



## Presbyterian Support East Coast



Kerry Marshall

# Who is Presbyterian Support East Coast ?

PSEC has been spotlighted in the media over recent months for its role in running Cranford Hospice. Who is this organisation and what do they actually do ?

Interim CEO Kerry Marshall says;

"We are part of a federation of 7 regions delivering \$150 million dollars worth of social services annually across the country . That puts us in the "big league" with other not for profits, both faith based and otherwise, organisations like the Salvation Army, Anglican Care, Barnardos, Plunkett, IHC etc . We play an important role in advocacy within the social services sector, and we also do this collaboratively with other social service players.

We spend \$12 million dollars annually on delivering social services to the East Coast region. Our 250 employees and over 400 volunteers provide services for in excess of 2000 clients annually , across our service portfolio. At any one point in time we are dealing with 1300 clients. Our services include assisting children, youth and families (Family Works), community based services for older people (Enliven) , services for people with disabilities and neurological conditions (Real People) , and terminally ill people and their families (Cranford Hospice).

The services are located across a number of facilities in Hawkes Bay and Gisborne however the head office housing the executive management, administration, fundraising and marketing, along with Enliven and Quality Fresh, is located at Hillsbrook in Lennon Grove Havelock North.

The organisation began as Presbyterian Social Service Association in 1946 from this location.

Since then stakeholders have changed and developed. The Presbyterian Support brand nowadays "underpins" rather than "overarches" our services. It has greatest equity with government, collaborating organisations and of course the Presbyterian Church, however it is the service brands themselves that most of our stakeholders align themselves to.

Our clients aren't necessarily our funders. The funding stakeholders tend to have very different perspectives to those held by client stakeholders. Currently only half our funding now comes from government, the rest comes from fundraising, investments, and commercial income. We have about 4500 active donors. The strategic and tactical perspectives are complex and different to those in normal business practice/product marketing.

So whilst most people see Cranford Hospice, Family Works (and its sub brands HIPPY, the Nikau Centre and Parentline), Real People and Enliven as standalone not for profit services they are all actually part of Presbyterian Support East Coast .

### June 2010 - What positives are happening for PSEC;

Family Works recently signed a master agreement and MOU with MSD and in doing so have become one of the most significant service contractors to government for child and family services. Family Works Hawkes Bay is working with the Ministry of Education on the adoption of the Nikau Centre in Napier to align services with the MoE's "Positive Behaviour for Learning Action Plan" to "keep kids in education." "Until now Nikau has a 74% success rate of students being reintegrated back into mainstream schools," Mr Marshall said.

A recent national comparative review has shown Enliven Restorative Home Support to be one of the two top performing RHS services in the country. It allows 130 older people to remain at home rather than going into rest home care

Real People@Rowan has built a brand new house for 12 young physical disabled citizens.

The official opening will be at the 30th of July and we dare to say that this accommodation is one of the best in New Zealand. At a cost of 2.4 million and without any Governmental contribution, Presbyterian Support East Coast delivered this much needed service. By now we already have a waiting list of 12 and we know that only in the Hawkes Bay about 55 young disabled people live in unsuitable situations (like elder care facilities).

Realpeople@the beacon will celebrate its 10th year of operation in October. The service remains a pilot unfortunately in that government funding still has yet to be achieved however the 40 clients benefit hugely from the respite service.

We work with so many people and we achieve an amazing amount within this community" Kerry says.

