



PINK
HOPE

ANNUAL REPORT (2017 - 2018)

PINKHOPE.ORG.AU



Letter from our Founder

Every year writing this letter gives me an opportunity to reflect on what our organisation achieves. There is never a year that goes by that I don't feel incredibly proud of our community, our team and our impact.

Never did I ever believe, that when I started this organisation all these years ago, that we would grow and succeed at the level we have. It is through hard work, passion, care and perseverance that we push through barriers to put our community first.

In 2017-2018 we have:

- Launched new programs like She Shares & Girls Getaway retreats
- Our Be Dense Aware hub for patients and healthcare professionals
- Ensured the ongoing success of our campaigns and advocacy initiatives
- Established a "Donation" account that ensures 100% of public donations are put straight into the mission
- Ensured our message has reached thousands of GP's around the country
- Lead national information and support days for families facing a cancer risk.

As an organisation we are always committed to acting fiscally from ensuring our travel is 3rd party sponsored and doesn't come from

fundraising or donations to operating with a small core staff.

The next few years will see our organisation evolve to meet the needs of our community. We are always open to change to ensure we meet the needs of our cause and mission, if that means creating new programs, dropping less effective ones, pushing the boundaries when it comes to advocacy and key issues, then we will do it! Because we were created to ensure every woman knows her risk and can change her future... and for me that is the driving force that binds us to our mission.

One thing I am acutely aware of... is that the success of Pink Hope isn't attributed to one person... It may be a legacy I am proud of. However you all own a piece of Pink Hope's success... our staff, our board, our donors, our advocates... our community who give their time, support and energy to our mission. Our success is as much mine as it is yours.

So let's look towards the future and be proud of our game changing work.

- Krystal Barter

Pink Hope Founder & CEO

Chairman's Report

Over 10 years ago, a young member of my marketing team came to advise me she had made the decision to undergo a preventative double mastectomy. With a history of breast cancer affecting generations of her family, she had undergone tests and been identified as having the BRCA2 gene mutation. Not wanting to face a similar fate, she had therefore made a challenging decision to remove her breasts to reduce her risk. Given she was only in her 20s, I was incredibly impressed by both her tenacity and sense of empowerment in having made this decision. It was also an isolating experience for her though and, at a time when BRCA genes were almost unheard of, she faced a large degree of stigma undergoing the surgery. It was through travelling alongside her on this personal journey that I also came to know Krystal who was undergoing her own preventative surgery at the same time. I was genuinely impressed by Krystal's passion that others should be able to make similarly informed decisions but do so within a truly supportive community. It was from this passion to ensure improved awareness, earlier identification of risk and an active support network, that Pink Hope was born.

From these beginnings Pink Hope has subsequently grown in both awareness and associated activity. In this past year alone, and through a small (but incredibly formidable) team, we have continued to deliver some significant achievements through campaigns such as:

- **Bright Pink Lipstick Day** which is growing at roughly 20% year on year, and reaching an average of 25 million people through social media alone;
- Our **Know Your Risk** tool which continues to be one of the most widely used women's health tools in Australia with over 40k completions to date; and
- Our launch of the **Be Dense Aware** campaign, both raising awareness amongst the general public, and advocating for changes to national guidelines.

Our approach is not just about awareness campaigns, risk management tools and patient support though. Our **ongoing commitment to patient advocacy and preventative risk management** has seen us actively championing for change in specific issues and change that directly impact our community.

As we move now into a new year, Pink Hope is continuing to champion constructive change through key partnerships such as:

- **Healthcare professionals** via attendance at state-based women's & children's health conferences
- **Partnerships with global companies and research organisations** ensuring we are top-of-mind with global leaders in the personalised medicine field; and
- **Collaborating with like-minded organisations.**

We are excited about the differences we continue to make but there is still plenty to do in this space. As we now progress to a new phase in our organisation's growth, we need to remain pragmatic in our approach and ensure we are equipped to continually deliver tangible improvements in genetic risk awareness and preventative management. Recognising this, we have similarly needed to evolve our Board with a relevant breadth of experience to support our ongoing growth agenda. As such we recently welcomed two new Board members, Cassandra Kelly and John Sheehy, both

highly respected leaders in their field. Concurrently, Mark Barter, Krystal's father, a strong mentor and our Board Chair since inception, has elected to stand down from his role on the Board to support these changes. From the Pink Hope Board, we want to thank Mark for his leadership as our Chair to date and extend our sincere thanks to all of you who continue to support the ongoing progress of Pink Hope.

Honoured to now be taking on the role of Board Chair myself, I look forward to helping us progress in this new phase. Together, we will continue to make a positive difference in helping change futures.

- Melissa Hayes
Chairman

**KNOW
YOUR
RISK,
CHANGE
YOUR
FUTURE.**

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Who we are

Pink Hope is 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 high-risk women.

Our community

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.

Pink Hope connects and supports over 150,000 + people daily via its digital communication platforms. Equipping them with knowledge and the power to take control of their breast and ovarian health.

OUR VISION

Our goal is to ensure every family is empowered to take control of their breast and ovarian cancer risk.

THE PINK HOPE DIFFERENCE

We are one of the fastest growing preventative health organisations in Australia. We are led with first-hand knowledge and extreme passion for our mission with willingness to push boundaries and evoke change.

Founded and established through personal experience our team is small but passionate about our community and mission.



WHAT WE DO



Provide tools and information to help all women assess their risk of breast and ovarian cancer.



Promote an 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 transaction for at-risk women as they move through each key touchpoint 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 equitable genetic testing.



Advocate for at-risk families.

PROGRAMS & SUPPORT SERVICES

Why We Provide Programs and Support Services

Carrying a genetic predisposition or being at-risk to breast and ovarian cancer can have far-reaching medical, social, emotional, financial and physical implications for these 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.

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

Online Support Groups

Pink Hope's peer support program offers increased risk women the opportunity to connect online with other increased risk women in a safe and supportive environment.

"I find the online support groups to be a great support and have loved being able to ask questions to a group of women who are in the same situation as me, and also sharing my experience with others."

Ask Our Genetic Counsellor

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

"Thank you so much for getting back to me so promptly. I have forwarded the information you sent me to my GP and will have her arrange any necessary appointments once I have my family history forms completed. Thanks again for all you do especially for rural communities."

Information & Support Days

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

"I attended the Pink Hope Information and Support day in Canberra and was so grateful to receive updated information on a range of topics related to my increased risk of breast and ovarian cancer, as well as the opportunity to meet people in the same situation."

Information and Resources

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

"I believe the Pink Hope website is an incredible resource and it has given me LOADS of valuable information over the past two years."

Outreach Ambassador Program

Pink Hope Outreach Ambassadors have navigated the journey, so are equipped to provide individualised support to other at-risk families while also educating, connecting and empowering healthcare professionals and the general community.

"I became a Pink Hope Outreach Ambassador to support other women like me. I am passionate about ensuring that no increased-risk family feels alone or does not know where to turn for information or support."

NEW PROGRAMS



GP and HCP Education

In October 2017 Pink Hope launched a GP and HCP Education Program. The aim of this program is to reach 10,000 GPs and non genetics trained healthcare professionals through events, conferences, digital resources and media/ advertising.

The need for this program:

- Many non-genetics trained healthcare professionals are simply not aware of how to assess a women's risk and how to refer her to a Genetics Service for genetic counselling and testing.
- For those patients who have a cancer diagnosis some are missing out on being referred for genetic testing which means they may not be receiving the most appropriate treatment with the newer drugs such as parp inhibitors being particularly successful for those carrying a gene mutation.
- Personalised medicine and care is leading the way to ensure the best health outcomes for patients and genetic testing is a core component of this and many healthcare professionals are simply not equipped with the tools and knowledge in this field.



She Shares

The need for this program:

- Feedback from the Pink Hope community showed a need for Pink Hope to provide a forum for in person peer support to compliment the online support groups. This lead to the creation of She Shares program in November 2017.

She Shares events are a place for at-risk women to meet in a comfortable setting to share laughs, thoughts, questions, and advice. These are fun events that spark meaningful conversation, while differing from the typical seriousness of a 'session' like meeting group. They are hosted by our community for our community.

"Was so fun and comforting seeing these women all come together and be so open about their stories and support each other. This really reminded us on how strong the Pink Hope Community really is."



In 2018 we partnered with *Girls Getaways* to create 'Holidays for Hope'.

Throughout the year, *Girls Getaways* organises a series of travel meet ups and getaways designed for their clients to escape, indulge and relax on a weekend away or a holiday with 50% of proceeds going directly to Pink Hope.

All funds raised from these holidays go towards funding 'Holidays for Hope', a free special retreats and getaways package for women facing difficulties and at high risk of breast and ovarian cancer.

Holidays for Hope are an amazing way for women to put time aside to invest in self-care and escape from the everyday.



Gaspero Family - featured Michelle, Jessica & Julia.



Gebert Family - featured siblings Corrine, Rachelle & James.

Across our 2017 campaign, Pink Hope's aim was for thousands of Australians to share a conversation about their own family health history and encourage their friends, family & networks to do the same.

In 2017 we highlighted the powerful stories of two families from within the Pink Hope Community. Sharing their families & individual stories across Pink Hope channels and nationally supported with oOH Media outdoor advertising.

Quotes

"Prevention is better than cure and the more we talk about our health history it means we can help future generations."

- Rachelle, Pink Hope Community Ambassador



"Once you have the discussions about your health history, then you can look for solutions."

- James, Pink Hope Community Member



"Pink Hope impacts my life everyday by knowing that they will support my kids in the future."

- Michelle, Pink Hope Community Member



Launch

BPLD 2017 Launch event held at The Langham, Sydney. Pink Hope's founder Krystal Barter addressed guests with Co- Host's KIIS FM's Thinker girls Stacey June and Kristie Mercer.

• Bright Pink Lipstick Day 2017 - by Melissa Hoyer <http://www.melissahoyer.com/bright-pink-lipstick-day-2017/>





PINKY PROMISE

Pink Hope wants to empower besties to have each other's backs when it comes to health- because there is nothing more important than that.

It's the little things every day that have the power to save her life!

You have her back and we'll have yours, babe!



Quotes

"So, thrilled to come on board with @pinkhopeaus this year. I have been following their incredible work for years and I really admire everything they are doing to educate and prevent hereditary breast and ovarian cancer. It's all about making a pinky promise to your best friend to have their back when it's comes to health whether it's regular health checks, exercising, meditating, eating well, every little step makes a difference."

- Nadia Bartel



Community Spotlight



· Tess & Brodie's Story: they met through Pink Hope

<https://pinkhope.org.au/pink-hope-besties-qa-brodie-and-tess/>



· Katie & Brooke's Story: they reached over 25... with their story

<https://pinkhope.org.au/katies-story/>

One size doesn't fit all

Don't be dense, be dense aware. It's up to each woman to be aware and educated when it comes to breast density and risk. Learn more about breast density and your risk.

In March 2018 Pink Hope launched a new online tool, **bedenseaware.com**, to better equip women and healthcare professionals in the management of breast density. Endorsed by leading Australian specialists, the resource provides the latest information on breast density and offers one of the most comprehensive educational breast health resources for Australian women and healthcare professionals. It also supports the call for a national routine reporting system in relation to breast density.

RESEARCH

Pink Hope's national survey showed:

What Australian women know when it comes to breast density and risk



84.4%

of women are unaware dense breasts increase the risk of breast cancer.



65.8%

of women have no idea breast density can obscure a lesion/lump on a mammogram.



79.4%

of women don't know, or are unsure, whether or not they have dense breasts.

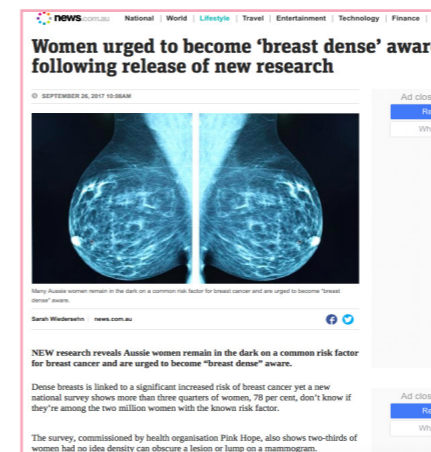
Resources

The campaign developed content for the Be Dense Aware website including blog posts, videos, personal stories and medical and scientific content.

Launch

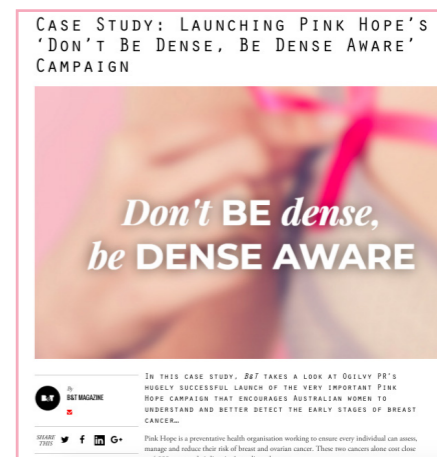
Be Dense Aware was launched on the Today Show with Prof Mary Rickard 600,000+ viewers.

Media



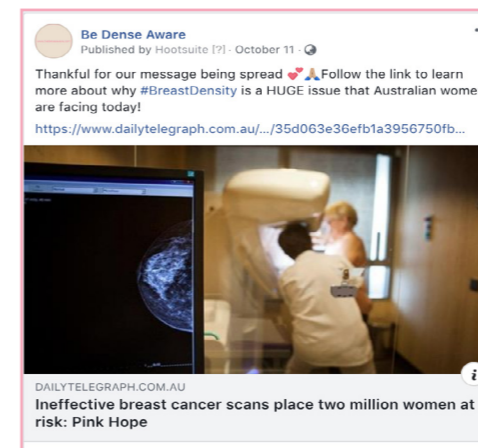
• News.com.au: "Women urged to become 'breast dense' aware following release of new research"

<https://www.news.com.au/lifestyle/health/health-problems/women-urged-to-become-breast-dense-aware-following-release-of-new-research/news-story/85fff62fec9553c2853d7e4cfe1c022a>



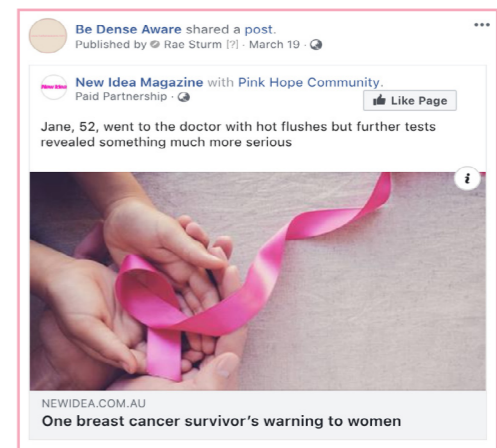
• BANDT: "Case Study: Launching Pink Hope's 'Don't Be Dense, Be Dense Aware' Campaign"

<http://www.bandt.com.au/opinion/case-study>



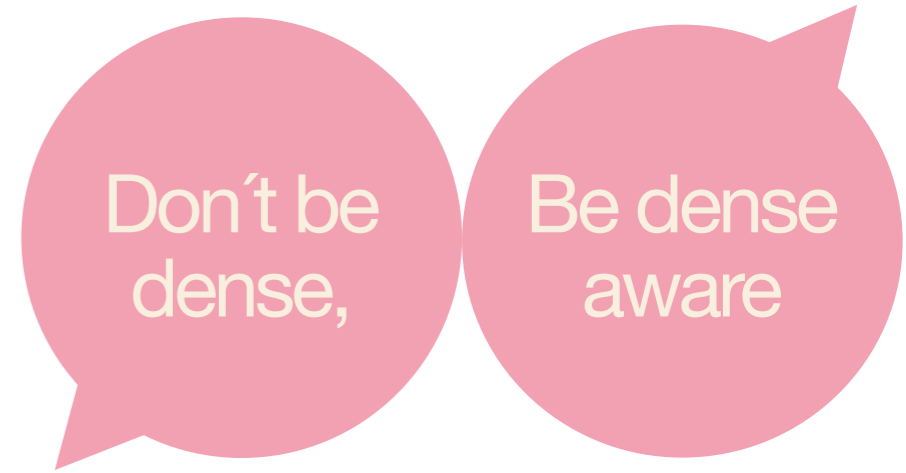
• The Daily Telegraph: Ineffective breast cancer scans place two million women at risk: Pink Hope

<https://www.dailytelegraph.com.au/news/national/ineffective-breast-cancer-scans-place-two-million-women-at-risk-pink-hope/video/35d063e36efb1a3956750fb989d6d867?fbclid=IwAR-0rYt8qg1TtGhQTipsbzo-A6942FCw4urRDmmXRQ0nf4iz5UHXgd9QbkBA>



• New Idea: Breast cancer survivor's warning to women: 'One mammogram can save your life'

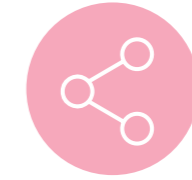
https://www.newidea.com.au/breast-cancer-survivor-says-mammogram-can-save-your-life?fbclid=IwAR27hqTL-m5laOnkiqKUVrVbFl-NUCzSL-QG_sTAS-Q4zIYeqlAz0MfvgToo





Our growth through our Digital Channels

Between May 2017 and November 2018 Pink Hope's Instagram following increased by 25%.



Communications & Engagement Channels

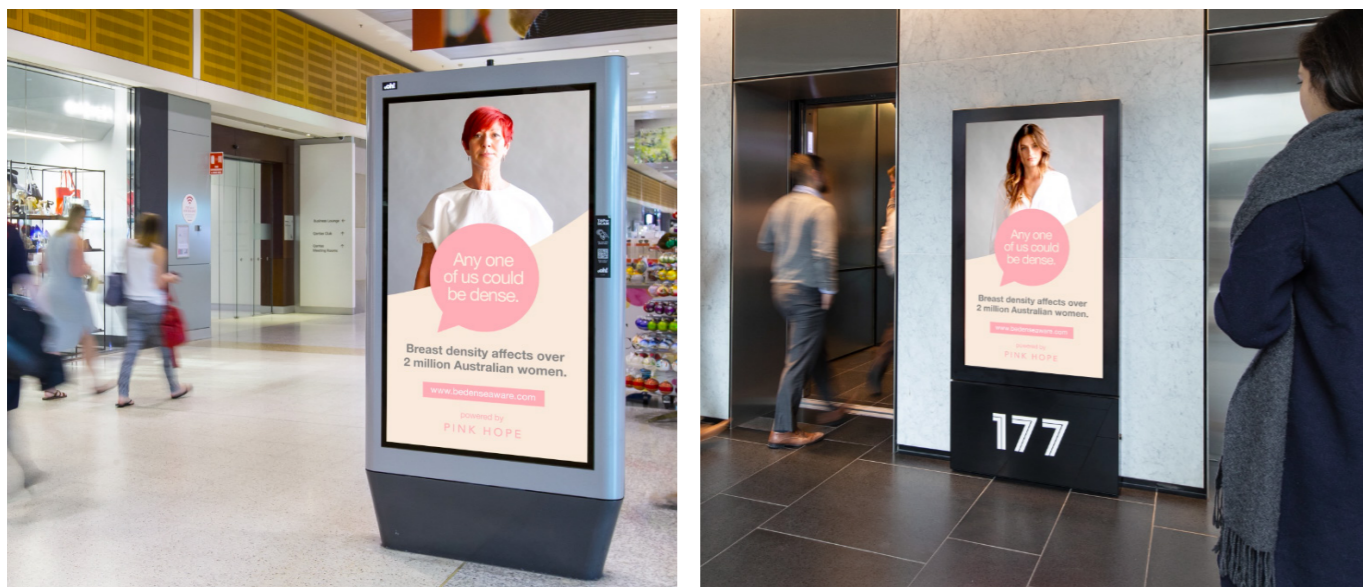
We are a digitally savvy organisation that connects with our key demographic of 18 to 50 to ensure we educate and empower them at anytime of the day or night.



Advertising

Each year we receive pro-bono advertising where we can generate conversations on a daily basis.

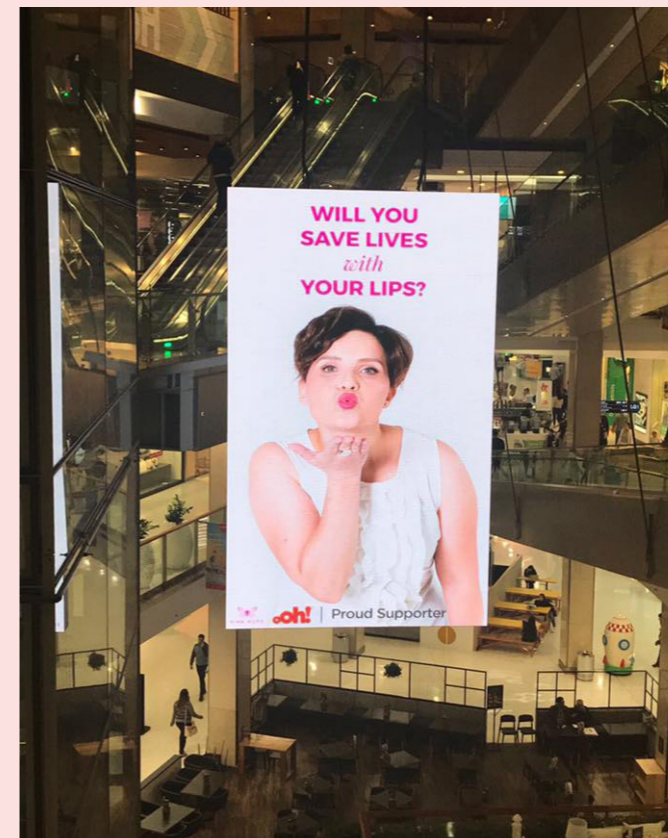
We want to thank our incredible partners oOh Media! Their advertising support across multiple Pink Hope campaigns this year **helped us continue to spread our life-saving mission and vision.**



· Be Dense Aware Campaign - Outdoor Advertising supported by oOH! Media July, 2018



· Know Your Risk - Outdoor Advertising supported by oOH! Media May, 2018



· Bright Pink Lipstick Day Campaign - Outdoor Advertising supported by oOH! Media September, 2017

The commitment we have received from The Langham Sydney has enabled us to expand and continue our mission. By supporting Pink Hope they are empowering women who are at-risk with life-saving information and support.

We are grateful to The Langham, Sydney for their support; providing venue space for our events, campaign launches, meetings, photoshoots and more.



· Elle & Lucie Ferguson photoshoot
Wednesday 4th April, 2018



· Bright Pink Lipstick Day Campaign
Friday 22nd September, 2018



· Pink Hope Impact Dinner
Friday 1st June, 2018



· Pinky Promise Campaign - Slumber Party
Thursday 31st May, 2018



SAMANTHA'S STORY

My name is Samantha and for as long as I can remember, cancer has been a subject present in my life. When I was five, my Mum was diagnosed with breast cancer, and then again when I was fifteen. It was around this time when we were aware that my Mum carried the BRCA1 gene mutation. My Mum told both my sister and myself that we had a 50% chance of carrying this gene mutation too. As a teenager, the enormity of this information didn't really hit home.

When I turned 22, the conversation of gene mutations came up again and my sister and I decided that we would both get tested. Luckily for us, due to my mum having been tested previously, the genetic counsellors were able to test for the gene mutation that our Mum has.

The genetic counsellors at the Royal Adelaide Hospital were so amazing. They made me feel so comfortable and relaxed. **They took the time to explain to me exactly what the BRCA1 gene is, and how, if I test positive for a mutation, this will increase my risk of breast and ovarian cancer.**



After a few weeks, I received a phone call from the genetic counsellor explaining to me that I carried the same gene mutation as my Mum. The news hit me hard in the moment, but thanks to my amazing support crew, my Mum, my husband and my sister, I was able to gather up my courage and not allow this diagnosis to define me.

Now that I am aware of my increased risk, I can be more vigilant in getting regular check-ups. I now visit a breast surgeon annually, and I have a plan to try and reduce my likelihood of having cancer. **For anyone in the same situation as me, I believe that knowing your risk is important.**

The idea of getting genetically tested can be scary, but having the support of your family really helps you through. I feel so lucky that I have some amazing people in my life, who I know will support me through whatever comes in the future.

"This isn't a life sentence. This is a medical heads up, so you can be more aware".

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



MIRANDA'S STORY

My name's Miranda and I am nearly 38yrs old, and I live in Wollongong NSW with my partner and our two year old daughter, with another little girl on the way.

I lost my Mum to breast cancer when I was 11. She was taken from us way too young, passing away at the age of 41, after fighting for many years prior. The loss of your Mum is a loss you never recover from. Time does heal, however nothing will fill that void in your life. I then lost my Nan to breast cancer a few years later.

I was diagnosed with the BRCA1 gene mutation when I was 18 years old. This was long before it was as known as what it is today - long before Angelina Jolie.

It was my Aunty (Mum's sister) who first spoke to me about genetic testing. Again, little was known, but she had discovered that she had a BRCA1 gene mutation. And once tested, I was with her. I was diagnosed with the gene mutation at a young age, and at the time, there felt like there was little to no support for someone like me. I left to travel the world and came back to Australia, many years later, after losing my beautiful Aunt, also to cancer.

It was at that point I was ready to act on my diagnosis. It had wiped out most of the women in my life and I was determined to not be the next. At the age of 26, I opted for a prophylactic bilateral mastectomy with reconstruction. That time in my life is still hazy, I was on a mission. A mission to not be another member of our family lost to cancer. To not be someone to await what seemingly felt like my fate. I didn't want to succumb to a statistic.

My decision for surgery, albeit the hardest decision in my life to date, was the right one. It was a long journey back after surgery, the recovery physically and

emotionally was tough. It has taken me many, many years to be comfortable in my own skin again.

That was nearly 12 years ago now. Looking back, I didn't have anywhere close to the support that I wish I had. And the support I believe everyone should have, in this type of journey. I muddled through and kept telling myself that I had made the right decision. But ultimately, it was that decision that has enabled me, to be around for longer. I will have a better chance to be able to watch my daughters grow up, something my Mum didn't get to do.

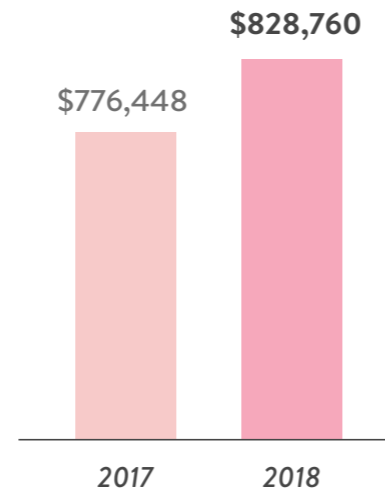
One day, my girls will be tested for the BRCA1 gene mutation, they will be aware.

"They will know their risk. As I believe everyone should. But the difference being, they will know their risk, in a community of individuals, that support, educate, that love, and that hold each other up high."

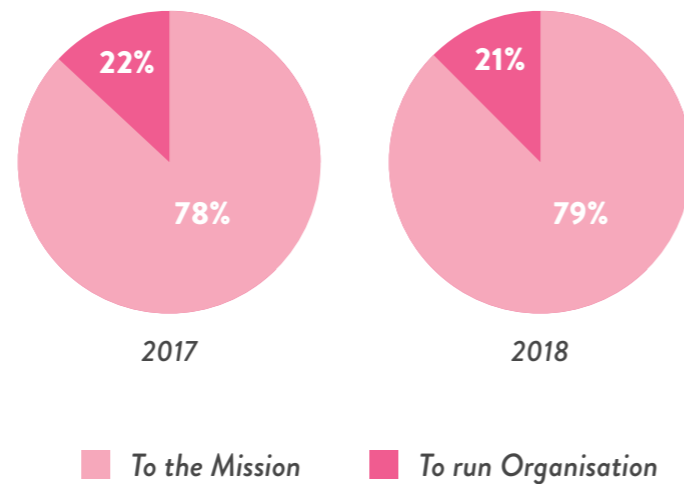
Read Miranda's Story [here](#).

2018 Financial Recap

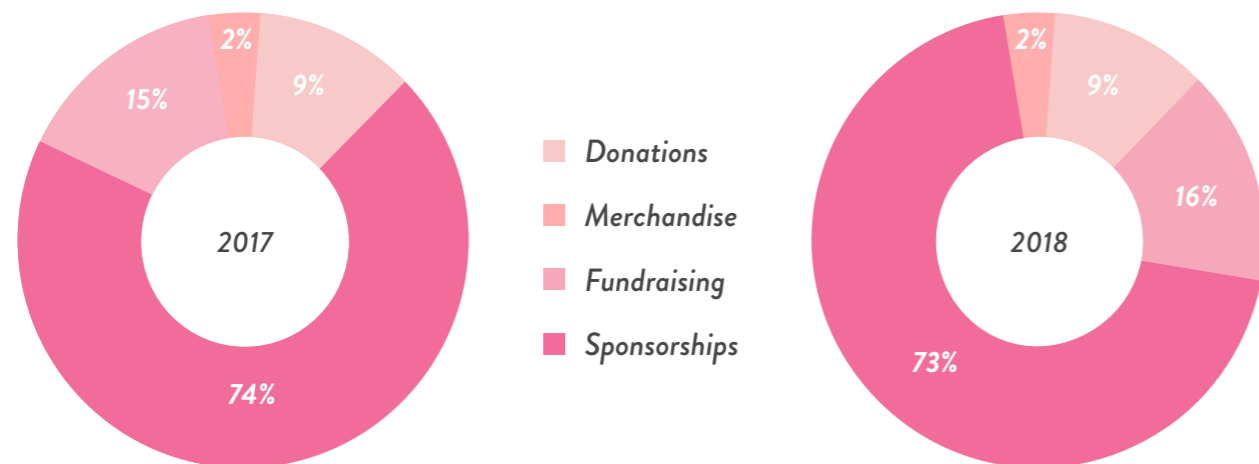
TOTAL MONEY RAISED 2017 - 2018



MONEY INVESTED IN PROGRAMS, SUPPORT, ADVOCACY, EDUCATION, CAMPAIGNS



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 2018

	Note	2018 \$	2017 \$
Revenue	9	882,130	840,142
Employee benefits expense	10	(244,371)	(262,004)
Depreciation and amortisation expense		(3,023)	(3,750)
Finance costs		(3,305)	(10,751)
Other expenses	10	(475,978)	(376,023)
Surplus/(loss) before income tax		155,453	187,614
Income tax expense	1(c)	-	-
Net surplus and total comprehensive income/(loss) for the year		155,453	187,614

Pink Hope Community Limited

ABN 43 159 082 792

Statement of Financial Position

30 June 2018

	Note	2018 \$	2017 \$
ASSETS			
Current Assets			
Cash and cash equivalents	2	867,803	673,749
Trade and other receivables	3	19,768	116,872
Inventories	4	5,088	9,349
Total Current Assets		892,659	799,970
Non-Current Assets			
Property, plant and equipment	5	3,184	3,289
Intangible assets	6	7,422	6,268
Total Non-Current Assets		10,606	9,557
Total Assets		903,265	809,527
LIABILITIES			
Current Liabilities			
Trade and other payables	7	69,251	64,711
Other liabilities	8	150,000	218,400
Total Current Liabilities		219,251	283,111
Non-Current Liabilities			
Long term provision - Long service leave		4,821	2,676
Total Non-Current Liabilities		4,821	2,676
Total Liabilities		224,072	285,787
Net Assets		679,193	523,740
EQUITY			
Accumulated Surplus		679,193	523,740
Total Equity		679,193	523,740

Support Pink Hope

There are many ways you can support our organisation and help Pink Hope change the future for women at risk of breast and ovarian cancer.



Donate

Make a tax deductible donation to support our life-saving work.



Fundraise

Whether you fundraise as a business, school, brand or as an individual – your fundraising helps generate awareness about our organisation and provides 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 know their risk and change their future.



Volunteer & 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.



PINK HOPE

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