



Pink Hope

Annual Report 2015

Know your risk, Change your future

LETTER FROM LEADERSHIP

Message from Founder & CEO - Krystal Barter

Our organisation has experienced growth and success over the last 12 months largely due to our committed staff, board, volunteer and the community.

I originally created Pink Hope after experiencing the isolation and lack of support for at-risk families like mine. Over time we have seen a huge need from the general community who want life saving information that enables them to understand and reduce their risk of cancer- especially in the area of genetics education.

Bright Pink Lipstick Day in September 2014 was again a big success in fundraising, media and the community. We are very proud of our trademark campaign and it continues to grow awareness for our organisation and the services we provide. Once again the campaign trended across social media and as such recorded over 291 million impressions across all forms of traditional and online media.

In May/June launched one of our education campaigns Pinky Promise, which saw over 5500 people make a promise for better health. This campaign gave us an opportunity to connect with people who may not have thought about their individual risk and gave them an opportunity to learn about risk and prevention. Our organisation continues to connect with over 65,000 people daily across all of our communication platforms, equipping them with knowledge and power to take control of their breast and ovarian health.

The future for Pink Hope is looking bright. We are continuing to engage people to assess, understand and reduce their risk of breast and ovarian cancer. We are passionate about quantifying our work and we will be focusing on showing our impact over the next financial year.

Over the next financial year, you will see great inroads into Pink Hope achieving our mission of leading the charge to ensure all families can assess, understand and reduce their risk of breast and ovarian cancer. We will be doing this by employing and establishing an online genetic counsellor to be based out of a leading cancer centre.

This year we have introduced a Programs Manager who has been guiding, shaping and growing our invaluable programs and support services to better service the community at every touch point of the at-risk journey.

The importance of our fundraising, events and donation income to our organisation is highlighted in this financial report. With the majority of our funding coming from our events and community fundraising (for example our inaugural gala in Sydney and Melbourne) these fundraising streams are imperative to our organisations growth and our ability meet the current demand on our services.



In 2015 and beyond we will be focusing on diversifying our funding streams to ensure long-term sustainability for the organisation.

I am so proud of the organisation I founded and how far we have come, but at the end of the day it is you. Our supporters who continue to make the biggest impact and we are so thrilled to continue to work with you now and in the future.

Looking forward to changing the future

A handwritten signature in black ink that reads "Krystal Barter". The signature is written in a cursive, flowing style.

Krystal Barter

Director Letter - Mark Barter Chairman

I joined the board as an official member when the organisation became a stand alone in June 2010. Given my families personal experience with cancer and watching my only daughter face her fear of cancer head on, has not only made me proud of her but has also inspired me to ensure Pink Hope succeeds.

We have seen a huge emergence of need from the general population to assess and understand their own cancer risk. The Pink Hope board, our staff and partners are committed to ensuring we are growing with the current demand and needs of the wider community.

My wife is a 15-year breast cancer survivor, to see her worry for what the future would be like for Krystal has given me a unique understanding of genetics and family health history.

The board is incredibly proud of the work Pink Hope has been able to do with limited funding. The future is looking bright for our as our funding increases over time. We have on staff now a programs manager and genetic counsellor who are working along side the current Pink Hope team.

Over the next 12 months Pink Hope will implement stronger data collection and therefore more tangibility to the services we provide.

The future is full of hope for our organisation and who better to lead our organisation than staff and a board directly impacted by the cause and the work Pink Hope does.

Board Member Letter - Melissa Hayes

To the Pink Hope Community,

I am incredibly fortunate to have known Pink Hope since its very beginnings – having been introduced to its cause through one of my work team members, Stacey Gadd. Stacey had herself been through the turbulent journey to undergo a double preventative mastectomy in her twenties after confirming that she carried the BRCA1 gene. After years of growing up having to watch her mother go through rounds of breast cancer, she had found the decision to undergo preventative surgery an empowering one. It was **her** choice and one that could help change the future of her generation. When Pink Hope was founded by Krystal, whom had undergone her surgery at the same time as Stacey, I was inspired that this would be the creation of something truly unique – a charity not focussed on helping someone after diagnosis but on preventing them from ever having to be in that position. It was all about the opportunity to know and understand your risk and to have the choice to change your future.

After having seen Stacey go through her own journey I was very passionate about what Pink Hope stood for but became even more so, when I unexpectedly discovered I was facing it myself. At eight weeks pregnant with my second child, I found myself on the same road that Stacey had been empowered to avoid. I had been diagnosed with an aggressive breast cancer. What followed in subsequent months was a series of operations, the “Red Devil” chemotherapy and a mastectomy at 7 ½ months pregnant. It was an experience I wish could have been prevented.

I don't have a family history of breast cancer so was never offered the test for the BRCA gene as it is unlikely I have it. I am blessed that my second son was born and is a happy, healthy and definitely cheeky soul. I survived the journey and am now even more committed to ensuring others don't have to experience the same. For me, that is why it was such an easy choice to accept the position on the Board of Pink Hope.

Over the years I have been proud to watch all that Krystal and the (incredibly small support team!) have achieved. The growth over the past two years has been astounding and we continue to stretch all available resources relentlessly. There is a passion amongst the team that is truly inspiring and, even more so, purposeful. Their genuine commitment to ensure others can avoid the cancer journey is the true magic that is **Pink Hope**.

Our Board Members

Pink Hope's Board of Directors consists of independent non-executive directors. The Board members combined knowledge and experience guide Pink Hope's strategic direction and policy-making activities. They are dedicated to ensuring Pink Hope makes a difference within the high-risk community.



Mark Barter (Chairman)

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.



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.



Ian Jones

Ian Jones is General Manager Sales and Marketing at Australia Post. 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.



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 sort after and will help guide Pink Hope with their current and future IT requirements.

Know Your Risk, Change your Future.

Pink Hope is a preventative health charity 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.

Pink Hope was originally established in response to a gap in the provision of information, relevant guidance and emotional support to women at-risk of breast and ovarian cancer. Our organisation has witnessed an even greater need for us to empower the general population to assess, understand, and reduce their risk.

As a consequence of this, **Pink Hope is able to help individuals take charge of their health**, making the possibility of avoiding cancer a reality.



Our Mission.

- Provide tools and information to help the general population assess their risk of breast and ovarian cancer.
- Promote open discussion around family cancer history in the general population 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, resulting in a much earlier diagnosis and better treatment.
- 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.
- Advocate for at-risk families.

Our Story.

Pink Hope Founder Krystal Barter is a preventative cancer activist, speaker, and author moved to action after she discovered her family's cancer history was not by chance, but due to a gene fault called **BRCA1 (the same gene made famous by Angelina Jolie)**, which predisposes the carrier to breast and ovarian cancer.

Krystal created the charity from her hospital bed whilst recovering from her preventative double mastectomy at age 25 (after changes were discovered in her breast tissue) and in 2014 took the final step of having her ovary and fallopian tubes removed to reduce her risk of ovarian cancer. Having experienced the isolation and lack of information for at-risk families,

Krystal created Pink Hope for women and families like hers, with the goal of ensuring Pink Hope reaches every corner of the country to find every at-risk family.

Pink Hope was established as a charity in 2012, operating from NSW, and has rapidly become the premier hereditary health prevention charity – supporting thousands of at-risk families around the country and enabling the general population to understand their own risks.

“

It is not easy to make these decisions. But it is possible to take control and tackle head-on any health issue. You can seek advice, learn about the options and make choices that are right for you. Knowledge is power. ”

Angelina Jolie – Celebrity and

BRCA 1 Gene positive – On her recent ovarian risk reducing surgery



“

We have something previous generations never had ... knowledge and options. ”

Krystal Barter



The issue we see:

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

We need to find these families earlier and quicker to help them know their risk and change their future.

How are we are going to change this?

By having conversations that matter

We are educating the general population to know their risk of breast and ovarian cancer. Pink Hope is showing families how easy it can be to “Kiss and Tell” and understand their family health history

By being there

We are providing high quality information and support to at-risk women at each step of the journey outside of the healthcare environment

By educating the masses to find the 5% of at risk women

By finding the at-risk community we can equip them with the information and support they need to reduce their risk. Saving lives today!

Thankyou Angelina! Now over to Pink Hope

With Angelina Jolie putting the cause and conversation in the spotlight more families are coming to us, and with our team we are giving them lifesaving information and tools they need at the click of a button

The Outcome from fulfilling our vision & mission: We will change the future!

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

Who does Pink Hope support?

Pink Hope ensures the general population can assess and understand their 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
- General population 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, and Lynch Syndrome etc.

Families members supporting the high risk individual & the general population who wish to assess their risk



Where does Pink Hope provide support?

Pink Hope is national in scope, operating from New South Wales and Victoria, it represents a central point of contact for all individuals at risk of breast and ovarian cancer regardless of whether they live in rural, regional or metropolitan Australia. Pink Hope provides clear, accurate and up-to-date information on genetic testing, risk management strategies, and health and wellbeing issues.

Information and support can be sourced online, through localised groups and networks, and at the annual conference.

Our organisation strongly focuses on providing easy to access information, education and support from accredited sources and through our healthcare partners, for not only the at-risk population but the community at large who want to assess, understand and reduce their risk.

“

I will never forget my sister calling me to tell me she had found a support group for us, Pink Hope. So a day that started with it being confirmed we were both at high risk for breast and ovarian cancer at a High Risk Clinic with feelings of hopelessness became a day where I didn't feel alone and frightened for my future. We were both welcomed with such open arms, booked into the annual Pink Hope conference and began talking to other women “like us” for support on the online support groups. ”

Kylie



“

The one amazing thing from this experience is that I have met some amazing women, in person, and online. Within Pink Hope there is such a sisterhood and you never feel alone. It has inspired me so much. I just hope I can do the same for others. ”

Sharon



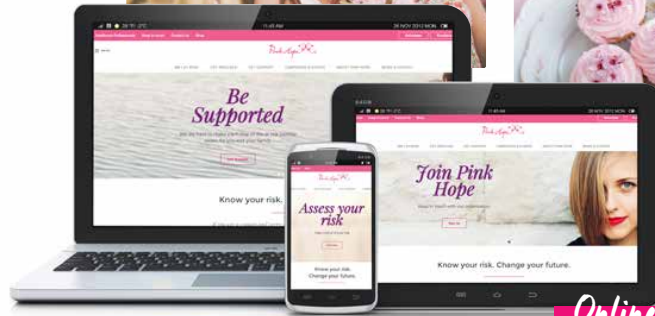
Pink Hope got a fresh new look



Media



Events



Online

Large media presences in traditional and digital space

Our Programs, Support Services and Education Campaigns -

Empowering women to take charge of their health

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

What does Pink Hope provide?

Pink Hope was established in response to an existing gap in the provision of accredited information, relevant guidance and emotional support for women at risk of breast and ovarian cancer living in Australia

The main functions and activities of Pink Hope are:

- Help individuals take charge of their health and reduce their risk of breast and ovarian cancer by providing high quality information, support and education at each key touch point of the at-risk journey
- Empower the general population to assess and understand their own individual risk of breast and ovarian cancer through easy to access information and tools
- Support best practice and strengthen existing services for the at-risk community by forging strong collaborations with healthcare professionals and key healthcare organisations
- Maximise the wellbeing and quality of life of women at-risk of breast and ovarian cancer by offering safe, accessible, education and emotional support, to during their individual journey;
- Educate and raise awareness of the importance of risk, family health history and provide quality health information to the general population. Through education awareness campaigns and initiatives.



“
Pink Hope is is the light during a very hard journey that will now continue beyond me as my daughter and son are carry the BRCA2 gene fault.”
Sharon

“

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 Programs and Support: We are here every step of the way

Pink Hope wants to empower, inspire, support and connect families so they can know their risk and change their future. Below are the programs and support mechanisms Pink Hope runs to support the community at-risk of breast and ovarian cancer.



Know your Risk



On online assessment tool to enable women to determine their risk of developing breast and ovarian cancer based on their family health history.

1

Online Genetic Counsellor



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

2

High Risk Pack

3



The High Risk Pack will be distributed through Family Cancer Clinics to every woman who is assessed as high risk either due to a gene mutation or family health history. The High Risk Pack will ensure at-risk families are supported and informed at each touch point of the journey.

Peer-to-Peer Support

4



The Pink Hope Online Support Groups provide a place for at-risk women to give and receive peer-to-peer support, connecting women from around the country. The Pink Hope Mentor Program provides individualised peer-to-peer support by telephone. Outreach events are held throughout the year to give women, their families and support people the opportunity to meet in person to give and receive support by sharing their stories and experiences.

Outreach Ambassador Program

5

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.

Pink Hope Conference

6

The annual Pink Hope Conference is open to everyone and provides expert speakers to ensure the most current information and research is available. It is also an opportunity for at-risk people to connect in person.

Information and Resources

7

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.

Giving Back

8



Giving Back to Our Community is a program that aims to support the women and families within our community at a time when they are going through surgery and/or treatment.

Why are we so important!

There is a lack of cohesive and consistent model of care in Australia regarding the management of familial breast and ovarian cancer risk and associated health considerations for at-risk women. Studies suggest that services provided by Familial Cancer Clinics across Australia operate under different clinical governance. Some services are located within the Cancer Stream, some in Primary and Community Health, and still others in the Chronic and Complex Care Stream.

While services for at-risk women are available in the US and Europe they didn't cover issues specific to the Australia medical and insurance systems, such as the criteria for genetic testing, impact of genetic testing on insurance, issues specific to geography and the Australian hospital and healthcare system. Until the establishment of **Pink Hope** Australian women had nowhere to go that could meet all their needs – this was a key impetus behind the creation of Pink Hope.

Pink Hope provides a centralised and independent source of breast and ovarian risk information and support.

“

The very day we received our genetic testing results we saw a flyer for the Pink Hope Conference – we had just found what we were looking for an event with expert speakers to help us with our research and an opportunity to meet other at-risk women to hear their personal experiences. We gained so much information and an amazing amount of strength and comfort from other at-risk women.”

Julie and Michelle (sisters)



STORIES FROM OUR COMMUNITY - INSPIRED, PROACTIVE AND EMPOWERED

Gyan's Story

My name is Gyan and I am 24 years old.

I have an extremely strong family history of breast and ovarian cancer; I have lost two aunts, my grandmother and her three sisters to breast and/or ovarian cancer.

When I was about 15 one of my aunts who at the time was battling ovarian cancer was tested for the BRCA1 genetic mutation and found out she was positive. Mum always tells me how brave she was always trying treatment after treatment to try and discover a way to beat cancer, even if it couldn't help her, she wanted to find a way that it could help future generations, and that is what she has done, at the end of the day, she has saved my life.

I have known since I was 15 that we had the BRCA1 genetic mutation running in our family and that one-day I would need to be tested. In January 2014 I decided I was ready to know. Six weeks later we found out I was positive. It was the shock of my life. I was 100% sure I would be negative, I don't know why.

The BRCA gene is one that everyone has that acts as a tumour suppressor. What this result means is that my BRCA1 gene is faulty. This significantly increases my likelihood of developing breast cancer to 85-90% in my lifetime and at a younger age. It also drastically increases the likelihood of me developing ovarian cancer compared to someone with a normal BRCA gene.

I have had a really tough year emotionally adjusting to this, especially when trying to plan my life out. While my friends are planning weddings, I'm planning preventative surgery and unfortunately the out of pocket costs are about the same.

I have never wanted to over dramatize what I have been going through because I know people are way worse off than me. But I guess I feel that now I am BRCA positive it's not a matter of if, but when, and I am not waiting around for it to get me first. I am lucky enough to have warning and there is no point sticking your head in the sand about it.

Since receiving my positive result, I have had multiple ultrasounds, MRI's, specialist appointments and even



a biopsy after a lump was found (benign - thank god); all of which have contributed to my decision to have a preventative double mastectomy with immediate reconstruction in July 2015.

There is not a lot of support for BRCA positive women locally and I have found it hard because many people don't really understand the entire situation. Most don't get why you would make such a drastic decision (to have the preventative surgery) and be able to talk about it so openly. I am feeling very desensitised to it all these days; mastectomy discussion; breast reconstruction pictures; general boob talk - it is all just a part of my daily life now.

One organisation that does exist however, is Pink Hope. I have been educated and informed about my options via the website and forums like the various Facebook groups. I have become less anxious about attending specialist appointments, scans, and the upcoming surgery, all due to the conversations, advice, stories and experiences shared by women from all over Australia through this website. They are also helping me try to organise a local coffee catch up, so that the high risk people in Newcastle who aren't online or want to catch up in person have somewhere to go.

This diagnosis has given me an opportunity that previous family members never had. This is why I was always going to go through with the surgery. We are going to beat breast cancer before it even gets a chance. I say we because I could not have gotten through this without my family and close friends, especially my parents and partner Ty, they have been my rocks throughout this whole process. By going through with this surgery, I am giving myself a much more optimistic future. It is probably the scariest thing I will ever do, and will be painful both emotionally and physically.

But when it is all over, we can move on and know that I have done all I can to reduce my risk and give myself the best chance possible for a long, healthy, and happy life.

Daniela' Story

In June 2007, I was 27 and in my final year of university. Having had studied for 8 years I was excited by the prospects of completing my education. I was about to embark on a career as a research scientist and I was excited. Midway through my thesis writing, my life dramatically changed, forever. I was to be tested physically and emotionally for the following 6 years until finally I watched my closest friend's battle with ovarian cancer end. This friend was also my mother – she was only 59 years of age.



Unfortunately not only did my family have to experience dealing with the terminal illness that was to rob my mother of her life. We were also informed that our family carried a BRAC1 mutation. This mutation was the cause of my mother's ovarian cancer, and her sister's breast cancer. A few months following my mother's diagnosis, I learnt that I too had inherited the BRAC1 mutation.

I now count myself lucky. I have the knowledge now that I am at an increased risk of breast and ovarian cancer. I chose to take control.

In 2007, I commenced screening at the Peter MacCallum Familial Cancer Centre in Melbourne, Victoria, Australia. I was provided with a wealth of information and support as to how best to reduce my risk. I continued to undergo routine examinations and MRIs to ensure that I did not have breast cancer or at the very least, it was captured early. However, having now worked as a research scientist who understands the science behind the BRAC1 mutation, and having watched

my mother die of cancer – being monitored by examination and screening no longer sat comfortably with me.

Unfortunately, at present the only true risk reduction to breast or ovarian cancer in BRAC1/2 carriers is to remove the tissue. I knew this is what I would have to do and 2 years following my mother's death, I was now physically and emotionally prepared to undergo the surgery.

I return to the present day, April 2015, and whilst writing this article I am recovering at home from a surgery that many have endured and many are contemplating. I underwent a preventative double mastectomy, and had a cellular dermal matrix (ADM) and insertion of breast implants completed at the same time. I am in pain, but I am feeling a sense of contentment as I reside in the fact that my risk of breast cancer has significantly reduced from 80% to a mere 5%, the average population risk.

I have been home for 2 weeks now and I am improving daily. I am lucky to have the support of wonderful family, friends and my beautiful husband.

I know that after kissing me goodnight, my husband watches me whilst I sleep, I know because I can feel his eyes on me. He is sad to see me: in pain; unable to wash my own hair; struggling to cook a meal; missing yoga. But I know he is happy, as these are only short-term losses for a lifetime we have now gained together. I am lucky.

What your donations and funding helping us achieve?

We are saving lives today!

1. Increased availability of Genetic Counselling and case management to the at-risk population;
2. Information and resources for at-risk individuals to manage and reduce their risk of breast and ovarian cancer available at the click of a button and in person.
3. Significant expansion of the reach and functionality of the **Pink Hope** website;
4. Increased awareness of breast and ovarian cancer risk in the general and at-risk population through targeted education campaigns
5. Creation and management of an online risk assessment tool for individuals to better understand their breast and ovarian cancer risk and to see if they should be referred for further professional assessment.
6. Establishment of the administrative infrastructure to enable the sustainability of **Pink Hope**
7. The national Prevention Hub located at the Peter MacCallum Cancer Centre in Melbourne, which empowers individuals to assess, understand and reduce their risk of breast and ovarian cancer while providing high quality support and information outside of the healthcare environment.



“Awareness of health risks and the implementation of preventative strategies have long been demonstrated as appropriate ways to reduce potential long-term costs associated with the morbidity of certain chronic conditions. Based on the values calculated by Access Economics in their 2007 report, the lifetime economic costs (incorporating financial and burden of disease costs) associated with a younger woman who has been treated for breast cancer will be over **\$710,000** and for ovarian cancer over **\$1,000,000**. With up to an 80% risk of breast cancer and up to a 60% risk of ovarian cancer associated with inherited gene mutations, the likelihood of an at-risk women being associated with these costs is high.”

“

This group has been instrumental in informing and educating women in the Community, in lay terminology about what being “at-risk” of cancer actually means. The Pink Hope community activities have been very well received and appreciated by the medical community.”

Heather, Scientist

Our Impact:

Pink Hope's greatest impact is seen through our ability as an organisation to bring education, awareness and support to thousands of Australians who previously may not have assessed or understood their potential risk of breast and ovarian cancer. As a consequence of this Pink Hope is able to empower and support women and their families to take charge of their risk and the possibility for these women and their families to avoid cancer then becomes a reality.



PRIOR TO PINK HOPE

Prior to Pink Hope there was not a unique Australian based organisation focused on the needs and issues faced by families at-risk of breast and ovarian cancer. Its growth; reaching and supporting an increasing number of at-risk women and their families every year since 2012 can see the success of Pink Hope.



MEDIA PROFILE

Pink Hope has high media engagement with thousands of Australian and international medias outlets featuring the work of Pink Hope in the preventative health space.



BRCA & GENETICS

When Angelina Jolie shared her BRCA status and decisions related to being at-risk, the demand for Pink Hope representation in the media increased exponentially. The need for our information and support services for women and their families grew by approximately 701%. Pink Hope is called upon as the leading voice for BRCA mutation carriers and at-risk families around Australia and continues to be a leading voice of prevention and family health history in Australia & the world.



RISK COMMUNITY

As an organisation Pink Hope is able to highlight key stories and issues that face the at-risk community. Ensuring we advocate for our community.



CAMPAIGNS

The Pink Hope education campaigns: Pinky Promise and Bright Pink Lipstick Day have reached millions of Australians with critical life saving health information.

Our Impact and Highlights from 2014-2015 Watch us Grow and be apart of it!

Pink Hope is on the forefront of preventative breast and ovarian health in the country. Working hard to ensure we empower every Australian to assess and understand their risk of breast and ovarian cancer.

KEY ENGAGEMENT STATISTICS FROM PINK HOPE

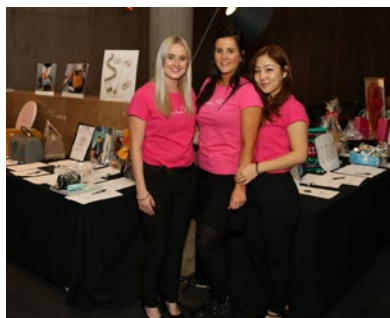
- The Pink Hope website currently has an average session time of 15 minutes plus
- **85%** of visitors come direct to pinkhope.org.au
- Our social media reach is over **70,000** engaged followers and growing daily
- **With 369 million media impressions recorded over 3 years for our campaign bright pink lipstick day**

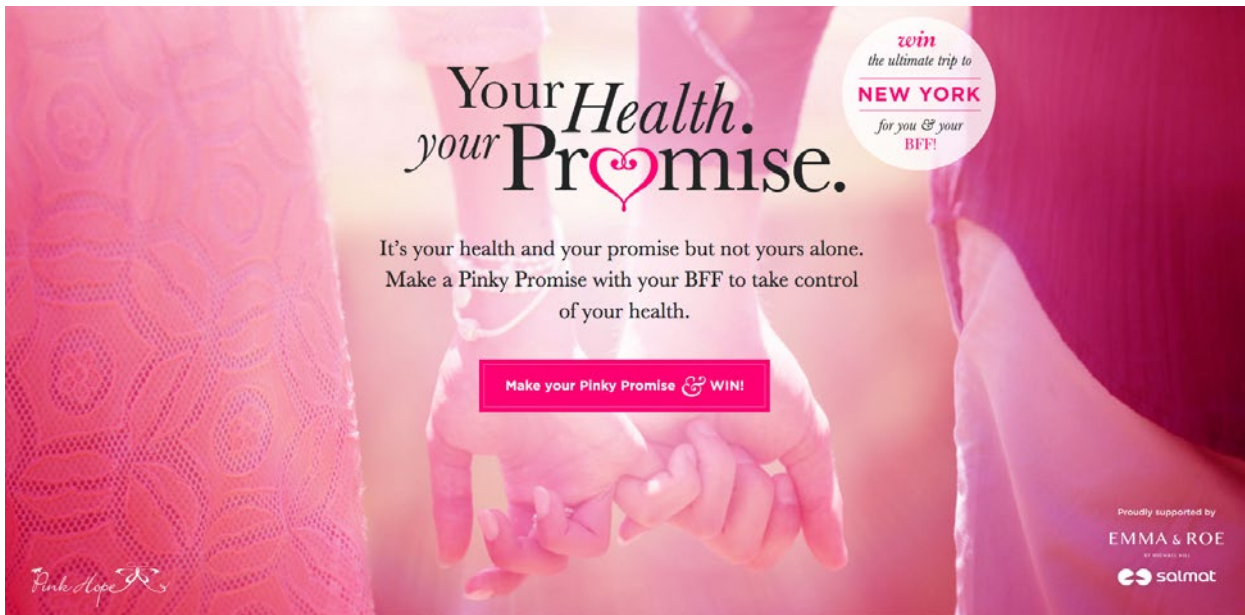
PINK HOPE ANNUAL GALA:

The First annual Pink Hope Gala was held on Friday May 8th 2015. The gala was attended by over 310 guest, including influencers like Bianca Rinehart, Francesca Packer along with support from Sydney Optus campus, Eat Fit food & Michael Hill.

The guests were entertained by Master Illusionist Sam Powers followed up with an energetic set by Guy Sebastian. The evening was hosted by E News Presenter Ksenija Luckich & Radio announcer Lizzie Lovette and local Auctioneer Gayle Walker successfully handled live auctions. The event was an extremely successful night for the charity, raising much-needed funds & awareness with key corporate groups & individuals.

Total amount raised \$ 80,000



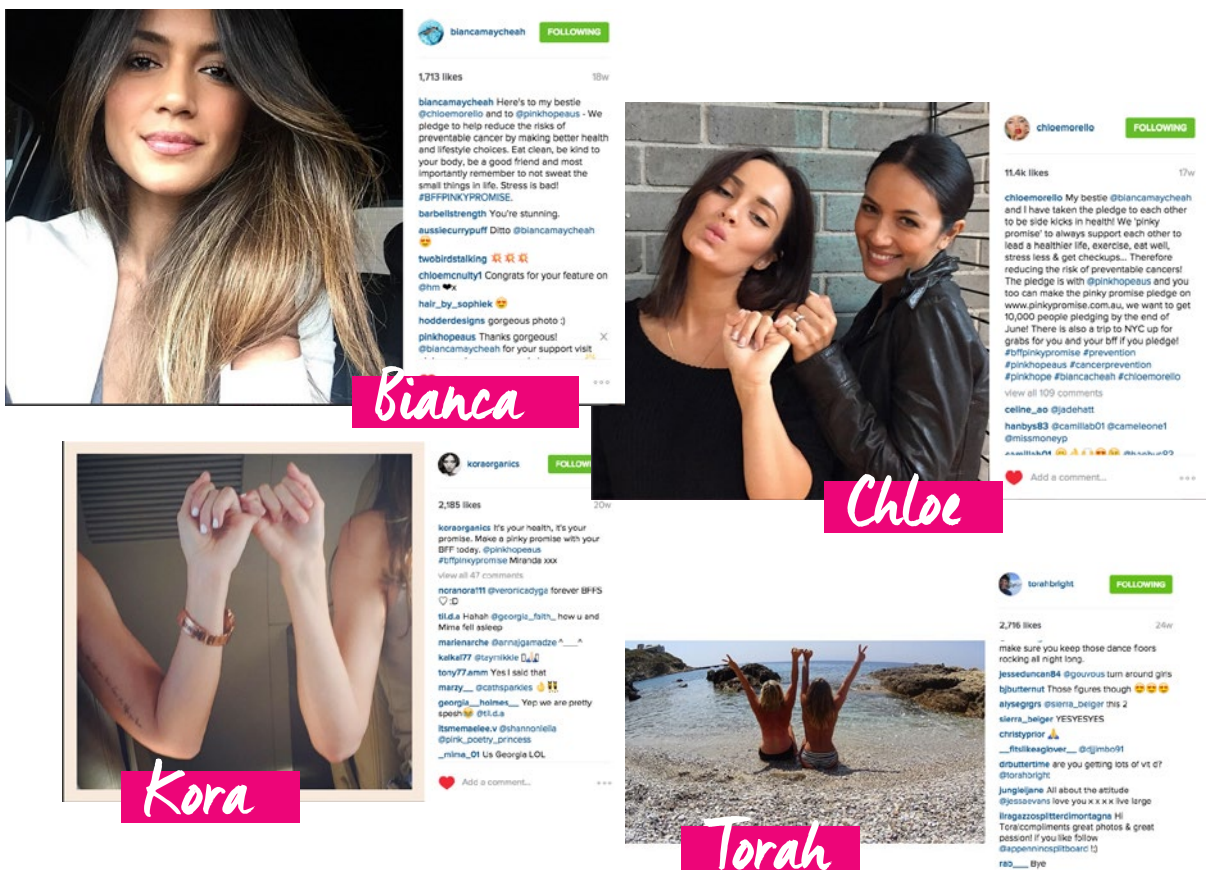


The **Pinky Promise** campaign is a Pink Hope initiative and campaign which ran during May & June 2015, this campaign actively engage a new generation of women to take control of their future health and reduce their risk of cancer.

The campaign was kicked off with a media/blogger/influencer BFF Breakfast hosted by Pink Hope Founder Krystal Barter at The Gazebo in Elizabeth Bay.

Sponsors that made #bffpinkypromise possible included Emma & Roe, Michael Hill, Soho Grand in NYC and The Keystone Group.

The **Pinky Promise** initiative led to over 8,000 individuals to sign up to Pink Hope's prevention support and information hub.





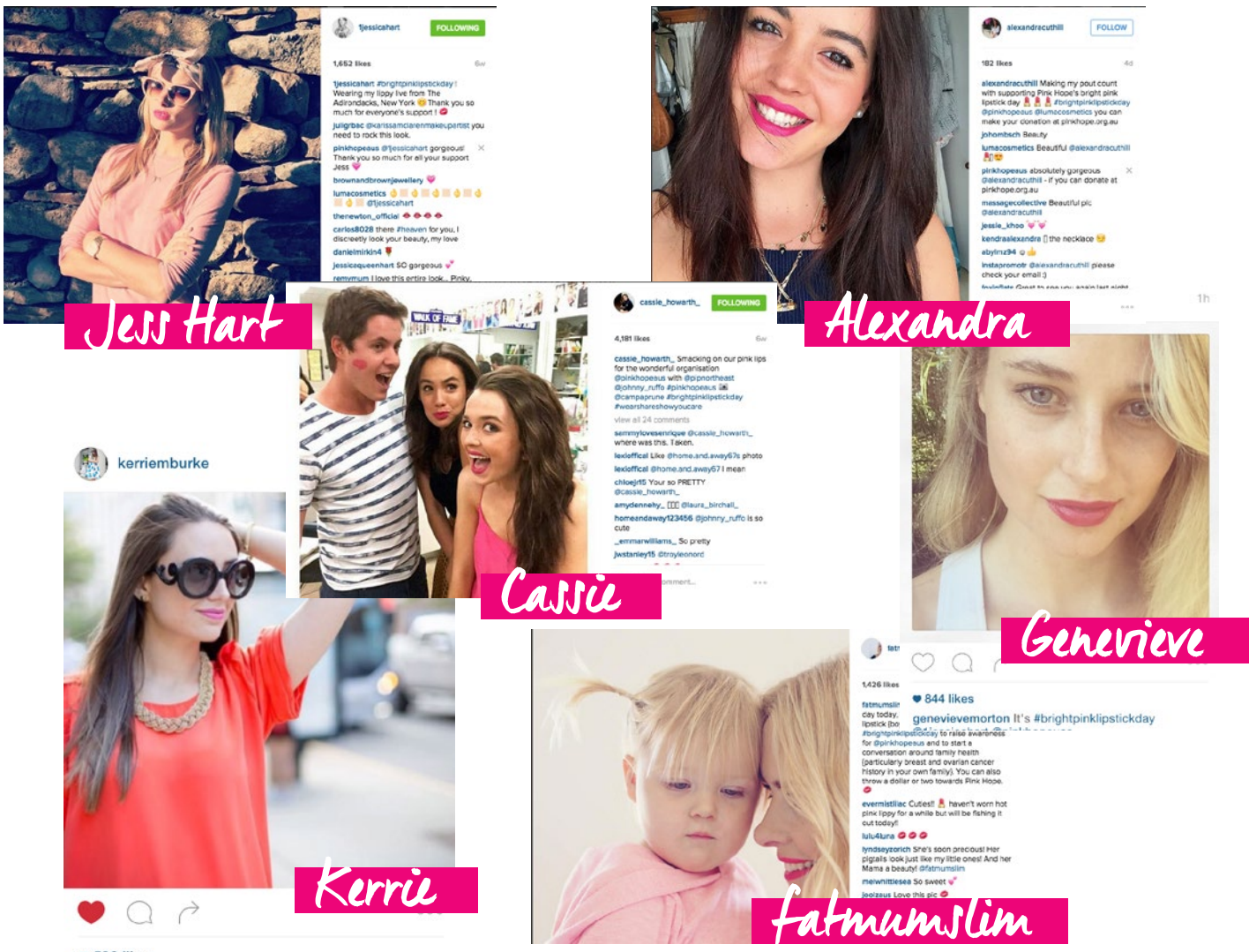
Bright Pink Lipstick Day is a Pink Hope awareness and education campaign that was held on Friday September 25th 2015.

The tagline “Make a promise to Kiss and Tell” encourages everyone to talk about their family health history to learn more about their breast and ovarian cancer risk.

Once again this years Bright Pink Lipstick day was extremely successful trending on both twitter & Facebook across the day with approx. 4000 instagram posts using the official #hashtag

Over 90-registered fundraiser were hosted across the month of September in support of BPLD along with online fundraising & donations the campaign raised in excess of \$100,000

The charity was feature across print media, online, TV (channel 10) during the campaign, we generated support from key bloggers, celebrities, influencers our Pink Hope community and the general public.



Media Highlights from 2015

The Sydney Morning Herald

Krystal Barter, the Australian woman who counselled Angelina Jolie

March 24, 2015

Jenna Clarke
Reporter
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Krystal Barter, Angelina Jolie and Brad Pitt at the Librarian premiere in Sydney

ELLE AUSTRALIA

Founder of Pink Hope Urges Women To Assess Their Cancer Risk

SEP 24, 2015



Krystal Barter and another woman standing together outdoors.

THE HUFFINGTON POST AUSTRALIA

THE BLOG | Featuring fresh issues and real-time analysis from HuffPost's signature lineup of contributors

Krystal Barter | Cancer prevention activist, author of *The Lucky One*, founder of Pink Hope

How An Awkward Conversation With Your Mum Could Save Your Daughter's Life

Posted: 2015/09/19 11:21 AEST | Updated: 2015/09/19 11:21 AEST

78 Likes 0 Comments 0 Shares

Overnight the Kardashians sisters were photographed walking into a clinic to have a BRCA gene test for breast and ovarian cancer. No doubt, as commercial as they are, it may be a sponsored promotion for the Genomics clinic but, you know what, it's a good thing because it has created another platform to discuss something that can save a life.

Developments in healthcare are moving forward at a rapid rate -- from treating illness to focusing on prevention. As a result we are learning about how our genetic make-up and environment can affect our overall health, including our risk of getting cancer. There is also more information available for high-risk families to manage and reduce their cancer risk.

The Daily Telegraph

Local

Pink Hope empowers people to make a pinky promise to learn about prevention and detection of cancer

May 16, 2015 12:00am
Laura Tinsley NewsLocal



Pink Hope founder Krystal Barter (right) with supporter Francesca Packer Barham at the Pinky Promise launch. Picture: Quentin Jones

Daily Mail AUSTRALIA

'Australia's Angelina Jolie' signs up a Victoria's Secret model, the PM's wife and the publicity-shy daughter of Gina Rinehart for 'Bright Pink Lipstick' charity campaign

- Krystal Barter was just 25 when she had a double breast mastectomy after realising she had the faulty BRCA1 gene
- The 31-year-old from Sydney now actively campaigns for hereditary health awareness through her Pink Hope Charity
- The mother-of-three has signed on a number of high profile Australians for the charity Bright Pink Lipstick Day
- It's a social media campaign that encourages people to discuss their hereditary health

By DAILY GEMME FOR DAILY MAIL AUSTRALIA
PUBLISHED: 12:36 EST, 25 September 2014 | UPDATED: 19:33 EST, 25 September 2014

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Krystal Barter is Australia's answer to Angelina Jolie. Not only did she carry the same faulty BRCA1 gene that prompted her to undergo a double mastectomy, but the 31-year-old has also proved she has the same star-pulling power of the Hollywood A-lister.

The mother-of-three and founder of the Pink Hope charity has signed on a number of high profile Australians including Victoria's Secret Model, Jess Hahn and sister Ashley, the Prime Minister's wife Marge Abbott and the daughter of the country's richest woman Bianca Rinehart for her charity campaign.

The charity's latest project, Bright Pink Lipstick Day, is a social media campaign that encourages more people to discuss their hereditary health.

"We're very fortunate to have these women. It's a huge honour to have the Prime Minister's wife leading the charge. To have someone of her calibre mean we're fighting for something that's right," Ms Barter told Daily Mail Australia.

"These women have become like my friends and it's pretty amazing."

Other celebrities who have jumped on board include Jessica Campbell, Lisa Wilkinson, Laura Courten, Natalie Grunbawski, Kylie Clarke and Nicole Trunfio.

Krystal Barter created the Pink Hope charity in 2009 as she was recovering from a double mastectomy

POPSUGAR

POPSUGAR | Celebrity Books | Pink Hope Founder Krystal Barter: *The Lucky One* Book Review

The Book That Might Change Your Life

by Deborah Pike 2/5/14 | 64 Shares

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perth now SUNDAY TIMES

WA News

Bianca Rinehart, childhood friend Steph Adams sign up as Pink Hope ambassadors to fight breast cancer

August 9, 2014 8:37pm
YAMINE PHILLIPS Perthnow



The Sydney Morning Herald

Share your health histories, urges Margie Abbott, as she reveals her grandmother died of breast cancer

September 15, 2014

Julie Power
Reporter
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Margie Abbott urges breast cancer discussion
Margie Abbott, the wife of Prime Minister Tony Abbott, reveals her family history of breast cancer and urges families to share their health histories. Vision courtesy Nine News.

A Partnership that matters: Emma and Roe

PINK HOPE - NOW WITH EXTRA CHARM

Beautiful, bright, bold and very pink, the stunning Pink Hope collection brings you the latest Emma & Roe charms with a real purpose.

The bespoke range, designed and exquisitely crafted in support of the Pink Hope Foundation, features the charity's signature butterfly of hope detailed with pink enamel, crystals and glass.



OUR PARTNERSHIP HIGHLIGHTS

- Product placement
- Launch brand inclusion
- Inclusion in our Pinky Promise Campaign which reached over **55 million in 1 year**
- Celeb engagement
- Brand integration



HOW CAN A CHARM HELP SAVE LIVES?

With every bracelet or charm purchase from the Emma & Roe Pink Hope collection, you're helping to raise awareness & provide ongoing support for families dealing with hereditary breast & ovarian cancer. Emma & Roe has committed \$1.1 Million to the Pink Hope Foundation and with your help we hope to give so much more. So wear a little hope or give the gift of hope, because the journey matters.



where their funds has helped our organisation:

- Providing funds to employ a programs manager
- Ability to have sustainable funding to our organisation to encourage growth, when we needed it most



SOME MEDIA HIGHLIGHTS (click on the links below)

<http://www.smh.com.au/lifestyle/celebrity/the-goss-bianca-rinehart-ventures-into-the-lions-den-20150508-ggxp0l.html>

<http://www.dailytelegraph.com.au/entertainment/sydney-confidential/e-australia-host-ksenija-lukich-new-ambassador-for-pink-hope-cancer-charity/news-story/eb5cd1cf8aa39326149d9275b6edb494>

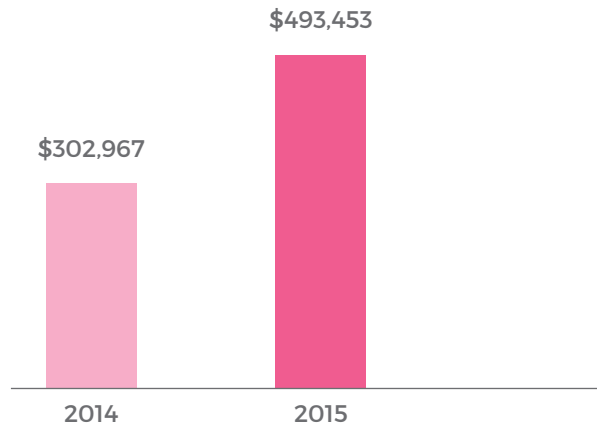
A close-up photograph of two women blowing bubbles. The woman on the left has blonde hair and is wearing large, dark sunglasses. The woman on the right has dark, curly hair and is also wearing sunglasses. They are both smiling and blowing into bubble wands. The background is bright and out of focus, suggesting an outdoor setting. A pink rectangular box is overlaid on the image, containing the text 'Our financial health' in a white, cursive font.

Our financial health

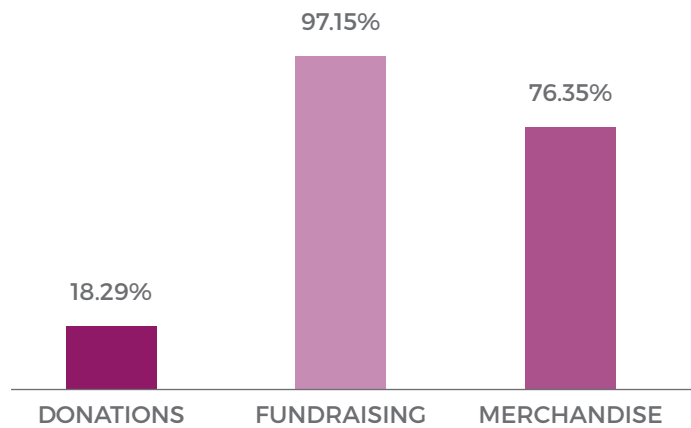
Your Contributions – THE FINANCIALS

2015 FINANCIAL RECAP

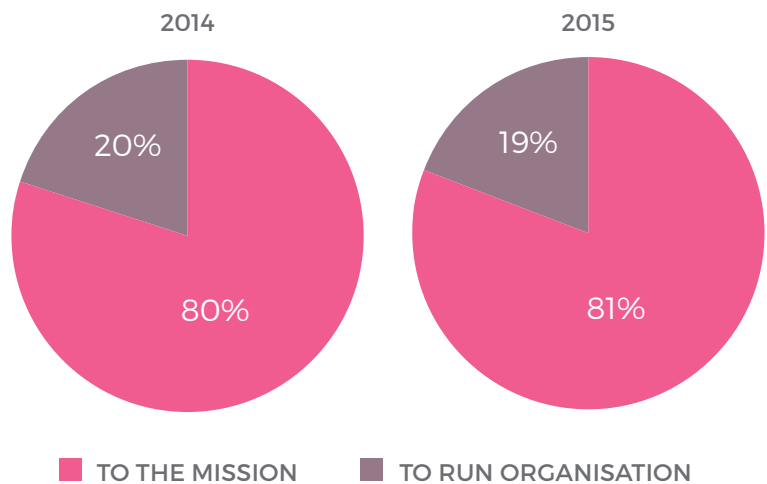
TOTAL MONEY
RAISED
2014-2015



REVENUE
GROWTH
2014-2015

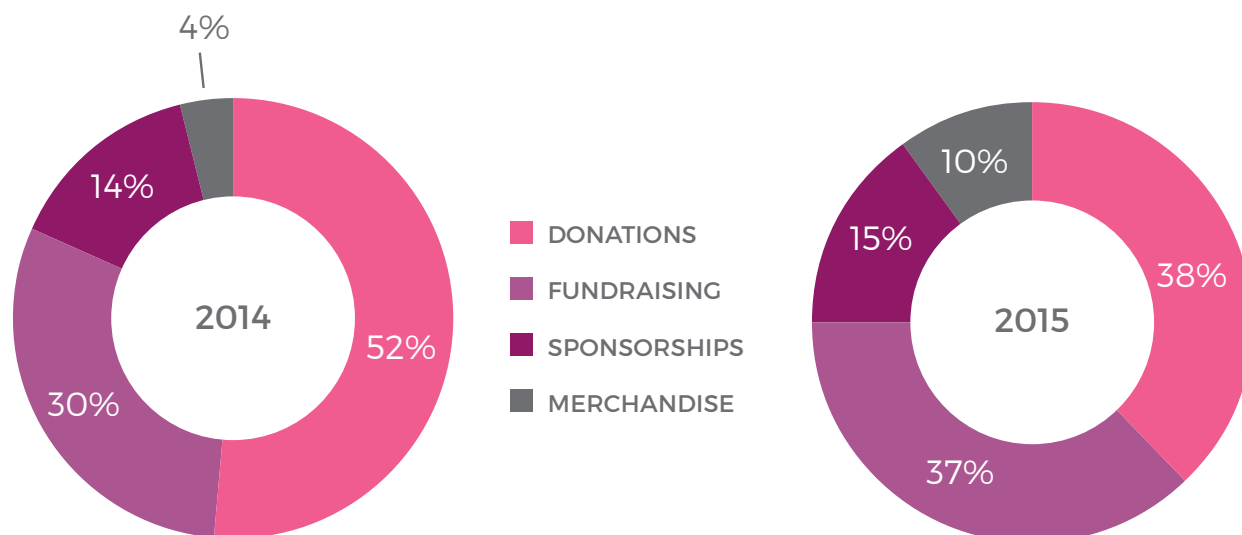


MONEY
INVESTED IN
PROGRAMS,
SUPPORT,
EDUCATION
CAMPAIGNS



Your Contributions – THE FINANCIALS

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 2015

	2015	2014
Note	\$	\$
Revenue	503,915	310,032
Other income	-	2,172
Raw materials and consumables used	(139,687)	(26,755)
Employee benefits expense	(107,156)	(80,084)
Depreciation and amortisation expense	(2,549)	(1,391)
Other expenses	(113,746)	(106,666)
Finance costs	(2,856)	(960)
Surplus before income tax	137,921	96,348
Income tax expense	-	-
Net surplus and total comprehensive income for the year	137,921	96,348

Pink Hope Community Limited

ABN 43 159 082 792

Statement of Financial Position

30 June 2015

	Note	2015 \$	2014 \$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	2	580,953	191,476
Trade and other receivables	3	73,959	5,037
Inventories	4	8,361	18,750
TOTAL CURRENT ASSETS		663,273	215,263
NON-CURRENT ASSETS			
Property, plant and equipment	5	4,070	1,424
Intangible assets	6	2,888	3,423
TOTAL NON-CURRENT ASSETS		6,958	4,847
TOTAL ASSETS		670,231	220,110
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	7	25,460	20,078
Other liabilities	8	306,818	-
TOTAL CURRENT LIABILITIES		332,278	20,078
TOTAL LIABILITIES		332,278	20,078
NET ASSETS		337,953	200,032
EQUITY			
Accumulated Surplus		337,953	200,032
TOTAL EQUITY		337,953	200,032

Pink Hope Community Limited

ABN 43 159 082 792

Statement of Changes in Equity

For the Year Ended 30 June 2015

2015

	Retained Earnings	Total
	\$	\$
Balance at 1 July 2014	200,032	200,032
Surplus attributable to members	137,921	137,921
Balance at 30 June 2015	337,953	337,953

2014

	Retained Earnings	Total
	\$	\$
Balance at 1 July 2013	103,684	103,684
Surplus attributable to members	96,348	96,348
Balance at 30 June 2014	200,032	200,032

Pink Hope Community Limited

ABN 43 159 082 792

Statement of Cash Flows

For the Year Ended 30 June 2015

	Note	2015 \$	2014 \$
CASH FLOWS FROM OPERATING ACTIVITIES:			
Receipts from sale of merchandise and fundraising/function events		240,237	91,765
Government grant received		250,000	-
Donations received		181,287	156,025
Sponsorship received		67,167	43,091
Payments to suppliers and employees		(344,818)	(204,596)
Finance costs		(2,856)	(960)
Interest received		3,120	-
Net cash provided by (used in) operating activities		<u>394,137</u>	<u>85,325</u>
CASH FLOWS FROM/(USED IN) INVESTING ACTIVITIES:			
Purchase of property, plant and equipment		(4,420)	-
Payments to acquire intangible assets		(240)	-
Net cash used by investing activities		<u>(4,660)</u>	<u>-</u>
CASH FLOWS FROM FINANCING ACTIVITIES:			
CASH FLOWS FROM FINANCING ACTIVITIES			
		<u>-</u>	<u>-</u>
Net increase (decrease) in cash and cash equivalents held		389,477	85,325
Cash and cash equivalents at beginning of year		191,476	106,151
Cash and cash equivalents at end of financial year	2	<u>580,953</u>	<u>191,476</u>

*Know your risk,
Change your future*

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pinkhope.org.au