



Daffodil Day

Te Rā Daffodil



Daffodil Day symbolises hope for all New Zealanders impacted by cancer. Since 1990, this iconic event has inspired people to come together and support the Cancer Society's work.

Why daffodils?

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

Cancer in New Zealand

Every day, **71 New Zealanders** are diagnosed with cancer. The number of people affected by cancer is expected to **increase by 46% by 2040**.

How the Cancer Society helps those affected by cancer

Support

We provide support care services including a helpline, counselling, transport and accommodation to individuals and their whānau during treatment.

More than

1,000,000 km⁺



driven to get patients to treatment each year

50,000⁺



nights stayed in Cancer Society accommodation each year

9,600⁺



phone calls to the 0800 CANCER support line each year

Research

We are the largest private funder of cancer research in New Zealand.



Over **5.2**

million spent on research each year

Health promotion

We work proactively across Aotearoa to help reduce the risk of cancer through health promotion activities like our Smokefree and SunSmart campaigns, promoting screening and early detection, and prevention advice around diet and alcohol-related cancers.

Your support

Donations from people like you and your whānau on Daffodil Day allow us to continue our work. Thank you for your support!

Our partner

Thanks to ANZ, our principal sponsor, for supporting the work we do for over 30 years.

Find out more or donate today, visit daffodilday.org.nz



Cancer Society



Major Sponsor

