



PINK HOPE  
*2016 Annual Report*

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

 pinkhopecommunity

 pinkhopeaus

 pinkhopeaus

# Contents

1

---

CEO Report

2

---

Chairman Report  
Our Board Members

3

---

Mission & Vision

4

---

The Need for Pink Hope

5

---

The Issues at Hand

6

---

Programs and Support

8

---

Programs and Support  
Services

9

---

Our New Key Pillars

10

---

Education & Support

11

---

Personal Story - Michelle

12

---

Personal Story - Elisha

13

---

Growth and Influence

14

---

Pink Hope Audience1

15

---

Campaigns & Activations

17

---

Bright Pink Lipstick Day

18

---

Pinky Promise

19

---

Testimonials

20

---

Donations & Funding  
helps us to Achieve

21

---

Fundraising Health

24

---

Support Pink Hope



“

Some things run in your family like a musical talent, or the colour of your eyes. In my family 4 generations of women have faced breast and ovarian cancer, each at increasingly earlier ages.

My family carries the BRCA gene mutation and this knowledge gave me the desire to not become a cancer statistic in my family. To become the first woman to know my risk and change my future.

At 25 years of age I decided to have a preventative double mastectomy after changes were discovered in my breast tissue and at 31 I had my ovarian preventative surgery. I laid in my hospital bed feeling very alone and isolated, wanting to make a difference to the lives of others.

I created Pink Hope to become a voice, a community and resource for people who wanted to assess, understand and take control of their risk of breast and ovarian cancer. Pink Hope has become a beacon of hope for thousands of people around the country. I am so proud to see our organisation make inroads every day in the preventative health space.

You can become a part of our prevention mission; it is with your help we can save lives right now.

*Krystal Barter*

Pink Hope Founder & CEO



# Report from the Chairman - Mark Barter

It has been (and continues to be) a very exciting year for Pink Hope. Since becoming a standalone charity in 2012, Pink Hope has certainly come a long way.

Four year ago, Pink Hope began by providing individuals at risk of breast and ovarian cancer to the latest information regarding their breast and ovarian health. Fast forward to 2016, Pink Hope has evolved to be able to provide its community with not only education, but personalised support. Later this year, Pink Hope will also be announcing two key new pillars to the organisation; research and genetic testing.

Pink Hope exists to ensure the (estimated) 660,000 women at moderate to high risk of breast and ovarian cancer in Australia are empowered, educated and inspired to take control of their health and therefore reduce their risk of developing of cancer. The not-for-profit also understands the significant physical, mental and financial burden carrying a genetic predisposition or being at risk of breast and ovarian cancer can have on women, men and their families. Therefore, providing services that enable the increased risk journey easier to navigate is at the heart of the charity.

I am very proud that Pink Hope has gone beyond raising awareness of hereditary breast and ovarian cancer, but rather taken steps to help Australians take control of their health and potentially change their future.

## 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.



### 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.



# Know Your Risk, Change 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 increased risk women.



## *Pink Hope Vision*

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

### **Pink Hope Vision**

- 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 affordable 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.

## The Need for 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, education and informing every Australian about their risk of breast and ovarian cancer.



“

**LIFE COMES WITH** many challenges. The ones that should not scare us are **the ones we can take on and take control of.**

*- Angelina Jolie*

## Pink Hope Impact

In 2014, the demand for Pink Hope's services and educational tools increased by 701% (this was largely influenced by Angelina Jolie's announcement regarding her BRCA status). Since, Pink Hope has only continued to grow. Prior to Pink Hope there was not a unique Australian based organisation focussed on the needs and issues faced by families at increased risk of breast and ovarian cancer. As an organisation, Pink Hope is at the forefront of preventative breast and ovarian health.





## *The issue we see:*

Being at increased risk for breast and ovarian cancer can have far-reaching medical, social, emotional, financial and physical implications for women and their families. In addition, hereditary cancers often occur at much younger ages, making the gravity of the situation even 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 encourages families to “talk” about 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 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!

### **Pink Hope is on the forefront of prevention.**

We are the only charity in Australia with a unique focus on hereditary breast and ovarian cancer.



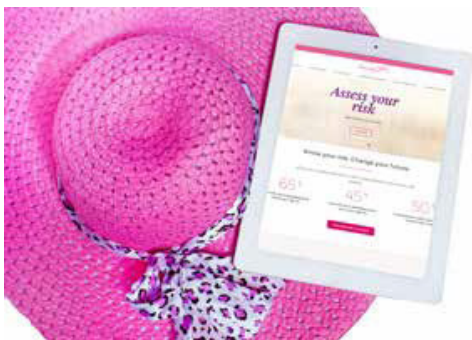
# Pink Hope Programs and Support

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

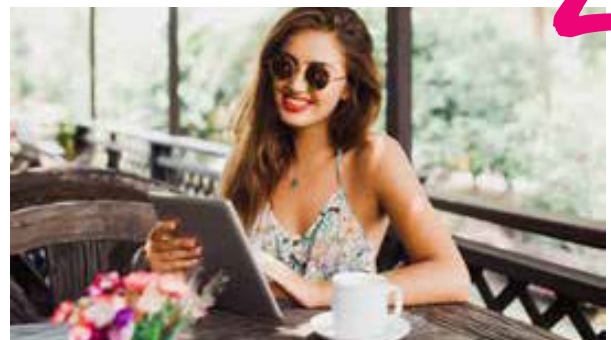


On online assessment tool to enable women to determine their risk of developing breast and ovarian cancer based on their family health history.

1

## Online Genetic Counsellor

2



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.



## 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.

# Pink Hope Programs and Support Services

## Letter From Programs Manager Sue Jones



I was so proud to officially join Pink Hope as the Programs Manager in September 2015 after volunteering with the organisation since it became a stand alone charity in 2012. My role includes developing the programs and support services to ensure those at increased risk of breast and ovarian cancer have the information and resources at every touchpoint of their journey; and ensuring all women have the tools to assess, understand and reduce their risk of breast and ovarian cancer.

- The last financial year has seen some incredible achievements in the programs and support services area of Pink Hope.
- The support and service mechanisms for those at increased risk of breast and ovarian cancer have increased with peer telephone support, information days and access to a Genetic Counsellor. For those wanting to know their risk of breast and ovarian cancer an online tool, Know Your Risk, was developed and access to a Genetic Counsellor made available.

- The establishment of a 12 month partnership with Peter MacCallum Cancer Centre lead to the development of a Know Your Risk Tool, commencement of a High Risk Pack and establishment of an Ask Our Genetic Counsellor program.

The Know Your Risk Tool is an online assessment tool allowing women to determine their risk of developing breast and ovarian cancer based on their family health history. The tool was launched in October 2015 and by the end of the financial year 10,715 people had taken the tool.

- The High Risk Pack is a resource for those at increased risk of breast and ovarian cancer which is being designed to be used by the patient and their Genetic Counsellor ensuring that personalised risk information and other details can be included. It is anticipated that this resource will be trailed and evaluated in 2017.
- The Ask Our Genetic Counsellor program is a program which allows people to submit questions to a Genetic Counsellor online through the Pink Hope website. The program commenced in September 2015 and by June 2016 88 people had used the service.
- Telephone peer support had been identified in member surveys as a support mechanism wanted by the increased risk community. In May 2015 Pink Hope signed a collaboration with Cancer Council Victoria for the provision of telephone peer support nationally through their Gene Connect program.
- The annual Pink Hope conference was held in early June 2016 with an increase in registrations of 21% from the 2015. This event is for those at increased risk of breast and ovarian cancer who want to learn more about how to manage their risk and features expert speakers, question and answer panels, personal stories and the opportunity to participants to connect in person. The post event evaluation was extremely positive with 100% of those who completed the evaluation rating the event overall as "excellent" or "good".
- In May 2016 Pink Hope sponsored Western Australia's first BRCA Information Day. The day gave people in WA the opportunity to meet others who are experiencing the same genetic condition, to receive up to date information from leading healthcare professionals and to ask questions. 120 people registered and the post event evaluation was extremely positive showing that 95.5% who completed the evaluation rated the event program as good or excellent.

It has been an exciting year in the area of Programs and Support services seeing new relationships being developed and new programs being provided to support those at increased risk of breast and ovarian cancer.

I hope you, our supporters, are as delighted as we are at Pink Hope with our achievements and impact over the last 12 months as we could not have done it without and look forward to working with you to continually improve and grow.

*Sue Jones*  
Programs Manager



# Pink Hope's New Key Pillars

In 2016, Pink Hope introduced two new pillars of the organisation to stand alongside its Support and Education; **Research** and **Genetic Testing**.

## Research

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

The Bonnie Rose Project is a Pink Hope fund that has been established to invest in the most innovative research to ensure the best chance of changing the future for the next generation at risk of breast and ovarian cancer.



“

**MY HOPE IS THAT** my daughters continue to be armed throughout their lives with more options and answer about **our currently unknown gene mutation**.

*-Elisha, Pink Hope Community*

## Genetic Testing

Pink Hope's Genetic Testing Grant Program aims to help those women and men who are at moderate to high risk of breast and ovarian cancer who have just missed out accessing free genetic testing through the public system, and are facing financial hardship. A patient can apply for the grant alongside their healthcare professional.

For more on Pink Hope's Genetic Testing Grant Program visit: [www.yourrisk.com.au](http://www.yourrisk.com.au).



“

As a mother, I don't want to pass the legacy of a high risk gene onto my children with no better options than what we have today

*- Krystal Barter*



“

**I FEEL SO LUCKY** to have been given the gift of Information so I could **take control of my health**

*- Michelle, Pink Hope Community*

# Education & Support Services

## 01

### **KNOW YOUR RISK**

---

The Pink Hope online assessment tool, Know Your Risk, will help you determine your risk of developing breast and ovarian cancer based on your family health history.

## 02

### **ASK OUR GENETIC COUNSELLOR**

---

Ask Our Genetic Counsellor is a Pink Hope service that allows you to submit questions relating to your risk of breast and ovarian cancer to our qualified Genetic Counsellor. You may be determining if you are at-risk, considering genetic testing or learning about ways to reduce your risk.

## 03

### **ONLINE SUPPORT GROUPS**

---

Pink Hope's online support groups enable increased risk women the opportunity to connect with other at increased risk women in a safe and supportive environment.

## 04

### **EDUCATION & WELLNESS DAYS**

---

Pink Hope's Education and Health Days will consist of events for those at increased risk of breast and ovarian cancer who want to learn more about how to manage their risk. There will also be events for those wanting to learn more about how to assess their risk of hereditary breast and ovarian cancer. The events will feature expert speakers providing information and research, question and answer panels and personal stories.

## 05

### **RESOURCES AND WEBSITE**

---

Pink Hope has developed unique resources for the increased risk community from what questions to ask your doctor to tailored tips and advice direct from our increased risk community.

The Pink Hope website provides information for everyone wanting to assess their risk and learn more about managing their risk of breast and ovarian cancer.



## Personal Stories

### *My name is Michelle and my friends call me Floss and this is my story.*

For most of my life I have been daunted by the fact that I might be the next woman in my family to be diagnosed with cancer. My Grandmother passed away from ovarian cancer, and my beautiful mum passed away from breast cancer in her 40s.

I have always been proactive in keeping up to date with screenings, for the last 20 years. When I had the opportunity to be gene tested for the faulty BRCA1 gene, I grabbed it. Not only to potentially help me with my health along with future generations, but to finally have an answer as to why the women in my family were dying of cancer. Turns out, I have the BRCA1 faulty gene and I inherited it from my mum.

They say knowledge is power. I know that preventative surgery isn't for everyone, I also knew then that it was what I needed to do and as soon as possible. I underwent surgery and had my ovaries and tubes removed, six months later at the age of 39 a double bilateral mastectomy.

Turns out I made the right decisions, and at the right time. Routine pathology came back two weeks after my preventative surgery. My surgeon was just as shocked as I. I had secondary breast cancer of the lymph nodes, I would now be requiring chemotherapy. Not really what you want to hear after a preventative double mastectomy.

Chemotherapy was the toughest thing I have ever endured. I live to see another day.

I also have an immune deficiency, which requires monthly plasma infusions, to help my body fight infection. Due to my immune deficiency I was not a suitable candidate for the more traditional reconstructions or implants. Fortunately, my surgeon offered me a different type of reconstruction, it's called a goldilocks reconstruction, and was done in the same surgery as my double mastectomy and I couldn't be happier with the results.

"I have been inspired and given hope by reading other women's stories during my journey and it's time to share my story too. Thank you Pink Hope."



## Personal Stories

*My name is Elisha and this is my story.*



I am a wife and a mother to two beautiful girls. I lost my gorgeous mum when she was only 58 to ovarian cancer which metastasised to her brain. She was diagnosed in 2007 not long after she was given the all clear from her 2005 breast cancer diagnosis.

When given the news of her breast cancer mum did not hesitate to opt for a mastectomy. I had always thought that if they were trying to kill you it would be an easy choice. But the day she went in for surgery I suddenly became very aware of my own femininity and what a huge step that was.

Having two daughters of her own mum chose to pay for the genetic testing. The results for the BRCA gene mutations came back negative. A slight relief but given her two primaries in related cancers it still left me with concerns. After having my children I was considering having a preventative mastectomy and after years of challenges with chronic endometriosis which mirrored mums life, I was also intending to have a double oophorectomy.

My husband and I had our girls and were about to try for another baby when I found two breast lumps, clear as day. My husband was working overseas so I didn't want to worry him unnecessarily. The scans and biopsies returned inconclusive or negative results but I just wasn't comfortable. My husband returned and I had the lumps removed. I will never forget the call from the surgeons office.....come straight away and bring someone with you. They couldn't look at us while we waited. There was music playing and I decided the last song I heard as I walked in would be my theme song. A good omen played loud...The Only Way Is Up!!!

I was lucky, it was a very early catch and the prognosis was great. A further surgery confirmed the lymph nodes were also clear. Then came the choice of radiation or mastectomy. A conversation with a genetic counsellor cleared the air on the right choice for me. Although mum was clear from the BRCA gene mutations there was clearly a gene mutation in our family. It just hasn't been identified in research yet. So without that information I am placed in the same risk category as someone with a BRCA1 gene mutation.

So without any doubts I chose to proceed with a double mastectomy and reconstruction. It's funny how easy the decision actually was when it came time. One thought of my children and it was simple. And what a choice....pathology showed a 6cm DCIS was found buried deep and had remained hidden until that moment. The surgeon could only say it was truly a life saving decision.

The journey has been challenging and incredibly rewarding at the same time. I believe I have had wonderful luck and been given a beautiful insight into those that rallied to my side and those that fled. I've become a very vocal advocate for self breast checks every month and knowing your risk. But most importantly I have gained knowledge and in turn power to help my girls live without fear.

*“My hope is that my girls continue to be armed with more options and answers throughout their lives.”*



# 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 'pink' space. Pink Hope is the **only charity in Australia** with a unique focus on hereditary breast and ovarian risk and prevention

03

## > CONNECTING WITH THE COMMUNITY

Pink Hope **connects with over 75,000 + 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.

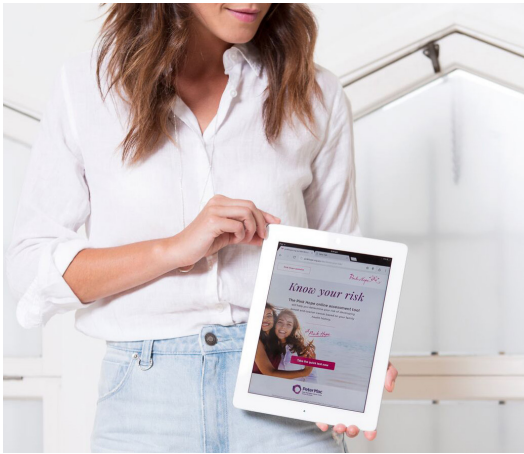
05

## > FOUR KEY PILLARS

Pink Hope has evolved to be able to provide its community with more than just education and personalised support. In 2016, Pink Hope announced **two key new pillars** to the organisation; research and genetic testing.

# Communications and Engagement Channels

Pink Hope engages daily across multiple platforms including website, online, social, events, media and activations.



## 1. Online

*Since the launch of our Know Your Risk tool in March 2016, more than 18,000 have taken the online assessment.*

## 2. 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.*



## 3. 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.*

## 4. Social Media

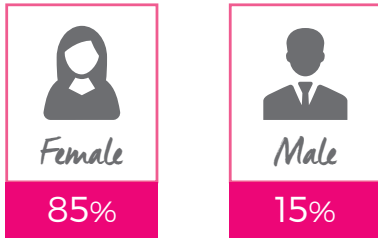
*Pink Hope's social media engagement and community is continually growing. Between April 2016 and November 2016 Pink Hope's Instagram following increased by 22%.*



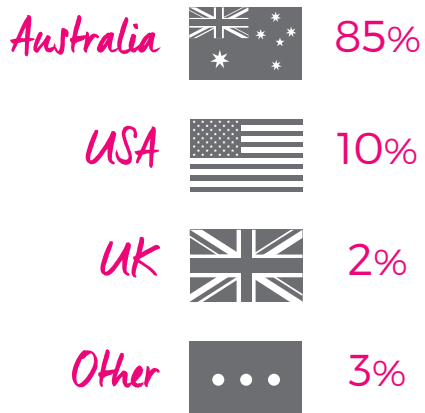


# Snapshot of Pink Hope Audience

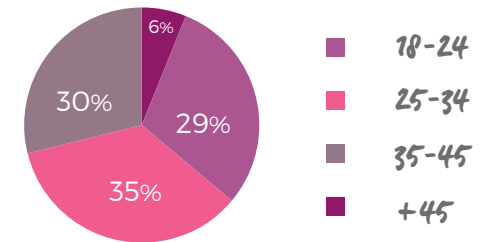
## Gender



## Geography



## Ages



## Website Traffic



## Advertising

Each year we receive over

**2 million**

in Pro-bono advertising



Our campaign impressions reach over

**85 million views**

per year (website, social)

# *Campaigns & Activations*





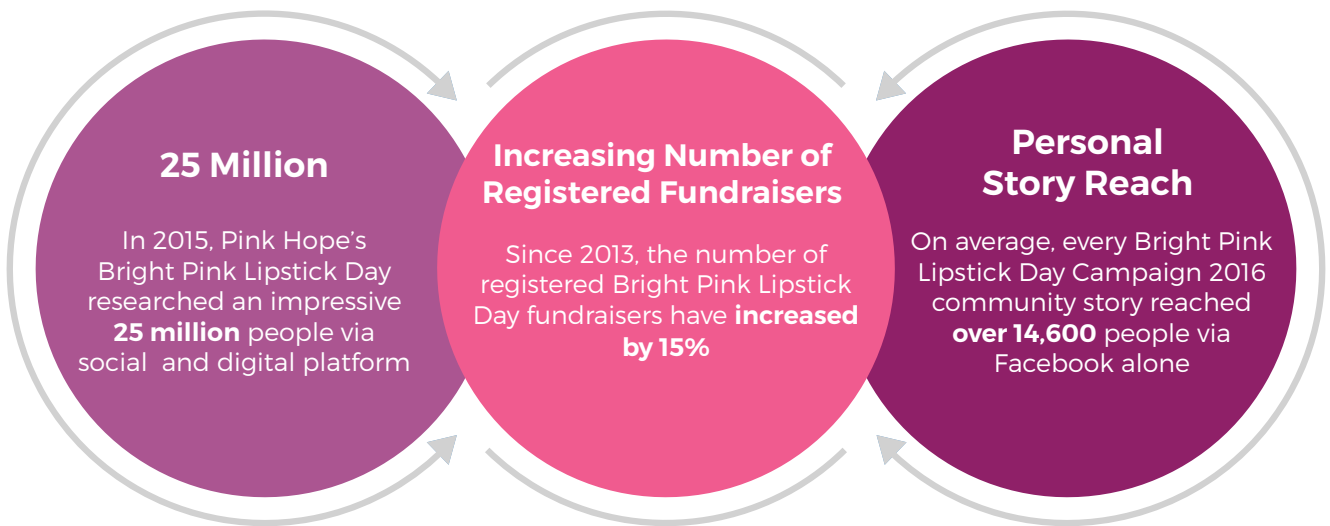
# #BRIGHT PINK lipstick day

*Save lives with your lips.*



Bright Pink Lipstick Day is an annual fundraising campaign run through the month of September to raise the profile of Pink Hope and its mission by encouraging families to wear their brightest and boldest pink lipstick and commit to a life-saving conversation about their breast and ovarian cancer risk.

## Impact



“

I will be forever in debt to Krystal and her incredible charity for providing a message that actually got through to me.

*Amber, Pink Hope Community*



# Pinky Promise

*We want to ensure that, no matter what,  
you'll have your BFF'S back when it comes to their health ...  
And Pink Hope will have yours.*

Pink Hope conducted a survey that found nearly 70% of all women look to their best friends for health advice. With that, Pink Hope created the trademark 'Pinky Promise' campaign to engage those best friends to make a Pinky Promise for better health.

The annual campaign takes place in the month of June and equips best friends with up to date facts, tips & tricks on how to take control of their health.

In 2016, the Pink Hope campaign gained the support of Elle Australia, and in turn secured a front cover activation with the magazine. The cover featured real-life friends and wellness advocates, Lily Aldridge and Rose Huntington-Whitely.

## AS A RESULT OF THIS ACTIVATION



**138,000**

The Campaign featured in Elle Australia's magazine had a print circulation of 138,000.

**10%**

Pink Hope's social media engagement and community growth increased by more than 10% in the month of June.

**Featured**

On 60 Minutes reaching millions of viewers.

**5,000**

More than 5,000 Australians accessed Pink Hope's 'Know Your Risk' tool during this month.

**89%**

Pink Hope's 'Ask Our Genetic Counsellor' services also saw an increase of 89%.

**1500+**

Media articles written about Pink Hope.



# Testimonials



“ The Bright Pink Lipstick Day 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*

“ Bright Pink Lipstick Day is an opportunity for me to lend my voice to something that is so important to women. I love to do what I can to help raise awareness and funds for early prevention and support programs.

*Alyssa Sutherland*



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

*Esther Anderson*

“ **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*



“ **PINK HOPE INFORMS, CONNECTS AND EMPOWERS** women, men and their loves ones affected by hereditary breast and ovarian cancer. It is a remarkably unique charity **that I feel proud to be involved in.**

*Dani, Pink Hope Community*

“ **PINK HOPE IS MY SANCTUARY.** A place where I can go to laugh, cry, support and gain friendships with **other women on a similar journey.**

*Lisa, Pink Hope Outreach Ambassador*



“ **NOT ONLY DOES PINK HOPE** 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 Outreach Ambassador*



## What your donations & funding helps us to achieve

We are saving lives today!

- 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.
- Significant expansion of the reach and functionality of the Pink Hope website.
- Increased awareness of breast and ovarian cancer risk in the general and at-risk population through targeted education campaigns.
- 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.
- Establishment of the administrative infrastructure to enable the sustainability of Pink Hope.
- Creation of a Genetic Testing Grant Program to provide an affordable genetic test to those most in need.
- Establishment of the Bonnie Rose Project to fund innovative research to improve the options for the next generation at increased risk of breast and ovarian cancer.



**“ PINK HOPE IS SO IMPORTANT TO ME.** Pink Hope is continually looking at ways to not only provide support for women now, but also **ways to change the future for our children.**

*Emma May, Pink Hope Community*



# *Our Financial health*

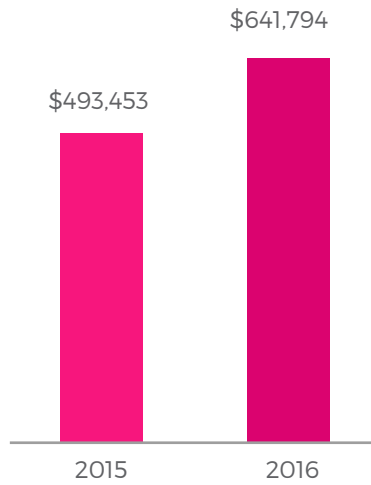


# Your Contributions

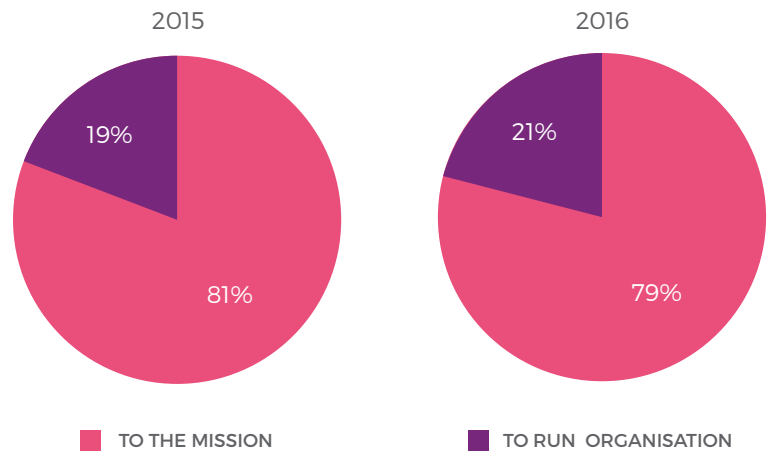
## The Financials

### 2016 FINANCIAL RECAP

TOTAL MONEY  
RAISED  
2015 - 2016



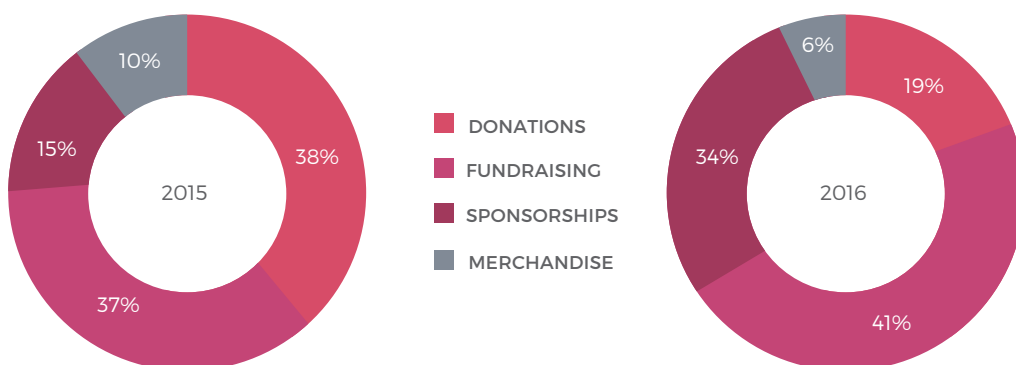
MONEY  
INVESTED IN  
PROGRAMS,  
SUPPORT,  
EDUCATION  
CAMPAIGNS



# 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 2016**

	Note	2016 \$	2015 \$
Revenue	9	621,393	503,915
Employee benefits expense	10	(236,745)	(107,156)
Depreciation and amortisation expense		(5,538)	(2,549)
Finance costs		(4,163)	(2,856)
Other expenses	10	(376,774)	(253,433)
<b>Surplus before income tax</b>		(1,827)	(137,921)
Income tax expense	1(c)	-	-
<b>Net Surplus and total comprehensive income for the year</b>		(1,827)	(137,921)

**Pink Hope Community Limited**  
ABN 43 159 082 792

**Statement of Financial Position**  
**30 June 2016**

	Note	2016 \$	2015 \$
<b>ASSETS</b>			
CURRENT ASSETS			
Cash and cash equivalents	2	642,077	580,953
Trade and other receivables	3	74,340	73,959
Inventories	4	5,381	8,361
<b>TOTAL CURRENT ASSETS</b>		<b>721,798</b>	<b>663,273</b>
NON-CURRENT ASSETS			
Property, plant and equipment	5	5,389	4,070
Intangible assets	6	7,918	2,888
<b>TOTAL NON-CURRENT ASSETS</b>		<b>13,307</b>	<b>6,958</b>
<b>TOTAL ASSETS</b>		<b>735,105</b>	<b>670,231</b>
<b>LIABILITIES</b>			
CURRENT LIABILITIES			
Trade and other payables	7	83,779	25,460
Other liabilities	8	315,200	306,818
<b>TOTAL CURRENT LIABILITIES</b>		<b>398,979</b>	<b>332,278</b>
<b>TOTAL LIABILITIES</b>		<b>398,979</b>	<b>332,278</b>
<b>NET ASSETS</b>		<b>336,126</b>	<b>337,953</b>
<b>EQUITY</b>		<b>336,126</b>	<b>337,953</b>
Accumulated Surplus		336,126	337,953
<b>TOTAL EQUITY</b>		<b>336,126</b>	<b>337,953</b>



## Support Pink Hope

*There are many ways you can support our organisation and help Pink Hope change the future for families facing hereditary breast and ovarian cancer.*

### Donate

With your help we can save lives and empower people to assess, understand and reduce their risk of breast and ovarian cancer.

### 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 assess their risk and change their future.

### Volunteer and 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.

## Thank You!

Please do not hesitate to reach out to us.  
We want to hear from you

**Address:** Unit 305/20 Dale Street, Brookvale, NSW 2100

**PO Box:** PO Box 725, Narrabeen NSW 2101

**Phone:** 02 8084 2288

**Email:** [info@pinkhope.org.au](mailto:info@pinkhope.org.au)