

pink hope



2020 — 2021

Annual Report

A preventative health hub that allows every individual the necessary tools to assess, manage and reduce their risk of breast and ovarian cancer.

pinkhope.org.au



Melissa Hayes

Pink Hope Chair

Chair Letter

As I reflect on all that has unfolded over this past year, I need to start this year's report by expressing how sincerely grateful I am to be able to provide this year's Annual Report update.

Since COVID-19 emerged on our own shores early in 2020, what has followed has been a constant need for us to adapt. Over the past 12 months, amidst greater uncertainty, we have sought to stay connected, in a surreally, disconnected world.

Whilst we may have successfully taken the preventative measures recommended to ensure the physical wellbeing of ourselves and others with respect to the transmission of COVID-19, there has been an unfortunate consequence: an alarming increase in the number of people being unable to access their usual medical care or holding off on attending regular screening appointments.

Unfortunately, cancer does not follow distancing rules, nor is it something that will simply wait for COVID-19 to be over. With regular preventative check-ups diminishing, the subsequent impact has been an increase in late-stage cancer diagnoses. At the core of Pink Hope's tenet is that we must consider and manage our risks. We foresaw the possibility of this alarming shift to later stage diagnosis and the team, and our network of supporters, took swift action launching an advocacy initiative promoting the message of "New Normal Same Cancer." In this campaign, we urged people to remain vigilant about their health, and take steps to ensure early detection, and prevention, of the risk of cancer.

I am so very proud our team at Pink Hope. I am thankful that when the 'simple' things were no longer so simple, our beautiful team continued to shine – delivering on our commitment to our community, ensuring our connection to it, and so safeguarding the vision we share.

In relentlessly pursuing our mission for prevention, throughout this year we continued our EduEvenings series. On the back of our launch last year, this year our interactive, online events enabled us to connect with and educate a broad community of women, bridging the gaps of geography, and provide information from qualified medical professionals about preventative health. Throughout the year 7 EduEvenings were held with key topics including Understanding Ovarian Cancer, Breast Awareness and Advocating for your own Health, reaching more than 400 people and being viewed over 5,000 times through our platforms. With physical travel restricted, we similarly evolved our SheShares events to a virtual form, which enabled us to reach community members across South Australia, Western Australia, Victoria, New South Wales, and Queensland to share experiences, and support. During the year we also held our annual Bright Pink Lipstick Day awareness campaign, complemented by the launch of a new range of our Bright Pink lipsticks created by Pink Hope where 100% of the proceeds are directed back into our mission. Thank you for all those who participated with your bright pink lips delivering another outstanding result!

On behalf of the Board, **Thank You.** Thank you not only the team at Pink Hope but to our loyal sponsoring Partners and of course to all of you in our wonderful Pink Hope community. Throughout this year, as with every year, you remain our inspiration. The unwavering strength and resilience of our community fills us with energy.

As we venture forward into our new normal ways of life, our mission remains the same: we will continue to ensure each family in Australia can be aware of and empowered to take control of their risk of breast and ovarian cancer.

And for that, I am truly grateful.

Melissa Hayes, Pink Hope Chair

Starting my time at Pink Hope during the COVID global pandemic was certainly interesting timing! I did however feel incredibly fortunate to be working alongside such an engaged and passionate team. Throughout these turbulent times, we've stayed focused on our mission and goals; supporting, educating, and advocating for families who are at an increased risk of breast and ovarian cancer.

I'm extremely proud of the campaigns that we've undertaken through this very difficult year and in particular, The Empowered Patient campaign. At Pink Hope we know it's crucial for women to take control of their health and feel confident to ask questions, push for answers and put their health first. This has never been truer as we navigate our lives, and our new normal after COVID. Evidence demonstrates that identification of cancer has dropped over the last 12 months, not because occurrences are going down, but because individuals are not undertaking screening and are putting off their usual visits to the GP.

It's important for us to continue to send the message to not delay getting back to your doctor, and that now is the time to put yourself and your family's health first.

Looking to the future, we want to build stronger connections with our community, running dedicated programs that support them as they understand and work through their options when they find out they have an increased risk of cancer. Continue

our work educating health care professionals who are treating women with cancer and those with a family history to ensure evidence-based advice and support is given. And finally, we're excited to have a cautious return to events and fundraising once it's safe to do so and restrictions are eased. We've heard our community loud and clear; they miss the connection that face-to-face events provide, and our very popular information and support days will be making a comeback as well as our She Shares support groups.

Finally, I want to thank and acknowledge every single person in our community, our partners, ambassadors, volunteers, and donors who share our vision and allow us to continue the valuable work that we do. Your experiences and support drive us to continue to ensure that Pink Hope remains a supportive, information hub for all families affected by hereditary cancer. And of course, to our fantastic board members who continue to passionately support our efforts to deliver on our strategy.

Sarah Powell,
Pink Hope CEO

**Sarah
Powell**

Pink Hope CEO



Support Services & Programs

In line with our mission to ensure every woman is empowered to take control of their breast and ovarian cancer risk, we delivered a variety of valuable events and support services across 2020-2021. COVID-19 presented significant challenges which led to a need to adapt the way we delivered our core activities for our community.

EduEvenings

Pink Hope Webinars and EduEvenings provide access to a range of health care professionals and experts to explore a range of topics that impact the Pink Hope community. We facilitated 7 webinars covering a range of topics and each were not only well attended online, but they have been watched over 1,000 times across our digital platforms.

- The latest science and treatments in the hereditary cancer space 28th July 2020
- Breast reconstruction options following a mastectomy 25th August 2020
- Managing surgical menopause post cancer or preventative surgery 29th September 2020
- Breast Cancer Awareness 27th October 2020
- Being your own health advocate 24th November 2020
- Understanding Ovarian Cancer 25th May 2021
- Cancer Care in a COVID 22nd June 2021

SheShares – Gold Coast 21st June

Our She Shares events are a place for women to share laughs, thoughts, questions, and advice.

These events involve various activities and thoughtful interactions with others who truly “get it”. We aim to create engaging and enjoyable events that spark meaningful conversations. Due to COVID-19 we were unable to hold as many events as usual however our Gold Coast event on 21st June was attend by 8 women and we have many more planned in the coming months.



Online Support Groups

If you feel more comfortable on your laptop, live too far from an in-person event, or just need a safe and supportive environment, Pink Hope's peer support program on Facebook is here for you. Our closed and private groups are a great way to connect with women who are going through the same worries, treatments, and recovery as you. Our online support groups grew by over 20%, allowing many more women to be connected and supported as they go through their high risk or cancer journey.

The online support groups are:

National Support Group For women who are at increased risk of breast and ovarian cancer or who are facing hereditary cancer.

Before and After Photos A group for sharing pre-and post-surgery photos related to surgeries and procedures undertaken as a result of being at increased risk of breast and ovarian cancer.

Campaigns & Events

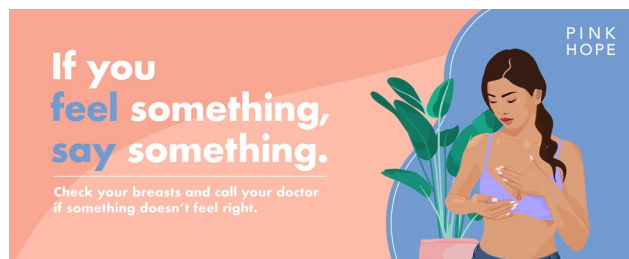


Bright Pink Lipstick Day 2020

Friday 18th Sept 2020

#ThisLipstickCan

Adapting to the challenges of the COVID-19 environment, BPLD for 2020 focused on calling our community into action to have a conversation about family health history with loved ones. Our BPLD campaign Ambassadors also asked people to wear their brightest pink lipply and share across socials to raise awareness and funds for Pink Hope.



Breast Awareness, Take Action Campaign

October 2020

Building on the existing awareness of October being Breast Cancer awareness month, we launched our 'If you feel something, see something or sense something; say something' campaign. With data demonstrating that uptake of breast screening had dropped during the pandemic, this COVID-19 friendly campaign provided a reminder to women, that is if they felt, saw or sensed something unusual in their breasts, they should not put off talking action about it with a health professional.



Teal Takeover

February 2021

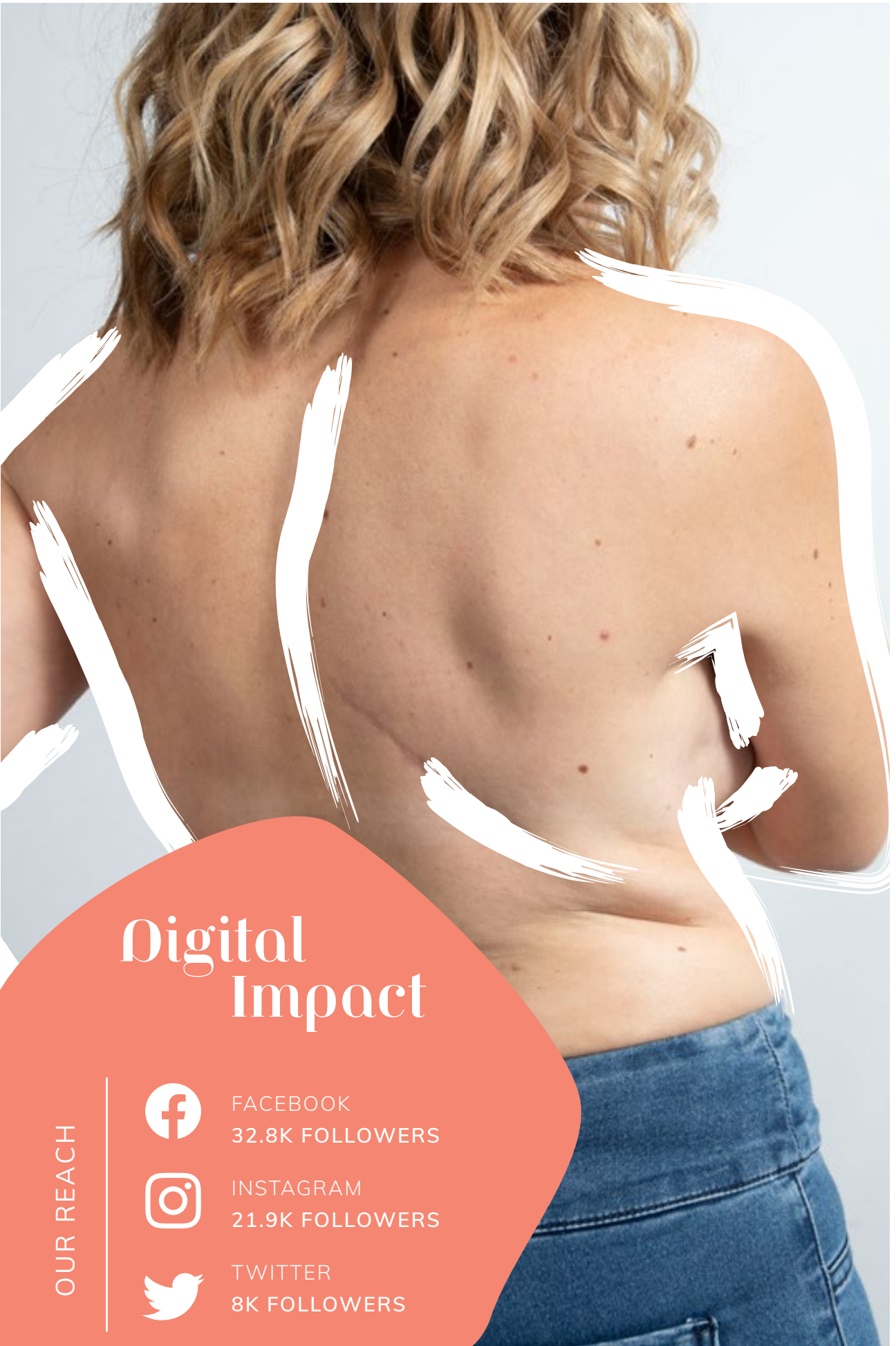
Collaborating with Ovarian Cancer Australia for the month February, we turned out digital platforms teal to raise awareness of ovarian cancer. Throughout the month of the Teal takeover, we shared facts, busted myths, and interviewed experts to ensure our high-risk community was educated on all things relating to ovarian cancer.



#MotivateMay

May 2021

This fundraising and awareness campaign focused on our community members putting their health first by making to pledge to commit to a health focused activity for the month of May and to fundraise for Pink Hope. #MOTIVATEMAY A reset in time and a social media campaign to remind our community to reprioritise & put themselves and their health first.



Digital Impact

OUR REACH



FACEBOOK
32.8K FOLLOWERS



INSTAGRAM
21.9K FOLLOWERS



TWITTER
8K FOLLOWERS

MONIKA'S STORY

“The universe knew I had cancer before I did...”

In a weird way, I think the universe knew I had cancer before I did. A year prior to my diagnosis my dear grandmother had passed away and going through her belongings I felt a strong connection to her beautiful neck scarves which she always wore. Out of all her possessions, that was all I wanted - little did I know that just a year later those scarfs were the foundation of my chemo wardrobe.

At only 27 years old I was diagnosed with Stage 2 Ovarian Cancer, I had no family history and barely, if any, vague symptoms.

Whilst I was feeling full a little quicker and constantly needing to go to the bathroom, nothing screamed “Cancer”.

It all happened so fast, I was working in mental health at the time and a patient had asked if I was pregnant. From there, I noticed some abdominal bloating/pain so I decided to go see my G.P who referred me for a scan. The scan showed a massive mass in the abdomen and I just knew it was going to be Cancer.

When you hear the word cancer you automatically think death... you think someone has just signed your death warrant. Confronted and confused the experience was made even more traumatic by an oncologist who asked me to sign a waiver saying I was prepared to have any reproductive body parts taken away during surgery.

In the end, I spent 21 grueling days in the chemo chair and was treated with three different drugs. I had keyhole surgery and I lost one fallopian tube and one ovary, but fortunately kept my uterus. While the path to fertility remains unclear, I now show no trace of the deadly disease and finished my last round of chemo in late 2018.

Cancer shattered me into all these little pieces, I was broken and bruised, devastated and disheartened. But ultimately, from every crack a new me grew and today I am stronger, fiercer, and more resilient.

For a period of time post-illness, I bordered on depressed, I couldn't compute that I had almost died and really struggled to comprehend what I had been through.

I was also struggling with chemo weight gain, a side effect no one ever mentioned, and it took me 10 long months to finally shift the weight.

My message to other young women is you need to be your own health advocate and to do that you need to know your own body. You can read as many symptoms as you like but they are not the same for everybody. Take the time to get to know your own body and if something doesn't feel right know that it probably isn't.

I am living proof that breast cancer and ovarian cancer do not just affect old people.

If I can save another young woman from walking into the doctor's surgery thinking she has a gluten intolerance and being told she has cancer then all this will have a purpose.



KATIE'S STORY

Too Busy for Breast Cancer

Never in my wildest dreams could I have ever imagined that anything like this would happen to me. I was the typical career-driven, ambitious 20 something - I had a busy job in media and an even busier social life - I simply didn't have time for cancer.

At the time of my diagnosis, I was just weeks away from relocating to London when I received a call that my great aunt had Breast cancer. The shocking news actually prompted me to do a quick self-check in the shower and that's when I found a rock-hard lump.

Besides myself with fear, **I saw a doctor the following day who assured me that it was simply calcification and that at 27 years old, I was just too young for breast cancer.**

That was three surgeries, 22 rounds of chemotherapy, and 26 rounds of radiation ago. For the last two years, I have been battling hormone receptor breast cancer - so much for being too young!



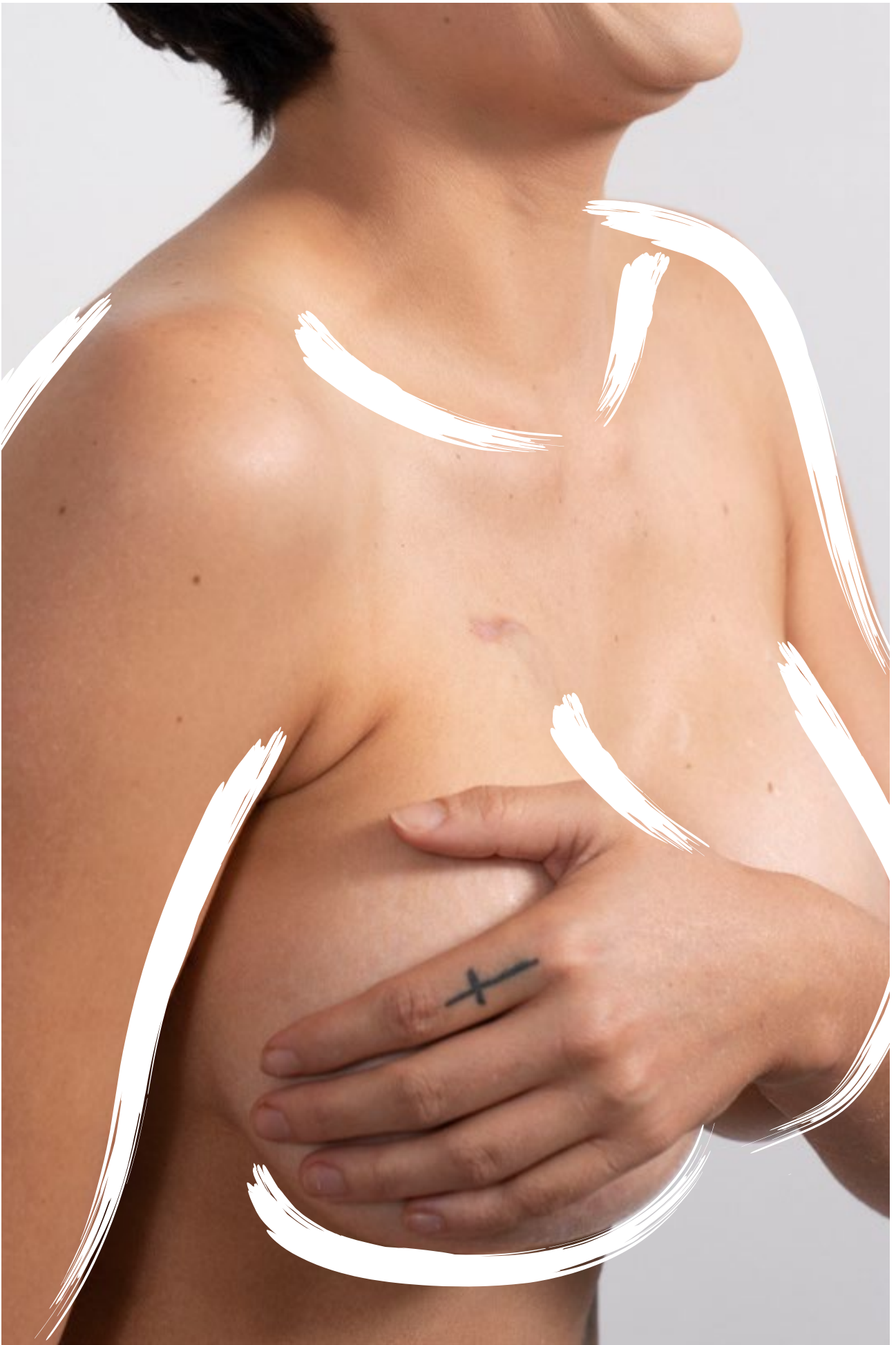
Following my initial diagnosis and a period of adjustment I set about concurring cancer, I changed my diet, upped my exercise and took control of all areas of my health. I was driven, determined, and dedicated to beating this demon.

I was feeling good, great even, and with the assistance of treatment thought I had finally given cancer the flick.

In May this year, on a routine visit to my oncologist - he delivered me the devastating news that not only was cancer back, but it had spread with vengeance and was now in my bones - specifically, my chest, spine, rib, pelvis, and hip. I was then diagnosed with Stage 4 Metastatic Breast Cancer. Hearing the news was like having my heart ripped out of my chest and being struck by lightning at the same time.

My greatest fear is not knowing how much time I have left. There's no magic number, and no one can tell what the future holds. But my greatest fear has also turned into my greatest blessing: after years of putting the needs of others first and striving to please other people, I am now taking back power and living each day for me. My aim now is to thrive, living life to the fullest, and appreciating time spent with my wonderful family, closest friends, and new adventures.

My message for other women is to know your body. Knowledge is power - the more you know your body, the more you will know when something isn't right. If you find any lumps or bumps, discharge, or abnormalities, no matter how small, visit your doctor straight away. Do not pass GO! Do not collect 200 dollars! Don't delay! Don't put it off! Don't procrastinate! You are never too young, healthy, fit, or busy for breast cancer.



2020 – 2021

Financials

	Note	2021 (\$)	2020 (\$)
Revenue and other income	10	759,724	519,738
Employee benefits expense	11(a)	(230,045)	(334,660)
Program, support and campaign		(89,034)	(50,127)
Website and merchandise expenses		(32,674)	(27,435)
Travel related expenses		(9,037)	(11,210)
Depreciation, amortisation expense and write offs		(9,311)	(6,071)
Finance costs		(2,176)	(2,971)
General administration expenses	11(b)	(202,014)	(100,432)
Surplus / (loss) before income tax		185,433	(13,168)
Income tax expense	2(a)	-	-
Net surplus / (loss) and total comprehensive income / (loss) for the year		185,433	(13,168)

ASSETS		2021 (\$)	2020 (\$)
CURRENT ASSETS			
Cash and cash equivalents	3	974,111	912,431
Trade and other receivables	4	50,600	72,278
Inventories	5	-	1,988
TOTAL CURRENT ASSETS		1,024,711	986,697
NONCURRENT ASSETS			
Property, plant and equipment	6	4,988	7,397
Intangible assets	7	-	4,750
TOTAL NONCURRENT ASSETS		4,988	12,147
TOTAL ASSETS		1,029,699	998,844
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	8	20,084	41,566
Other liabilities	9	-	134,787
TOTAL CURRENT LIABILITIES		20,084	176,353
NON-CURRENT LIABILITIES			
Long term provision- Long service leave		3,958	2,267
TOTAL NON-CURRENT LIABILITIES		3,958	2,267
TOTAL LIABILITIES		24,042	178,620
NET ASSETS		1,005,657	820,224
EQUITY			
Accumulated Surplus		1,005,657	820,224
TOTAL EQUITY		1,005,657	820,224

The accompany notes form part of the financial statements.

CASH FLOWS FROM OPERATING ACTIVITIES:	Note	2021 (\$)	2020 (\$)
Receipts from sale of merchandise and fundraising/ function events		175,255	126,618
Government grant received		140,000	9,196
Donations received		67,099	73,638
Sponsorship received		280,943	275,180
Payments to suppliers, employees and others		(597,723)	(572,744)
Finance costs		(2,176)	(2,971)
Interest received		434	1,640
Net cash provided by / (used in) operating activities		63,832	(89,443)
CASH FLOWS FROM INVESTING ACTIVITIES:			
Purchase of property, plant and equipment		(2,152)	-
Net cash used in investing activities		(2,152)	-
CASH FLOWS FROM FINANCING ACTIVITIES:			
Payment of lease liability		-	(10,903)
Net cash used in financing activities		-	(10,903)
Net increase / (decrease) in cash and cash equivalents held		61,680	(100,346)
Cash and cash equivalents at beginning of year		912,431	1,012,777
Cash and cash equivalents at end of financial year	3	974,111	912,431
(a). Details of aggregated gross income of fundraising activities		2021 (\$)	2020 (\$)
Donations		67,099	85,009
Functions & Fundraising		34,197	66,365
Sponsorships		264,849	259,086
Grant income		274,787	9,091
Sale of merchandise		10,219	40,990
Total income		651,151	460,541
(b). Details of aggregated expenses of fundraising activities		2021 (\$)	2020 (\$)
Program, support and campaign expenses		252,303	314,366
Information, resources, website and merchandise expenses		32,674	27,435
General administration expenses		29,081	76,393
Travel related expenses (includes travel related grants for our community to attend national programs and events)		9,037	11,210
Finance charges		2,176	2,971
Depreciation, amortisation expense and write offs		9,311	6,071
Total income		334,582	438,446
Surplus from general program, support and campaign related costs		316,569	22,095

Supporters

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Finally, our biggest thanks
go to our community.



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