

PINK RIBBON PRESS

Autumn 2021



Breast Cancer Foundation NZ

HOST A PINK RIBBON BREAKFAST
pinkribbonbreakfast.co.nz



Justine Smyth, Chair of BCFNZ, cuts the ribbon to open Kia Ū Ora in February.

A new breast clinic to save lives, thanks to you!

“That morning felt like a death sentence. I’m only 42, never in a million years did I think I’d get breast cancer. I know many ladies who have been through it, but I never thought it would happen to me.” – Kolini Ma’afu, a mother of four from Henderson, Auckland.

Just days into the Covid-19 Level 4 lockdown last year, Kolini went into North Shore Hospital to have a partial mastectomy. She had received the devastating news that she had breast cancer in March. But it had taken four months and repeated phone calls to the hospital for an appointment before she was able to finally get the diagnosis.

Thanks to your generosity, women like Kolini no longer have to face stressful delays when they are being assessed for breast cancer. Through your ongoing support, we’ve been able to invest a record \$1 million to help build Kia Ū Ora – the new Waitemata Breast Service at North Shore Hospital.



Breast cancer survivor Kolini Ma’afu with her four sons.

Our partnership with the hospital is already improving how patients in North and West Auckland are diagnosed and treated. All breast services have been brought together under one roof and waiting times will be drastically reduced. You’ve helped us to make a real difference for women in the area, because diagnosing and treating breast cancer early is the key to saving lives.

It's my time to say goodbye to the breast cancer community



Evangelia Henderson CEO

I'm so heartened to see the significant difference we continue to make for Kiwis affected by breast cancer, in spite of the uncertainty and disruption caused by Covid-19. We're delighted to have kicked off 2021 by completing some important projects we've had in the pipeline, which you can read about in this newsletter.

This edition is particularly poignant for me as it's my last one at the helm of Breast Cancer Foundation NZ. After 10 years as chief executive, I will be retiring at the end of April. I would like to welcome to my successor Ah-Leen Rayner who is looking forward to introducing herself to you in the next issue.

The past decade has brought some remarkable changes for breast cancer in New Zealand. From new funded medicines to changes in treatment, better diagnostics, better access to genetic services, specialist breast nurses, and much greater support services for patients from BCFNZ.

I'm immensely proud to have worked alongside you and others in the breast cancer sector to accomplish these successes. Thank you for all you do to support BCFNZ.

Through its four essential pillars of education, research, patient support and advocacy, BCFNZ has grown into an organisation that is having a huge impact on the lives of thousands of New Zealanders.

I'm confident that with your ongoing involvement and support, BCFNZ will continue staunchly towards its vision of zero deaths from breast cancer.

Thank you again so much.

Evangelia Henderson



Dame Rosie Horton, BCFNZ patron at a Pink Ribbon Breakfast.



Dierdre Parr and Justine Smyth at our bequest function.



Sarah Gandy, Ambassador and Dr Eletha Taylor.

Your impact in action

Every year, your donations help thousands of Kiwis affected by breast cancer get the support they need. Here's a snapshot of just some of what you made possible in 2020:

6,887

Breast nurse helpline calls and patients contacted

1,492

registered for patient webinars

1,394

patients funded for counselling, physio and lymphoedema therapy

12,256

People spoken to face-to-face

443,000

printed education resources given out

\$1.9 million

worth of research projects funded

2,508 new patients' data recorded in the Breast Cancer Foundation National Register



“I just want to make sure I’m here for my great-grandchildren”

Photo credit: Stuff ©

Claudine Thompson had a small lump detected in her breast during a free mammogram.

Claudine Thompson had signed up for mammograms as soon as she qualified for them. They had always come back clear, until her last free mammogram in 2018 showed a tiny lump in her left breast.

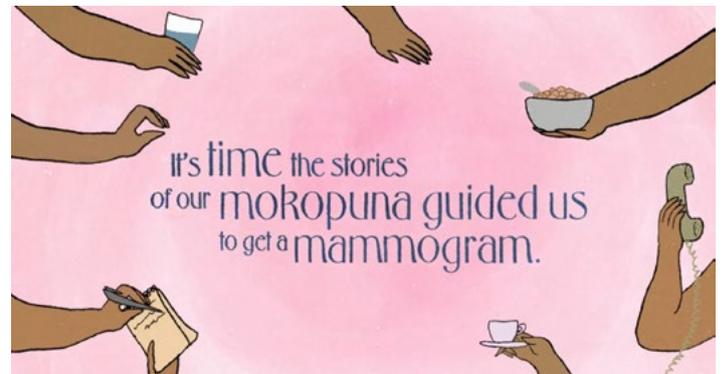
The Ngāti Raukawa great-grandmother from Ōtaki said she was lucky her cancer was discovered early because it meant she was able to have it removed using only local anaesthetic. She also avoided chemotherapy and radiation therapy.

“Now I want all wāhine to know how important mammograms are – don’t be shy, it only takes 10 minutes and it’s worth it. Lord only knows what would have happened to me if my breast cancer wasn’t caught early enough,” said Claudine.

Claudine shared her story in support of our “Mokopuna Mythologies” campaign which launched during Breast Cancer Awareness Month last October and ran again in March this year. The adverts used storytelling to urge Māori, as well as all women, to book a mammogram.

Māori women are disproportionately affected by breast cancer in NZ. They are 35% more likely to be diagnosed, and 65% more likely to die from it.

It’s only through your generous support that we can run awareness campaigns like this, getting the crucial word out about the importance of early detection.



A picture from our Mokopuna Mythologies campaign.

Save your life in the time it takes to get changed

Radio personality and newest BCFNZ Ambassador, Sarah Gandy, has a simple message for Kiwi women:

“Saving your life can be as easy as checking your breasts in the time it takes to get changed.”

She spread that message far and wide throughout Breast Cancer Awareness Month as she partnered with us to launch the Change and Check campaign.

Sarah went through breast cancer herself at the age of only 36 and wanted to share her experience to warn other young women that breast cancer can happen to them too.

The campaign sees changing rooms and bathrooms all over NZ displaying our Change and Check stickers, which show the signs and symptoms of breast cancer.

Sarah’s mission is to get Kiwi women to know the warning signs of breast cancer, check their breasts regularly, and get any symptoms checked out straight away.



Sarah Gandy launches Change & Check at Glassons Newmarket.

Vital patient support provided when it was needed the most

After launching our Christmas Appeal we received an overwhelming response – we’ve raised more than \$115,000 to keep our support services running. These vital funds mean we can keep being there for breast cancer patients when they need us most.

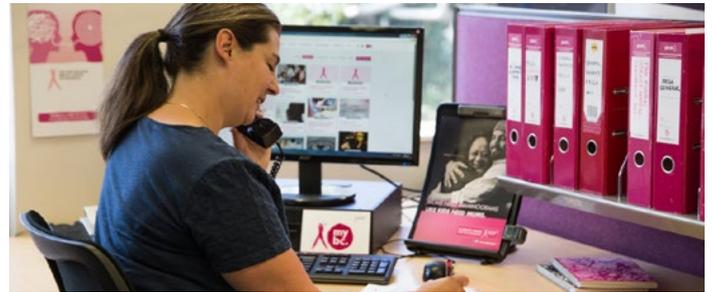
Over the Christmas period, our nurse advice line received a record number of calls. In some cases, our nurses have been truly life-saving – if patients had waited any longer to get the help they needed, their outcomes could have been very different.

Noella was one of the patients who was helped by our nurses when many other services were closed.

Noella, who is 35 and mum to a 3-year-old daughter, was diagnosed with breast cancer in November 2020. Following her mastectomy, she developed complications from surgery and was in a lot of pain.

BCFNZ’s specialist nurses recommended Noella use our free physiotherapy sessions which enabled her to recover in time for her next round of treatment. Without physio, this treatment would have been delayed.

Noella said: “There were times where I felt like just another ‘case’, but the BCFNZ nurses made me feel like a person again. I’m so grateful they were there for me during the holidays, when my new world of cancer was still very raw. I can think of a million times where I’ve been asked to donate to charity, but you don’t realise how much good they can do until you’ve needed their help.”



Our free advice line run by specialist breast care nurses is one of the most important support services we provide. Thank you for helping women like Noella.

 **Need advice?**

Call our breast nurses on
0800 BC NURSE (0800 226 8773)

Email questions to breastnurse@bcf.org.nz

Join our online breast cancer community

www.mybc.care

Jackie Klouwens’ lasting legacy – a bequest that means so much

Kim’s favourite memories of her mum Jackie centre around how compassionate and loving she was.

It was Jackie’s love for people that led her to become a long-time supporter of BCFNZ, and ultimately, make a bequest to us. Here Kim talks about why leaving this very special gift in her Will was one of the most powerful decisions Jackie ever made.

“There were two important people in Mum’s life who had been through breast cancer. Her sister-in-law, who was diagnosed around 30 years ago, had to travel to Australia for treatment because she couldn’t get it here in NZ. Her cousin was also diagnosed around 20 years ago.

“It was these two women who made her so passionate about supporting BCFNZ. She knew that advances in research requires a great deal funding and she worked hard to contribute to this. Every year she took part in the Pink Ribbon Street Appeal and no one could get past Mum without giving a donation.

“I know the impact of Mum’s bequest will truly make a difference. My hope is that her kindness will live on through the work BCFNZ is doing to save lives for generations to come.”

A gift in your Will can help change the future of breast cancer, so that one day we’ll see zero deaths from this devastating disease. Learn more about joining the Pink Ribbon Bequest Society at bcf.org.nz/bequests



Kim Klouwens (bottom right) shares the importance of her mum Jackie’s (top) bequest gift.

“Breast cancer touches so many Kiwi women, that’s why it’s such an important cause to support”

Monika Naidu has watched two family members and a close friend go through breast cancer. Seeing the suffering caused by the disease is what prompted Monika to act. She and her husband Daven recently hosted a lunch at their restaurant – Auckland’s Chancery Bistro – which raised an incredible \$11,255 for BCFNZ.

“We could have chosen to make a private donation, but we thought it was more important to get the message out there that breast cancer is most treatable when it’s detected early,” said Monika.

“I’m particularly keen to make sure more Indian women go for breast screening, because so many of us tend to put everyone but ourselves first. We must prioritise our own health if we are to be the backbones of our families.

“Breast cancer affects so many women, there’s no reason for any of us to think we’re safe. That’s why I want all women to know that we simply must go and get ourselves checked,” she added.

We’re so grateful to Monika and Daven for their huge efforts to raise both funds and awareness. **Anyone can hold their own fundraiser, no matter how big or small.** Visit bcf.org.nz/fundraise to learn more.



Monika Naidu (3rd from left) with supporters at her Chancery Bistro fundraiser.

Host a Pink Ribbon Breakfast this May

Mark it in your diaries, Pink Ribbon Breakfast is coming back in May and we’d love for you to sign up! It’s simple, it’s social and it will help to save lives.

This is our biggest annual fundraiser and anyone can host an event anytime, anywhere. Every dollar will take us one step closer to making zero deaths from breast cancer a reality.

There’s no better reason to get together and raise much-needed funds for this worthwhile cause.

Everyone who registers will receive a free host kit with information and goodies to get you started.

Find out more at pinkribbonbreakfast.co.nz



National Register reaches 100% coverage

In 2020 we began the expansion of the Breast Cancer Foundation National Register, after consolidating four regional registers (Auckland, Waikato, Wellington & Christchurch) which covered two-thirds of the country’s DHB regions. By the start of 2021 all DHBs had signed up.

This means that for the first time, we’ll have the full picture about breast cancer patients across the whole country. This data will help doctors and researchers to make sure all patients can get the same high standards of care and advances in treatment, no matter their ethnicity or where they live.

“Being included in the register is giving us the ability to compare treatment around the country and how that affects survival.”

- Dr Magda Sakowska, general surgeon at Timaru Hospital.



“With a large Māori population and the geographic distances in our region, the register provides us with a better understanding of breast cancer outcomes in Māori and ensures equal access to all treatment options.”

- Dr Peter Chin, breast surgeon at Tauranga Hospital.

A hot new way to help fight breast cancer

Now supporting BCFNZ has never been easier, with the launch of our very own SBS Pink Ribbon Visa.

We've partnered with Kiwi-owned SBS Bank to create this unique charity credit card. For every account successfully opened, SBS Bank will donate \$20 to BCFNZ. We'll also get 5 cents from the bank every time the card is used.

You don't need to change banks to have an SBS Pink Ribbon Visa. You'll even earn Cash Back Rewards every time you spend, which you can then choose to donate to us.

It's an easy way for you to help us towards our ambitious vision of zero deaths from breast cancer, without even thinking about it!

Visit pinkribbonvisa.co.nz to learn more.



Thank you to our partners for fundraising during October

An enormous thank you goes to our long-term partner Farmers, who raised an incredible \$316,000 from sales of our Boobead keyrings and customer donations during Breast Cancer Awareness Month (October 2020).

And a delicious way to end to the month – Griffins' Raspberry Mallowpuffs and Eta's Uppercuts Himalayan Salt chips together raised \$75,000. Meanwhile, Cadbury's limited-edition Dairy Milk Pinky block raised a sweet \$80,000.



Business partner recognition

Breast Cancer Foundation NZ is grateful for the support of the following business partners:

Corporate partners



Pink Ribbon Platinum partners



Pink Ribbon Gold partners



In-kind partners

Bell Gully
Soar
Colenso BBDO

Starcom
Post Haste
Eftpos New Zealand

Stratos
Spark Foundation

Contact us

Email: info@bcf.org.nz

Phone: 0800 902 732

Ask a nurse:

0800 BC NURSE (0800 226 8773)

Post: Breast Cancer Foundation NZ
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www.breastcancerfoundation.org.nz

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