

PINK
HOPE

ANNUAL REPORT 2019 - 2020



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

WWW.PINKHOPE.ORG.AU

Content -

Chair Letter	4
Founder Letter	6
COVID & The Organisation Now and Into the Future	8
Impact	10
Support Services and Programs	14
Campaigns and Events	20
Digital Impact	27
oOH! Media - Spotlight	28
The Langham Sydney - Spotlight	29
Community Stories	30
Financial Spotlight	34
Thank you	36
Financials	38





Chair Letter

Out of the year that has just been, one thing is certain; The phrase “2020 Vision” now carries a very different, and more poignant, meaning. Usually referenced for clarity of vision if anything 2020 has left us all significantly blurrier. The key themes seem to have been to stop, reflect, re-set and re-invent. “Unprecedented” was also a 5-syllable word my 9-year-old son would not have needed to spell until now.

Amidst what has certainly been a challenging ride for everyone, Pink Hope has had to be agile and find new ways to respond in this increasingly complex and challenging landscape. When ‘simple’ things are no longer so simple, we have all found ourselves having to get back to basics. And that is where our beautiful team at Pink Hope has certainly shined, in ensuring our community, our commitment and our vision can remain clear.

For this reason, I am especially proud to be able to provide this Annual Report update. Respecting the financial challenges of so many charitable organisations this year, Pink Hope has managed to stay strong and true to our cause. We have been

proactive and delivered significant wins for the high-risk breast and ovarian cancer community across Australia. We have also managed to sustain our quality of support, albeit having to rely on electronic communications to deliver more virtual hugs, to help ensure members feel less isolated in a now strangely disconnected world. We are therefore most grateful to have weathered this year thanks to the significant efforts of our small but magnificent Pink Hope team, and the continued contribution, in whatever ways were possible, of our loyal sponsoring Partners and our extended community of Pink Hope friends. To you all – Thank You.

Through this support we were able to champion the urgent need to address a newly unfolding trend of people holding off on attending regular screening appointments due to COVID-19. Unfortunately, cancer does not follow distancing rules, nor is it something that will simply wait for a pandemic to be over. Recognising this, to help reduce the resultant increase in late-stage cancer diagnoses, we launched an advocacy initiative to encourage our community to

act now. This campaign clearly resonated, and we received over 30 million media impressions in the first 24 hours.

In pursuing our prevention mission, we also wanted to ensure our community could continue to have access to the latest updates from across the medical community. With traditional events no longer an option, we launched our new EduEvenings series in April this year. These interactive, online events have subsequently enabled us to access and educate an even broader community of women, providing relevant information from qualified medical professionals for more informed decision-making about preventative health. To date, our EduEvenings are generally reaching over a thousand people. This is a significant increase on our traditional face-to-face Information and Support Days which usually reach around four hundred families per year. We are also gathering insights from having taken a digital approach that are now helping ensure more relevant content so future EduEvenings can be developed and shared even more.

In fact, sharing our message has just become even more exciting this year with the announcement that Pink Hope has also been selected as TVSN’s Charity of Choice for the whole of 2020. Not only does this partnership provide us much needed funding, it means we can record and highlight community stories and share them across a highly engaged network. This recognition by TVSN in ensuring the important role we play in promoting preventative health can extend into a broader community has been incredible, and we are sincerely grateful for their contribution.

We were also most fortunate to see our Bright Pink Lipstick Day awareness campaign this year still be one of the

biggest days on our Pink Hope calendar. With an exceptional social media presence and amazing community engagement, we managed to raise close to \$80,000. These funds go a long way towards continuing our mission to advocate on behalf of the community. Thank you for donning your bright pink lips and being an active part in delivering this amazing achievement!

On behalf of the Board, and to all of you in our wonderful Pink Hope community, Thank You.

Throughout this year you have been our inspiration. The continued support you provide to each other across our online platforms, the unwavering drive and engagement displayed in our evolved campaigns, the genuine resilience shown in the face of adversity – for all this, you are appreciated and are the reason for what we do.

So, even amidst the most challenging and “un|pre|ce|den|ted” ride that has been 2020 – we have much to be grateful for.

It is now my 6th year serving on the Board of Pink Hope and I genuinely could not be prouder of our small but formidable team for all that has been achieved. No matter what the hurdle, they have not strayed from our vision – ensuring we continue to place our community front and centre in everything we do.

Beyond 2020, we will continue to ensure each family in Australia is empowered to take control of their risk of breast and ovarian cancer.

And that is a vision from 2020 that we can all be proud of.

- Melissa Hayes
Chairperson



Founder Letter

Without a doubt, the second half of the year has been one of the most challenging we have experienced, as a charity and as individuals. Yet to see our community's resilience and perseverance in continuing to support us is so wonderfully reassuring.

When the global pandemic took hold in Australia, we quickly adapted to ensure that we were continuing the support that we are well known for. We put our community's safety first and decided to put on hold any face-to-face events for the rest of the calendar year. And so, thanks to our EduEvening events we've created a monthly educational webinar series covering topics relevant and interesting to our community.

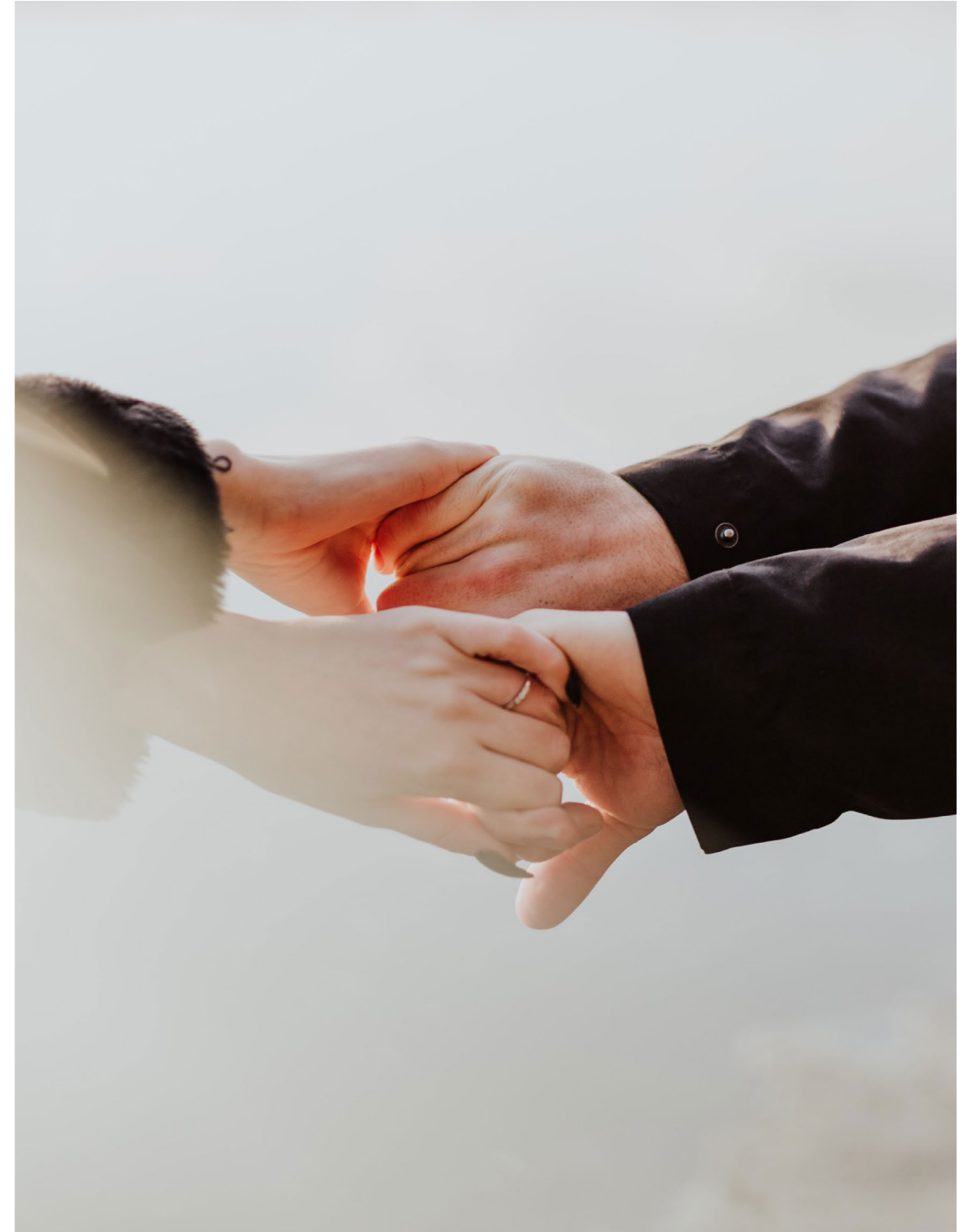
Our formidable online presence has given us a channel to provide information to those who need it and to allow us to encourage and motivate people in the most trying of times.

We know how important staying connected is, particularly during periods of lockdown and so our support groups continue to ensure high risk women never have to feel alone.

Pink Hope continues to be the incredible organisation it is thanks to the Ambassadors, the generous donors, industry partners, the Board, the committed staff and lastly, and most importantly, our community, who selflessly give up their time to support us in our mission of ensuring every individual has the information to know what their risk is and have the knowledge to change their future.

- Krystal Barter

Pink Hope Founder





COVID & The Organisation Now & Into the Future

What we know is, we are living in unprecedented times, with a future that is currently unpredictable and a community that needs us more than ever.

To navigate this period, we have looked at how we can continue to deliver the life-changing services to our community in the most cost-effective and efficient ways possible to sustain us well beyond this period of uncertainty.

We are built on strong values, founded with the need to provide a sense of community, support and education to families navigating the complexities of a predisposed risk of cancer and cancer itself. Throw in a global pandemic and you have a set of challenges any small not for profit would find a challenge. However, we pivoted our programs and services overnight, cancelled our events and moved forward with the knowledge that Pink Hope will remain an important part of our communities' high risk and cancer journey.

We remain steadfast that **A Community That Is United Together grows Stronger Through Adversity.**

Our organisational objectives are:



Continue to deliver life-changing services to the Pink Hope community in a way that achieves impact through the utilisation of our community and online presence



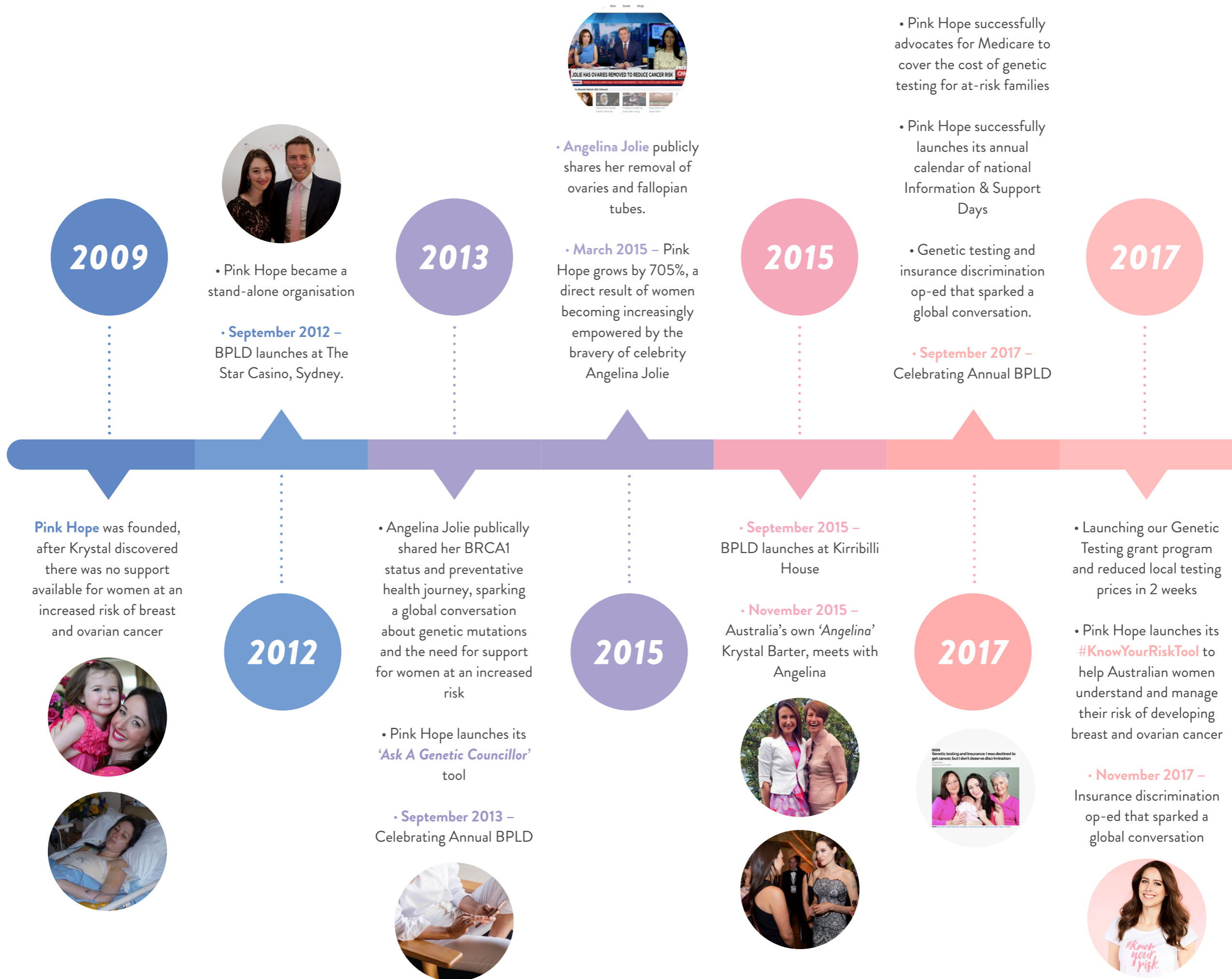
Leverage the Pink Hope digital footprint to deliver program and support services



Ensure we have an impactful but cost effective NFP by utilising virtual/digital means until we have the resources to expand back into our face-to-face events and activities

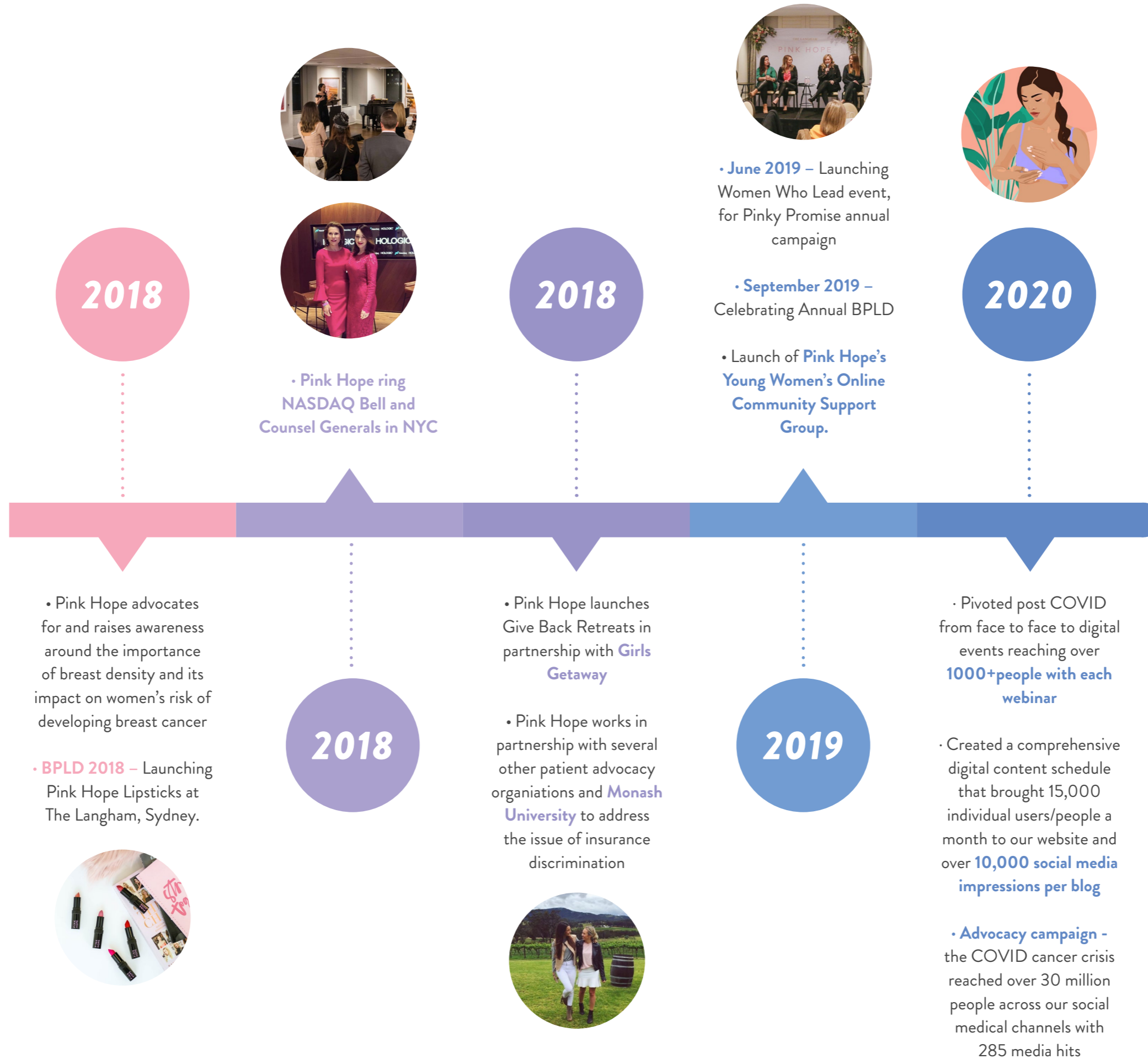
COVID Resources

As a result of the support of CUBE in providing COVID-related content, PH launched a COVID-specific support [resource](#) on the website, to direct the community to.



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







Support Services & Programs

COVID 19 has increased anxiety, fear and isolation within the cancer landscape and here at Pink Hope, we understand that now more than ever there is a need for support services and programs dedicated to combating this growing concern and instability within our community.

Pink Hopes support services and programs are committed to providing cancer patients, survivors, and those at high-risk, education, peer support and a safe, engaged community.

These services ensure that individuals may manage their risks, make proactive health choices and are presented with an avenue to ask for assistance and provide support so that no one in our community should feel alone in their journey.

Online Support Groups

Pink Hope's online support group is an engaged community outlet that provides individuals with peer support services. This avenue allows patients to seek advice, support or share their cancer journeys with other like-minded individuals facing similar concerns. Our Facebook groups are monitored and managed as an accessible, engaged and safe space that prides itself on privacy and support.

Ask our genetic counsellor

'Ask Our Genetic counsellor' is a tool that allows and encourages people to understand, enquire and monitor their genetic mutation risks to qualified Genetic Counsellors. Through a Q&A format, this tool enables women unsure of their risk or what it means to be at-risk the ability to ask questions and be proactive with their genetic health. This allows individuals who feel anxious or unsure of how to be proactive in their genetic mutation risk to take the first steps in a private and personalised way.

Information and resources – Videos and blog content

Pink Hopes blog and social media platforms feature accredited medical and scientific content, as well as personal stories and patient advice columns that promote education and the best management strategies for those affected by gene mutations or cancer. We have managed to transition into a virtual landscape and provide patients and carers seeking advice and support video tutorials, Q&A IGTV segments, medical and patient-led articles that respond to our communities concerns and questions addressed privately and within our support groups.

Information and Support Days

Pink Hopes Information and Support Days are for high-risk breast, ovarian, prostate and gene mutation families seeking information, education, personal stories and resources. These events feature expert speakers and community engagement, allowing families to connect in-person through their shared experiences. The overall feedback from 2019 from the event was exceptional, as usual, with 100% positive sentiment towards the event, and 100% of attendees saying that they would attend again/ refer the event on to a friend or family member.

Information & Support Days are held nationally. However due to the impact of COVID-19, Information & Support Days had to be put on hold from March 2020, given their execution relied heavily upon face-to-face engagement.

- » Melbourne – 28th July 2019 (72 attendees)
- » Sydney – 20th October (70 attendees)

She Shares

Pink Hopes She Shares event series are private events that focus on peer-support through shared experience. They are an outlet for our community members to share advice, thoughts, feelings and seek advice from others who have gone through similar experiences. This service is invaluable in preventing loneliness and isolation within our community and is a place where individuals may feel understood and heard.

Due to the impact of COVID-19, She Shares events have had to be put on hold from March 2020, given their execution relied heavily upon face-to-face engagement and virtual events did not allow for the open dialogue She Shares events require.

- » Brisbane, November 2019 – Attended by 13 women
- » Adelaide, November 2019 – Attended by 13 women



Webinars

Pink Hopes' Webinar series has received excellent feedback this year from participants and has become a permanent resource accessible for download after-the-fact allowing us to continue to educate and inform members about the areas that impact an at-risk and diagnosed woman. Our 2020 series has featured.

- » “Implant-based breast reconstruction” with Dr Jane O'Brien (August 2019)
- » “Dealing with A High Risk of Cancer” with Dr Jodie Fleming (September 2019)
- » “Fertility Management for High-Risk & Diagnosed Women” with Dr Raewyn Tierney (October 2019)
- » “Sex, Intimacy & A High-Risk Status / Cancer Diagnosis” with Professor Kate White (March 2020)
- » “Coping with stress in a pandemic” with Dr Leah Collins (April 2020)

The Egg Collection

- Ultrasound guided probe
- Light general anaesthetic or sedation
- Takes 20 minutes
- Thin needle into ovary
- You can go home 1-2 hours after procedure
- Some cramps afterwards

DR LEAH COLLINS
Clinical and Health Psychologist

Dr Leah Collins specialises in working with women with complex medical health conditions and women who wish to improve their physical and mental health. Collaborating with clients to identify the issues they believe are most important for them to live an authentic and meaningful life, even in the context of complex health or life circumstances.

What Else Can I Do?

- “We all need somebody to lean on...”
- Find your comfort zone
- Be Switzerland
- “I’ve been tested and have my results, are you interested?”
- If necessary, have someone help you with the conversation
- Self-care, self-care, self-care

Types of Risk-Reducing Mastectomy

- Simple Mastectomy
- Skin-Sparing (SSM)
- Skin-Reducing Mastectomy
- Nipple-Sparing (NSM)

Type of mastectomy depends on:

- Whether there is to be immediate reconstruction
- Patient characteristics and preference

EduEvenings

As a new program for 2020, EduEvenings are about providing education digitally via live-Facebook events. Our first event went live in April, which has subsequently seen over 1000+ views from our incredible engaged Facebook and Instagram channels.

'Breast Implant Illness' with Dr Samriti Sood, Specialist Oncoplastic Breast Surgeon (April 2019)

"I have just participated in the first edu-series from Pink Hope on Breast Implant Illness and I found it to be remarkably helpful and informative. I would ask that you pass on my sincere thanks to Dr Sood for her insightful and personable presentation. If there is any further information that can be passed on from this, I would be highly interested. I would also like to thank you and everyone at Pink Hope for providing these informative and reliable sources of education. I believe that knowledge is power and for someone like myself who is largely dealing with a cancer diagnosis on their own, these sources are invaluable and have helped me to understand and make important decisions about my treatment. Looking forward to the next one! Aisleen Evans" (emailed received 28/4/20)

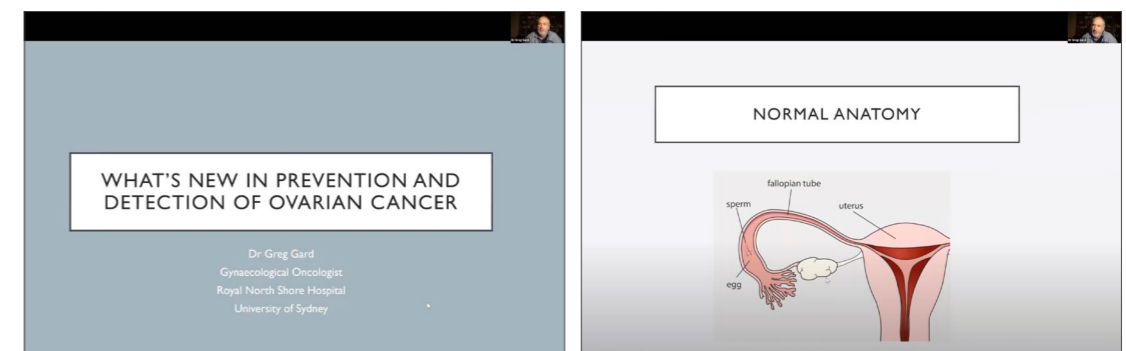
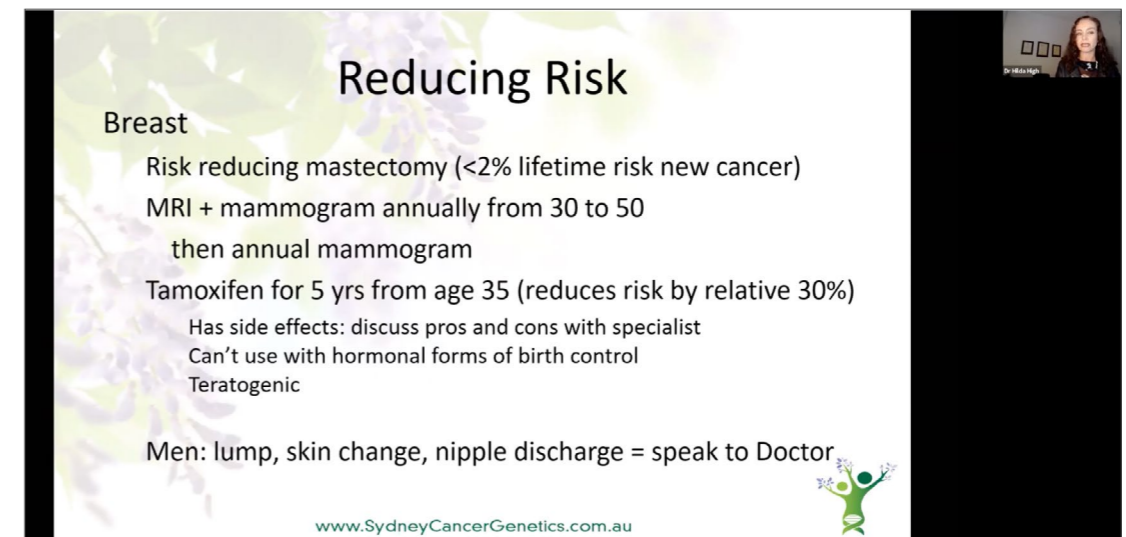
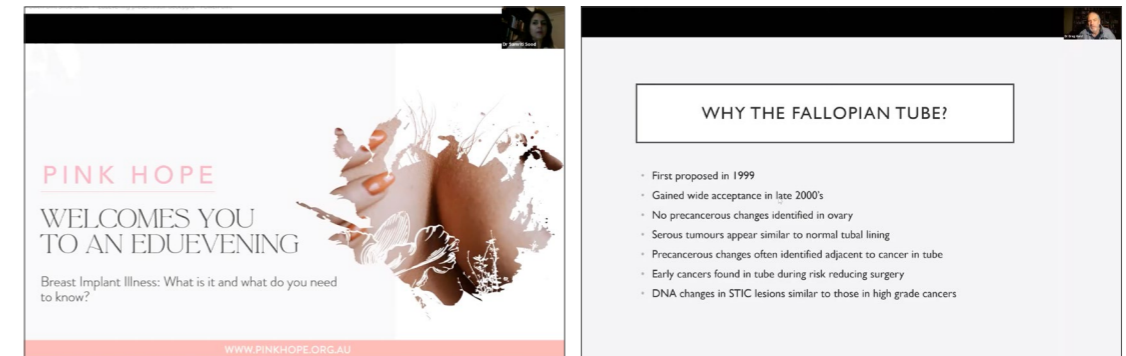
'The Genes Between Us' with Dr Hilda High, Cancer Genetics specialist (May 2020)

"Great webinar! I found it informative and valuable. A lot to absorb so I appreciate the link being shared - I will likely re-watch later. Thanks, and well-done team!" (Survey - anonymous)

"Great topic! Thank you. This has been something I have thought about over the last few years." (Lilly Breach - YouTube)

'What's New in Ovarian Cancer Prevention and Detection' with Dr Greg Gard, Gynecological Oncologist (June 2020)

"AMAZING!! This is just what I needed as I had a gynecologist app a few months ago and wanted to go back and ask more questions. this saved me a 4 hour round trip and \$100's of \$\$ thank you so much!! Sophie Diment" (Facebook comment 26/6/20)



Share your story

Additional support was provided to community members that wanted to share their stories but found it difficult to put pen to paper (as such). The team regularly reached out to these individuals through zoom interviews to assist in composing their stories to be shared on our social channels and website. This provided a voice to members of our community that would typically have not been confident or comfortable to share.

#BrightPinkLipstickDay September 2019

We're Stronger Together

In 2019 Pink Hope asked women and their families, to commit to a life-saving conversation about their breast and ovarian cancer risk this Bright Pink Lipstick Day.

3 Simple ways to Get Involved!



Buy your exclusive Pink Hope lipstick set and take a snap using the hashtags [#pinkhopeaus](#) [#brightpinklipstickday](#)



Host a fundraiser at home, work or school



Set up an online fundraising page





Faces of the Campaign Testimonials



"All it took was five minutes for me to know my risk using Pink Hope's 5 questions."

- Lauren, Pink Hope Community Ambassador



"BPLD is a timely reminder for me to connect with my friends about the importance of having meaningful conversations with family"

- Kel, Pink Hope Community Ambassador



"BPLD is a great opportunity to raise fund for an organisation that was there for me when I needed it the most"

- Kate, Pink Hope Community Ambassador



"You really appreciate those you love in a new light during the dark times."

- Paula, Pink Hope Community Ambassador



"I actually feel with this knowledge I have the power, the control, the knowledge to make decisions."

- Ashley, Pink Hope Community Ambassador



Cancer Chicks Retreat February 2020

Due to a Westfield Local Hero Grant Charity Cancer Chick's collaborated with Pink Hope to host a retreat for 16 young women, each of whom had undergone treatment for cancer.

Across a beautiful February weekend, the young women were treated to a luxury rural escape accommodation, an outdoor cinema night experience, pampering, beauty treatments and tutorial classes, along with transportation from a central Sydney pick up point to the stunning farmhouse location.

All meals were planned and catered with a health-conscious influence. There was a photographer present to capture these precious moments, a life coach instructor, a yoga teaching and meditation session attended along with craft sessions which kept the ladies entertained and allowed opportunities to connect and make new friends.

This retreat created a once in a lifetime opportunity for these brave young women to feel less alone, supported and connected.



The Hope Weekly April - May 2020

- » **8 patients interviews** gaining insight into personal and loved ones experiences during their cancer journey
- » **8 expert interviews** in fields of nursing, psychology, alternative therapies, oncology and nutrition
- » **5 video / webinar interviews from leading experts** in the specialty areas above
- » **44 trusted resources** across a range of topics including health literacy, relationships, fertility, treatment options and finances
- » **Over 15 weekly updates** on relevant information about **cancer treatment and COVID-19**
- » Exploration of the **7 self-care pillars** including 10 useful links, 24 mindful moment activities with useful links
- » **23 social media tiles sent across Pink Hope platforms**



Total campaign reach 289,126

+ Mamamia Placement with potential view of 4 million

Readership

~ 700 unique views per article, with an average read time of 3.5 minutes

Engagement

~ 18% open rate on EDMs
25% increase in website traffic during campaign period



Reach of 250,747



Reach of 27,960

Advocacy Campaign June 2020

Due to the impact of COVID-19 on cancer treatments, elective surgeries and screening in Australia, alongside the steep decline in GP visits and pathology testing, Pink Hope developed a strategic campaign to highlight the broader impact of COVID-19 on the community beyond its immediate risks; including cancer detection and prevention.

Leveraging human interest case studies, and key data from pathology clinics, Pink Hope narrated the key issues by illustrating the big picture through careful storytelling.

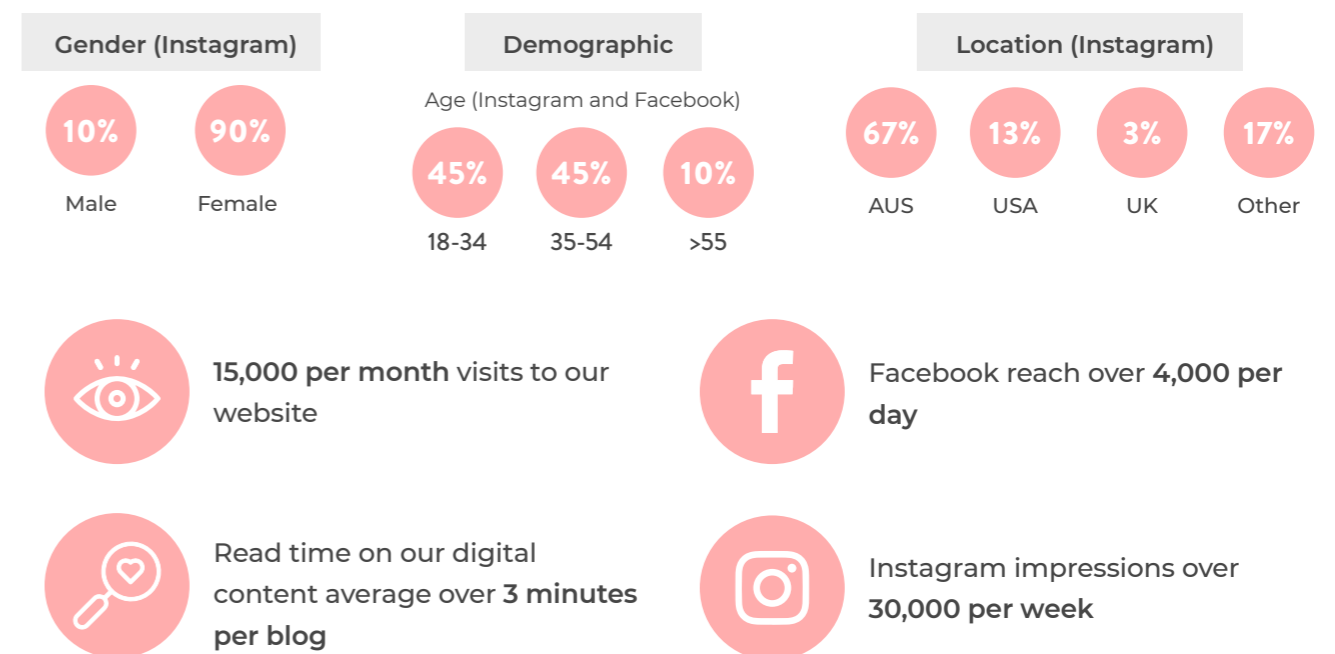
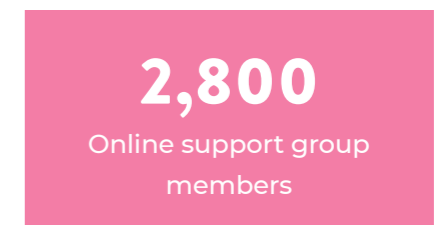
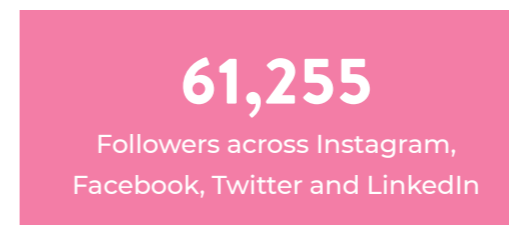
Results

Overall, the media relations campaign:

- » **Generated more than 285 media hits across TV, print, radio and online**, reaching a total accumulated audience of more than **30.2 million people**.
- » Achieved front page coverage in both the **Sun-Herald (Sydney)** and **The Age (Melbourne)**, segments on the highest rating TV news of the week (Sunday evening) on both **Channel 7 and Channel 9**, a designated segment on the highest rating TV morning show on **Channel 7's Weekend Sunrise**, and wide national coverage on radio and online media.
- » Generated an estimated advertising value equivalent (AVE) of more than **\$2.6 million**.



Digital Impact





The Langham Sydney

It is with the continued support of The Langham Sydney, Pink Hope has been able to reach, connect and engage with women and their families who are at risk of breast or ovarian cancer with life - saving information and support.

Through the overwhelming and unpredictable global landscape, we have witnessed just how fortunate Pink Hope has been in the support they have received from The Langham Sydney. They have provided venue space for Pink Hope meetings, photos & video shoots, and with this support, we have been able to raise much-needed funding and awareness for the charity. We are incredibly grateful.



Pink Hope x The Langham Sydney exclusively invite you to the launch of

A Little Cup of hope

Join us for this magical event filled with delicious pastries, tea, handcrafted sweets, champagne and a special message of hope just for you, *written by a woman within the Pink Hope Community!*

\$5 from every afternoon tea served will go towards our life-saving mission, providing information, education and support to families at an increased risk of breast and ovarian cancer.

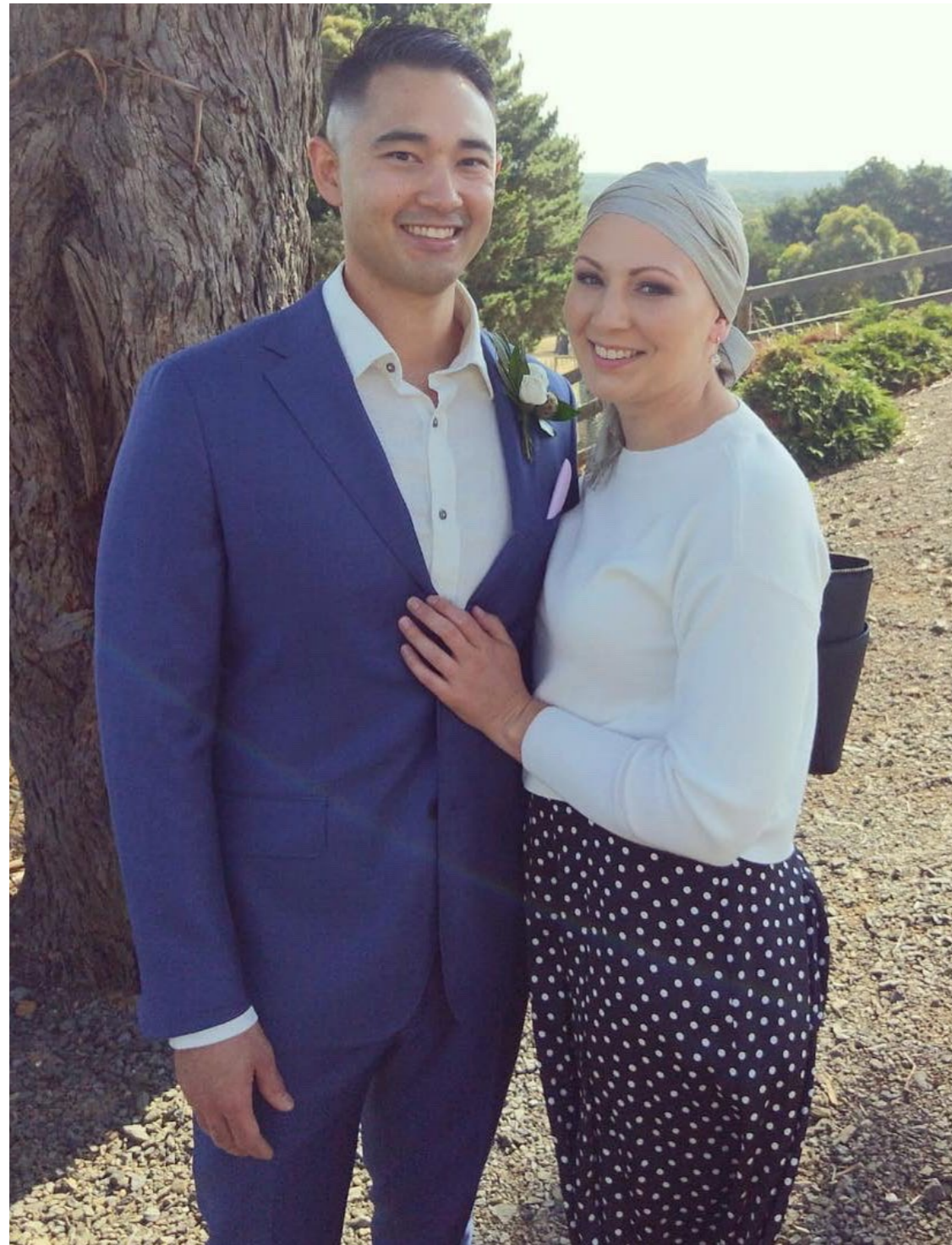
PINK HOPE x THE LANGHAM SYDNEY



oOh! Media Spotlight

On behalf of the Pink Hope Community, we wish to thank oOh Media and particularly Tonya for their ongoing support of Pink Hope and the campaigns and programs we run throughout the year to support people at high risk of cancer or going through a breast or ovarian cancer diagnosis.

Without your help we would not be able to reach as many people as we do. Our campaigns' results and reach would not have been possible without the advertising you provide for us, and we continue to be incredibly grateful for this support.



Paige's Story

Hi, My Name is Paige and I am 31 years old.

I am a midwife, a mumma to 2 beautiful boys and a breast cancer survivor!

I was diagnosed with breast cancer in December 2018 (1 week prior to Christmas) at the age of 29. To say I was shocked would be an understatement! I had no family history and I was young. I first noticed a slight dimple in my right breast for a while when I put on deodorant after a shower, but brushed it off as a stretch mark after having babies, it suddenly grew bigger and I had started to experience sharp stabbing pain in the right nipple. Something just didn't sit right with me so I booked in to see the GP to be checked out.

The GP performed a breast examination although was unable to feel a lump, she reassured me it was most likely nothing but to have a breast ultrasound because I had skin changes. I went along and had the ultrasound the next afternoon. Three days later after more appointments, a mammogram and breast biopsies, I was sitting in my breast surgeons office receiving the news I had breast cancer.

I had 2 tumours in my right breast and was diagnosed with stage 1 grade 3 (highly aggressive) triple positive (HER 2+, Estrogen+, Progesterone+) invasive breast cancer. Over the next 14 months I had my sentinel lymph nodes removed from my right side, was put into a chemically induced menopause, underwent 3 months of weekly chemotherapy, had a double mastectomy with implant reconstruction and 12 months of 3 weekly herceptin immunotherapy infusions. I will take tamoxifen for the next 5 years and will have a few more breast reconstruction/fat grafting procedures.

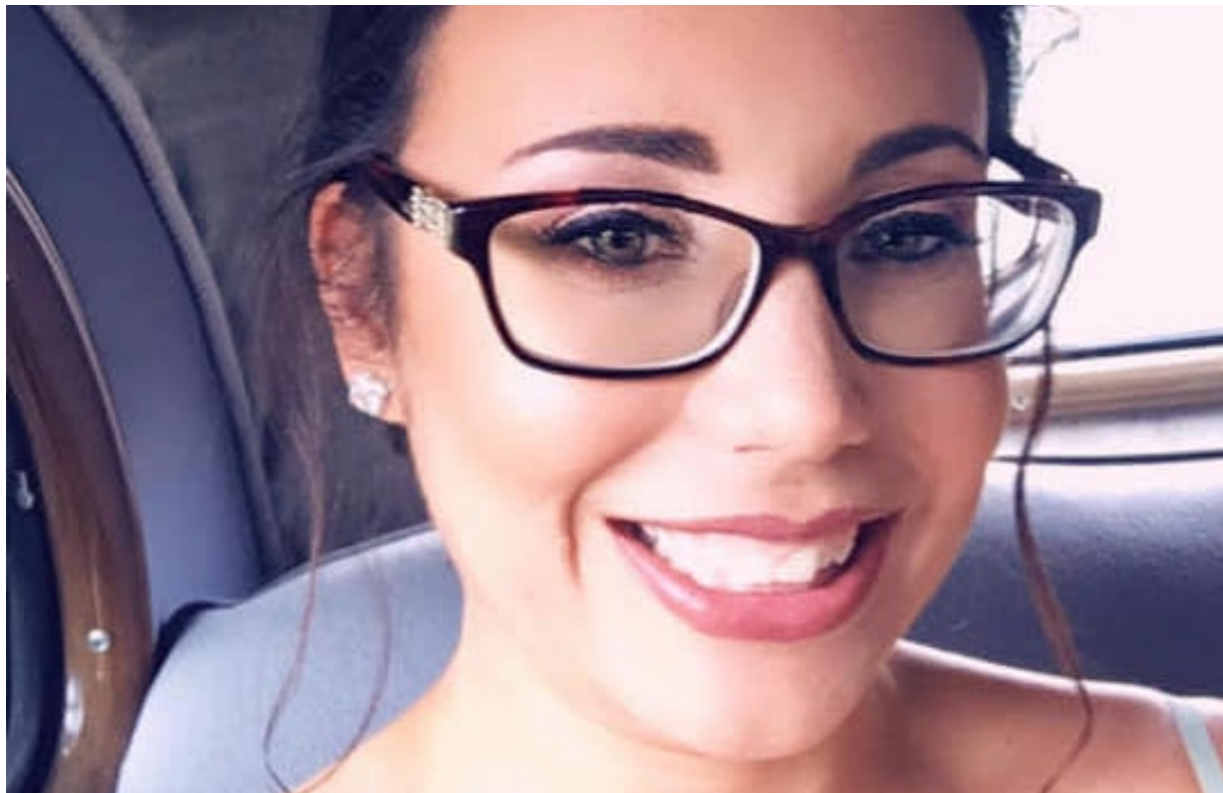
I also had genetic testing to find out if I carried one of the genes that increase your risk of

developing breast and/or ovarian cancer. Although my genetic testing came back negative, the genetic doctor explained they are still searching for more genes, so donated my genetic sample and I joined the VIP: variants in practice study to hopefully find more genetic links and help young women in the future.

I really struggled mentally, physically and emotionally throughout my breast cancer treatment. Although my amazing partner, my family and friends were there to support me and hold my hand, I still felt very lonely and my self esteem plummeted. As much as they tried to understand, I couldn't explain how it felt to go through menopause in my 20's, lose my breasts that fed my babe and live with the fear of recurrence. I found support in groups like pink hope, I have made some amazing friends with other women who have walked similar paths to me. I have also found comfort in reading other women's stories and how they love themselves and their new bodies.

Now that I look back on my breast cancer journey I can see how much I have grown as a person. I have changed so much! I have realised how incredibly strong and brave I am. I have learnt how a simple act of kindness can make someone's day. I have realised that you only have one life so live in the present and live your life the way that makes you happy. I am so grateful and so blessed to be able to be with my partner and watch our 2 boys grow up, I thank my lucky stars everyday.

My advice to other women is to just be kind to yourself! and do things to make yourself feel good! meditate, exercise, love your body and take it one day at a time.



Danielle's story

In June 2015, I was busy planning my dream wedding to the love of my life, Scott, when my life changed dramatically. I was violently struck down with extreme pain in the right side of my stomach and by the time the paramedics arrived, I was hugging the toilet. Given my symptoms and how I presented, they were convinced it was my appendix.

Admitted to hospital, I went through a barrage of blood tests and an ultrasound, followed up with pain relief and an unexpected diagnosis of a potential borderline ovarian tumour, covering an area of 8cm. Thankfully, borderline ovarian tumours are not cancer, they are abnormal cells that form in the tissue that covers the ovary.

Once my pain was under control, I was released from hospital and advised to see a gynaecologist as soon as possible. Luck was on my side and I was able to get an appointment the very next day.

It took only one look at my hospital report for the doctor to book me in for day surgery, with a 3 month wait period. However, six weeks later I

found myself again in debilitating pain, this time I would describe it as the most excruciating pain I have ever felt in my life.

Admitted once again to hospital, I remained in extreme pain for over 12 hours, I was left screaming in agony as the pain relief they gave did absolutely nothing. Finally, it was decided I would undergo immediate emergency surgery

Over the six weeks since diagnosis, my 8cm "potential" borderline tumour had grown to a much larger 13cm and had twisted my right ovary. During my emergency surgery, the surgeons were able to successfully remove the tumour and repair my ovary, post-surgery testing came back confirming a borderline tumour.

Before I knew it, I found myself at an appointment in the Gynaecology Oncology unit at the Royal Women's Hospital in Randwick and my gosh, hearing these words were tough. They wanted to remove my right ovary and tube. "When?", I asked. Tuesday was the answer! Say what? Yes, I had five days' notice that I was being admitted for further surgery.

What about my wedding? Will I recover in time? So many questions were running through my head, but I knew deep down that it was the best, and the right, thing to do.

The surgery went to plan, and I commenced a program of regular check-ups and blood tests, to be done every six weeks. At my first six-week check, I mentioned to my doctor that I had begun experiencing some pain on my left side. Further investigation's revealed that I potentially had another borderline tumour, on my remaining ovary.

Now my specialist was suggesting that they also remove this ovary and tube, I however did not want that to happen. While I have two older kids, my now new hubby didn't have any kids and we planned to start a family of our own.

Taking this into consideration, my specialist agreed to remove the tumour (testing came back confirming a borderline tumour again) and I then went through IVF to retrieve and freeze embryos – we were lucky enough to get six embryo's from my single ovary!

My specialist still wanted to remove my left ovary and tube but I somehow managed to convince her to let me keep it until I had a pregnancy. Thorough testing took place before I was given the green light to undergo a frozen embryo transfer. During all of this, I was also booked to see a genetic councillor as I have a strong family history of breast cancer.

But as it turned out, the countless needles, medication, and bruises all over my stomach were worth it. During my very first ultrasound, at seven weeks we were told we were having TWINS!

Yes – we were ecstatic, there were two heartbeats. To think a mere few months earlier, we were questioning if having a pregnancy could even be possible.

Now here is where the magic happened, to clarify, I had only one frozen embryo transferred, and we amazingly ended up with boy/girl twins. I had somehow managed to fall pregnant naturally, at the exact same time that the frozen

embryo was transferred – what a miracle to be blessed with.

Given my medical history and the fact I was now carrying twins, I was deemed as a high risk pregnancy but apart from requiring medication for morning sickness, I had a pretty good pregnancy, until I hit just over 26 weeks. My body was unable to cope anymore and after I suffered a huge bleed, I went into early labour and the twins were born that night.

As a result, my health took a backseat for the next few months while the twins fought for their own precious lives. A year and a half after the birth of our twins, who are now healthy and happy pre-schoolers, I underwent surgery to remove my remaining ovary and tube. Testing came back and confirmed that my ovary was covered in borderline tumours.

Surgical menopause set in following this surgery, as the doctors had explained it would.

There were the constant hot flushes, the sleepless nights, and any other symptom you name, I got it. Two years later, in June 2020 I was finally ready to have my uterus out. Post-surgery testing confirmed that I was all clear, there were no tumours on my uterus.

Now begins the journey of being tested for the BRCA gene. With my personal history and a very high history of Breast Cancer on the side of my maternal Grandmother, my Oncologist suggested it will be a good idea. Fingers crossed.

I will be forever grateful to my surgeons, doctors and nurses who have kept on top of my diagnoses and who cared for me after each surgery. Moving forward, I hope to help raise awareness of the importance of regular screening for women, including Pap tests following my experience with a positive test for pre-cancerous cells, about a year before my ovarian tumour.

My greatest lesson through all of this has been to never take anything for granted and to always appreciate the little things in life.

5KM RUN / WALK

Health Information • Sausage sizzle • Coffee truck • Face Painting • Jumping Castle • DJ • Raffle with lots of PRIZES!

REGISTER NOW!
www.runforhope.com.au

NOW ON OUR 8TH YEAR!

Bring the family and help raise funds and awareness for **Pink Hope**, a preventative health hub that allows every individual the necessary tools to assess, manage and reduce their risk of breast and ovarian cancer, while providing personalised support for at risk women.

SUNDAY 23RD FEB
9:30am - 12pm • Coulson Gardens, Maribyrnong

Follow us: PinkHopeRunForHope RunForHopeMelbourne



Fundraising Spotlight Run for Hope 2020

One of our longest serving ambassadors, Sarah Powell, started Run for Hope back in 2013. This event has grown significantly over the years from a modest 40 participants to almost 250, raising close to \$100,000 in the 8 years it's been running.

Run for Hope was originally suggested and named by Sarah's personal trainer Alannah Pooley, and neither of them would have thought it would become such a significant and important event for their local community. The event now has many sponsors and receives lots of donations and support from the local businesses.

We kicked off our 2020 year with Run For Hope which was an amazing success. The last week of February saw Victorian Pink Hope ambassadors helping with all the activities such as sausage sizzle, children's art fun, DJ, raffle with amazing prizes and marshalling along the course to cheer along with the competitors.

Well done to all those involved and here's hoping we can continue to have amazing fundraising events like Run for Hope in the future.

A thank you to some of our biggest supporters...

THE LANGHAM
SYDNEY

tvsn

oh!

AstraZeneca

NOVARTIS

gsk

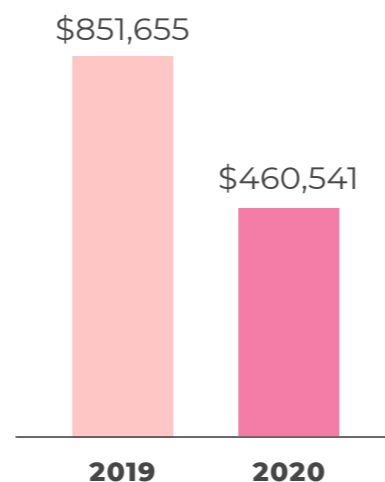
Girls
getaways

Finally, our biggest thanks go to
our community.

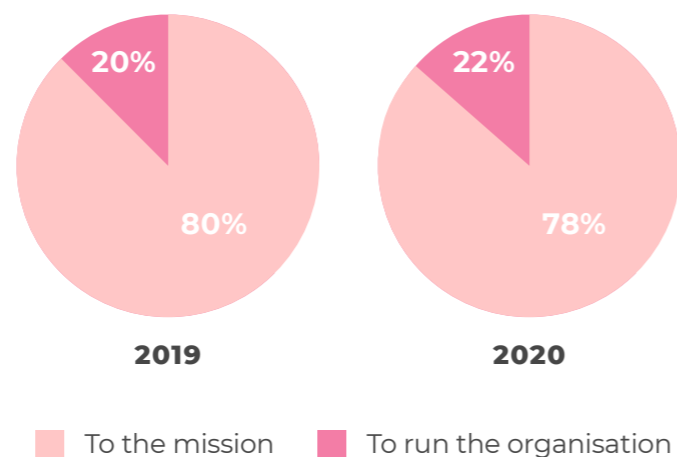


Financial Recap

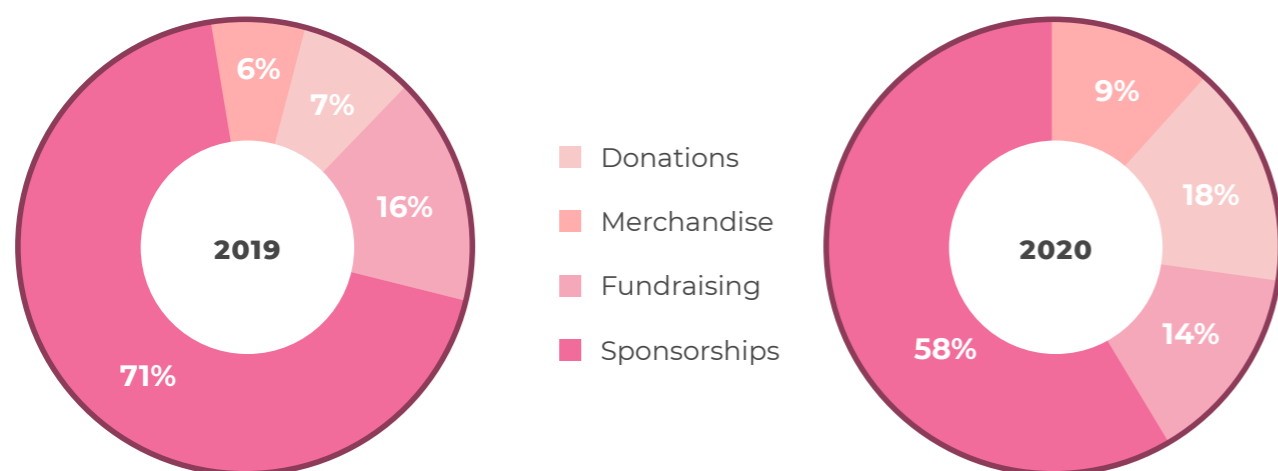
TOTAL MONEY RAISED 2019 - 2020



MONEY INVESTED IN PROGRAMS, SUPPORT, ADVOCACY & EDUCATION



YOUR CONTRIBUTIONS Total Support



Pink Hope Community Limited

ABN 43 159 082 792

Statement of Profit or Loss and Other Comprehensive Income

For the Year Ended 30 June 2020

	Note	2020 \$	2019 \$
Revenue and other income	11	519,738	859,080
Employee benefits expense	13(a)	(334,660)	(323,782)
Program, Support and Campaign		(50,127)	(178,606)
Website and merchandise expenses		(27,435)	(68,979)
Travel related expenses		(11,210)	(54,718)
Depreciation and amortisation expense		(6,071)	(4,944)
Finance costs		(2,971)	(4,535)
General administration expenses	13(b)	(100,432)	(69,317)
Surplus / (Loss) before income tax		(13,168)	154,199
Income tax expense	3(a)	-	-
Net surplus / (loss) and total comprehensive income/(loss) for the year		(13,168)	154,199

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Statement of Financial Position

30 June 2020

	Note	2020 \$	2019 \$
ASSETS			
Current Assets			
Cash and cash equivalents	4	912,431	1,012,777
Trade and other receivables	5	72,278	19,988
Inventories	6	1,988	2,559
Total Current Assets		986,697	1,035,324
Non-Current Assets			
Property, plant and equipment	7	7,397	12,385
Intangible assets	8	4,750	5,938
Total Non-Current Assets		12,147	18,323
Total Assets		998,844	1,053,647
LIABILITIES			
Current Liabilities			
Trade and other payables	9	41,566	76,888
Other liabilities	10	134,787	134,787
Total Current Liabilities		176,353	211,675
Non-Current Liabilities			
Long term provision - Long service leave		2,267	8,580
Total Non-Current Liabilities		2,267	8,580
Total Liabilities		178,620	220,255
Net Assets		820,224	833,392
EQUITY			
Accumulated Surplus		820,224	833,392
Total Equity		820,224	833,392

PINK HOPE

02 8084 2288 | info@pinkhope.org.au

Unit 305/20 Dale Street, Brookvale, NSW 2100

PO Box 725, Narrabeen NSW 2101



WWW.PINKHOPE.ORG.AU