



**For release 31 January 2017**

A phenomenal \$668,732 has been donated to hospice services throughout the country as a result of the ongoing relationship with Farmers Department Stores called *Caring Connections in Our Community*.

In the weeks leading up to Christmas, each of the 61 Farmers stores across New Zealand hosted a Tree of Remembrance in-store. Customers were given the opportunity to remember someone special during the festive season, and to make a donation to support their local hospice service.

While the Tree of Remembrance involves over 4,000 Farmers staff and 1.5 million customers throughout the country, a unique feature of the campaign is that 100% of the funds donated go directly to local hospice services, helping to ensure that hospice care is available to people free of charge.

Hospice New Zealand CEO, Mary Schumacher says, “We are so thankful to everyone who has supported the Tree of Remembrance. Financial support from the community is essential for hospices throughout New Zealand, and we continue to be amazed, humbled and grateful - both to Farmers and their wonderful customers - for their generosity and kindness.”

Locally, Arohanui Hospice is thrilled to have been presented with a cheque for \$27,123.55. This amount was raised in Farmers Palmerston North, Farmers HomeCentre Palmerston North and Farmers Levin.

Director of Strategy and Operations at Arohanui Hospice, Louise Curtis is thrilled with the result of the campaign.

“This is the third year Farmers have partnered with Hospice NZ, we have a great relationship with our stores locally and value their willingness to work closely with us to make the campaign the success that it is. We are absolutely thrilled with the funds raised which will go towards our annual funding shortfall which currently sits at \$2.5 million for the 2016/17 year,” said Louise.

### **About hospice**

Last year, New Zealand hospice services provided care and support for more than 18,000 people and their families and carers, either before or after the death of their loved one.

Hospice is a philosophy of care, not a building – most people are cared for in the community. Hospice staff make more than 152,000 visits to people in their homes each year.

The concept of care encompasses the whole person - not just their physical needs, but their emotional, spiritual, and social needs as well. This care extends beyond the person who is unwell to also include their family. Support is available both before and after a death.

Irrespective of where a person lives, this philosophy of care does not change and everything provided is free of charge. Whilst free to people using hospice services, it does cost a lot to provide. Every year hospice services cost almost \$100 million nationally.

As an essential health service provider, hospice services receive the majority of funding from the Government; but financial support from the community is essential to meet the shortfall – each year hospice services need to fundraise more than \$45 million nationally.

As an organisation hospice is firmly grounded in the community, with more than 11,000 people volunteering more than 1 million hours of their time for hospice each year.

[www.hospice.org.nz](http://www.hospice.org.nz)

## About Farmers

As the country's foremost department store, The Farmers Trading Company has been outfitting New Zealand women, their families and their homes for more than 100 years.

First established by Robert Laidlaw as a catalogue mail order company in 1909, Farmers is now a thriving, modern department store and New Zealand's leading fashion and home retailer - combining quality and value with an ever-increasing selection of the best local and international brands.

Proudly New Zealand owned, Farmers operates 61 department stores in rural and city locations around the country, providing shoppers with a wide range of women's, men's and children's fashion, health & beauty, homewares, Manchester, appliances, electronics and furniture.

[www.farmers.co.nz](http://www.farmers.co.nz)

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