



IMPROVING THE LIVES OF  
**NEW ZEALANDERS AFFECTED  
BY CANCER**



A woman in a white lab coat is examining a patient's arm. The scene is dimly lit, with a warm, reddish-pink glow. The woman is on the left, leaning over the patient who is on the right. The patient's arm is extended, and the woman is looking at it intently. The background is dark, with some faint outlines of what might be medical equipment or a desk.

— “ —

WE AIM TO HELP MORE  
PEOPLE THRIVE AFTER A  
CANCER DIAGNOSIS, REDUCING  
THE BURDEN CANCER HAS ON  
THE LIVES OF SO MANY  
NEW ZEALANDERS.

— ” —



# THE PINC & STEEL CANCER REHABILITATION TRUST

- The PINC & STEEL Cancer Rehabilitation Trust is a charitable trust and relies on community support.
- The Trust aims to make cancer rehabilitation programmes as accessible and affordable as possible for all New Zealanders, male and female, diagnosed with any type of cancer.
- Since the PINC & STEEL Cancer Rehabilitation Trust was established in 2006, we have supported over 4000 people through our rehabilitation programs.
- The Trust is a unique charity, it's the only charity that solely focuses on quality survivorship and well-being of cancer sufferers.
- The Trust has extremely low overheads and administration costs, meaning the funds raised from sporting events go directly to people recovering from cancer, offering real and tangible outcomes for the dollars raised.
- All fundraising dollars raised are tagged to support the local people in the region where the funds are raised.
- Our goal is to support at least 3000 people each year through a cancer rehabilitation program. To achieve this we need to raise in excess of \$900,000 each year (\$300 per patient).



# THE NEED FOR CANCER REHABILITATION

- Over 20,000 people get diagnosed with cancer in New Zealand every year.
- Due to recent medical advances, more people are now surviving a cancer diagnosis.
- Research shows that at least 1 in 4 people are affected by physical and/or emotional impairments after their treatment, however little focus is placed on rehabilitation programs for these survivors.
- If people don't get rehabilitated after cancer it can affect their ability to work, their families, their physical, emotional and social well-being and their long-term health.
- **PINC & STEEL is the largest provider of Cancer Rehabilitation Services in New Zealand**
- Exercise is increasingly linked with improved physical and psychological functioning, quality of life, and prognosis for people affected by cancer.
- Our rehabilitation programmes break down barriers to exercise for men and women after cancer surgery and treatment, helping them regain physical and emotional strength, and have the best quality of life they can.





**PINC**  
GIVING WOMEN WITH  
CANCER STRENGTH



**STEEL**  
RESTORING FISHING FOR  
MEN WITH CANCER

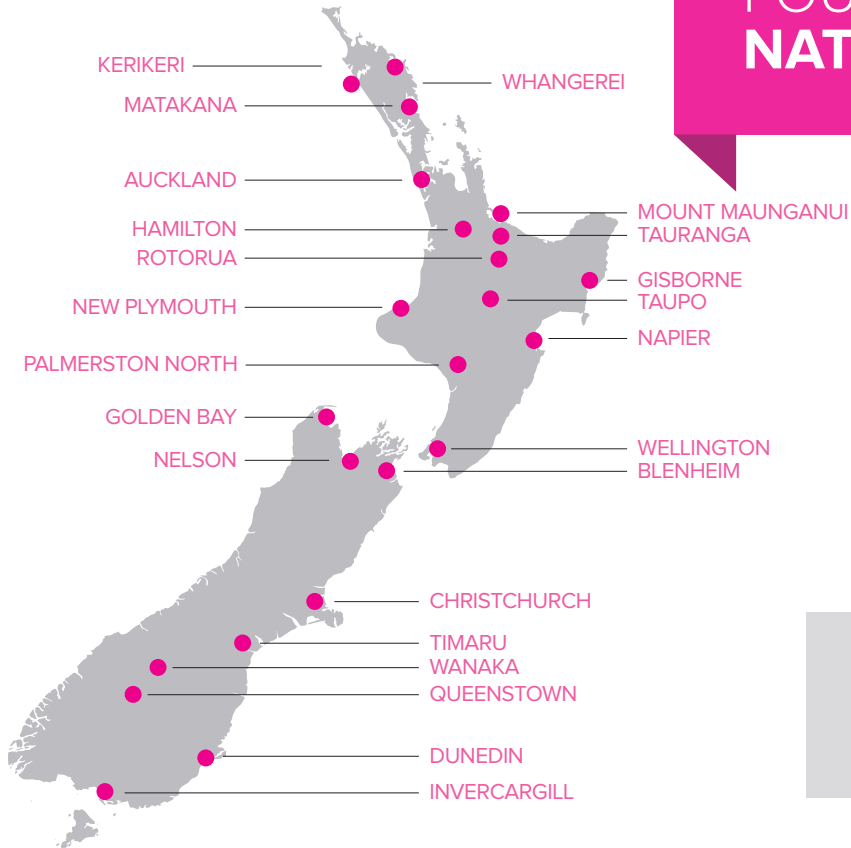


**PINC NEXT  
STEPS**  
ENHANCING RECOVERY



**PADDLE  
ON**  
HELP REHABILITATION

## FOUR PROGRAMS – NATIONWIDE COVERAGE



The Trust subsidises patients needing financial support, to attend one of four different cancer rehabilitation programs throughout New Zealand

We have a team of 80 certified PINC and STEEL cancer rehabilitation physiotherapists working in 52 clinics throughout New Zealand.



## OUR KEY FOCUSES ARE:

- To inspire people diagnosed with cancer to regain strength, body confidence and quality of life through rehabilitation and exercise
- To be able to offer our services across the whole of New Zealand
- To raise awareness of the benefits of prescribed rehabilitation and exercise during and after cancer treatments
- To encourage exercise through participation in local sporting events
- To promote the benefits of exercise for cancer survivors
- To identify and reduce barriers to cancer patients receiving appropriate rehabilitation, exercise counselling and management
- To reduce cancer morbidity and mortality through the delivery of PINC, STEEL, Next Steps and PaddleOn Programs



## WHY PEOPLE SUPPORT US?

- Cancer rehabilitation is very necessary, as treatments for cancer are extremely tough, and leave the majority of people with some sort of physical impairment
- Most New Zealanders are shocked when they find out that there is no health service or ACC funding in New Zealand to help people rehabilitate after cancer treatment
- A cancer diagnosis is a financial burden for many families and our support is a positive, practical and immediate way of helping people who are suffering
- The **PINC & STEEL Cancer Rehabilitation Trust** is a little charity trying to do big things. We don't have the big marketing and advertising budgets of other charities, but we do have a fabulous team of compassionate and caring volunteers, patrons, trustees and physiotherapists making a big impact on the lives of individuals with cancer and their families.



## HOW PEOPLE SUPPORT US?

Every year we have hundreds of individuals raise money for the Trust through their participation in sporting events around New Zealand and overseas, through fund raising sites like Everyday Hero.

We also run our own events, Paddle For Hope and the Steelman Challenge.

These events will be joined next year with our own unique cycling challenge.

We believe there is a lot of scope for corporate sponsors to become involved in these events as there is tremendous goodwill generated by events where all funds raised go to charity.

Every \$300 raised will fund the physical rehabilitation of one person living with cancer or the effects of cancer, helping them to regain optimal physical, emotional and social well-being after cancer treatments.

## WHAT CAN I DO TO HELP?

### **TALK ABOUT IT. TO ANYONE.**

The more people know that help is available, the more likely we will catch the people needing our support.

---

### **PRINT OUT OUR POSTER. DISPLAY IT WHERE YOU CAN.**

The more people see it the better.

---

### **SUPPORT OUR FUNDRAISING INITIATIVES;**

Paddle for hope, Steelman Challenge or any event near you. You can enter a team, sponsor a participant or volunteer at the event. Every little bit helps.

---

If you think you have something to offer us please  
**CONTACT US AT [info@pincandsteel.com](mailto:info@pincandsteel.com)**

**[WWW.PINCANDSTEEL.COM](http://WWW.PINCANDSTEEL.COM)**



#### CONTACT INFORMATION

Pinc & Steel Cancer  
Rehabilitation Trust

PO Box 41443  
St Lukes, Auckland  
Info@pincandsteel.com

CC47020

#### EXECUTIVE TRUSTEE

Vicky Lewis  
info@pincandsteel.com

#### FOUNDING TRUSTEE

Lou James  
Lou@pincandsteel.com

---

[www.pincandsteel.com](http://www.pincandsteel.com)