

News Release

25 August 2021

Kiwis encouraged to make Daffodil Day donations online with offer to match \$2 for every \$1 donated

New Zealanders are being encouraged to donate online after the Cancer Society was once again forced to cancel its annual street appeal due to the Covid-19 lockdown – with donations up to \$500,000 matched by an extra \$1 million through an initiative announced today.

Three of New Zealand's leading technology entrepreneurs and investors, along with ANZ, have committed to matching every \$1 donated with an extra \$2, in the hope of raising \$1.5 million for the Cancer Society.

Each year the Cancer Society heavily relies on Daffodil Day, its biggest fundraising day, which was scheduled for this Friday 27 August. This is the second year in a row the street collection and in-person fundraising activities have been cancelled due to a lockdown.

The Cancer Society desperately needs funding to continue its important work supporting those with cancer.

That's why three of New Zealand's leading technology entrepreneurs and investors, who wish to remain anonymous, have committed to matching online donations dollar-for-dollar, up to a maximum of \$500,000.

ANZ, which has supported the Cancer Society as its principal sponsor for the past 31 years, has already committed to match donations made via its Digital Daffodil.

ANZ NZ CEO Antonia Watson says: "We're proud to have supported the Cancer Society for the past 31 years, and we are right behind the important work that they do.

"The Cancer Society is the only organisation that funds research into all types of cancers, and provides support to anyone affected by cancer, including families and friends, no matter what age you are or the type of cancer someone might have.

"The donors we're working with told me they were moved to donate because like one in three New Zealanders they have been directly impacted by cancer and value the work that the Cancer Society does.

"The Daffodil Day street appeal normally brings in up to \$1 million and we hope this campaign will encourage New Zealanders to donate what they can to replace the street collection and other fundraising activities that would normally take place this week.

"Cancer impacts the lives of almost all New Zealanders and we want to do all we can to help raise money for this vital cause."

Donations can be made at <https://www.anz.co.nz/promo/daffodil-day/>

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