



“Cancer is pretty yuck. I was being pushed and pulled in all sorts of directions. I felt like I was the object of attention and an outsider. But with the Look Good Feel Better I was suddenly included and part of a group that knew what I was going through and could relate to how I felt. And that in itself made me feel better.”

Lisa



look good
feel better®

FACING CANCER WITH CONFIDENCE



“The problem with cancer is you don't know when it's going to hit you. It's not just women. It's not just my age group. Look Good Feel Better is the perfect platform to feel like you have a little control during what is otherwise a crazy situation.

Jacqui



look good feel better®

FACING CANCER WITH CONFIDENCE

Empowerment
through practical
and tangible, support



Navigating cancer with *confidence*

Facing cancer can be just as overwhelming emotionally and mentally as it is physically. Look Good Feel Better exists to ease that burden – helping people feel more like themselves and less alone as they navigate cancer, in all its stages and forms.

We provide free, practical wellbeing support to anyone with any cancer, anywhere in Aotearoa. With more than 19 programmes now available, both in-person and online, our support reaches far beyond skincare and make-up. From live online classes to podcasts, on-demand videos, expert Q&As and movement sessions, our growing suite of offerings supports the whole person: body, mind, and wairua (spirit). Our support is available in the ways our participants

need it, anytime, day or night, all year round.

Whether it's connecting in person at a local community class, logging in to an online session, watching a video at home, or simply listening to a podcast on a quiet walk, our programme offers support, at any stage. At the heart of it all is connection, creating space to share, be heard, and feel understood by others who truly 'get it'.

Look Good Feel Better is the only charity in Aotearoa dedicated to providing free non-medical, practical wellbeing support and services to those facing any type of cancer, from first diagnosis, through treatment, and beyond.



Wellbeing Support



Practical Help



Expert Advice



24/7 Access

"I was on this roller coaster ride. I was being pushed and pulled in all sorts of directions. I felt like I was the object of attention and an outsider. But with the Look Good Feel Better class I was suddenly included and part of a group that knew what I was going through and could relate to how I felt. And that in itself made me feel better."

Jacqui

A Year of Connection, Growth and Impact

Strengthening support for People Facing Cancer

Kia Ora

This past year has been one of connection, growth, and deepened impact. As more New Zealanders face a cancer diagnosis and live longer with cancer, the need for free, accessible, non-medical wellbeing support continues to grow, and with your support, Look Good Feel Better has been able to meet that need with care, innovation, and compassion.

We've seen more people not just attending our classes but returning for ongoing support, a testament to the strength of our kaupapa (programme) and the connection it fosters. This year, participants attended an average of three classes, but behind every number is a person navigating an incredibly difficult time, and finding strength, confidence, and whanaungatanga (community) through our sessions.

With the dedication of our incredible facilitators, volunteers, donors, and funders, we delivered 232 community classes and 212 online sessions across Aotearoa. These free classes continue to

offer more than just practical tools, they provide a moment to breathe, to be seen, and to feel a little more like yourself again at a time when nothing feels normal.

We continue to measure the impact of our classes and the benefits of delivering this support. Once again, feedback results exceeded expectations, with increases across almost all measures from the previous year. These results affirm that we are not only meeting but strengthening outcomes around confidence, control, connection, resilience, and emotional wellbeing. Participants consistently told us our classes helped them feel like themselves again, showing that this support is not only practical, but deeply personal and powerful.

A special thank you to our long-standing cosmetic brand partners whose generosity helps make our free Confidence Kete possible for many of our hands-on classes. These kete are not just filled with practical self-care



“As long as cancer touches lives, there will be a need for the support we offer. Our role is to be there for people living with cancer today, providing practical care, connection, and compassion when it’s needed most.”

product, they are a powerful symbol of care, dignity, and encouragement at a time when it’s needed most.

We’ve also continued to invest in listening to our community. Our independent IPSOS research confirmed the vital role our services play not only for people facing cancer, but also for their whānau and supporters. As a result, we are evolving our programme with intention, expanding offerings like our Cancer Conversations podcast and YouTube Channel and continuing to ensure our services remain accessible and inclusive.

While our support is free for anyone who needs it, it is not cost-free to provide. The financial pressures on individuals and whānau are real; so too are the growing costs of delivering our services nationwide. That’s why the generosity of our funding partners, from Farmers during Feel Better Month to Dry July, COGS, Z Energy’s Good in the Hood, and so many others, remains vital. We remain deeply

grateful for their ongoing support.

Look Good Feel Better exists to help people transform, not by changing who they are, but by helping them reconnect with who they’ve always been. With your continued support, we’ll keep doing just that, reaching more people, in more places, with more ways to feel better.

Ngā mihi nui,

Clare

Clare O’Higgins
General Manager
Look Good Feel Better



Cancer Doesn't Discriminate

*Every 22 minutes
someone in
New Zealand
hears the words
'You have cancer.'*

22
minutes

Most of us know someone who has faced cancer – a whānau member, a friend, a colleague.

Cancer doesn't discriminate. It can touch anyone, at any age, in any community. As our population grows and people live longer, the number of New Zealanders affected by cancer is expected to rise sharply – with forecasts suggesting it could nearly double by 2040. As long as cancer is part of our lives, Look Good Feel Better will be here – offering free, non-medical support to help anyone facing cancer feel more like themselves again, with care, confidence, and connection.

“Everyone who attends a session has sat at the doctor's and heard them say, 'You have cancer'. I just want to ensure that there's a positive aspect to what they're going through.”

Rachael
Facilitator



More People
More Support
More Impact

Online class
attendance

up
↑ 48.6%

Class
registrations

up
↑ 25.3%

Thanks to your support,
more people than
ever are accessing
our programmes.

These increases show that our support is
reaching more people, more often; helping
them feel stronger, more connected, and
more like themselves again.

Participants
attending

up
↑ 21.3%



To reduce isolation, build confidence, and support wellbeing, services are
available nationwide, in-person and online, all year round.

Understanding Wellbeing in the Cancer Experience

Wellbeing during and after cancer is deeply personal, and often misunderstood.

Findings from our IPSOS research explore the lived experiences of people with cancer, their supporters, and men affected by cancer. They highlight how wellbeing can shift across the cancer journey, the barriers people face in looking after themselves, and the types of support that make the greatest difference.

People with Cancer

Many experience a noticeable drop in wellbeing after diagnosis.

Wellbeing often remains low after treatment ends – especially for women aged 35–54 and those living with long-term diagnoses.

Fatigue, pain, and lowered immunity can make daily routines and work harder to manage.

Exercise has the greatest impact on wellbeing, followed by quality time with whānau and friends, and healthy eating.

Supporters

Emotional and mental strain is often the biggest challenge faced.

Barriers to support include lack of time, energy, financial pressure, and feelings of guilt.

Talking openly and sharing experiences significantly boosts wellbeing.

Most valued support includes exercise, uplifting stories, and self-care strategies.

Men Affected by Cancer

Tend to be less open about their emotional needs.

Report higher levels of workplace stress and ongoing mental health struggles.

Often receive less emotional support in the workplace and feel increased job-related pressure.

Prefer hands-on, practical tools such as mindfulness, movement, and stress relief techniques.

Together, these insights deepen our understanding of the emotional needs across the cancer journey and highlight the lasting impact of the meaningful practical wellbeing support our programmes deliver.

Supporting wellbeing isn't one-size-fits-all. These findings help guide us to ensure tailored support for real needs at every stage of the cancer journey

More Ways to Feel Better



Expanding our practical wellbeing support for people facing cancer.

Our support is about more than just one moment, it's about meeting any person, with any cancer, at any stage, wherever they may be in Aotearoa. What began as an in-person Skincare & Make-Up community class 33 years ago the services have grown into a wide-ranging programme of free practical wellbeing classes and resources. Today, our community classes reach more than 40+ locations across the motu, and our online offerings ensure support is available no matter where someone lives. Each session is designed to uplift, connect, and empower.



Strength in Communities

Every class is

free

Finding confidence close to *home*

- 
- A light grey map of New Zealand is shown, with numerous red hearts placed across the country to indicate the locations of various classes. The hearts are distributed across all four main islands, with a higher concentration in the North Island and the South Island.
- ♥ Ashburton
 - ♥ Auckland
 - ♥ Balclutha
 - ♥ Blenheim
 - ♥ Central Otago
 - ♥ Cheviot
 - ♥ Christchurch
 - ♥ Dannevirke
 - ♥ Dunedin
 - ♥ Featherston
 - ♥ Gisborne
 - ♥ Hamilton
 - ♥ Hawera
 - ♥ Hawke's Bay
 - ♥ Invercargill
 - ♥ Kaikohe
 - ♥ Kaitaia
 - ♥ Kāpiti Coast
 - ♥ Kerikeri
 - ♥ Mangawhai
 - ♥ Masterton/Wairarapa
 - ♥ Murchison
 - ♥ Nelson
 - ♥ New Plymouth
 - ♥ Oamaru
 - ♥ Paihia
 - ♥ Palmerston North
 - ♥ Rotorua
 - ♥ Taupō
 - ♥ Tauranga
 - ♥ Te Anau
 - ♥ Thames
 - ♥ Timaru
 - ♥ Wellington
 - ♥ West Coast Greymouth
 - ♥ West Coast Westport
 - ♥ Whakatāne
 - ♥ Whanganui
 - ♥ Whangārei

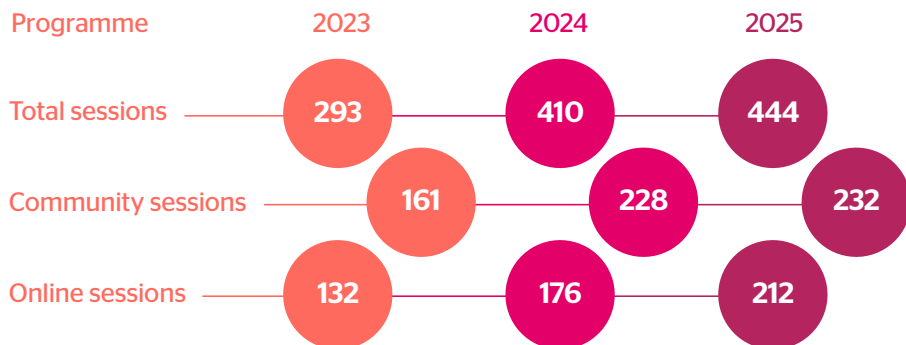
"This is my second class... and it truly did my heart good to attend again. The advice and support I received on the day were absolutely amazing and exactly what I needed. I can't speak highly enough about the confidence this class gives—it's such a gift to feel ready to step out into the world again with courage and self-assurance.

Ethel

Real Support
Real Impact
Real People

What participants *tell us*

Survey results show our programmes help participants regain a sense of control, lift their morale, and strengthened their self-confidence. Importantly, by increasing our programme offering it has resulted in more people returning for continued and varied ongoing wellbeing support. On average, participants now attend at least three classes, up from 2.8 the previous year.



79%

were able to connect and share with others on a similar journey, up 1.28%

83%

felt more confident in themselves, up 2.47%

Participants rated us
9.6 OUT OF **10**
when asked if they'd recommend Look Good Feel Better to others facing cancer.

92%

found our classes accessible and easy to join, up 3.37%

88%

of participants experienced a lift in morale, up 4.76%

Financial Snapshot 2024-2025

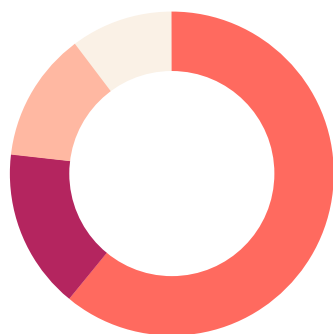
Financial *snapshot*

Our classes are free to anyone facing cancer, but not cost free to provide. Each session requires investment in facilitators, venues, technology, resources, and programme development. There is also a cost to raising the funds that keep our programme free; fundraising takes resources but is vital to sustaining this support. We rely on grants, donations, and partnerships to cover these costs so thousands of New Zealanders can continue to access strength, confidence, and connection at no charge.

Over 2,250 hours of *support*

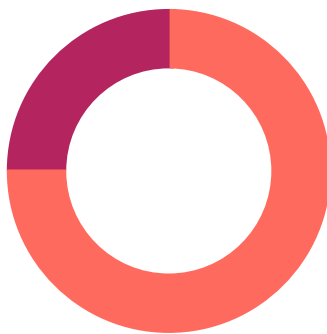
At the heart of Look Good Feel Better are the dedicated people who make our programme possible. Our team of 36 facilitators invested over 1,000 hours this year to deliver uplifting, empowering sessions across the country. They're supported by around 100 incredible volunteers, who together contributed more than 1,250 hours, helped run 232 community classes, and individually hand-packed 1814 participant packs - all to help others feel seen, supported, and more like themselves again.

Income source



- Fundraising revenue
- Donations
- Grants
- Interest, dividends & other investment revenue

How it is spent



- Programme implementation costs
- Programme fundraising expenses

A Heartfelt Thankyou

Because of *You*

We extend our heartfelt thanks to every donor, organisation, trust, and grant provider who has supported us over the past year. Your generosity has been instrumental in helping us continue to provide vital, practical support to those navigating cancer.



Donations

Eastern Bays Community Foundation
Estée Lauder Companies
Findex
Inner Wheel
Progressive Health
Pure Ingredients Limited
Wairakei Golf + Sanctuary
Z - Good in the Hood
Zonta Timaru

Trusts and grants

Aotearoa Gaming Trust
Blue Sky
Community Organisations Grant Scheme
Four Winds
Grassroots
Lottery Grants Board
Maurice Paykel Charitable Trust
Pub Charity
The Lion Foundation

Product donations

We are deeply grateful to Cosmetics New Zealand and their members, the founding partners of Look Good Feel Better in 1991, for over 30 years of continued generosity. Their donation of products for many of our sessions plays a vital role in creating feel-better moments and is central to helping rebuild the confidence of those facing cancer.

A Heartfelt Thankyou

Dry July *Thankful*

We extend our heartfelt thanks to the Dry July NZ Trust, as well as to all Dry July participants and donors for their generosity, which has helped us provide practical wellbeing services since 2016. As a major beneficiary since 2020—alongside the Prostate Cancer Foundation and Pinc & Steel—the grants we receive each year play a

vital role in growing and evolving our free programme. In 2024, this funding enabled us to increase community classes across Aotearoa, expand our online offerings, release Series 3 of our podcast Cancer Conversations, and produce on-demand videos—ensuring confidence and wellbeing are accessible to those facing cancer, wherever they live.

Farmers *Grateful*

We are deeply grateful to Farmers and their community for more than 15 years of support through Feel Better Month in July. Their generosity has helped raise vital funds and awareness of our free wellbeing services, allowing us to extend our reach and welcome thousands of new participants across

Aotearoa. Thanks to this valued partnership, anyone facing cancer can access the care, connection, and confidence they need. We sincerely thank Farmers, their customers, and everyone involved, your ongoing commitment makes a profound difference in the lives of those navigating cancer.

Mazda *Appreciative*

Mazda New Zealand has been a valued sponsor of Look Good Feel Better, generously providing us with two Mazda vehicles each year. These vehicles, adorned with our butterfly decals, raise awareness of our programme and play a crucial role in helping

us empower people to face cancer with confidence. Mazda New Zealand helps ensure we can deliver our services and reach those in need. We are profoundly thankful for their ongoing support and commitment.



Skincare Range Suppliers *Gratitude*

We gratefully acknowledge Made4Baby, Shieling Laboratories, A S Harrison, and printers MCC, along with APS and Linkplas, for their vital roles in creating, sourcing, packaging, and labelling our Look Good Feel Better skincare range. Specially formulated for sensitive skin, with an emphasis on being fragrance-free, these products are provided free to participants attending our skincare classes. A special thank you to the team from Made4Baby, who supported the project

management and label design. APS and Linkplas generously supplied the bottles and tops, while MCC handled the label printing. Shieling Laboratories developed and produced the formulations using premium ingredients from A S Harrison and packaged the final products. Their generosity and collaboration ensure we can offer trusted, gentle skincare that truly supports those facing cancer.

Forbes Packaging



We sincerely thank Forbes Packaging for their generous and ongoing partnership. Since 2017, they have produced and donated the distinctive boxes and sleeves used in our Look Good Feel Better classes, helping us deliver care with dignity and consistency. From 2020, their support expanded to

include cracker shells, which play a vital role in our fundraising initiatives. Their enduring connection with Cosmetics NZ and commitment to our kaupapa (programme) significantly contribute to our ability to support those navigating cancer across Aotearoa.

“Being able to do something for myself that wasn't work or treatment made me feel like I was finally in control of something. And I definitely didn't want to feel like a cancer patient.”

Jacqui



Please scan to learn more about Jacqui's inspiring story.



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FACING CANCER WITH CONFIDENCE