

News Release

21 August 2020

ANZ pledges to match \$500,000 in donations after Daffodil Day hit in 2020

The Cancer Society's annual Daffodil Day fundraiser will be heavily affected this year as the charity faces scaled-back fundraising due to COVID-19.

To help make up for the forecasted 30% loss in Cancer Society's donations compared to 2019, ANZ, the Cancer Society's major sponsor of 30 years, has pledged to match public donations through its Digital Daffodil up to the value of \$500,000. The aim is to raise \$1 million.

Cancer Society CEO Lucy Elwood says the money raised on Daffodil Day is crucial to funding the work it does to support the one in three New Zealanders impacted by cancer.

"People may not be out and about as much this year to see our volunteers on the street, and our Auckland street collection can't go ahead in Level 3. Street collections are going ahead in other areas but with some limitations. We need people to still donate to us online," she said.

"We have a simple request. If you would have dropped coins or notes in a bucket, please donate that amount online via the ANZ Digital Daffodil and it will be doubled.

"We're incredibly grateful to our partner ANZ. In a year like no other it's fantastic to see this pledge come to life."

ANZ CEO Antonia Watson says: "We're proud of the 30 years we have been helping the Cancer Society support those who have experienced cancer, either themselves, their family, friends or loved one.

"Donating via the Digital Daffodil is easy. It features a QR code to scan, something which people are well used to in the current environment.

"We're committed to fundraising for the Cancer Society because cancer doesn't stop. We've tried to make it easier for people to donate because they may not be reminded by seeing a collector on the street."

People can also visit the ANZ website to download and print a Digital Daffodil to put up outside their home and become a Daffodil Day community champion.

"We're encouraging New Zealanders to put one on their letter box, window or fence so people on their daily walks will be able to donate. I encourage anyone who is able to, to donate, because every donation makes a difference," Ms Watson says.

2020 marks the 30th year ANZ has supported Daffodil Day, having raised more than \$20 million for the charity since 1990.

About the Cancer Society

Money raised for the Cancer Society is used to support all New Zealanders and help fight against all types of cancer. The Cancer Society provides practical care and support to those affected and their whānau, as well as fund research, provide accommodation and run health promotion campaigns. For more information about the Cancer Society visit www.cancernz.org.nz

To support the Cancer Society's 2020 Annual Appeal you can make a donation in any ANZ branch, wherever they see a Digital Daffodil or online at www.anz.co.nz/donate

Downloadable Digital Daffodil posters to print and display can also be downloaded from www.anz.co.nz/donate

Daffodil Day is on Friday, 28 August.

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