

PINK HOPE

ANNUAL REPORT

2017



[www.pinkhope.org.au](http://www.pinkhope.org.au)

“

*Pink Hope is amazing. Having to loose your breasts and be diagnosed with breast cancer is such a horrible thing to deal with but Pink Hope makes you feel like you are not alone and you have so much support and so many powerful women with you on this journey. It makes you feel almost normal and not so different. For me, knowledge was what saved my life and Pink Hope is all about empowering people with the knowledge they need to have. Pink Hope really has saved lives.”*

- SHARON



“

Writing this letter is something I truly enjoy. It gives me time to reflect on the incredible work my team and our organisation achieves every year. We honestly don't get many moments to sit down and pat ourselves on the back for a job well done, so this letter is my opportunity to thank everyone.

Six years ago, we became a standalone organisation. I was a young mum of 3 juggling a growing not-for-profit and the huge responsibility that came with that. I have learnt so much along the way and grown as a person and #girlboss.

I am often asked, "so why did you create Pink Hope?" I created her (yes, she is like a person to me) because it was exactly what I needed. I needed a friend to hold my hand to tell me it was going to be A-OK and that preventative health is the future, that I wasn't crazy for believing that. Now Pink Hope is a best friend to hundreds of thousands of people around Australia and the world – that's a pretty incredible feeling.

I could tell you all the huge inroads we make every day - the emails and calls we get saying "Pink Hope saved my life" - but that's what the annual report will give you with stats, stories and figures to show just how remarkable the work we do is. For our small team and, let's face it, minimal funding, we really do so much more than we should be able to. It shows it's not how much you have but what you do with it!

This is my opportunity to tell everyone that Pink Hope's success and impact is because of your belief in us. From our community, to our staff, to my mum, who from day one passed me my computer and said, "there are so many families like ours out there... you need to help them".

Our donors and funders who invest money into our mission of helping every woman "know their risk of breast and ovarian cancer and change their future". I hope you all know how truly valued you are to us all.

In the last 12 months, we have helped to reduce local genetic testing prices, launched health and wellness days around the country, redeveloped our new Know Your Risk tool and provided support and information on a daily basis to 150,000 plus people. Pink Hope has become a powerful global brand that we should all be proud of.

So, reflecting on the last 12 months I can finally give that pat on the back to my team and our Pink Hoppers. You deserve it. Thank you from the bottom of my heart, I really do appreciate it.

- KRISTAL BARTER  
Pink Hope Founder & CEO



You can become apart of our prevention mission.

**DONATE. IT IS WITH YOUR HELP WE CAN SAVE LIVES RIGHT NOW.**



## WHO WE ARE

*Pink Hope is a preventative health organisation working to ensure every individual can assess, manage and reduce their risk of breast and ovarian cancer, while providing personalised support for at risk women.*



## OUR VISION

**Ensuring each family is empowered to take control of their breast and ovarian cancer risk.**

**THE OUTCOME** Pink Hope is able to help individuals take charge of their risk and the possibility for them to avoid cancer or better treat their cancer then becomes a reality.

## OUR MISSION

- Provide tools and information to help all women assess their risk of breast and ovarian cancer.
- Promote open discussion around family cancer history in the wider community through targeted campaigns and educational tools.
- Provide support and information to members of the at-risk community to help them appropriately manage and navigate their risk.
- Encourage at-risk women to be vigilant and proactive with their breast and ovarian health.
- Work collaboratively with healthcare providers to ensure a better transition for at-risk women as they move through each key touch point of their journey.
- Work collaboratively with innovative research teams to help change the future for the next generation at-risk of breast and ovarian cancer.
- Ensure each moderate to high risk individual has access to equitable genetic testing.
- Advocate for at-risk families.

## Who does Pink Hope Support?

- Pink Hope encourages every woman to assess and understand her risk of breast and ovarian cancer, while also providing families facing hereditary breast and ovarian cancer support to navigate their journey.
- Women and men who are BRCA gene fault positive. Families who have a family health history of cancer.
- Women who would like to assess and understand their risk of breast and ovarian cancer.
- Women who have returned an inconclusive result from a gene test.
- Other gene fault carriers like PTEN, ATM, Lynch Syndrome etc.
- People who are supporting someone through the at-risk journey.
- General population who want accredited information and support.

## THE NEED OF PINK HOPE

Carrying a genetic predisposition, or being at increased risk to breast and ovarian cancer, can have significant medical, social, emotional, financial and physical implications for women and their families. In addition, within this group, these cancers often occur at much younger ages, making the gravity of the situation even more confronting.

It is also imperative we exist and work hard to find the moderate to high risk individuals, so we can empower them with potentially lifesaving information. We can only do this by actively engaging, educating and informing every Australian about their risk of breast and ovarian cancer. It is estimated over 600,000 Australian women are at moderate to high risk of breast and ovarian cancer.

First and foremost I am a father, husband and grandfather - and a proud one at that. I see Krystal wake up every day determined to make it count, along with her small but formidable team.

Not-for-profit is a space where it is crowded, but Pink Hope shines a light on preventative health. Which let's face it, is the most important gift this generation has. Knowledge is power.

As chairman, our board oversees all the governance and each meeting, we look at the figures and say "how is this possible, how did you just achieve this or change this with this amount of money?" The answer is always because we are determined and passionate. We are proud of some of the huge goals we are kicking as a small but mighty organisation!

One particular highlight from the board's perspective was the impact of Pink Hope's genetic testing grant program launch. In just two days, we hit over 25 million media impressions with this initiative! The program went on to have a hand in driving local testing prices down. It was an incredible achievement and something we are very proud of.

So, as a father and husband, I am grateful that part of my days are making inroads for the next generation of our family and families like ours. That's why the board is here to support Pink Hope and our community while ensuring transparency and cost effectiveness.

From the board, we want to personally thank every person who has supported our work. You are truly saving lives.

**- MARK BARTER**  
Chairman of Pink Hope



**MARK BARTER**  
Chairman of Pink Hope

Mark is an international business executive with over 35 years as both CEO and Managing Director of multinational companies. Mark is able to bring with him corporate experience to help Pink Hope grow and evolve. Mark is dedicated on a professional and personal level to ensure the on-going success of Pink Hope and the community the charity serves.



**IAN JONES**

Ian Jones is Chief Sales Officer at Salmat. Ian is an experienced business leader with a proven record in managing large diverse and dynamic national teams across multiple business units. His career has enabled him to develop and execute across all areas of business management including sales, finance, operations, logistics, innovation and marketing.



**MELISSA HAYES**

Melissa is a passionate senior executive leader with over 15 years experience working in senior roles for major multinationals. Melissa combines a wealth of commercial experience across industrial and consumer marketing sectors, with demonstrated success in the areas of Marketing, Communications, Business Development, Corporate Affairs, Public Relations and Advertising strategy development and execution.



**ELISE STANBERG**

With over two decades of IT experience Elise has worked in a number of Blue Chip Global Companies including Intel, Nortel Networks, Ericsson, NCR, Motorola and most recently Microsoft. Elise has held various executive positions within these companies allowing her to gain exceptional insight into the industry. The roles have encompassed, Engineering, Marketing, Sales Management and Country Management. Elise's knowledge is highly sought after and will help guide Pink Hope with their current and future IT requirements.

**WHAT YOU NEED TO KNOW ABOUT OUR HERITAGE, VISION, PEOPLE AND FUTURE.**

*How it fits together*



***Our Heritage***

**Our past will shape our future.**

Created by one woman and one family determined to put prevention in the spotlight and change the future for at-risk families.



***Our Vision***

**Our enduring purpose.**

Our vision answers the question of why we come to work everyday. This vision is fundamental to our existence and brings a strong sense of responsibility for what we do.



***Our Strategy***

**How we achieve our vision.**

Our strategy guides what we do to make our vision a reality.



***Our Values***

**The way we treat each other.**

The way we treat each other and interact with every person we meet defines our organisation. Our values are the baseline on which we build Pink Hope.



***Our People***

**Our staff and community.**

Passion and determination are what binds us. Innovation and collaboration is what drives us.



***Our Future***

**Our future looks bright.**

Together we will raise more funds and grow the organisation.

**OUR STRATEGIC PRIORITIES | 2018 - 2021**



**RISK**

We will continue to expand and deliver tools, education and support to the wider community to empower them to know their risk.



**SUPPORT**

We will ensure every family at risk is supported at each key touch point, thus enabling them to make life saving decisions.



**CHANGE**

We will evoke change in the preventative health space through targeted campaigns and advocacy work.



**PLATFORM**

Give a platform for the community to share their stories and become a community advocate.



**FUTURE**

Collaborate with other organisations to ensure we change the future for at-risk families. Working together is key.

**GOALS & OBJECTIVES**

- 01** Reach 300,000 women with our know your risk tool and resources each year.
- 02** Grow and broaden our educational campaigns in regards to genetics, cancer, risk and prevention.
- 03** Be the hub for all things hereditary breast and ovarian cancer risk.
- 04** Provide the latest information on prevention, risk and genetics.
- 05** Be a cancer prevention influencer in media and community activities.
- 06** Engage our community to utilise their network to fundraise and educate.
- 07** Review and expand our support and educational services to ensure they are best serving the community.
- 08** Ensure our digital and content strategy is leading in the NFP space. Enabling us to engage and support more families.

**WORDS & ACTIONS**

that will define how we approach our strategic objectives

**N**

**NIMBLE**

To ensure we meet demand and take up opportunities.

**I**

**INNOVATIVE**

Always be prepared to innovate.  
Be game changing in the preventative health space.

**T**

**TRANSPARENCY**

Through strong governance.

**H**

**HERITAGE**

Most brands dream of having a strong heritage story.  
We live and breath ours.

**C**

**COLLABORATION**

It is not a competition.  
Collaboration is the key: always be open to it.

**P**

**PERSONALISED**

It is where the future is headed in both support, education and healthcare. Each person is unique.

**FIVE FAST FACTS**

Pink Hope's Growth and Influence

**01**

**SOCIAL MEDIA PRESENCE**

In 2016 Pink Hope's social media influence was ranked in the top 12 across Australia when compared to other Australian charities not-for-profits.

**02**

**PINK HOPE IS AT THE FOREFRONT OF BREAST AND OVARIAN CANCER PREVENTION IN AUSTRALIA**

Since becoming a standalone charity in 2012, Pink Hope has been pushing the boundaries within the cancer space. Pink Hope is the only charity in Australia with a unique focus on breast and ovarian risk.

**03**

**CONNECTING WITH THE COMMUNITY**

Pink Hope connects and supports over 150,000 + people daily via its communication platforms. Equipping them with knowledge and the power to take control of their breast and ovarian health.

**04**

**INNOVATIVE AND INFORMATIVE**

In 2016, Pink Hope was a finalist for an ANZIA Information Award. Pink Hope's website was recognised as a leading online service bringing knowledge, information and material to its community.

**05**

**ENGAGING**

Our charity is constantly looking at new ways to connect and engage. Our campaigns trend on social media and our BPLD campaign has reached 302 million impressions.

## Breakdown of programs and support services



Pink Hope provides program and support services for those at increased risk of breast and ovarian cancer to ensure they have the information, resources and support to manage their increased cancer risk.

### RESEARCH

PINK HOPE BELIEVES THAT TO BEST CHANGE THE FUTURE FOR FAMILIES AT-RISK IT WILL COME DOWN TO COLLABORATION, DATA AND SCIENCE.

#### *About kConFab:*

We work closely with the research consortium kConFab.

kConFab brings together geneticists, clinicians, surgeon, genetic counsellors, psychosocial researchers, pathologists and epidemiologists from all over Australia and New Zealand who believe the causes and consequences of familial predisposition to breast cancer can be understood only by a concerted national effort at both the basic and clinical level.

kConFab itself is not a research organisation in the usual sense, but rather provides a resource upon which researchers can draw. The aims of the consortium are to make data and biospecimens widely available to researchers for use in peer-reviewed, ethically-approved funded research projects on familial aspects of breast cancer. At present, kConFab is supplying biological specimens and data to more than 100 research projects world wide.

## 01 PEER TO PEER SUPPORT

The Pink Hope Online Support Groups provide a place for at-risk women to give and receive peer support. These are a safe place for increased risk women from around the country to connect in a supportive environment.

*"The online support groups were exactly what I needed. All those feelings that I had, that I was too scared to mention to anyone, were normal and my mind was put at ease." - NATASHA*

## 02 ASK OUR GENETIC COUNSELLOR

Ask Our Genetic Counsellor is a Pink Hope program that allows people to submit questions relating to their risk of breast and ovarian cancer to a qualified Genetic Counsellor.

*"Thank you so much for explaining it in the way that you have. Pink Hope's Ask Our Genetic Counsellor is a fantastic service. It's some comfort to know others are facing the same situation and there are such helpful resources available to us." - KADIE*

## 03 INFORMATION DAYS

Pink Hope's Information Days are for families at increased risk of breast, ovarian and prostate cancer. These events feature expert speakers providing information and research, question and answer panels, personal stories and the opportunity to connect with other women at increased risk.

*"It was so good to see so many people at the Information Day, to see Pink Hope's reach to be able to help so many people who are high risk. The support that is given by other members is part of this unique community." - ANN*

## 04 INFORMATION AND RESOURCES

The Pink Hope website contains accredited medical and scientific information to ensure credibility and accuracy for readers. The resources section of the website includes question kits, videos, tips and blogs covering all aspects of being high risk.

*"Pink Hope helped arm me with all the resources I needed to make an informed decision and prepare me for what lay ahead." - ALEXANDRA*

## 05 OUTREACH AMBASSADOR PROGRAM

Pink Hope Outreach Ambassadors have navigated the journey, so are equipped to provide individualised support to other at-risk families – while also educating, connecting and empowering healthcare professionals and the general community.

*"My passion for becoming an Outreach Ambassador for Pink Hope is to give back to them for what they have given me, but most importantly I want to raise awareness and funds to Pink Hope, as one day my daughters will need them. I want to make sure they are able to help my daughters make the decisions that are right for them." - KYLIE*

## 06 GIVING BACK TO OUR COMMUNITY

This program aims to support the women and families within our community at a time when they are going through surgery and/or treatment.

*"Thank you so much to Eat Fit Food and to Pink Hope for supporting me so brilliantly throughout my recovery. It is an amazing kindness! Life is very busy and demanding with two small children who need lots of care and attention. These healthy meals will be a fantastic way to reduce the workload and get the essential extra rest needed." - PASCALE*



## Breakdown of campaigns



BRIGHT PINK LIPSTICK DAY IS AN ANNUAL FUNDRAISING CAMPAIGN RUN THROUGH THE MONTH OF SEPTEMBER.

Raising the profile of Pink Hope and its mission by encouraging families to wear their brightest and boldest pink lipstick and commit to a lifesaving conversation about their breast and ovarian cancer risk.

“

*The campaign truly saves lives!*

- AMBER  
Pink Hope Ambassador

Bright Pink Lipstick Day 2017 Campaign featured two of our Pink Hope community families. Providing a platform for each family to share their story and highlight the importance of understanding their breast and ovarian cancer risk.



### SOCIAL REACH

Each year our campaign reaches 25 million just via our social media accounts.

### INCREASED SUCCESS

The campaign has grown 20% year on year.

### BPLDEFFECT

We receive 1 million in donated advertising nationally to ensure the message is heard.



This year's campaign was generously supported by Ooh media with the donation of millions of dollars worth of advertising space across the country.



“

*It is an honour to stand with my sister on Pink Hope's Bright Pink Lipstick Day and raise awareness of something that my family has faced for generations.”*

**- JESSICA**  
Pink Hope Community Ambassador



“

*Prevention is better than cure and the more we talk about our health history it means we can help future generations.”*

**- RACHELLE**  
Pink Hope Community Ambassador



“

*Once you have the discussions about your health history, then you can look for solutions.”*

**- JAMES**  
Pink Hope Community Member



“

*I have received so much love and support from Pink Hope, that I wanted to give back to the community.”*

**- CORINNE**  
Pink Hope Community Ambassador

“

*Pink Hope impacts my life everyday by knowing that they will support my kids in the future.”*

**- MICHELLE**  
Pink Hope Community Member

“

*To those of you at the beginning of your journey, seek all the information you can, speak to those who have been there and done that and use the wonderful resource that is Pink Hope. I know it has changed my life forever and in a very positive way.”*

**- SHELLEY**  
Pink Hope Outreach Ambassador



“

*Not only does Pink Hope provide support and information to families about their risk, but they also push for advances in genetic cancer risk reduction. Pink Hope is trying to give us a future where we don't have to take such drastic measures to find peace of mind.”*

**- HANNAH**  
Pink Hope Community



“

*This campaign sparks an important conversation. There are many families out there that don't know they could be at high risk of cancer and that there is support and information, like Pink Hope, for them out there.”*

**- HANNAH**  
Pink Hope Community Member



“

*I am proud to be on board this incredible cause that's aimed at preventing hereditary breast and ovarian cancer.”*

**- ESTHER ANDERSON**



**Have your besties**  
**back when it comes**  
**to health.**

*This means you will remind, keep on track and support them when it comes to their health and in return Pink Hope will support you both.*



**THE PINK HOPE ANNUAL CAMPAIGN PINKY PROMISE RAN IN JUNE 2017**

People were encouraged to download and print a promise card, write their promise and then share it on social media tagging their bestie.

**LAUNCH EVENT**

The Langham, Sydney.



**FEATURED**

Real and inspiring besties from our community.

**SOCIAL MEDIA HIGHLIGHT**

Celebrity Claire Holt supported the campaign with one post reaching over 300,000 likes and a second post reaching 248,000 likes.

# KNOW *your* RISK

IT IS ESTIMATED THAT 660,000 WOMEN AT MODERATE TO HIGH RISK OF BREAST AND OVARIAN CANCER SO THEY CAN BE EMPOWERED TO MANAGE THEIR RISK.

THE KNOW YOUR RISK TOOL WAS DEVELOPED IN COLLABORATION WITH PETER MACCALLUM CANCER CENTRE IN 2015 AND UPDATED IN 2017.

The Know Your Risk Tool was developed based on Australian and international cancer guidelines and has been reviewed and approved by practising Australian health professionals.

## COLLABORATION

Collaborated with Australia's leading media outlet "Australian Women's Weekly" to launch updated tool;

## REACH

Consumers and celebrities alike have endorsed this tool, from Sylvia Jeffreys to Rachel Finch.

## SCIENTIFIC SUPPORT

Co-created with Peter MacCallum Cancer Centre.

“

*Don't wait until it's too late.  
Know your risk and be in control of your future.  
Take the tool.”*

- Message from campaign.

Our online questionnaire is the most widely used women's health tool in the country. Over 35,000 women have utilised this tool.



THE KNOW YOUR RISK TOOL IS A SIMPLE ONLINE QUESTIONNAIRE TO HELP WOMEN ASSESS THEIR PERSONAL RISK FOR DEVELOPING BREAST OR OVARIAN CANCER.



The Know Your Risk tool consists of a series of questions about risk factors for breast and ovarian cancer.



It uses the participant's answers to these questions to estimate their risk of developing breast and ovarian cancer, as either average, moderately increased, or potentially high risk.



Based on a woman's level of risk, the tool offers recommendations for next steps, as well as helpful information and resources.

## Genetic TESTING PROGRAM

Through a partnership between Pink Hope and Barbells for Boobs the Genetic Testing Grant Program was established and launched in October 2016.

- Provide Australians where cost is prohibitive and who missed out on being offered free genetic testing through the public system an affordable genetic testing option;
- Ensure patients remain informed when it comes to genetic counselling and testing;
- Reduce local testing prices by highlighting the prohibitive costs of local private testing by offering a cheaper alternative;
- Highlight the growing strain on this particular area of health for all Family Cancer Clinics - especially calling for further funding.

The program was launched in October 2016. It was launched with a full publicity campaign which involved television, print and online media. More than 460 media placements across television, radio, print and online media formats were secured, driving more than 26.84 million potential impressions, ensuring those most in need were informed of their options for genetic testing.

**THE 'KNOW YOUR RISK' TOOL'S WEBSITE SAW A SPIKE OF 4,000 WEBSITE VISITS, WITH NEARLY 1,200 PEOPLE COMPLETING THE 'KNOW YOUR RISK' TOOL, IN THE TWO DAYS FOLLOWING THE LAUNCH.**

150 women contacted Pink Hope expressing interest in the Genetic Testing Grant Program.

Grant applications opened in December 2016 and early 2017 local genetic testing prices dropped in one major laboratory to \$425 for BRCA1 and BRCA2 genetic testing.

Nationally the cost of genetic testing varied with some providers charging in excess of \$1000. Pink Hope believes this was a direct result of the publicity campaign run by Pink Hope launching the Genetic Testing Grant Program.

All 22 grant applications received from when the program opened in December 2016 to 30 June 2017 have been granted.

Genetic testing is a lengthy process requiring a minimum of two appointments with a healthcare professional for genetic counselling and genetic test counselling and once the sample is provided it takes 4-6 weeks to be processed and a result provided. However the impact as can be seen from the feedback from program participants is significant.

*“I just wanted to express my gratitude for the chance to have these tests done and to receive the results I did today from the Color Genomics lab in the USA.*

I found out today that I have effectively tested 'negative', with NO mutations found in any of the known cancer causing genes! I feel as if a weight has been lifted and I can look towards my future and the rest of my life with a positive and hopeful mindset. I no longer have to consider if I should have children now, or freeze my eggs, if I should have organs and breasts removed with preventative major surgery, or take the risk and hope, etc etc... None of those decisions are ones I have to make now as I have it in black and white that my risk percentage is far lower than I could have hoped - having had my Father pass away after three bouts of breast cancer and his Mother die at the young age of 50 of ovarian cancer, I admit I was scared and expecting the worst. Once again I express my immense gratitude to those that made this financially possible for people such as myself with these family histories and very valid concerns that are not able to access these extremely important tests themselves. Also I thank those that took on and created such an incredible organisation and cause and made this possible for women such as myself, reaching out to the public and making it known that there were other options after the word no! I will forever be grateful as this truly has changed my life! I hope that many other women are able to benefit whichever way from the information that this testing will provide the way that I have.”

**- LEILA**

*“I am very grateful for the Pink Hope funding which helped to reduce the cost of my genetic testing.*

I come from a family with a significant history of breast and ovarian cancer, having lost my mother and cousin to breast cancer and my maternal grandmother and an aunt to ovarian cancer. The Pink Hope funding grant and the very efficient testing process through Color was very easy to achieve. I am pleased to say that my testing came back showing no issues in any of the 30 genes tested. It gives me, my husband and three grown children relief to know that I do not carry any of these mutations. It is peace of mind for my children and grandchildren going forward. However I am very aware of the need to continue to be diligent in maintaining health checks such as regular mammograms. Thank you and your organization for giving me the opportunity to access this testing at an affordable cost.”

**- DEBORAH**

*“When my sister was diagnosed with breast cancer in August last year, I started to think about the need for genetic testing.*

There is no family background of breast cancer going back in time but 12 years ago another sister was also diagnosed with breast cancer and about two years ago my first cousin was diagnosed. So it seemed to me there was a little bit of history starting right now! There are four girls in our family, two now with breast cancer and myself. The other sister decided to have a prophylactic mastectomy. I discussed my situation with my GP and he urged me to have genetic testing. At the time that my sister was diagnosed in August, I was also made redundant from my place of employment so money was tight. However, I felt this was a priority, not only for me, but I have a son and daughter also who needed to be considered. I made an appointment with a genetic specialist who organised the testing and the results were, fortunately, negative. Around this time, my sister sent me a link to Pink Hope who were offering a subsidy for women having genetic testing. While I had decided to proceed without their assistance, it was a wonderful surprise to discover I was eligible for some financial assistance. I have to say that the whole genetic testing process and my dealings with Pink Hope have been nothing but supportive and professional. It is an emotional time when making these sorts of decisions and it was so wonderful to have the process flow so smoothly with the kind care and support offered by Pink Hope. Thank you so much for your assistance. Now life moves on and with my sister just finishing her chemotherapy last week (radiation still to come), hopefully cancer can be pushed into the background. Thank you Pink Hope.”

**- JULIE**

## *Bonnie Rose* PROJECT

Pink Hope is devoted to always being innovative in its approach to change the future for families facing hereditary cancer. This led to the creation of the Bonnie Rose Project in October 2016.

THE PROJECT WAS ESTABLISHED TO ENABLE PINK HOPE TO CONTRIBUTE TO INVESTING IN INNOVATIVE SCIENTIFIC RESEARCH TO HELP ENSURE THE BEST CHANCE OF CHANGING THE FUTURE FOR THE NEXT GENERATION AT RISK OF BREAST AND OVARIAN CANCER.

Throughout October and November Pink Hope ran a social media campaign featuring the two organisations and their work as well as increased risk Pink Hope families encouraging people to donate through the Pink Hope website.

Funds raised by Pink Hope during October and November 2016, \$8,638, went towards the research work of two organisations; Walter and Eliza Hall Institute of Medical Research and kConFab.



## *My name is Sarah* AND THIS IS MY STORY

### I AM 30 YEARS OLD, I LIVE IN HOBART WITH MY LOVELY HUSBAND AND WORK AS A PARAMEDIC.

In May 2016, just after my 30<sup>th</sup> birthday, I underwent a prophylactic breast mastectomy to remove my healthy breasts and reduce my risk of developing breast cancer. My mother was my age when she was diagnosed with stage-three breast cancer those many years ago, when I witnessed her illness through the eyes of a five-year-old.

### AFTER MY MUM'S SISTER WAS ALSO DIAGNOSED IN HER LATE 30'S, GENETICISTS BECAME INTERESTED IN OUR FAMILY HISTORY AND THE GENETIC LINK WAS FOUND: BRCA2.

It turns out that my great grandmother had died of ovarian cancer, which was simply referred to as 'tummy cancer' back then when women's reproductive organs were a taboo topic of conversation. It's been 10 years since I learnt that I too carry the faulty BRCA2 gene that runs in our family, and although I didn't let it worry me too much when I was in my early 20's, as I grew closer to the age my mum was when she was diagnosed, it certainly began playing on my mind.

Whilst I was blissfully self-absorbed in my 20-something and single life, I was prepared to take the risk of cancer, and keep my own breasts. I was resigned to the thought that one day I too would battle breast cancer and like my mother and aunty before me, I too would make a full recovery. Up until around two years ago this all changed.

I found myself engaged to a beautiful man I loved, planning a wedding and discussing plans to start a family! I suddenly felt an overwhelming sense of responsibility to protect my husband and future children from such a terrifying disease. I began to feel less and less comfortable with the thought that someday soon I might develop breast cancer. My husband and future babies will be impacted greatly by my health. This was the basis of my ultimate decision to cease annual screening and remove my breasts.

It was around this time of big decision making that I found Pink Hope. I don't know what I would have done without the support, knowledge, empowerment and friendships gained through Pink Hope during such a difficult time in my life.

### FINDING PINK HOPE WAS KEY IN UNLOCKING MY INNER COURAGE AND POWER NEEDED TO MAKE AND SUCCEED THROUGH SUCH A DIFFICULT PROCESS.

I honestly couldn't have done it without the support of all those brave ladies who went before me and showed me the way.

My surgery was booked in five months in advance to give me and my family time to mentally and physically prepare. I chose a breast surgeon and plastic surgeon team in Melbourne that were personally recommended to me, and I felt confident and relieved that I would be



*"As I reflect on my story so far, I realize how lucky I am to have known my genetic risk and to have the opportunity to write my own future. How lucky I am to have such an amazing supportive husband, friends, family and colleagues and to have a forum such as Pink Hope."*

in good hands.

I travelled to Melbourne for the surgery and underwent a 'nipple delay' nine days prior to a 'nipple sparing prophylactic breast mastectomy direct to implants'. I made it something to look forward to (as crazy as that sounds!) by having a Bye-Bye-Boobies party beforehand and booking lovely accommodation for ten days post-surgery in Melbourne and had an array of family and friends coming and going during my recovery.

I took six weeks of sick leave from work and went back on 'light-duties' for a couple of weeks until I felt strong and comfortable enough to lift patients again and do all the manual handling my job entails. Although it was a difficult surgery to go through, with many ups and downs, I was fortunate enough to recover extremely well. For me, making the decision was the hardest part: much harder than the actual surgery and recovery itself.

Six months down the track I decided to have revision

surgery including implant exchange to a size and shape that suited me better, as well as a few nip-tucks here and there to improve the overall aesthetics. I am so pleased I did and have now gone from 'coping' with how they look to liking the way they look!

I feel I am in a really good place right now. After a year of big decisions, big surgeries and a lot of recovery, I have now closed the door on 2016 feeling confident and satisfied with my results.

2016 was a year about my breasts; the topic consumed my thoughts, conversations and activities! In 2017 I start a new chapter: a new leaf. I realize my BRCA story isn't over yet; I plan to have prophylactic salpingo-oophorectomies and hysterectomy in another decade's time, once I have finished having a family and approach my 40's. However I will not give this too much thought or attention for a few years yet.

## *My name is Renee* AND THIS IS MY STORY

I'M 45 YEARS OLD. I AM MARRIED, WITH 3 DAUGHTERS AGED 7, 15 AND 18.

My grandmother was diagnosed with breast cancer in 1977. She had no input into her treatment at the time, and was given a radical mastectomy and trial chemo, this made her very sick. She then had radiotherapy, waiting patiently all day for her turn and enduring many burns and infections. Needing a prosthesis to help her aching back and too ashamed to venture to David Jones to purchase a breast form she made her own from stockings and millet birdseed. My grandmother really struggled, no information and all alone, she passed away 2 years later in 1979, aged 57.

In 1999 my Aunt Rita (dad's sister) was diagnosed with early breast cancer, aged 55.

THIS MADE IT FOUR WOMEN IN TWO GENERATIONS OF OUR FAMILY THAT WERE AFFECTED BY BREAST CANCER.

(My grandmother's sister at age 58 and her daughter at 48). My aunt decided to have her breast removed and was referred to participate in the kConFab research program through Westmead hospital, under Prof Judy Kirk. The risk of the cancer returning in her other breast was more than she could bear so she had that removed as well and donated the tissue to research. Extensive genetic tests over a 3 year period confirmed she had the BRCA2 mutation.

With the information then passed onto my dad about the mutation it was our turn to decide if we wanted to know. So 14 years ago we started the process, Dad first and then me, lots of counselling, at times it was overwhelming, information overload! Dad's result came back positive and then mine.....positive. I had the BRCA2 gene.

That day I found out is still a blur, my husband was so positive and supportive telling me everything is going to be ok, initially your head is in a spin and it's all you can think about! My older brother didn't want to be tested at the time. However, he has since tested in the last couple of years and is negative, which is great news for him and his kids.

Once I gave myself time to process the news we started to put a plan in place. Therefore, in June 2016 I had my ovaries removed, and then 4 weeks ago on the 23rd March 2017, I had a prophylactic bilateral nipple sparing mastectomy straight to implant. My breast tissue was sent away for testing and it's come back all clear, which is fantastic.



*"When life gives you something that makes you feel afraid, that's when life gives you a chance to be brave."*

IT'S THE HARDEST THING I HAVE EVER DONE AND I KNOW MY BODY IS NEVER GOING TO FEEL THE SAME, BUT AS A MOTHER OF THREE GIRLS, I WANTED TO SHOW THEM THAT WE CAN BEAT THIS BEFORE IT MAY BEATS US!

I am extremely lucky that I have wonderful support from my husband, my family and friends. I'm also thankful that my aunt donated her breast tissue to research; it gave me and hopefully many others a wonderful opportunity to manage our future. Knowledge is power!

Now my thoughts are focused on my girls. Have I passed the gene onto them? All I can do is educate them and make sure they are checking themselves regularly and when the time comes be there for them.....if they choose to be tested.



## COMMUNICATIONS & ENGAGEMENT CHANNELS

### ONLINE

Since the launch of our Know Your Risk tool in March 2016, more than 35,000 women have taken the online assessment.

### MEDIA

The launch of Pink Hope's Genetic Testing Grant Program reached 26.84 million media impressions (excluding social media impressions). The coverage sparked more than conversation, it led woman in need to seek help.

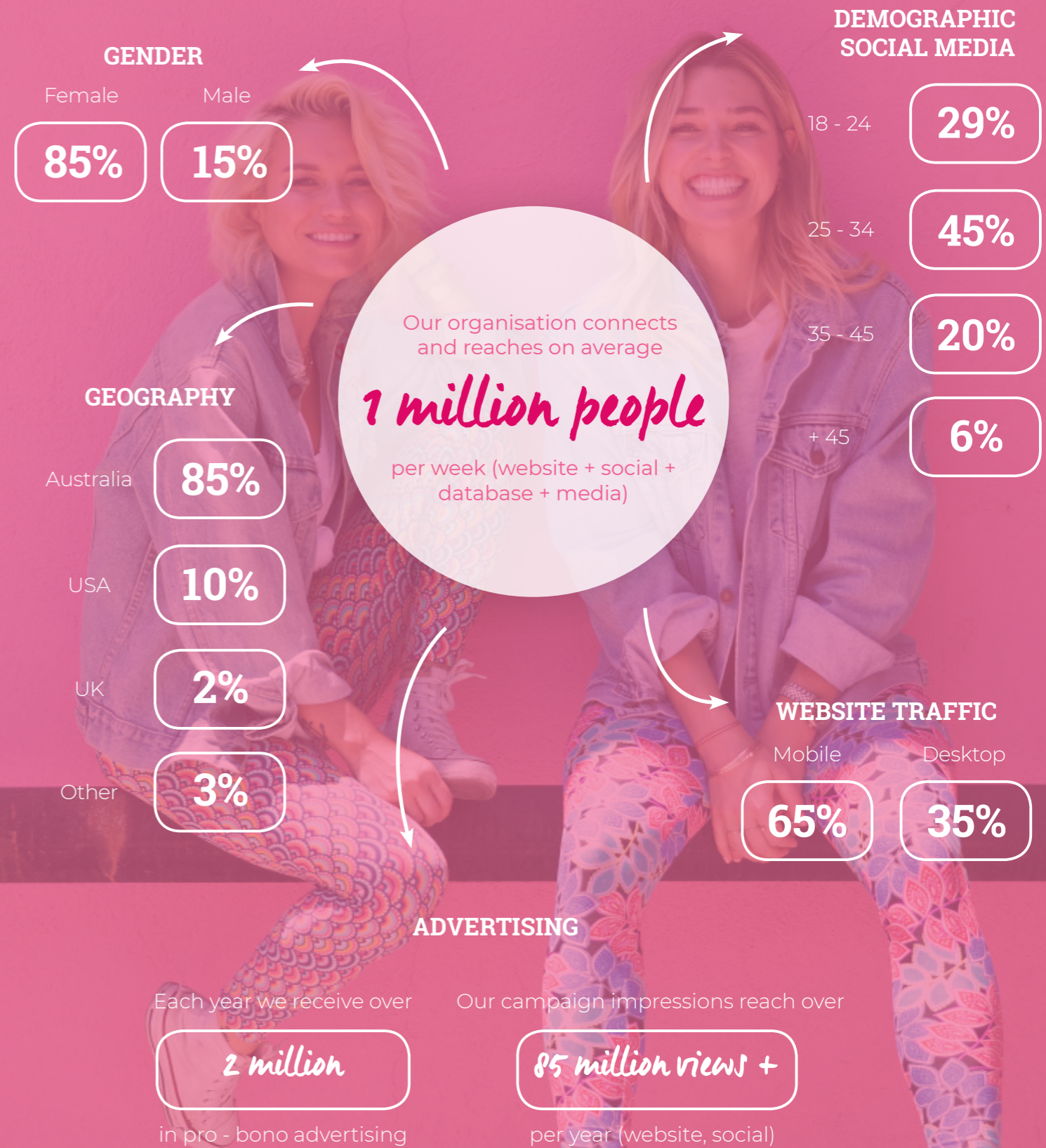
### CAMPAIGNS & EVENTS

Pink Hope leads the charge when it comes to engaging the community through our targeted campaigns. With globally recognised cover activations, events and successful media and public relation initiatives.

### SOCIAL MEDIA

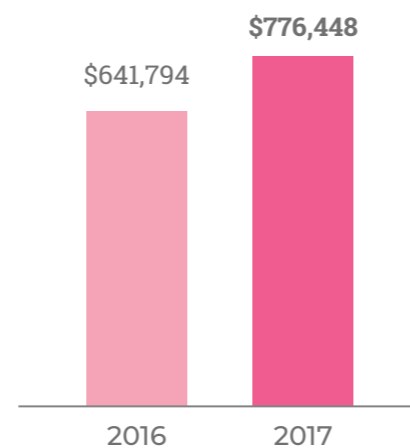
Pink Hope's social media engagement and community is continually growing. Between April 2016 and November 2016 Pink Hope's Instagram following increased by 22%.

## Snapshot of Pink Hope audience

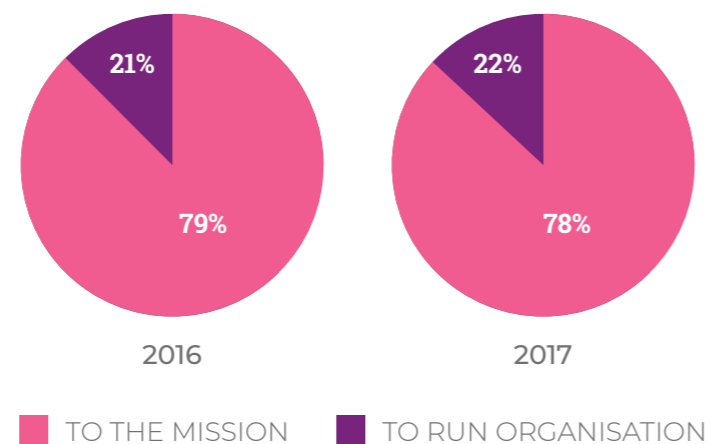


# 2017 FINANCIAL RECAP

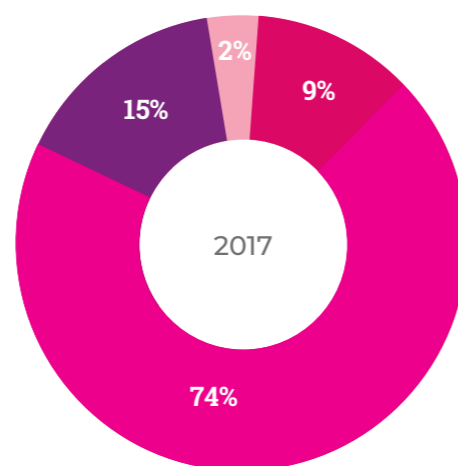
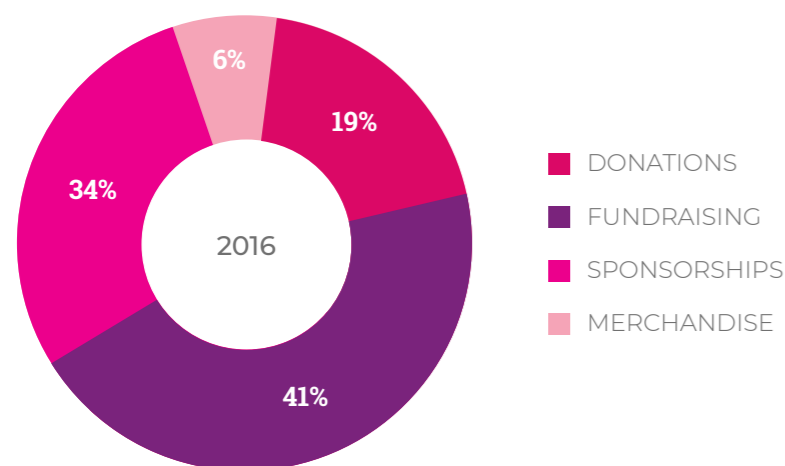
## TOTAL MONEY RAISED 2016 - 2017



## MONEY INVESTED IN PROGRAMS, SUPPORT, ADVOCACY, EDUCATION, CAMPAIGNS



## YOUR CONTRIBUTIONS TOTAL SUPPORT



Pink Hope Community Limited ABN 43 159 082 792			
Statement of Profit or Loss and Other Comprehensive Income For the Year Ended 30 June 2017			
	Note	2017 \$	2016 \$
Revenue	9	\$840,142	621,393
Employee benefits expense	10	(262,004)	(236,745)
Depreciation and amortisation expense		(3,750)	(5,538)
Finance costs		(10,751)	(4,163)
Other expenses	10	(376,023)	(376,774)
<b>Surplus/(loss) before income tax</b>		<b>187,614</b>	<b>(1,827)</b>
Income tax expense	1(c)	-	-
<b>Net surplus and total comprehensive income/(loss) for the year</b>		<b>187,614</b>	<b>(1,827)</b>

Pink Hope Community Limited ABN 43 159 082 792			
Statement of Financial Position 30 June 2017			
	Note	2017 \$	2016 \$
<b>ASSETS</b>			
CURRENT ASSETS			
Cash and cash equivalents	2	673,749	642,077
Trade and other receivables	3	116,872	74,340
Inventories	4	9,349	5,381
<b>TOTAL CURRENT ASSETS</b>		<b>799,970</b>	<b>721,798</b>
NON-CURRENT ASSETS			
Property, plant and equipment	5	3,289	5,389
Intangible assets	6	6,268	7,918
<b>TOTAL NON-CURRENT ASSETS</b>		<b>9,557</b>	<b>13,307</b>
<b>TOTAL ASSETS</b>		<b>809,527</b>	<b>735,105</b>
<b>LIABILITIES</b>			
CURRENT LIABILITIES			
Trade and other payables	7	64,711	83,779
Other liabilities	8	218,400	315,200
<b>TOTAL CURRENT LIABILITIES</b>		<b>283,111</b>	<b>398,979</b>
NON-CURRENT LIABILITIES			
Long term provision - Long service leave		2,676	-
<b>TOTAL NON-CURRENT LIABILITIES</b>		<b>2,676</b>	<b>-</b>
<b>TOTAL LIABILITIES</b>		<b>285,787</b>	<b>389,979</b>
<b>NET ASSETS</b>		<b>523,740</b>	<b>336,126</b>
<b>EQUITY</b>		<b>523,740</b>	<b>336,126</b>
Accumulated Surplus		523,740	336,126
<b>TOTAL EQUITY</b>		<b>523,740</b>	<b>336,126</b>

Thank You

## SUPPORT

*Pink Hope*

*There are many ways you can support our organisation and help Pink Hope change the future for women at risk of breast and ovarian cancer.*

## DONATE

Make a tax deductible donation to support our life saving work.

## FUNDRAISE

Whether you fundraise as a business, school, brand or as an individual – your fundraising helps generate awareness about our organisation and provide support to families in need no matter who they are and where they live.

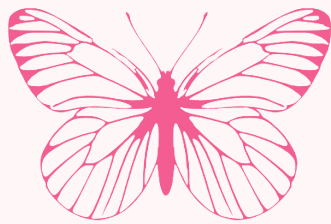
## BECOME A CORPORATE SPONSOR

Passionate about what we do and want to help Pink Hope make a difference? Become a Corporate Sponsor and help Australians know their risk and change their future.

## VOLUNTEER & PRO BONO WORK

At Pink Hope H.Q we are a small (yet mighty) team. If you would like to offer your personal or professional time to support our organisation – we want to hear from you.

[www.pinkhope.org.au](http://www.pinkhope.org.au)



# PINK HOPE



[www.pinkhope.org.au](http://www.pinkhope.org.au)

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