

BLOOMHILL CANCER CARE

2020 ANNUAL REVIEW



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OUR MISSION

Bloomhill aims to enhance the quality of life for people living with and beyond cancer, through practical, physical and emotional support & empowerment through education & awareness.

OUR VISION

Bloomhill is a centre of excellence for integrated cancer care, balanced by our profound connection with and understanding of our clients and their needs.

OUR VALUES

Respect, Innovation, Professionalism, Integrity, Confidentiality, Leadership.

CONTACT US



The Centre - 58 Ballinger Rd, Buderim, QLD 4556

Opening Hours: Monday - Friday 9.00am - 4.00pm

General Enquiries: The Centre: (07) 5445 5794

Collection of Donated Goods: Distribution Centre: (07) 5445 6858

About this Report: The Bloomhill Annual Report 2020 provides highlights for the 2019-2020 fiscal year only. Financial information presented is for illustrative purposes only. Our full Audited Financial Reports are available at: www.bloomhill.com.au/publications.

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MESSAGE FROM THE CHAIR



CHAIR

Michelle McGrath
OAM

Well what a year it has been, and one we hope will never be repeated. We are so lucky here on the Sunshine Coast that the coronavirus has not had a greater impact on our community. However, it has had an enormous impact on Bloomhill services and staff.

Community: I am grateful for the community's backing of Bloomhill this year when everyone was doing it tough. Our Emergency Appeal fundraising campaign was highly successful. An enormous thank you to all those people and organisations that contributed to the campaign, especially Hand Heart Pocket, the charity of the Freemasons, for their generous donation of \$200,000. This allowed Bloomhill to continue operating while we had no income from our op shops.

Adapt and Overcome: To enable Bloomhill's financial survival, most of our staff were stood down until the Job Keeper payments became available. Services to our clients were greatly reduced, yet we continued to support our clients in the best ways possible.

To all our staff from the op shops, administration, maintenance, clinical services, fundraising, and of course our dedicated volunteers, what a committed group of people. Everybody working together to ensure the best possible service for people living with cancer on the Sunshine Coast.

Governance: In December Judy Wild, a volunteer with Bloomhill for over 20 years resigned as a Board member. Thank you Judy for your time and commitment to Bloomhill, you are greatly missed. Kennedy Fox also resigned from the Board in February, thank you Kennedy. Jon Holmes will not be remaining as a Board Member as he is relocating to country NSW. The Board's priorities are and I know will continue to ensure the support for our clients, staff and volunteers and sustainability of Bloomhill into the future.

As I step down as Chairperson of Bloomhill I would like to thank every single person I have met through Bloomhill for their support, kindness and most importantly sharing their stories. Being a part of Bloomhill has enriched my life beyond measure. I will continue to support Bloomhill into the future, just in a different way. I look forward to sitting on the deck having coffee and continuing to have a chat with you.

Take care, *Michelle McGrath* OAM



PATRON

Raelene Boyle
AM, MBE

ACTING CEO

Nicky Jardine
DIRECTOR - Temporarily stepped down to act as CEO

TREASURER

Michael Wise



DIRECTOR

Lisa Willson



DIRECTOR

Jon Holmes



DIRECTOR

Adrian McCallum



DIRECTOR

Steve Prasser



DIRECTOR

Lawson Katiza



DIRECTOR

Jason Hope



DIRECTOR

Kiran Varma



COMMUNITY SERVICES

Alex Bert
BSocWk, AssocDip Well

CLINICAL SERVICES

Trish Wilson
RN RM BCouns MHsts

FUTURE

ACTING CEO MESSAGE



ACTING CEO

Nicky Jardine

Bhacs, Dip P Mgmt, FAAPM, JP

PLANNING FOR THE FUTURE CANCER CARE NEEDS OF THE SUNSHINE COAST.

Every year, around 3600 people living on the Sunshine Coast will be given the devastating news that they have cancer – 1 in 2.4 before they reach the age of 80. The region has one of the fastest growing populations in Australia and with the ever-increasing number of people who choose to come here to retire, the Coast has become home to a population where the prevalence of cancer is higher than compared to the statewide average.

CANCER HASN'T STOPPED

Life as we know it ground to a halt during the COVID-19 lockdown. But cancer didn't stop, and thanks to the community's generosity and the federal government's JobKeeper program, neither did Bloomhill.

On the Sunshine Coast, cancer is one of the top three reasons for hospitalisation. We have higher rates of prostate, breast, melanoma and hematological cancer. And cancer is the leading cause of premature death by a long way.

SURVIVAL IS THE NEW NORMAL

Thanks to modern medicine and ever evolving knowledge around cancer treatments, screening and early intervention, care and support – cancer survivorship is approximately 70% past the five-year mark. It is here that Bloomhill plays an incredibly valuable role in our community. We service a much needed gap in the community-health system between diagnosis and learning to live one's best life with and beyond cancer. This care is not just for the person with cancer but their families and carers also. As we recognise the burden does not just impact the person with the diagnosis, and know that people with cancer do better when their families and carers are supported.

WE HELPED OVER 1000 CLIENTS THIS YEAR

Over the past year everyone involved in Bloomhill Cancer Care, including Chris Frank the Former CEO, helped improve the lives of more than 1000 people impacted by cancer.



Through collaboration, partnership and a shared commitment to care for our community, we also contributed to the sustainability of this great charity. It was created by the Sunshine Coast community for the Sunshine Coast community and is a true community charity in all respects.

Our clients continue to be at the heart of our mission. Our commitment to enhancing the quality of life of people living with and beyond cancer is stronger than ever before. WHY? Because no one should have to go through cancer alone. At Bloomhill, we believe everybody deserves access to the very best professional and compassionate cancer care and support. That treatment and support will be centered around the needs of the individual and those close to them who give up so much to help when it is needed most.

TECHNOLOGY UPGRADES

From humble beginnings, Bloomhill has needed to transform its systems for some time. Invoices, recruitment and donations were largely being done manually. We have a great organisation filled with the most amazing people, but we were behind the times in a number of different areas.

Management brought in an electronic, internet-based finance system to automate purchasing and approvals. They also introduced a system for managing the contact details of supporters and for recording communications with them, as well as a new practice management system for clients. Our Op Shops now have real time and integrated sales and financial reporting, through the use of a suite of programs. There has also been a huge improvement in our human resourcing and payroll system.

COVID-19 PROVED OUR RESILIENCE

The onset of COVID-19 was a fearful time for many of our clients with already compromised immune systems which meant many staff and clients had to transition to remote working and tele-health. For a humble charity with limited laptops this was no easy feat. We had to expedite the introduction of tele-health services for client consultations and our group activities such as Yoga, Meditation and QiGong went 'virtual'. Board and sub-committee meetings also went virtual and we instigated videoconference morning tea catch ups to keep our staff connected and informed with how things were progressing during the stand-down period. Our Advancement team supported the transition by creating an online client portal to all

group classes and changing timetables as more and more services came online.

OUR VOLUNTEERS

I am humbled by the sheer commitment and dedication of our 450 strong team of Bloomhill volunteers. They enable our nurses and allied health professionals to do what they do. COVID-19 highlighted the stark reality that without our volunteers, our charity's services are dramatically reduced.

A huge thank you to both our Volunteer/Community Services Department staff and all the volunteers who selflessly give their time and skills to assist our clients, either directly or indirectly.

OUR STAFF

The diversity of skills amongst our staff is to be applauded.

Our Op Shop managers, retail assistants and distribution centre staff work alongside our volunteers to accomplish outstanding results for Bloomhill's retail division, whilst promoting and reinforcing our cause to the general community.

With a compassionate, caring approach, our Wellness Centre nursing, allied health professionals and administrative staff continue to contribute to the creation and investment of our Charity's shared mission, vision and values. Witnessing the continued camaraderie amongst staff, volunteers, contractors and clients is why Bloomhill is such a unique and special place.

DONORS AND SPONSORS

If this year has proven anything, it is that philanthropy and community-spirit is alive and well on the Sunshine Coast. Indeed, our amazing donors, businesses sponsors and supporters continue to be heroes of our organisation.

We continue to be humbled by the constant influx of donations to our stores and forever grateful to all who tirelessly fundraise for our cause. We echo the voices of our clients in their appreciation of all that they do to ensure compassionate cancer care and support is always there when needed most.

2019 - 2020 HIGHLIGHTS

- Race Day \$77,500
- Charity Auction and raffle \$113,000
- Bras & Bikes \$20,000
- Christmas Appeal raised \$32,300
- COVID-19 Emergency Appeal raised \$284,000 (including Hand Heart Pocket grant \$200,000)
- Be There For Bloomhill campaign raised \$12,310
- Bloomhill's first ever monthly giving program, The Chrysalis, launched
- Pandemic Emergency Response Committee formed
- Federal health funding: A grant received in 2018-2019 ensured our nursing care continued into 2019-2020.

Access to the Jobkeeper scheme provided essential payroll support. An additional \$200K COVID-19 emergency relief philanthropic grant from Hand Heart Pocket assisted operating costs.

Our amazing Op Shop landlords together gifted us a 90% reprieve from rental income for 3 months while stores were closed. We are truly grateful for their continued support.

A \$250K business loan from the Queensland Government was secured to safeguard the future of the organisation.

For full details on our financial reports visit bloomhill.com.au/publications

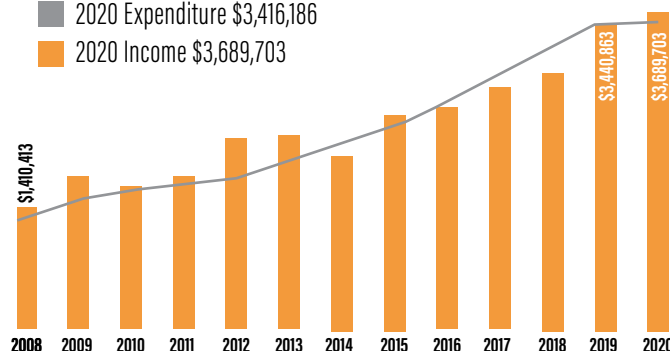
FINANCIAL STRENGTH

With continuous increase in demand for our services, we have remained cautious in our spending with a focus on scalable systems and a sustainable business model. COVID-19 triggered our cash preservation strategy, only mission critical staff left to ensure our clients continued to have access to the very best cancer care and support in their time of need. Trading at 10 Op Shops was suspended with 90% of our volunteer workforce classified as vulnerable and safe guards for their health were put in place.

TOTAL INCOME & EXPENDITURE

2008 - 2020

■ 2020 Expenditure \$3,416,186
■ 2020 Income \$3,689,703



The second 'Be There for Bloomhill Giving Day' was a success, despite being a socially distanced event at the tail end of the COVID-19 lockdown, in June 2020.



"We offer a place
of comfort and a
beautiful setting, where
people are able to be
completely vulnerable."

Rochelle
Clinical Nurse



Photo Credit - Joe Surace

CARING FOR OUR COMMUNITY



CLINICAL SERVICES

Trish Wilson
RN RM BCouns MHsts

LEADING THE WAY IN COMPASSIONATE CANCER CARE & SUPPORT ON THE SUNSHINE COAST

For many this year has been one like no other. The beginning of this financial year was already tough if you or a loved one had been diagnosed with cancer – however the risk of COVID-19 heightened our vulnerabilities. Throughout the pandemic, our extended client care team continued to provide compassionate and professional cancer care and support across the six domains of wellness - physical, emotional, mental, spiritual, occupational and social.

In FY20 Bloomhill actively supported 1136 clients. Approximately 70% were people with a cancer diagnosis, and the others were family members who needed someone to reach out and care and support them. Over 5000 individual episodes of care were recorded, however when we also consider individual sessions and the group attendances this equates to 7765 occasions of care to help people on the Sunshine Coast live well with cancer.

Our nurses are the cornerstone of our quality care, providing the initial assessment and welcome to Bloomhill and ongoing case management for each client during their time here. Each nurse who steps into the role here undertakes a special relationship with each of his/her clients. The quality of Bloomhill nurses is exceptional, and their ability to help clients to navigate the health and hospital systems, treatment effects and psychological wellbeing, existential distress is well recognised.

During the pandemic we wanted to let our clients know that we were aware of their fears and concerns. We wanted to stay connected and keep some of the communities most vulnerable well informed. It was a difficult decision to close our doors to face to face meetings with our clients, but a small group of our Bloomhill Clinical team made magic happen. Within just one week, we went from face to face services to tele-health clinical consultations and Zoom group activities. Feedback from clients reinforced our decision as we were able to remain connected to clients who were quiet isolated during the shutdown.



*"It was extremely aggressive
breast cancer. Five years later,
thankfully I'm still here!"*

Shelley Fribbens

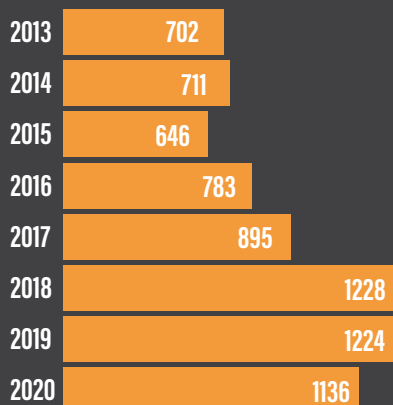
Breast cancer survivor and Bloomhill client

Pictured with her mum and Bloomhill
volunteer **Jill Browne**

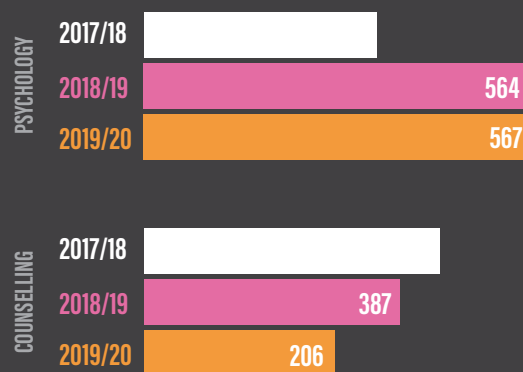
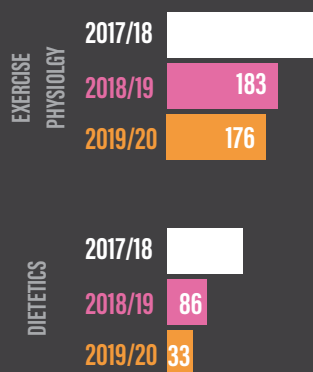


Photo Credit - Joe Surace

> ANNUAL CLIENT NUMBERS



> ALLIED HEALTH



Bloomhill prides itself on its evidence-based, nurse-led model of integrated oncology care, supported by strong relationships with primary health care providers and local hospitals.

We accept referrals from specialist GPs, Nurses, Allied Health workers and self referrals. All referrals are triaged, and eligible clients will be admitted as a Bloomhill Client – case managed by an oncology nurse.

If you or someone you love has cancer and you would like to get more information or talk to a Bloomhill Nurse about your options please complete and submit our online enquiry form or visit our Wellness Centre.
bloomhill.com.au/get-help

CORE SERVICES

NURSING CARE

Our qualified cancer care nurses are passionate about supporting clients to receive the very best care and treatment throughout their journey with cancer. We follow best-practice frameworks, providing up to date research and evidence in managing cancer. Through our nurses, clients will gain access to the right advice, at the right time

INTEGRATED ONCOLOGY CLINIC

Our Specialist GP adopts an integrated oncology approach to patient-centered care that

is evidence informed utilising mind and body practices, natural products and lifestyle modifications alongside conventional cancer treatments.

CANCER SURVIVORSHIP CLINIC

Our nurse-led clinic provides specialized post-treatment support focused on addressing the side effects and health concerns that remain for many patients after their treatment is completed or for those on long term maintenance treatment.

CLIENT TRANSPORT SERVICE

Our volunteers provide safe and compassionate transfer services for clients (and carers) to and from cancer treatment, medical appointments and services provided by Bloomhill Cancer Care Wellness Centre at Buderim.

ALLIED HEALTH

EXERCISE PHYSIOLOGY

Our Bloomhill accredited Exercise Physiologist has specialist training to assist clients with understanding the importance of exercise for their particular situation and needs, and prescribing the appropriate exercise to address those needs.

PSYCHOLOGY AND COUNSELLING

We understand the importance of mental and emotional wellbeing for patients and family when cancer is diagnosed, or when something changes. Our specialist psycho-oncology services provide a range of options to assist people in dealing with cancer diagnosis, progression of disease, or other changes that require adapting to a 'new normal.'

BEREAVEMENT SUPPORT

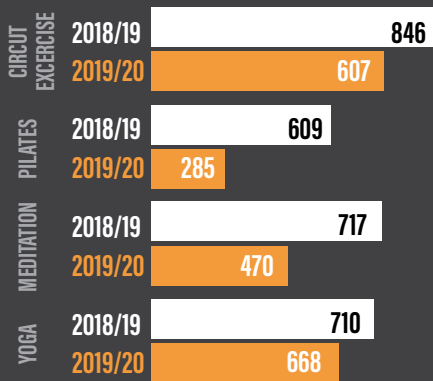
Our Bloomhill nurses provide sensitive care, advice and referrals to assist end of life care. Importantly our care for family members doesn't end with the death of a loved one. As well as ongoing support from our nurses we offer regular bereavement support groups as well as individual counselling and support, involvement of bereaved clients in exercise programs and our annual remembrance service.

NUTRITION AND DIETETICS

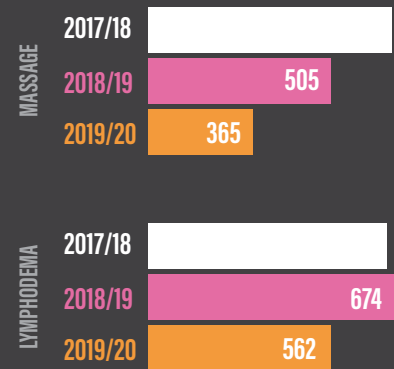
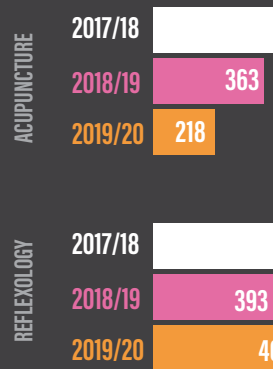
Our oncology dietitians provide nutritional advice which can help with side effects related to cancer treatment. They can also provide guidance about what foods or supplements can improve or maintain energy levels, decrease fatigue and assist recovery.



> CLIENT GROUP ACTIVITIES



> THERAPIES



We also offer practical solutions to assist in symptom management, weight control and making food enjoyable again.

OCCUPATIONAL THERAPY

At Bloomhill we partner with the University of the Sunshine Coast Occupational Therapy Department to offer group and individualised programs to assist clients to make adjustments in their home or lifestyle to accommodate the changes that living with cancer brings.

CHILDREN'S PLAY THERAPY

Sadly cancer doesn't discriminate, and there are times when children and young people are affected by cancer in their family. Some children will benefit from supportive counselling and play therapy from our Bloomhill counsellor. These sessions are fully subsidised so no child will go without support if needed.

THERAPIES

We offer a range of evidence-based complementary therapies which assist and support patients and carers to receive holistic care. We support families and their carers during what can be a very challenging and life-changing experience.

Some of our complimentary therapies include:

- Acupuncture
- Reflexology
- Oncology Massage
- BLISS (Bloomhill Lymphoedema Information and Support Services)

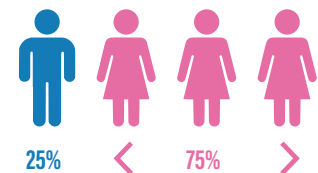
EXERCISE

Current research has demonstrated that exercise during and after treatment can improve side-effects of cancer treatment, and in some cases reduce the risk of recurrence of certain cancers and improve survival rates. Bloomhill offers a range of exercise programs appropriate for assisting people to live well with cancer including:

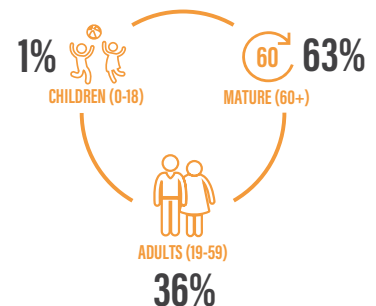
- Yoga
- Pilates
- Gym
- Circuit Classes
- Qi Gong

A Bloomhill nurse will provide advice and referral to our Exercise Physiologist to help clients develop a program tailored for them.

> GENDER OF CLIENTS



> AGES OF ALL CLIENTS



SUPPORT GROUPS

- Myeloma Peer Support Group
- Survivorship Support Group
- Brain Tumour Support Group
- Head and Neck Cancer Support Group
- Secondary Breast Cancer Morning Tea & Chat

OTHER ACTIVITIES

- Education Sessions
- Survivorship Workshops
- Mindfulness-based cancer recovery program
- Meditation





GET ON WITH LIFE

THE EXTRAORDINARY LEGACY OF LYN CHEFFERS

By Community Service Manager Alexandra Bert

It's with deep regret that we've farewelled one of the most vivacious, hardworking and loved members of Bloomhill's community.

Lyn Cheffers – or 'the Pocket Dynamo', as she was affectionally known, passed away on 10 March 2020.

For more than 20 years, Lyn was a passionate and dedicated supporter of Bloomhill. I had the honour and pleasure of getting to know and work with Lyn on many fundraising projects, events and functions. Lyn was always ready and willing to take on any role and any job, with nothing being too difficult or impossible. Nothing could stop Lyn, not even her cancer diagnosis, which she tackled with the strength of a warrior woman.

Her strength of character and good humour was beautifully captured by her son Wayne, at her memorial service at Bloomhill on August 6. He said his mum was the strongest person he knew; that he never saw her cry. With every block or negativity that came her way, she would "suck it up" and continue pushing through.

When she was diagnosed with melanoma at age 40, she had three operations on her leg but she beat the cancer, then got on with life.

Several years later when she was 50, she was diagnosed with breast cancer. Again, she had surgery – a mastectomy – she beat cancer, and got on with life.

Toward the end of her life, Lyn lost the use of her arm, but this didn't stop her either – she got on with life, and didn't complain.

A former teacher, Lyn was a woman of amazing, awe-inspiring strength, she was also quick-witted, and fitted no stereotype. She knitted, was an excellent cook and gardener, she played bridge, piano and guitar. She was a great seamstress, an avid reader and enjoyed jigsaw puzzles – and she also loved fast action movies and big concerts.

Wayne said his mum's passion for travel was infectious, and she had been to every inhabitable continent. She loved camping as much as she enjoyed a glamorous overseas cruise. Bloomhill volunteer Jan worked with Lyn at the Buderim Op

Shop, and said she spent many hours chatting about her amazing holidays, cruises and love of travelling to numerous countries.

Lyn was a hard worker, and did an enormous amount for Bloomhill, as well as other places including the Buderim Garden Club and Public Library. She was a very positive soul who always bounced back with a smile over her many challenges. She will be sadly missed but never forgotten.

Wayne said Bloomhill had been a big part of Lyn's retirement life. "She just loved being part of it," he said. In the early days she started off being a cleaner, which then saw her working in the various Op Shops.

She was then part of the fundraising committee and organised fashion parades, fundraising events such as Melbourne Cup lunches and being a volunteer at many ticket venues and functions here at the centre.

Lyn had volunteered for Bloomhill for more than 20 years, and always brought enthusiasm, positivity, inspiring us to strive for more.

To me, the following quote encapsulates Lyn's spirit:

Just be the best you can be.

Never settle.

Always strive to learn more, do more and be more.

Lyn earned the respect of all of us at Bloomhill – staff, clients, and volunteers alike. We consider the Cheffers family to be members of our Bloomhill family – for which we are forever grateful.

Lyn's passing is a great loss to her family, friends and our community. She will be sadly missed. Lyn will live on in our memories and in our hearts, forever, as the special soul that she is.

MY NAME IS LYN CHEFFERS, AND BLOOMHILL SAVED MY LIFE

Excerpt of a message from Lyn, written on acceptance of her award for 20 years of service at the May 2019 Bloomhill Volunteer Recognition Breakfast.

"I have been fighting cancer for 35 years," Lyn wrote.

"Diagnosed with melanoma at 40, breast cancer at 50, 55, and 67, and in November last year on my birthday I was told the cancer had returned.

"I resigned from teaching due to ill health and stress, and wondered what I could do to keep going.

"So 20 years ago I found Bloomhill and became a volunteer.

"In the early days, volunteers had to be versatile and multi-task. Some of my tasks included:

- Cleaning the centre
- Looking after a client – cleaning her house, doing her shopping and taking her to the doctor
- Helping cater for many events, e.g. lunches and group meetings on the deck; making dozens of sausage rolls, classical music concerts at June Upton's house, helping set up two weddings on the deck for a manager of the Nambour Op Shop.

"Later on things became a lot easier, when a Management Committee was formed. "We got more staff and volunteers, and unfortunately more clients.

"For the last 10 years I have been volunteering two half-days a week at the Buderim Op Shop, where you get to know the regular customers by name.

"One lady comes in every day – probably just for a chat. "It is very rewarding to work with a fantastic group of people.

"I can truthfully say, Bloomhill saved my life."





Ric Colclough

RIC'S STORY

YOUR GENEROUS SPIRIT HELPED ME SURVIVE

Dear Selfless Donor,

I was into my second year of treatment before I connected with Bloomhill.

Billy, my red kelpie, and I were greeted with warm smiles and hugs and my apprehension in seeking support dissolved immediately. I sensed something deep and special...an acceptance and understanding from staff, volunteers and other clients. I am tearing up now as I re-experience the specialness. Bloomhill Cancer Care has been a healing presence in my life since that day over three years ago.

Bloomhill showed me there was more to my cancer journey than IV drips, the nauseating side-effects of treatment and the intense feeling of vulnerability because of my compromised immune system. Here were people with experience and open hearts who understood what would enhance my recovery. I sensed I could emerge from a self-imposed cocoon of safety.

Bloomhill quickly became my sanctuary, somewhere I was comfortable to be me ... the 'new me'. A place where I could relax from the day-to-day, month-to-month round of hospital visits and medical procedures. A place where my mind could heal.

I was diagnosed in November 2014 with Hodgkin's Lymphoma stage 3. My prognosis; deceased in 6 to 12 months without treatment. I started 6 months of chemotherapy with an 85% chance of complete remission. Unfortunately I relapsed after 8 months. I did a further 3 months of chemo to prepare myself for an autologous stem cell transplant (SCT) which would require me to be admitted to hospital for 1 month. It was 2016.

Bloomhill has been with me, sometimes as my only means of support, since my SCT.

How has Bloomhill supported me and many others:

- Supportive care in a true sense
- Connection with others on what can be a lonely journey
- A dedicated clinical nurse with cancer patient experience who regularly monitors my wellbeing
- Weekly exercise classes professionally monitored
- Weekly mindfulness meditation
- Weekend workshops appropriate to my needs
- A beautifully peaceful sanctuary/gardens to 'hang out' with Billy
- A café where I can sit and commune in peaceful surroundings
- Wonderful volunteers - some of whom have lived through the experience of cancer
- Pre Covid-19 hugs
- Zoom meetings which were so important in my self-imposed lockdown due to my high risk
- A sense of my worth as a human being
- And above all, a safe, non-judgmental place where I am lovingly nurtured and so importantly, able to connect with others

I don't know how I would have coped without the Bloomhill Family at my side.

I am looking forward to the cautious reopening because I know these people will make sure they provide a safe place for me to visit and reconnect with my community. This is so important.

So, a massive heartfelt **'thank you'** to donors. **YOU** are helping to maintain Bloomhill clients through difficult times. **YOUR** generous spirit helped me to survive and provided me with a quality of life - in difficult and sometimes dark times. **YOU** gave me an opportunity to '... always look on the bright side of life.'

Thank you.

Ric Colclough – Cancer Survivor.



EXCITING NEW PHASE

LAUNCH OF THE CHRYSALIS MONTHLY GIVING

Human bodies move like butterflies emerging from a chrysalis in a series of stunning photos taken to launch Bloomhill Cancer Care's The Chrysalis monthly giving community.

Zenko Yoga's Lauren Verona and Adam Buechner feature in Joe Surace's images which echo Bloomhill's emergence from the constraints of COVID-19 into a new, sustainable future with The Chrysalis, a group of dedicated donors committing to monthly giving.

The Chrysalis Monthly giving community was launched on Be There for Bloomhill Day, June 19. A community where donors from around the world can pledge an ongoing monthly donation to ensure a sustainable future for the community-health charity.

"In the post-COVID world, we are doing everything we can to emerge refreshed, re-energized and with a firm foundation on which to build the future of Bloomhill. It is absolutely vital we continue to serve the

needs of people living with cancer who need us now more than ever," then CEO Chris Franck said.

It was Joe Surace's professionalism, and his own cancer journey, that made him the perfect person for The Chrysalis shoot.

"Bloomhill wanted to capture some images using the human body representing a butterfly evolving, showing the cancer journey. The hope is you can come through the bad and find the good again," Joe said.

"Being a cancer survivor I can understand that, it brings a different understanding and empathy. I can look at it as a photographer and as a cancer survivor."

For Lauren, who has in the past had herself painted blue for Beyond Blue, appearing nude for Bloomhill was liberating and a way to inspire people. Lauren sees parallels between yoga and the cancer journey.

"Child's pose is about coming to the practice with a beginner's mind, like being in a cocoon," Lauren said.

"As I opened up and reached my arms out and lifted my body up it was those heart opening poses that were about the cancer journey. You have to be vulnerable to do those poses. I was thinking about awakening."

Thanks to one generous donor, every new monthly donation made on June 19 was quadrupled.

Photo: Just one of hundreds of amazing photos taken by Joe Surace of Lauren and Adam at the Zenko Yoga shoot.



ADVANCING BLOOMHILL



COMMUNITY SERVICES

Alex Bert
BSocWk, AssocDip Well



COMMUNITY RELATIONS

Nikki Firmin

VOLUNTEERING, FUNDRAISING, PHILANTHROPY & PARTNERSHIPS

VOLUNTEERING

Volunteers' contribution to improving lives in our community is enormous. On behalf of Bloomhill, we acknowledge and thank each and every one of our wonderful volunteers. We value their dedication and commitment of time as well as their generosity and continued support.

There have been many achievements and we have a lot to be proud as Bloomhill volunteers once again exceeded all expectations despite the impact of COVID-19 restrictions which significantly reduced Bloomhill's engagement and workforce capacity.

From July 2019 to February 2020, we experienced a significant increase in demand for volunteer support, with numerous volunteers in a wide variety of roles working tirelessly to meet the needs of our community. A big thank you to all our volunteer teams working across all services and programs, including buddying and shopping, child minding, reception, café, barista and cooking, concierge, gardening and maintenance, Cotton Tree Markets, Op Shops, Distribution Centre, transport, administration, events, fundraising and other supporting roles as required.

Our volunteers delivered **77,133 hours of support** with an estimated dollar **value of \$1,928,325** in the 2019-2020 Financial Year. During the year we **recruited 87 volunteers** and we are delighted to report that the interest in volunteering remains strong. Unfortunately, due to COVID-19 restrictions we were unable to hold our annual Volunteers' Breakfast, an occasion for us to show appreciation and present well deserved certificates for service milestones achieved. In its place, we dedicated a digital tribute to acknowledge years of remarkable contribution. We recognise that our volunteers are an incredible resource and they have supported Bloomhill over many years.

After investigating and trialing a variety of HR systems to enrich our volunteers' experience, we have selected the Australian cloud-based HR technology solution platform FoundU. The FoundU system is efficient and user friendly and will revolutionise our recruitment, data collection, record keeping and scheduling/rostering capacity, ultimately improving the volunteer experience.

The **Café volunteer team has provided 4,292 hours** in FY19-20, once again exceeding expectations. Our Café is located in a peaceful and relaxed setting and provides a nurturing experience for our clients and visitors.

Although our fundraising activities were significantly impacted due to COVID-19 restrictions, new ways to redirect the skills set of the Events and Community Fundraising Team were discovered and we thank them for their tremendous efforts and innovation.

FUNDRAISING, PHILANTHROPY & PARTNERSHIPS

Like the much-loved gardens at our Wellness Centre, Bloomhill's community of philanthropic and other supporters is growing larger and stronger. On behalf of our beautiful Bloomhill family, we want to acknowledge and thank each and every one of our donors, sponsors and volunteers for your incredible generosity and support over the past year.

During the past year some extraordinary work has come out of the Bloomhill Advancement Team, with Bloomhill welcoming 131 new business partners and 1122 new individual donors. The Bloomhill Advancement Team created a number of 'firsts' for Bloomhill.

In July 2019, Bloomhill was the first organisation to completely fill both corporate areas of the local racetrack at the Sunshine Coast Turf Club for our Race Day. We sold 290 tickets and raised \$77,500.

The Bloomhill Charity Auction and raffle in October 2019 raised \$113,000 and attracted a variety of Bloomhill supporters from volunteers, donors and local businesses across the Sunshine Coast.

Bras 'N Bikes in October raised \$20,000 enabling the care of 35 individuals and family members impacted by cancer. An outstanding \$150,000 has been raised since the inaugural Bras 'N Bikes event started, contributing to the support of 250 clients for an entire year.

A highlight for FY20 was the launch of the 'COVID-19 Emergency Appeal' in March 2020 – it was the first fundraising campaign of its kind in Australia.

But amidst the chaos and uncertainty, our business partners held firm and found new ways to help us out. New donors joined us, including one couple who enabled another of our firsts – The Chrysalis monthly giving program. This couple pledged to match donations on 19 June, at our 'Be There for

Bloomhill Giving Day.' We raised just over \$19,000 in one-off donations through the 'Be There for Bloomhill Giving Day' campaign in addition to the above. These donations will directly support another 32 people living with cancer this year and offers follow up monthly giving conversations with another 50+ donors. Monthly giving pledges will provide support for another 43 clients for an entire year.

Businesses came on board from far and wide, to give their support, in-kind and financial donations for us to build a community garden on site. The community garden will continue to evolve over time.

As we move forward into FY21, we look forward to sharing more stories on how your giving is impacting the lives of individuals and your community.

The challenges faced this year were met with such amazing courage and community spirit, demonstrating just how important Bloomhill is to the Sunshine Coast community - as you are to us. Your continued support was instrumental in helping us weather rough waters so that we can continue to focus on what we do best – caring for our community. Thank you.

At Bloomhill we understand that it takes a village to care for the future cancer care needs of the Sunshine Coast Community. We also understand that many individuals and businesses within our community are looking for the purpose, passion and pride that comes from giving back for the betterment of our society.

At Bloomhill you get all this and so much more!



THANK YOU VOLUNTEERS



VOLUNTEER IMPACT FY2019-2020

In the 2019-2020 financial year, Bloomhill's Community Services Department provided an incredible:



TRANSPORT

88,994 kms
of transport
support to Clients



DRIVING

3,897 hours
of driving
for our Clients



OP SHOPS

57,726 hours
of Volunteer support
for our Op Shops &
Distribution Centre



TRIPS

1460 trips
for client transport
to treatment



FUNDRAISING

1,110 hours
of fundraising &
helping at events



DUTIES

1,465 hours
enjoying gardening
& complete
maintenance duties



ADMIN

4,494 hours
helping with
Administration



BUDDY SUPPORT

231 hours
assisting Clients
through the Buddy
support & childminding
program



CAFE DUTIES

5,235 hours
working for Café /
Barista duties



BLOOMHILL

2,531 hours
at the Bloomhill
Centre



MARKETS

444 hours
at the Cotton Tree
Markets held each
Sunday

=

**77,133
HOURS**

That's a massive **77,133** hours the Bloomhill volunteers have gifted to clients and the Sunshine Coast community, amounting to an estimated dollar value of:

GRAND TOTAL = \$1,928,325

TRANSPORT

THE BLOOMHILL WAY

Bloomhill's transport service is unique to the greater Sunshine Coast area and has been successfully operating for the last 22 years. We offer a personalised and caring volunteer driver service. We are focused on providing support to our clients so they can access essential medical treatment and cancer care. Bloomhill has a team of specialised oncology nurses to identify clients who are experiencing financial hardship and therefore qualify for our transport services.

Despite all the COVID-19 restrictions, our valuable transport services only had to suspend operations for close to three months. We thank our team of dedicated volunteer drivers as well as the establishment of rigorous protocols and processes in-line with Government regulations for making it possible. We are proud to offer a COVID-19 safe environment to our staff, volunteers and clients and we regularly receive positive feedback regarding the benefits that clients receive from this valuable service.

In FY 19-20, despite the suspension of our transport service activities, volunteer drivers drove **114 clients** availing of a total of **1,460 trips** over **88,994 kms** across the Sunshine Coast and to Brisbane. An increasing number of clients are reported to be finding it difficult to pay for transport, consequently all trips were subsidised by Bloomhill throughout the year.

An enormous thank you to our volunteer drivers as well as the volunteer transport admin team, who have displayed commitment, dedication and remarkable adaptability working in unprecedented times and providing exceptional service to our clients.



SURVIVING CANCER

By Benita Cheatley



A 'SECOND CHANCE AT LIFE'

I was quite shocked when a routine mammogram showed up a 2.5 cm lump in my breast in 2017. I had been having regular, annual breast checks as my sister had had breast cancer. My breast surgeon thought a lumpectomy and some radiation would be adequate treatment.

Due to my sister's cancer, and that I had just become a grandma, I decided to have a double mastectomy, to give myself the best possible chance of breast cancer not returning.

I had immediate reconstructive surgery and implants put in at surgery, where they also discovered the cancer had spread to the lymph nodes. So it was back to surgery for a lymph node clearance. This also meant six months of gruelling chemotherapy. Even this proved not to be so straight-forward. The pain in my chest got worse and liquid seeped from the wounds. The implants had become infected - so two more operations, and on my 50th birthday they removed the implants.

It was time to start chemo, but after one round I became sick, and in pain. The wounds had begun to seep again - the infection was back. I went to Emergency at the public hospital, I was very sick and needed more operations.

I found going public a real game changer, the plan my new team mapped out proved so much more effective, and I was also assigned a cancer nurse. A cancer nurse is like your coach, she gets things into a perspective that you can understand, and moves you along on a path that you just can't navigate on your own.

With the brilliant care I received at the Sunshine Coast University Hospital, my wounds healed, we finally beat the infections but the battle had just begun, as I faced many the rounds of gruelling chemotherapy. All my hair fell out and I suffered the dreadful side effects of chemo.

Lou, my lovely cancer nurse, strongly suggested I go visit Bloomhill.

At Bloomhill I found great comfort. It was essential to my healing process. All of the staff, from medical to management just seemed to get how you were feeling.

It's that type of healing you don't get at all the hospital appointments. In a time when you just need softness

and love, everything at Bloomhill just seems so comforting. It's more than the wonderful staff, it is an environment where your wellbeing and mental health are paramount, and you learn so much more about the treatments how to manage the side effects.



The emotional benefits that joining Bloomhill's community gave me were absolutely life-saving.

Having cancer is so bewildering, it's a foreign world, therefore I found chatting to other Bloomhill clients so reassuring,

discussing our treatments and how we were combatting side effects. It was our safe place, where we could take off our beanies or turbans and sit there with our bald heads and have coffee after Yoga.

Trish Wilson, the Clinical Services Manager, helped me in many ways, often as a shoulder to cry on. She also introduced me to Meditation, encouraging me to take the classes and this is a practice skill I still use, to this day.

Trish also organised free membership for me when money became very tight. Bloomhill gave free care for some time and I am so grateful. I met a woman there, who had asked her wedding guests to donate to Bloomhill instead of giving presents. It is people like her, the people that help raise money, that help people like me, and others by donating and helping keep Bloomhill open.

The wonderful, calm environment at Bloomhill was my world for a year. The library, the gardens, the classes and the bond with other clients, that all became so important to my recovery.

Two years on, and with eight surgeries behind me, my hair has grown back and a second attempt at reconstruction which has been successful. I now have a partner and life couldn't be happier.

I am very grateful for my life, my family, my friends, and everything in it. I will always be eternally grateful to Bloomhill for being the backbone to my journey. I wish to give back and am now able to, so my October cancer morning tea was to raise money for Bloomhill, so that they can continue to help people going through cancer.

THANK YOU FOR ALL THE WAYS YOU SUPPORT BLOOMHILL



OP SHOP

Thank you for donating quality clothing, accessories, furniture or bric-a-brac to your closest Bloomhill Op Shop. Call our distribution centre on 5445 6858 Monday - Friday for collections of larger items.

bloomhill.com.au/op-shops



RETURN IT

Do your bit for the environment & raise money to support Bloomhill Cancer Care. Simply cash in your cans and containers (Code: C10015434) & pay forward your \$ to us.

returnit.com.au/qld/



PLAY FOR PURPOSE

Thank you for leveraging your giving to Bloomhill by buying a Play for Purpose Raffle ticket. Each round Play for Purpose match dollar for dollar any tickets sold under the Bloomhill name

playforpurpose.com.au/bloomhill-cancer-care



COMMUNITY GIVEBACK

Join our fantastic network of local business and nominate Bloomhill to receive regular donations through our community give back program.

bloomhill.com.au/community-give-back



DONATE OR FUNDRAISE

Donate or register to Fundraise for Bloomhill by selecting one of our priority funds to put your support behind. All donations over \$2 are fully tax deductible in Australia

bloomhill.com.au/donate



PARTNER WITH US

Showcase your leadership and support in caring for the cancer care needs of the Sunshine Coast community by partnering with us on one of our community projects or signature fundraising events..

bloomhill.com.au/partner-with-us



COMMUNITY

Thank you for continuing to support our signature fundraising and social events. Be there for Bloomhill, Raceday, Charity Auctions and Bras & Bikes.

bloomhill.com.au/events



To view full financial reports see bloomhill.com.au/annual-review



**RACEDAY
\$77,500**



**CHARITY
AUCTION
\$113,000**



**BRAS & BIKES
\$20,000**



**COVID-19 EMERGENCY
APPEAL \$284,000**



'Thank you
to our Op Shop
staff, volunteers and
landlords for their
support during
COVID-19.'



BLOOMHILL
CANCER CARE

Supporting people of all ages to live well with cancer on the Sunshine Coast.

bloomhill.com.au/gifts-in-wills