

Dear XXXX

### **Cancer Society Strength System**

With Cancer affecting many local residents of Nelson and New Zealand I have created a new rehabilitation programme with the help of the Cancer Society. We would like to ask if you would like to take advantage of being involved in this innovational programme.

The Nelson Cancer Society is in the process of developing this concept with the goal to expand to a nationwide support programme. We would like to ask if you would consider being sponsor by providing financial support for our programme participants.

In return the Cancer Society will provide the following benefits:

- Your logo on all promotional material – electronic and printed documents, website and our email signature
- Your logo on all promotional material sent via our social media
- Acknowledgement in advertising campaign and print media done about the programme
- Acknowledgement at any functions
- Feature Photos of your branding and the participants your organization is sponsoring on our online pages etc. Also you will have access to these photos for your own advertising methods.

The Cancer Society receives no government funding. We are totally reliant on the generosity and goodwill of the communities in which we serve.

Due to the positive impact the pilot programme has shown on the wellbeing of the participating members the Cancer Society is even more excited to expand to help more people in need. Partnering with organisation that align well with this programme to continue giving support to local and the community. One of the significant factors you may find of interest comes from supporting men and women who are in this position, you yourself may have a friend or family member in need of a programme of this nature. As you already know how difficult this illness can be, we are using beneficial specially designed exercise to improve treatment along with improving for recovery, your organization has the opportunity to help grow this support programme not only in your community but help generate exposure with the New Zealand to help us reach as many people as possible who are in need. This concept is to set a supportive environment suitable for all level.

Online marketing can be costly and with local papers being used less, online marketing is the way forward. As our organization is already in different parts of the country the alignment with the Cancer Society can be beneficial for all involved, your contribution will help expand the programme while giving you advertisement nationally. With this programme, still in development stages we have shown the exposure will be large as within three months of in house advertising to our members we have had a nationwide article covering the programme. As this grows with time many stories on the patients and their success are likely to follow.

Below we have a selection of different sponsorship options, this will contain the offer and what it's involved for your organization.

**Option 1** – One patient sponsorship for the 12week training programme. \$840.00, this will cover the member to have access to the gym facility, weekly individual personal training sessions and supportive exercise advice post programme. Your organization will receive the benefits above.

**Option 2** – Three patient's sponsorship for the 12week training programme. \$2520.00, this will cover the members to have access to the gym facility, weekly individual personal training sessions and supportive exercise advice post programme. Your organization will receive the benefits above.

**Option 3** – Five patient's sponsorship for the 12week training programme. \$4200.00, this will cover the members to have access to the gym facility, weekly individual personal training sessions and supportive exercise advice post programme. Your organization will receive the benefits above.

**Option 4** – Ten patient's sponsorship for the 12week training programme. \$8400.00, this will cover the members to have access to the gym facility, weekly individual personal training sessions and supportive exercise advice post programme. Your organization will receive the benefits above.

**Option 5** – Programme Sponsorship. \$500-\$5000, This will be used for any cost related to the programme, whether it be a selected number of members and or equipment for a better service to be provided for the members involved. Your organization will receive the benefits above.

Organizations that provide larger support to the programme will receive larger logo displays on promotional material, Honourable mentions at fundraisers and or news articles. Lower level sponsors will only be listed when applicable.

Any support provided by your organization will be greatly appreciated.

I look forward to discussing this opportunity with you further.

Kind Regards

Below is the article done on this programme

<https://www.stuff.co.nz/nelson-mail/97479478/innovative-gym-programme-offering-cancer-sufferers-a-way-back-after-treatment>

## Innovative gym programme offering cancer sufferers a way back after treatment



BRADEN FASTIER / STUFF

Thomas has boxed professionally before so he knows what its like to be extremely fit.

Six months ago Thomas Ngaruhe didn't have the strength to change a lightbulb. Thomas is 53. He's softly spoken, but square-shouldered and strongly built. But after six weeks of radiation and chemotherapy for throat cancer, he was left feeling so weak he couldn't even perform basic daily tasks.

Thomas was diagnosed in May last year and and started treatment in Christchurch in August. He says that was one thing, he lost all his teeth, but it was what came next that he really struggled with. "What a lot of people don't realise treatment is fine, it's the recovery that's hard.

"We live in two-storey house and I struggled to get up the stairs. Our section was tiered and I couldn't mow the lawns. "I'd had operations on my shoulders as well to further complicate matters. I couldn't even lift my hands up above my head." Thomas had been a competitive boxer and a rugby player, so he knew what it was to be strong and fit. He wanted to find a way to get there again but struggled to find a programme that suited his needs. "There was nothing out there".

Then Thomas met Tyson. Tyson Fitzpatrick works as a trainer at Results Gym in Nelson and is completing a Bachelor in Sport and Recreation. He says the idea of developing a programme for people recovering from cancer treatment had been floating around for a while. Then the Nelson Cancer Society got wind of it and asked if Thomas could be part of that programme.

"It was six or seven months premature, but we started working together anyway," says Tyson. Tyson says his first challenge with Thomas was that there were quite a few areas that needed a lot of attention. "Everything was a challenge because of his shoulders, and he was still quite fatigued from chemo. "It was like a Rubik's cube, I knew how to do it I just had to figure out the best way to do it." "The big thing was to get Thomas life fit as well as health fit. Allow him to pick his grandchildren up, hang the washing out, mow the lawns." So Tyson started simple. Slowly improving Thomas' body position and posture. From there he moved to cardio and bigger movements. "We bounced back and forth, changed things around, introduced a few compound movements."

And slowly things started to improve. Tyson says the first "lightbulb" moment was when Thomas came in and said he could finally reach back and unwind the manual window winder in his 1990 Holden Rodeo. Thomas says that was a big boost to his mental state. He says his time spent with Tyson started to put the spring back in his step. After having lost 32kg since starting treatment, Thomas has put 10kg of that back on and says his appetite has increased. He says without anyone to push him, and show him the increments, he would have given up.

"Gyms weren't my thing. Boxing gyms maybe. "Going into the gym seeing these young guys, and even guys older than me, throwing all these weights around, I wouldn't have even been able to look at. "I still can't go near them, but I can do what's good for me thanks to Tyson." He says he owes Tyson and the Cancer Society a lot. "I'm still not 100 percent fit but, thanks to Tyson, he's pushed me to the limit and I enjoy being pushed, I go home feeling good. "The work that he's doing with me its not just improving my physical health but mentally too. Mentally I'm feeling good and strong and positive." "It has given me my self confidence back."

Having had the success with Thomas, Tyson is now forging ahead with developing the programme for others in a similar situation. With the cost of hiring a trainer prohibitive for some, Tyson's vision is that participants referred to him by the Cancer Society wouldn't have to pay for their trainer or membership.



**BRADEN FASTIER / STUFF**  
Tyson Fitzpatrick oversees Thomas Ngaruhe strength and condition training.

The programme was designed to be 12 weeks long, one session a week, with follow-up support once the client is back on their feet. "Then the idea is to try to expand it and bring in trainers who want to give back and help people through such a traumatic event in their life." "Simple but effective training with a focus on after training as well." Tyson says that because people have different cancers, different chemotherapy and different backgrounds, there's more quality in working with one person at a time. A lot of people are already self conscious because of their illness, there's no point putting them in a situation where they could feel worse. "One-on-one could get them comfortable to the point where they can continue on their own, with guidance if they need it."

Results Gym owner Brad Josse has thrown his support behind the programme, but says Tyson has been the main driver of it right from the start. And he's been impressed with the results. "When Tyson first started working with Thomas I went to South America, so I didn't get to see a lot of him in the early days. But I did see what he looked like and he was so thin. "When I came back he was like a totally different person. I didn't recognise him.

"His demeanour and the way he carried himself, he was a person with confidence and a person who felt he had a lot to offer." Brad says exercise can help boost the immune system, but it's also about getting people's confidence back. "Getting them comfortable using their body again and finding what their limits are rather than being told what their limits are by someone else."

He says the aim has been to put something in place to help people so they don't feel like victims, they don't feel helpless. "Give people some direction and support and a programme that's been built for them rather than just being told to do something or not do anything."



BRADEN FASTIER/ STUFF

Thomas Ngaruhe says the work that he's doing with Tyson is improving his health mentally and physically.

"We want people to come in and feel good about themselves." Tyson has presented the idea at a few different support groups and already six people have signed up for the pilot programme. "There seems to be quite a bit of excitement around it."

The Cancer Society receives no Government funding so Tyson has started a Give a little page listed below.

[givealittle.co.nz/cause/cancerstrengthsystem](http://givealittle.co.nz/cause/cancerstrengthsystem)

- Stuff