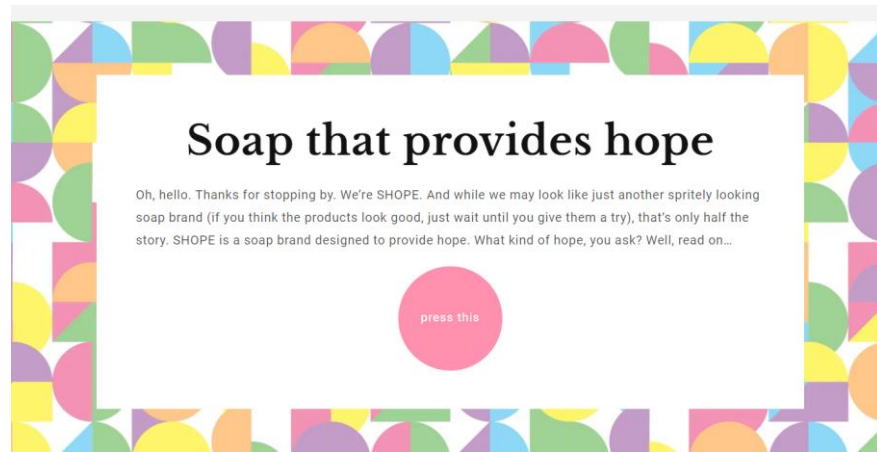


# PanCan Gala

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# SHOPE – Soap For Hope



Feel the Love. Spread the Hope. Digital Gift Card  
From \$30.00 NZD



Lemon, Lime & Orange Bath Salts  
\$18.00 NZD



Lemon, Lime & Orange Hand & Body Lotion  
\$29.00 NZD



Lemon, Lime & Orange Hand & Body Wash  
\$29.00 NZD



Lemon, Lime & Orange Soap Bar  
\$15.00 NZD



Total Love Gift Pack  
~~\$90.00 NZD~~ \$86.00 NZD

# Building a sustainable organisation

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## Future Focus – continued diversification

- Build GIVE IT UP into an \$500k annual event
- Make GCF a go to charity for community and events fundraising
- Securing existing corporate partnership
- Building new corporate partnerships
- Increase grants & trusts income
- Retention of individual donors and conversion to regular giving and bequests
- Significant major donor/ event partnerships
- Innovation – SHOPE!



# Thank you & Questions

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Liam Willis

Executive Officer

**Gut Cancer Foundation**

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