

PINK HOPE

ANNUAL REPORT 2018 - 2019

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





Chief Executive Officers' Report

Having founded and operated Pink Hope for close to a decade now, each year brings with it challenges and triumphs that remind me each day why this incredible organisation exists and the importance of the work we do. It's with great passion, commitment and love for the Pink Hope community that the team and I go to work each day, delivering important services and support to a network of women and their families who would otherwise have nowhere else to go.

With the community at the heart of all we do, operating responsibly and ethically is at the forefront of every decision we make. With this in mind, we are continuing to review the way in which we operate to deliver outstanding services, events, activations, and first-class personalised support to our community. This is something that we continue to monitor and assess as the organisation continues to grow.

Providing a voice to our community has also played a major role in the focus of Pink Hope as we continue to drive advocacy, awareness, and conversations regarding issues that matter for these women – from insurance discrimination to access to patient treatments, screening, and genetic testing.

The continued success of Pink Hope is a testament to the Ambassadors, the generous donors, industry partners, the Board,

the committed staff and lastly, and most importantly, our community, who dedicate their time and support to our mission, helping to ensure every woman knows her risk and has the knowledge to change her future.

It's with this incredible ecosystem of wonderful people that I feel confident in my decision to step back as CEO of the organisation and take on the role of Founder and strategist, handing the reins to the incredibly capable and passionate deputy CEO, Hannah Heather. As a BRCA carrier herself, Hannah has walked the journey that so many women in our community have. With this invaluable life experience and professional services background, I'm confident that Hannah can continue to drive the day-to-day direction of the organisation with me in the helm to support, guide and mentor.

With Hannah and I leading the organisation and future direction of Pink Hope, I am so excited to continue striving towards a time where every Australian woman is educated and empowered to know their risk, so they can change their future.

- Krystal Barter
Pink Hope Founder & CEO

Chairman's Letter

Over this past year it has become increasingly apparent just how critical the work our organisation does each and every day to champion the voice of issues affecting women across our country, and beyond, each and every day.

As I reflect on the past twelve months, I am very proud of the work done by our small but nimble organisation. Throughout FY19, Pink Hope has continued to strive for change on key areas that affect women at an increased risk of breast and ovarian cancer - setting political agenda and stirring conversation across media, online and amongst the community. From the ongoing debate around breast density to our relentless challenging of insurance discrimination, Pink Hope remains committed to being at the forefront of issues faced by those in the high-risk status. We are genuinely living our mission to ensure ours is a voice of advocacy that is both heard and acted upon.

There have been some fabulous achievements throughout this year, just a couple of which include:

- **Bright Pink Lipstick Day**, which through its incredible partnership with Sabo Skirt and creation of gorgeous, all natural lipsticks, was able to raise incredible awareness and funding for the organisation.

- **Pinky Promise**, which saw the team launch its first ever *Women Who Lead* event, featuring some of Australia's leading ladies, to talk more broadly about female preventative health and the need to reprioritise in order to achieve dreams. We saw Suncorp's CEO, Pip Marlow, Entrepreneur, Lisa Messenger, Founder of BKindred and consultant to NASA, Penny Lacaso, CEO & Founder of My Budget, Tammy Barton, Award-winning journalist, Alison Rice and the formidable journalist, Sylvia Jefferies all share insights into success and health in an intimate evening hosted by The Langham.

Most importantly of all though, Pink Hope continues to be there, supporting its member community in the most genuine ways possible, ensuring every individual, regardless of their age, location or stage of journey is made to feel welcomed, supported and at ease with their 'educated best friend', the team over at Pink Hope HQ.

One of perhaps the most powerful examples of the ways Pink Hope has delivered uniquely supportive services this year is the launch of their **Giveback Retreats**, made possible in partnership with **Girls Gateway**. For so many women in the community, the time, money or opportunity to take a moment, breathe and escape the realities of life with cancer or the decisions you must face when told you are genetic mutation carrier are huge. Through

these unique gateways, women are spoilt and made to feel as though they are not alone on their journey, and that their story matters. It is through truly shared experience, that our Pink Hope community thrives – and comes alive.

As we evolve our business to match growing demands, I have also been excited to see the team growing capability this year, with the appointment of our Deputy CEO, Hannah Heather. Hannah's appointment will enable us to better support requirements advocating for and creating meaningful change in political and social circles.

Along with the other board members, including Cassandra Kelly, John Sheehy, and Elise Stanberg, we are proud and honoured of the ongoing achievements of Pink Hope. Each decision made by the broader team is a carefully considered one, respecting that what we do today is helping create a future landscape that is one not dominated by the fear of high-risk genes - but positively changed, because we have helped discover and empower the means to change it.

That is a future shaped with **Pink Hope**.

- **Melissa Hayes**
Chairman

TABLE OF CONTENTS

Mission and Values	8
The Power of Prevention	10
A Reflection on our Impact	12
Impact	14
Support Services and Programs	18
Campaigns and Events	20
Digital Impact	24
oOH! Media - Spotlight	26
The Langham Sydney - Spotlight	30
Community Stories	32
Supporters	36
Financials	38





MISSION & VALUES

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



Educate to empower by providing tools and information to help Australians 'know' their risk



Support the at-risk community to help them navigate and manage their risk and inspiring them to be vigilant, informed and proactive with their breast and ovarian health to ensure earlier prevention and health outcomes



Innovate and collaborate with healthcare providers to ensure a better transition for at-risk women as they move through their journey



Inspire authentic conversations around family health history through targeted campaigns to educate on risk and preventative health



Be the voice for at-risk families through advocacy programs that inspire conversation and deliver change

THE POWER OF PREVENTION

Krystal's family carries the BRCA1 gene fault and many women in her family have been diagnosed with breast and ovarian cancer including her Mum who was diagnosed with breast cancer at just 36, her nan at 44 and her great grandma at 68.

At age 22, after years of uncertainty Krystal underwent genetic testing and returned positive for the BRCA gene (the same gene fault that made worldwide headlines in 2013 by **Angelina Jolie**). The next few years were filled with anxiety as she navigated the choices and options available to her. It was during this time Krystal realised there was no unique organisation focused on the needs of families facing an increased risk of cancer.

At only 25 and with a husband and young family, Krystal made the difficult decision to break the cycle of cancer that plagued her family. Krystal had a preventative double mastectomy in 2009. **Krystal was one of the first Australian women to publically share her story and preventative surgery**, giving a face and awareness to BRCA and prevention in **60 Minutes**.

In 2014 at 31, Krystal took the next step in her BRCA journey and had her fallopian tubes and one ovary removed to reduce her risk of ovarian cancer.

Krystal says "Having experienced the isolation and lack of information for high-risk women like me, I decided to be proactive about helping others which lead to me creating Pink Hope. I have made it my personal mission to provide information, resources and support for the high-risk community."



Since then, Pink Hope has grown to become one of Australia's leading women's health movements, with one of its key pillars focusing on personalised support for its community. **And it's because of our community that we continue to do what we do.**

As our community's 'educated best friend' on preventative health, we provide a range of programs and support services that nurture these women and their families on their difficult roads to better health through the decisions required with a high-risk mutation and sometimes tragically, a cancer diagnosis.

Whether taking a phone call mid-meeting to be a sounding board for our community members in their moments of need, to answering Direct Messages on the Pink Hope Instagram page answering questions and providing hope, **we ensure each member of the community is made to feel welcomed, supported and empowered to know their risk and change their future.**

With this support comes a responsibility, too. As an organisation to understand the implications, decisions and impact that preventative health has upon a woman, her family and her future. As an organisation dedicated to providing the highest level of support to its community, we take this role seriously, and so upon hearing and learning of key issues they face, **we leverage these insights to take a stand on issues that matter, through media and advocacy, to ensure that these women know their voices matter, and that they are heard.**

2009

- Pink Hope became a stand-alone organisation
- September 2012 – BPLD launches at The Star Casino, Sydney.



2013

- March 2015 – Pink Hope grows by 705%, a direct result of women becoming increasingly empowered by the bravery of celebrity Angelina Jolie



2015

- Pink Hope successfully advocates for Medicare to cover the cost of genetic testing for at-risk families
- Pink Hope successfully launches its annual calendar of national Information & Support Days
- September 2017 – Celebrating Annual BPLD



2017

- Pink Hope advocates for and raises awareness around the importance of breast density and its impact on women's risk of developing breast cancer
- BPLD 2018 – Launching Pink Hope Lipsticks at The Langham, Sydney.



2018

- Launch Giveback Retreats in partnership with Girls Getaways
- Pink Hope works in partnership with several other patient advocacy organisations and Monash University to address the issue of insurance discrimination



2019

- June 2019 – Launching Women Who Lead event, for Pinky Promise annual campaign
- September 2019 – Celebrating Annual BPLD
- Launch of Pink Hope's Young Women's Online Community Support Group.



Pink Hope was founded, after Krystal discovered there was no support available for women at an increased risk of breast and ovarian cancer

2012

- Angelina Jolie publically shared her BRCA1 status and preventative health journey, sparking a global conversation about genetic mutations and the need for support for women at an increased risk
- Pink Hope launches its 'Ask A Genetic Councillor' tool
- September 2013 – Celebrating Annual BPLD



2015

- September 2015 – BPLD launches at Kirribilli House
- November 2015 – Australia's own 'Angelina' Krystal Barter, meets with Angelina



2017

- Launching our Genetic Testing grant program and reduced local testing prices in 2 weeks
- Pink Hope launches its #KnowYourRiskTool to help Australian women understand and manage their risk of developing breast and ovarian cancer
- November 2017 – Insurance discrimination op-ed that sparked a global conversation



2018

- Pink Hope ring NASDAQ Bell and Counsel Generals in NYC



2018

OUR IMPACT IN 2019

In 2019, Pink Hope inspired tens of thousands of Australian women to take the driver's seat in their own health journey's through creative, strategic programs and campaigns that educate, inform and empowered **action**.

Here is just a snapshot of some of the key activities launched by Pink Hope in 2019 to deliver on our mission to ensure every Australian family is empowered to take control of their breast and ovarian cancer health.



YOUNG WOMEN ONLINE SUPPORT GROUP

The need for this program:

Increasing numbers of young women who have been diagnosed with breast cancer were reaching out to Pink Hope looking for a way to connect with others in the same situation. Due to their young age they felt the other organisations supporting women with breast cancer did not meet their needs, nor address the headspace in which a lot of these young women were at. This led to the creation of the Pink Hope Young Women Support Group.

The Pink Hope Young Women Support Group is an *online peer support group for women aged 32 and under* who have been diagnosed with breast or ovarian cancer or diagnosed with a high-risk of developing these diseases. This group is a place for *sharing information, providing resources and peer to peer support*.



PINK HOPE GETAWAYS

The need for this program:

Many women in the Pink Hope community are facing very challenging and difficult times related to their health. To support these women, Pink Hope created Pink Hope Getaways where they would have the opportunity to spend a long weekend relaxing and connecting in a small group with other women in similar circumstances.

Pink Hope Getaways are *free retreats for women within our community* to spend a few days recharging, connecting and relaxing. Priority is given to women who have experienced health hardships and who are active in the Pink Hope community.

This program is funded by *Girls Getaways* through their *Holidays for Hope events*.

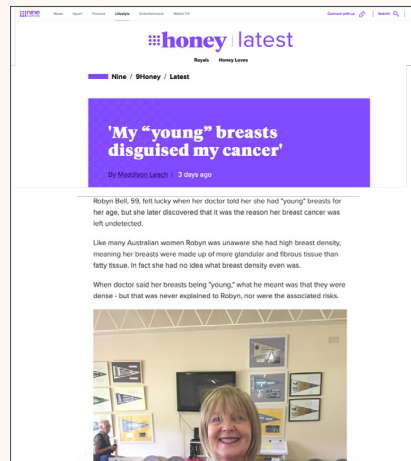
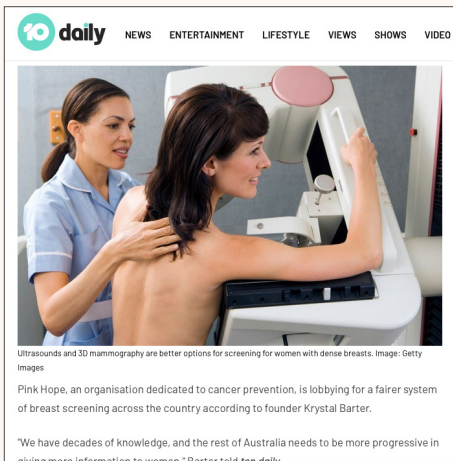
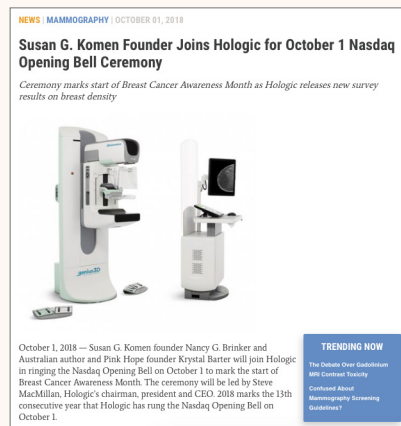
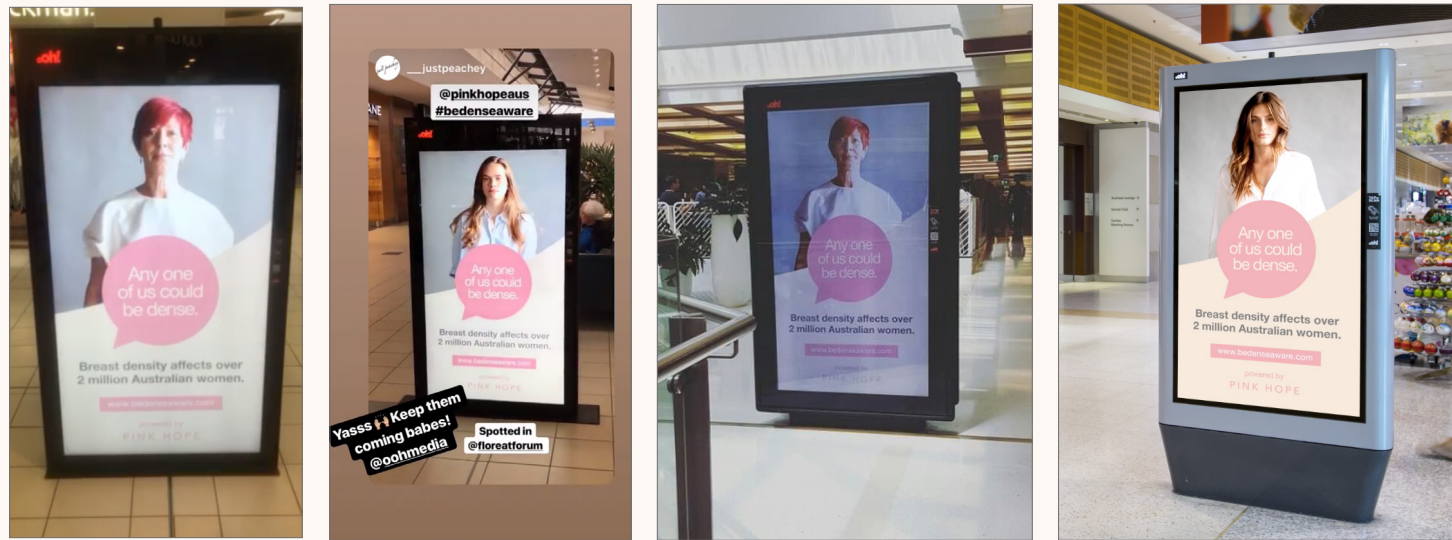




DENSITY AWARENESS CAMPAIGN

To continue to build momentum through our ongoing advocacy work in the Density Awareness space, Pink Hope drove an additional media campaign highlighting the *discrepancies in care of Australian women with dense breast tissue versus the rest of the world.*

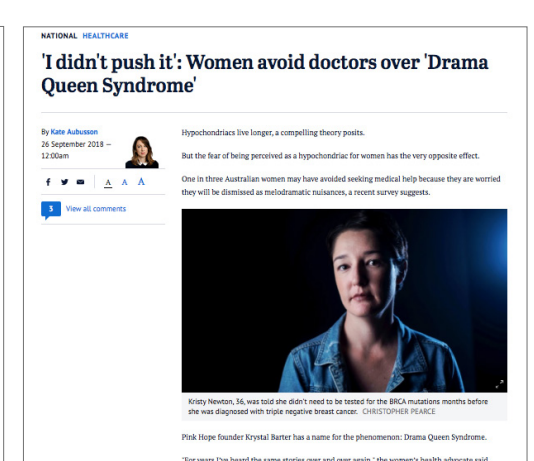
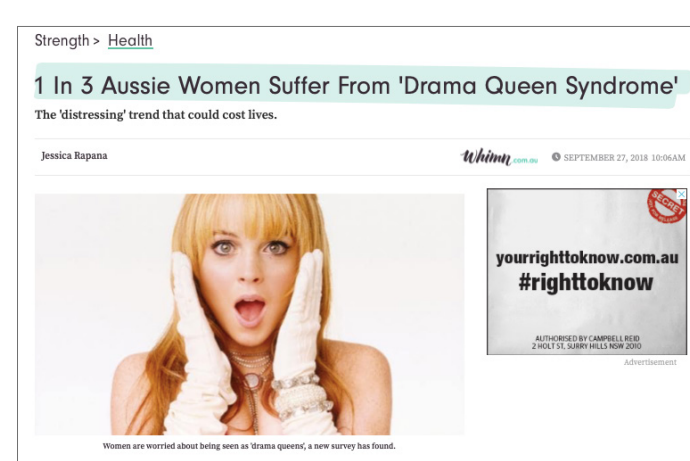
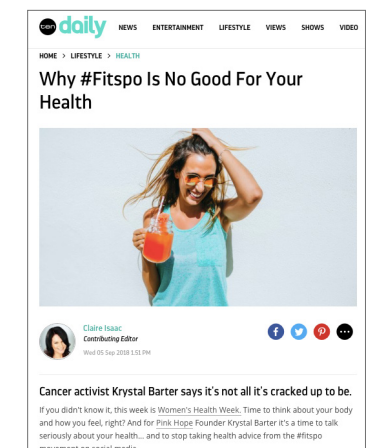
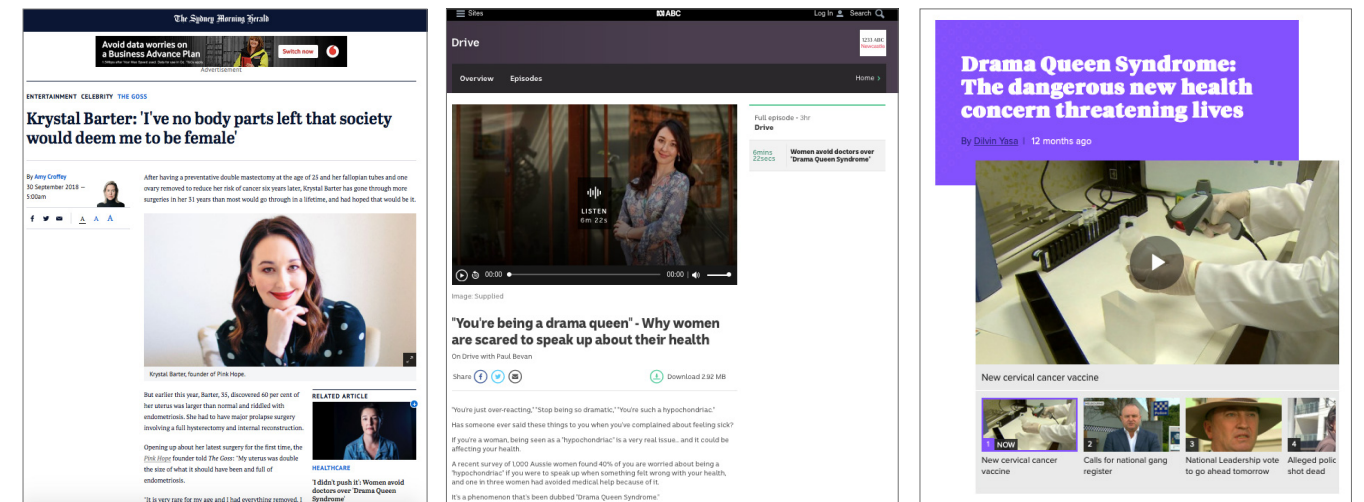
The campaign drove media coverage across print, broadcast and online in major national titles including Sky News Business Channel, The Herald Sun, Daily Telegraph and The Courier Mail, *reaching 12.5 million Australians.*



DRAMA QUEEN SYNDROME

To drive broader conversations around the lack of empowerment Australian women feel when it comes to their own preventative health options, Pink Hope delivered a campaign titled 'Drama Queen Syndrome' which looked to *explore the reasons why women are so afraid of putting their health first.*

The campaign generated coverage nationally across broadcast, print and online media, generating over 41 million media impressions and garnered huge awareness amongst Australian women to be proactive about their preventative health, be empowered to seek second opinions and to better understand their risk.



PROGRAMS & SUPPORT SERVICES

Why We Provide Programs and Support Services

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

Pink Hope provides programs and support services to empower high risk women and their families with expert information, the latest research and peer support so they can manage their increased cancer risk and guide future generations in their families.

Online Support Groups

Pink Hope's peer support program offers increased risk women the opportunity to connect online with others in a safe and supportive environment, ask questions about their journey and the experiences of others to help them feel confident, supported and informed in the choices they make regarding their health.

"I find the online support groups to be a great support and have loved asking for advice and being able to give advice to others."

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. This tool provides a great opportunity for women unsure of their risk to submit a question without the overwhelm of attending a GP clinic to get a referral, or for women who need clarity on an element of their risk.

"Recently I had a family member questioning my decision, so I have been doubting myself. It is reassuring to get this information from a Genetic Counsellor which supports with what my Oncologist told me."

GP and HCP Education

Pink Hope's GP Education Program aims to connect with 10,000 GPs and non-genetics trained healthcare professionals by providing genetic healthcare information on the Pink Hope website, resources and materials for their patients and attending general practitioner events.

"Pink Hope is something that I never knew about, what a great resource to have available for our clinic."

Information and Support Days

Pink Hope's Information and Support Days are for families at increased risk of breast, ovarian and prostate cancer. These events feature expert speakers providing information and research, personal stories as well as provide a time and space for high risk families to connect in person.

Information & Support Days are held nationally, and in 2019, we hosted events in NSW, VIC, WA, Tasmania, and ACT.

"Such a powerful, informative and inspiring day. So thankful for the opportunity to connect with others going through the same life choices."

She Shares

Our She Shares events are a place for women to meet in person in a comfortable setting to provide and receive peer support through shared stories, as well as shared laughs, thoughts, questions, and advice. These are small events held in a casual and relaxed space hosted by Pink Hope Outreach Ambassadors.

This is an invaluable service, creating personal connections between our Pink Hope Community when so many women feel as though no one in their circle truly understands what it is they are going through.

"What a fantastic afternoon. Delightful ladies who bravely and willingly shared their stories."

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.

"As a Pink Hope Outreach Ambassador, I want to let the passion that I have shine through, and really make a difference to those who are just starting out on the journey that I will always travel."

Information and Resources

The Pink Hope website contains accredited medical and scientific information for those wanting to learn more about their breast and ovarian cancer risk and genetics. The resources section of the website includes question kits, videos, tips and blogs providing valuable resources for those at increased risk of breast and ovarian cancer.

"The information and resources you provide for people with genetic cancers is essential. It is great that there is one place to go to where all the information is current."



Through our *#BPLD campaign in 2018* Pink Hope encourage Australian women and their families to commit to a lifesaving conversation.



3 SIMPLE WAYS WE ASKED OUR COMMUNITY TO GET INVOLVED WERE TO:



Purchase our exclusive *Pink Hope lipstick*



Host a fundraiser



Take a snap wearing their bright pink lippy and share it on socials;

showing their support for the cause and sharing with their networks that they were committed to having a conversation about their cancer risk.



Ambassadors Bright Pink Lipstick Day 2018

In 2018, Pink Hope created 5 gorgeous shades of pink lipstick. Each shade was inspired by five women *from within the community* with a product name to match their personality, including:

BOLD, STRONG, EMPOWERED, AUTHENTIC, FIERCE.



"Being strong to me means being able to live your life with the mentality of 'I will be able to tackle whatever comes in my way' - no matter how big or small."

- Karni, face of "Strong" lipstick.



"Being bold to me resonates having faith & courage in any situation. I put my faith in God & my medical team. This gave me the courage to endure surgery & chemotherapy whilst being pregnant."

- Liana, face of "Bold" lipstick.



"I have ultimately lived my life as an open book. Living my life as an open book is my version of authentic."

- Nat, face of "Authentic" lipstick.



"In health terms, being empowered has afforded me real choices never available to my mother, grandmother and cousins, and with it, a greater level of control over my future."

- Pascale, face of "Empowered" lipstick.



"Being fierce to me, means that I am not going to let my BRCA2 diagnosis dictate how to live my life. My decisions will decide my future- nothing else."

- Sarah, face of "Fierce" lipstick.

Pinky Promise

WEDNESDAY 5TH JUNE 2019



June was the month of *Pinky Promise*, a time to remind women everywhere to *stop, reflect and reconsider the way they approach their health.*

This year, alongside a strong social media driven campaign, we had eight brand partners pledge to donate 10% of profits from selected items during the month of June to Pink Hope.

We were supported by Nuni Wellness, Auric Alchemy, Selfie Skin, Zeka Manfred, Midnight Mischief, Long Lashes, Miss M and MCo Beauty.



WOMEN WHO LEAD.

To further bring this campaign to life, Pink Hope hosted its first ever *Women Who Lead event series*; an opportunity for women to listen to some of Australia's leading ladies in business, media and life share insights and wisdoms on how women can 'have it all' without compromising on the one thing that's guaranteed to get them there, *their health.*



DIGITAL IMPACT

July 2018 – June 2019



DIGITAL SNAPSHOT

Communications & Engagement Channels:

Instagram = **25,067 followers**

Facebook = **29,864 followers**

Online Community Support Groups = **2,135 members**



SNAPSHOT OF PINK HOPE AUDIENCE

Gender (based on Instagram):

Male - **9%**

Female - **91%**



SOCIAL MEDIA DEMOGRAPHIC

Age (based on Instagram)

18-24- **13%**

25-34- **41%**

35-44- **28%**

+45- **17%**

Age (based on Facebook)

18-24- **15%**

25-34- **29%**

35-44- **23%**

45+ - **33%**

Location (based on Instagram)

Australia- **69%**

USA- **12%**

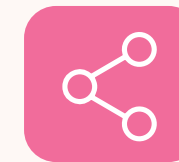
UK- **2%**

Other- **17%**



OUR GROWTH THROUGH OUR DIGITAL CHANNELS

Between July 2018 and June 2019 Pink Hope's digital following increased by 10%. This organic growth can be attributed to our shift in focus across our digital platforms. We answered our community's desire for relevant content that not only inspires but also deeply resonates with those who follow our channels.



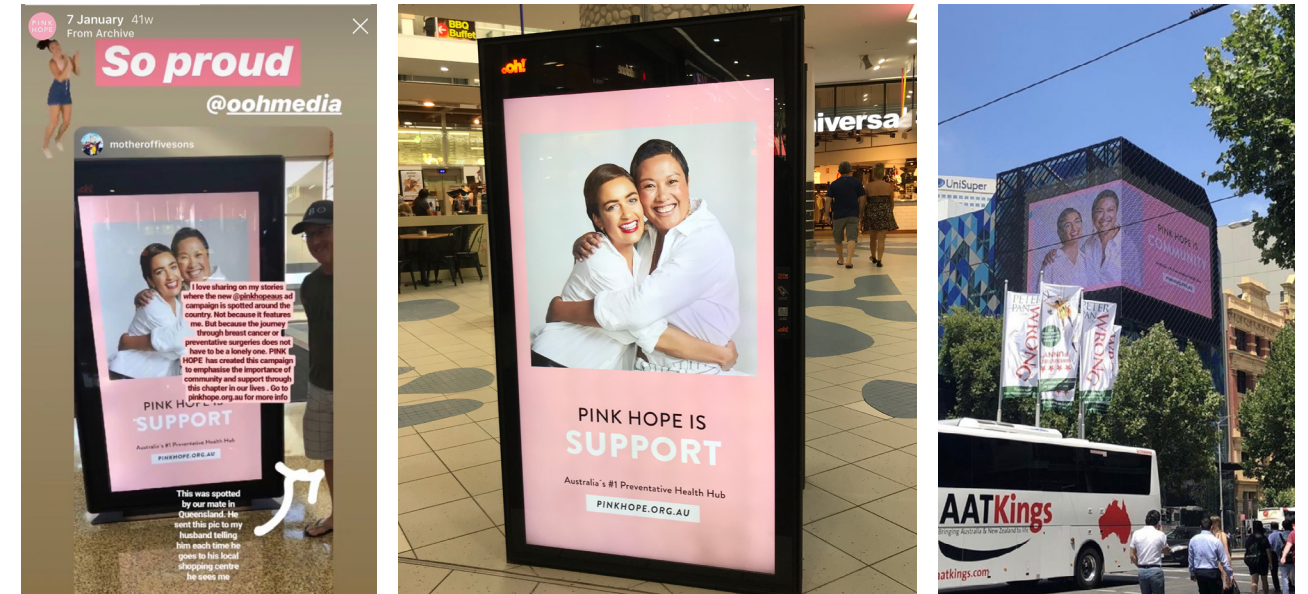
COMMUNICATIONS & ENGAGEMENT CHANNELS

We are an organisation that connects and empowers all Australians through our digital channels. Our engagement rate has steadily increased since June 2018 and we connect with over +150,000 people daily through our platforms.



ADVERTISING

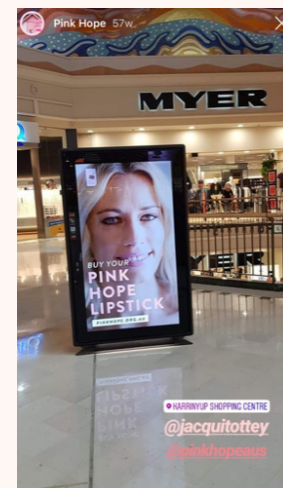
Each year we receive pro-bono advertising which we use to generate life-saving conversations about breast, ovarian and prostate cancer.



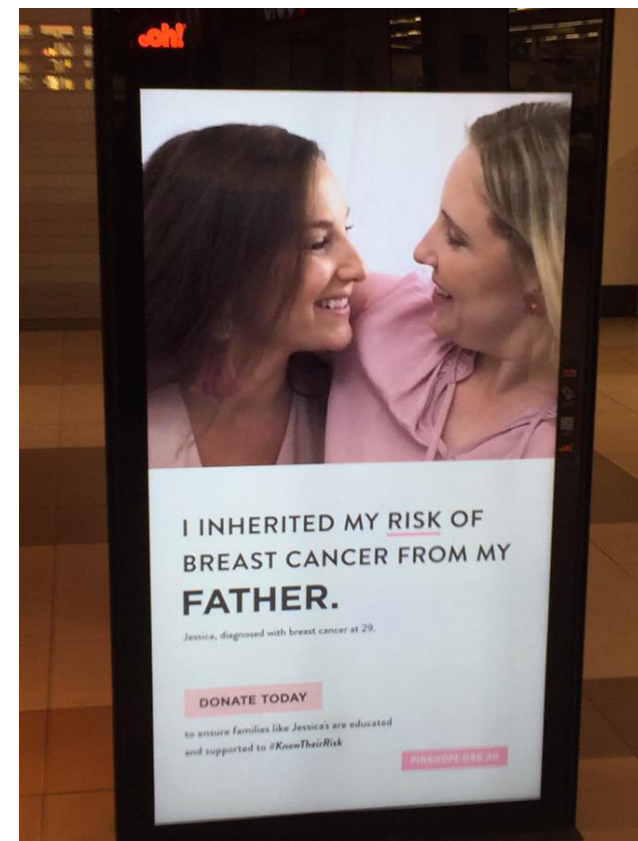
· Pink Hope Community Campaign - Outdoor Advertising supported by oOH! Media December, 2018

Pink Hope is incredibly grateful for the donation of space to their life saving mission by Ooh Media.

As a Principal Partner of Ooh Media, *Pink Hope has access to invaluable advertising space to deliver key advocacy and awareness campaign messages*, providing an essential platform for Pink Hope to share it's message of preventative health and education of Australian families to understand and manage their risk of breast and ovarian cancer.



· Bright Pink Lipstick Day Campaign - Outdoor Advertising supported by oOH! Media September, 2018



· Pink Hope Donate Campaign - Outdoor Advertising supported by oOH! Media June, 2019



“Seeing myself on a billboard in my local shopping centre put into perspective the importance of sharing my journey, of helping others, of knowing my cancer journey wasn’t for nothing.”

– Sarah, Face of BPLD Campaign

“As a metastatic breast cancer patient in a rural town in NSW, having family, friends and community sharing with me billboards that featured my face, I knew that my journey was helping so many people. I am not alone in this, and this really gave me the chance to show other women in rural Australia, that they’re not alone either”

– Liana, Face of BPLD Campaign

“Seeing women that I know, who’s journey’s and stories have mirrored my own path, has empowered me to share my story and feel as though it will make a difference.”

– Nat, Face of BPLD Campaign

“My two daughters have had the chance to make good of a bad situation, having their voices heard and their stories shared through the support of Ooh Media. Together with Pink Hope, we are working to make the future of so many young Australian women that little bit brighter.”

– Steve, 59, Face of Pinky Promise/Donate campaign

“Being able to stand with my sister, and father, and make Australian’s aware that a risk is just as likely as your father as it is from your mother is both liberating and empowering. Together as a family, we are making a difference.”

– Nikki, 29, Face of Pinky Promise/Donate campaign

THE LANGHAM

SYDNEY

It is with the ongoing support and commitment of The Langham Sydney, *Pink Hope has firmly secured our position as the leading women's health organisation in Australia.*

With the support of The Langham Sydney, Pink Hope is supported to continue to reach, connect, support and educate women and their families who are at risk of breast or ovarian cancer with life-saving information and support.



· Women Who Lead Event
September, 2019



· Intimate High Tea Event
May, 2019



· Impact Dinner Event
June, 2019

Over the past twelve months The Langham Sydney has continued to support Pink Hope providing venue spaces for events, meetings, photoshoots, prizes and so much more, for this we are so extremely thankful; with this support we have been able to raise much needed funding and awareness for the organisation.



JAIMEE'S STORY

My name is Jaimee, I am 26 and in 2018, about a year ago now, I found out about the BRCA1 gene mutation. I also learnt that I had the potential to be a carrier.

Growing up I was aware of my family's strong history of cancer. My aunty died at 30 from breast cancer and my uncle and grandfather also died young from cancer.

Two years ago our family cancer history really hit home when my mum was diagnosed with stage 3 ovarian cancer. Five years previously she was tested for the BRCA gene mutations and the results came back inconclusive. Although she is a cancer nurse, she still managed to misunderstand this to mean negative. She was re-tested after her diagnosis and came back positive for the BRCA1 gene mutation. This is when she broke the news to us and to our extended family that we had a 50/50

chance of also carrying this gene mutation.

I was 25 at this stage and felt incredibly grateful to have an opportunity to take charge of my own life and not wait around for cancer to strike.

In hindsight I don't think I took any if it seriously enough, I got tested immediately, received my diagnosis and immediately started seeing surgeons for consults. I had public and private doctor meetings but ultimately decided to go private as I wanted to move along with my life as quickly as possible. I chose to get a breast reduction followed by a double mastectomy, direct to implant. They call this the 'one and done' method as it doesn't seem to be as common as the expanders or tissue implant options.

I booked everything in, my friends threw me a boob-voyage party and I was off on my way!

"I was 25 at this stage and felt incredibly grateful to have an opportunity to take charge of my own life and not wait around for cancer to strike."



Unfortunately, I had complications with wound healing after this surgery. After five weeks of doing everything we could, one day my implants poked through my skin I had to get them explanted. Up until then, I had not prepared myself for being flat. My mantra had been 'it's fine, I'll go in with boobs and come out with boobs, people get fake boobs all the time'.

Having less than 24 hours to adjust to my new reality, knowing that I was going to be flat, really obviously flat, was very traumatic for me. I was completely gutted, and I couldn't process that I'd done all the right things and still my body failed me.

Three months of being flat turned out to be some of the most fun and interesting months of my life.

I felt freed and liberated. I felt just as sexual and feminine as before if not even more so. I felt so powerful with how I looked I really felt it changed me to the core.

In February 2019, I had my fourth surgery to insert my expanders which will be swapped out for

implants in a few months.

People often ask me why I'm reconstructing if I loved being flat so much and I struggle to explain that even to myself. I think a big part of my choice to reconstruct comes from a planned trajectory in my mind rather than yearning to have boobs again. This has now been a year of my life, I've deferred my psychology degree, worked less and relied on help from family, friends and Centrelink far more than I am comfortable with.

This year has shown me how strong and powerful I am, it has separated my body and mind. I now have a stronger connection with myself because of all that I have been through. It has strengthened the bonds with my friends and family.

I have learnt to be more vulnerable and have found new levels of gratefulness and respect for everyone who surrounds me. I am still recovering and I have my next surgery coming up, but I feel so optimistic about my future and confident that I've done my best to beat cancer before it beat me. /

Read Jamie's Story [here](#).



“After my dad tested positive for the BCRA1 gene mutation, I was tested in 2012 and thus, started my own journey. I’d had my little girl a few months earlier and decided that I didn’t want her to lose me like I lost my grandma.”



ANNABELLE’S STORY

My name is Annabelle and I’m 29. My journey began in 2007. I was standing in an oncologist’s consulting room with my grandma and grandpa when he told us that my grandma had breast cancer. The news literally made me fall into a wall. The woman who raised me had cancer. Why her? Why us?

So, her journey began. Chemotherapy, surgery, radiotherapy... it was appointment after appointment. Two years later, after being cleared of breast cancer, we were again told some hard news. She had ovarian cancer this time. So, it started again, but one appointment caught my grandpa’s attention - when the doctor asked about our family history.

My great-aunt, great-grandmother and two of my grandma’s cousins all had breast or ovarian

cancer. The youngest, only in her 30’s. All lost to this dreadful disease. Our family was then referred to Peter MacCallum Cancer Centre for genetic testing and we finally understood where this line of cancer was coming from - we all carried the BRCA1 gene mutation.

My beloved grandma lost her battle in 2011. She was a fighter all her life and her love and strength lives on in us every day.

After my dad tested positive for the BCRA1 gene mutation, I was tested in 2012 and thus, started my own journey. I’d had my little girl a few months earlier and decided that I didn’t want her to lose me like I lost my grandma.

I started the yearly MRI and breast checks. However, every year I grew more and more

anxious that my “deadline” was looming. My husband and I had decided before even getting my results that if I was positive, preventative surgery was the way to go. I decided to have one more child before I started that process. In 2016 my son was born and I began looking at my options.

The double mastectomy was first.

I went to a Pink Hope Information and Support Day for some answers and got them!

I was booked for my mastectomy six months later. In February 2018, I had a double mastectomy and immediate reconstruction. I was so nervous. I didn’t know what to expect at all because everyone is different and nobody could give me definite answers of what would actually happen.

Fast forward, I was out of the hospital and back on my feet within three weeks. It was amazing. The relief that showered me after I woke up came out as a sob. I was so happy. I don’t regret my decision for even one second.

Given my age, my doctors want me to keep my ovaries for a little longer. This year I will be having my fallopian tubes taken out and this time I’m not even a little bit nervous! This year has been the best year of my life. It means so much to look at my little ones and know that there is more of a chance that I’ll get to see them grow up.

I’d urge other women in my predicament to look at their options and see that just waiting for cancer to come isn’t your only option. /

Read Annabelle’s Story [here](#).

Thank you



A THANK YOU TO SOME OF OUR
BIGGEST SUPPORTERS...



THE LANGHAM
SYDNEY

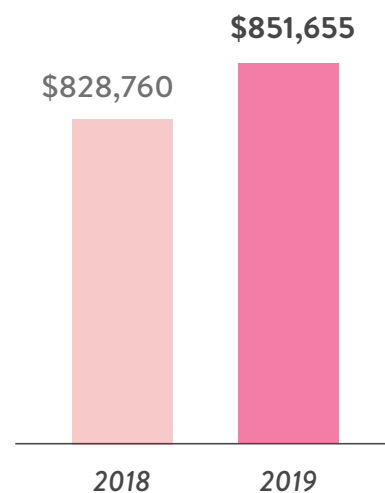


Last but not least,

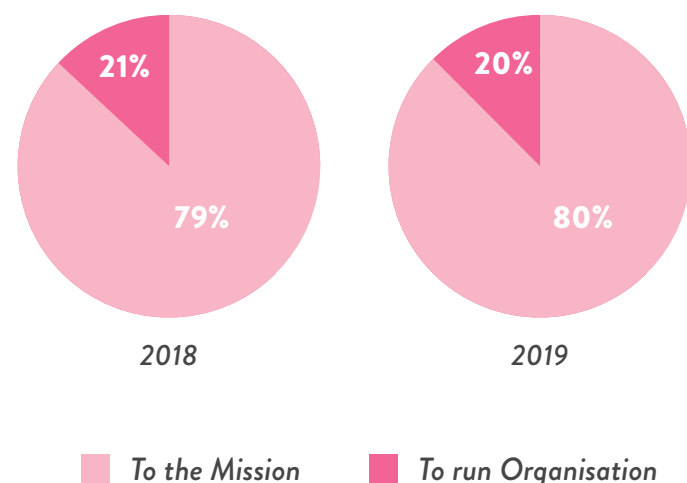
OUR COMMUNITY

2018 Financial Recap

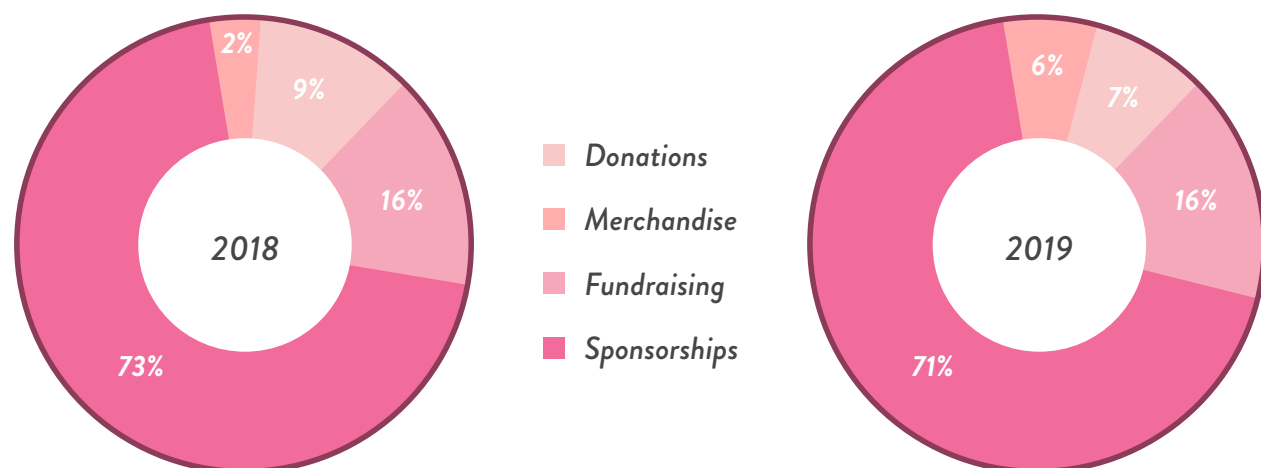
TOTAL MONEY RAISED 2018 - 2019



MONEY INVESTED IN PROGRAMS, SUPPORT, ADVOCACY & EDUCATION DATA



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 2019

	Note	2019 \$	2018 \$
Revenue and other income	9	859,080	882,130
Employee benefits expense	10	(317,360)	(244,371)
Depreciation and amortisation expense		(4,944)	(3,023)
Finance costs		(4,535)	(3,305)
Other expenses	10	(378,042)	(475,978)
Surplus before income tax		154,199	155,453
Income tax expense	1(c)	-	-
Net surplus and total comprehensive income/(loss) for the year		154,199	155,453

Pink Hope Community Limited

ABN 43 159 082 792

Statement of Financial Position

30 June 2019

	Note	2019 \$	2018 \$
ASSETS			
Current Assets			
Cash and cash equivalents	2	1,012,777	867,803
Trade and other receivables	3	19,988	19,768
Inventories	4	2,559	5,088
Total Current Assets		1,035,324	892,659
Non-Current Assets			
Property, plant and equipment	5	12,385	3,184
Intangible assets	6	5,938	7,422
Total Non-Current Assets		18,323	10,606
Total Assets		1,053,647	903,265
LIABILITIES			
Current Liabilities			
Trade and other payables	7	76,888	69,251
Other liabilities	8	134,787	150,000
Total Current Liabilities		211,675	219,251
Non-Current Liabilities			
Long term provision - Long service leave		8,580	4,821
Total Non-Current Liabilities		8,580	4,821
Total Liabilities		220,255	224,072
Net Assets		833,392	679,193
EQUITY			
Accumulated Surplus		833,392	679,193
Total Equity		833,392	679,193

PINK HOPE

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