

# PINK RIBBON PRESS



Your support means women like Ofa have support when they need it the most.

## Ofa's loving reason for hosting a Pink Ribbon Breakfast

**Breast cancer has had a massive impact on Ofa's family. Her mum was diagnosed in her 30s, when Ofa was 14. She lost both her aunt and older sister to the disease. Then Ofa's cousin was diagnosed too.**

So when Ofa found a lump in her breast during the 2021 lockdown, at age 35, it wasn't a total shock. But going through a double mastectomy, chemotherapy and radiotherapy was still a terrifying time.

Throughout it all, her constant worry was for her daughters – aged ten, six and three.

"I still have such strong memories of Mum being really sick and her hair falling out. It's heart-breaking that my girls will remember this about me too."

Thanks to you, mothers all over the country like Ofa have been given hope when they've needed it the most.

Your donations provide essential support to patients, contribute to cutting-edge research, and spread vital breast health education to women across New Zealand.

Thankfully after finishing her treatment, Ofa received the all-clear. She hosted a Pink Ribbon Breakfast as a way to give back.

*"I did it for my sister, mum, aunty and cousin. But mostly for my daughters, so that maybe they won't have to go through what we all did."*

One in nine NZ women will be diagnosed with breast cancer. But with your help, we're doing all that we can to stop breast cancer from taking away the people we love. Thank you!



## CEO UPDATE

**Ah-Leen Rayner**  
Chief Executive

It's been a challenging start to 2023 for many New Zealanders in the wake of Cyclone Gabrielle and the flooding events.

The extreme weather brought stress, uncertainty and loss. But thanks to your unwavering support, our nurses provided comfort and relief to breast cancer patients in the affected regions.

We were so excited to once again be the charity partner of the NZ House & Garden Tours, which this year took place in Wānaka, Nelson, Manawatū and Clevedon. Huge thanks to the hundreds of volunteers who helped at each of the houses, as well as the thousands of tour-goers who made the event possible. We're thrilled the tours raised more than \$145,000 for us.

In March we welcomed Karen Blake to our Board of Trustees. Karen is a proud Ngāi Tahu wahine who brings expertise in the digital health space. We're lucky to have such esteemed professionals to guide us in our life-saving work.

In the lead-up to this year's General Election, we're excited by the opportunity to engage with decision-makers about the policies needed to improve outcomes for breast cancer. Keep an eye out for an important new tool we're developing for voters – the Breast Cancer Policy Scorecard.

**Thank you for all that you do to push us closer towards zero deaths from breast cancer.**

## 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 what you helped to make possible in 2021/22:

Education & awareness campaigns viewed  
**47 million times**

**351,487**   
printed education & support resources given out

**2,832**   
messages and emails sent to patients

**14,080**  
people spoken to face-to-face

**9,481**   
breast nurse helpline calls

**1,549**   
patients funded for counselling, physiotherapy & lymphoedema therapy

**5,000**  
patient webinars viewed

**\$1,113,000**  
spent on research projects & Te Rēhita Mate Ūtaetae, the Breast Cancer Foundation National Register

**203**  
advocacy engagements with influencers & decision-makers to drive change

# A sneak peek at our new pink campervan – which you've helped to make a reality



Thanks to you, our new pink campervan will soon be hitting the road, spreading vital breast health information to women wherever they live.

## **Thanks to the generosity of people like you, we'll soon be seeing the arrival of our brand new pink campervan!**

You answered the call to help us reach more of New Zealand's most isolated and rural communities with our life-saving education programme.

For the past nine years, our iconic pink caravan, affectionately known as Pinkie, has travelled around New Zealand with specialist breast nurses on board. They've taken vital breast health information out to people where they live, spreading the message about early detection.

But Pinkie is old and relies on volunteers to tow her around, restricting where we can go.

Now, thanks to everyone who donated to our pink campervan appeal, we've been able to start building a new state-of-the-art vehicle that our nurses can drive themselves.

Once it's on the road, we'll be able to visit the most hard-to-reach communities that don't have access to specialist health services – something we've never been able to do before.

Debra, one of our breast health educators, was the first person to test the new campervan. She was excited to report that not only does it meet all the requirements, it also looks wonderful and is fantastic to drive.

The cab has been given a beautiful pink paint job and now the back of the vehicle, along with the consultation spaces, awning and outdoor area are being built.

Keep an eye out for an announcement soon on the inaugural tour of the new pink campervan.

Early detection is the best way to beat breast cancer, so this health education programme you've helped to make happen is truly life-saving.

# The growing power of our collective voices

**The past six months have seen a number of advocacy wins for Kiwis affected by breast cancer, which couldn't have happened without you.**

Last October, the National Party announced it would make free breast screening available to women aged up to 74 if it wins the election.

A few weeks later, National's health spokesperson Dr Shane Reti submitted a Private Members Bill to Parliament, asking for the age extension to be written into law.

We were thrilled by these announcements, as we've been campaigning for this change for the past six years.

Andrea, a woman in her 70s from Auckland, explained why the age extension is so important:



Andrea (right) is passionate about screening for older women after her mother Audrey (middle) was diagnosed with breast cancer in her 70s.

*"I have to pay \$230 to get mammograms done privately - that's a lot of money for a pensioner. I worry that for many women of my age, mammograms won't be a priority because of the cost, so there's a chance their breast cancer won't be detected until too late."*

## An update on the Missing Women petition

In March, Parliament's Petitions Committee publicly backed our Missing Women petition. The cross-party group of MPs sent a strong message to the Government that women deserve better access to life-saving mammograms.

Following this, we seized an opportunity to change the future of women's health by asking our community to join us in making submissions to New Zealand's first ever Women's Health Strategy. We were blown away to see nearly 400 of you writing to the Ministry of Health, asking for breast cancer to be included in the strategy.



As we see more stories hitting the headlines about our healthcare system on its knees, with increasing delays to surgery and radiation treatment, your ongoing support means we can continue advocating for timelier access to diagnosis and treatment that women need.

# Clinical trial success

**Wonderful supporters like you have helped to achieve a breakthrough for women suffering from one of the most debilitating side effects of chemotherapy.**

In 2020, our kind donors funded a clinical trial testing whether a widely available heartburn medication called pantoprazole could prevent or reduce delayed nausea and vomiting caused by chemotherapy.

The PantoCIN trial was a success: 51% of patients on the trial who took pantoprazole had no delayed nausea or vomiting. Those that did have nausea experienced it at much lower levels.

Because of your support, doctors can confidently prescribe pantoprazole knowing that it is a safe and cheap drug that can help women to carry on normally with their lives while undergoing chemotherapy.



Your donations mean women like Cristel no longer have to suffer from delayed nausea and vomiting after the success of our PantoCIN clinical trial.

*“It’s wonderful to think other women won’t have to go through this now, as it’s not something you’d wish on your worst enemy. It really messes with your mind to have to make yourself so sick in order to get better.” – Cristel, diagnosed with breast cancer in 2021.*

# Better long-term support for survivors

**Two years after finishing breast cancer treatment, Jude is still dealing with the lingering effects. Things like lymphoedema, nerve pain, fatigue and memory problems cause difficulties in her everyday life.**

More Kiwis are surviving breast cancer, but like Jude, many are experiencing long-term or late side effects from their treatment.

This is an under-researched field and we’re worried survivors aren’t getting the support they need to deal with ongoing health problems. Your kind gifts are helping to change this.

We recently carried out a survey which found one in three people who experienced long-term or late effects said these significantly impacted their lives. Yet 62% of respondents who sought help weren’t satisfied with the advice they were given.



With your help, we’re making sure women like Jude can get the support they need to live well after breast cancer.

We’re using these insights to inform doctors, health agencies and our own support services to make sure more Kiwis live well after breast cancer.

Our patient webinar on this topic was one of our most highly attended, and the feedback demonstrated how meaningful it was for patients to feel heard – one viewer wrote: “Thank you for taking us seriously.”

# Improving treatment for women with advanced breast cancer

**Kiwis with advanced breast cancer (ABC) are dying twice as fast as people overseas. But with your help, we now have a way change that.**

We worked with the country's leading breast cancer specialists to develop the 2nd New Zealand Consensus Guidelines for Advanced Breast Cancer. They provide medical professionals and government health organisations with a framework of the most effective ways to care for Kiwis with ABC.

Dr Marion Kuper-Hommel, a top oncologist who led the development of the ABC-NZ2 Guidelines, says they will raise the bar for how ABC patients should be treated:



You've helped our country's top breast cancer specialists, like Dr Marion Kuper-Hommel, to create new clinical guidelines for women with advanced breast cancer.

*"The guidelines provide an evidence-based summary of what New Zealand clinicians consider is best practice to manage ABC, to help our patients live as long as possible with the best quality of life."*

## You helped bring international expertise to New Zealand

**We were thrilled, late last year, to bring a top breast surgeon from Canada to New Zealand.**

Professor Arnaout was the keynote speaker at the Breast Cancer InSIGhts Conference we hosted for healthcare professionals working in breast cancer. She also featured on the expert panel for our patient webinar, "Can I keep my breast?"

At both events, she shared the latest evidence on breast conserving surgical techniques and challenged the rate of mastectomies occurring in NZ.

Breast conserving surgery (BCS) is a less invasive surgery than mastectomy. It's easier to recover from and has less chance of complications. But only 55% of Kiwi patients have BCS – which is much lower than the international best practice rate of 70%.



Professor Angel Arnaout's visit to NZ has helped local breast cancer specialists to upskill their knowledge, thanks to you.

*"Because screening mammography is finding cancer so much earlier, you don't need a mastectomy to have a better outcome. In fact, the outcomes are equally good, if not better, when you have breast conserving surgery compared to mastectomy," Professor Arnaout said.*

Your gift has made a difference by allowing us to invite leading world experts to share their knowledge with local doctors.

# Host a Pink Ribbon Breakfast this May!



**Our largest annual fundraiser is back and for the first time, we'll have a designated Pink Ribbon Breakfast Day on 25 May.**

Pink Ribbon Breakfast is all about Kiwis coming together with their friends, whānau and workmates to host events to raise much-needed funds for Breast Cancer Foundation NZ.

As a charity that doesn't receive any Government funding, we rely entirely on the generosity of New Zealanders to fund our life-saving work. The money raised goes towards supporting patients, ground-breaking research, and education campaigns promoting the importance of early detection.

Although Pink Ribbon Breakfast Day is 25 May, you can still host however and wherever you like – whether it's a big breakfast in a community hall, or a canapés evening at home – every Pink Ribbon Breakfast makes a real difference. You can host any time in May that suits you.

*"With one in nine women diagnosed with breast cancer, we all have someone in our lives who's been affected so we're asking Kiwis to host a Pink Ribbon Breakfast for them this May," says our chief executive, Ah-Leen Rayner.*

Head to [pinkribbonbreakfast.co.nz](http://pinkribbonbreakfast.co.nz) to sign up today.

## I would like to make a donation to Breast Cancer Foundation NZ



Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Please accept my gift of:

\$35    \$75    \$250    Other \$ \_\_\_\_\_

**Credit card:**    Visa    Mastercard    Amex

Card number:

Name on card: \_\_\_\_\_

Expiry date:       Signature: \_\_\_\_\_

### Direct bank transfer:

**12 3030 0534226 07** (One-off donation)

**12 3030 0534226 06** (Monthly donation)

Please include your **donor ID** and **PRP Aut** as a reference

**Thank you for your support**

**Please send this form to:** Breast Cancer Foundation NZ,  
Private Bag 99906, Newmarket, Auckland 1149

# Thank you to our generous partners

Welcome to our newest Gold Partner – Kiwi beauty and wellness company Jeuneora. They've launched a limited edition flavour of their best-selling Renew+ Marine Collagen Super Powder – Pink Lemonade – and are donating \$5 from every pottle sold.



Back by popular demand are Griffin's Pink Ribbon Biscuits, with \$1 from every pack sold coming to BCFNZ. You'll find them on the shelves of New World, PAK'nSAVE and Four Square during May only, so get in quick before they sell out!

You can help to give breast cancer the boot this May with the return of Skellerup's Pink Bands. \$5 from every pair of gumboots and \$1 from each pair of socks will be donated to BCFNZ. Available from Farm Source, Farmlands and PGG Wrightson, or visit pinkband.co.nz



We were excited to be part of two brand new events over the summer – the Indulge Festival held at Auckland's Silo Park, and the Lexus Urban Polo in Christchurch's Hagley Park and the Auckland Domain. As their official charity partner, we received \$30,000 from event organiser Urban Events Ltd.

Our longest standing partner, Estée Lauder Companies, announced in November an increase in its funding of BCFNZ. It moved from sponsorship of the Pink Ribbon Walks to focus on our patient support programme.



Every October for Breast Cancer Awareness Month, Farmers sells our Boobead keyrings in-store and we were astounded to receive \$423,971 from the latest campaign. It's the largest amount raised since the campaign began in 2014. A huge thank you to Farmers customers and staff for an incredible result!

## Business partner recognition

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

### Corporate partners



### Major trusts/grants



### Diamond partners



### Gold partners



### In-kind partners

Ford NZ & John Andrew Ford, Ogilvy NZ, Bell Gully, Soar Print, Spark Foundry, Post Haste, Eftpos New Zealand, Stratos, Spark Foundation

## Contact us

Email: [info@bcf.org.nz](mailto:info@bcf.org.nz)

Phone: 0800 902 732

Ask a nurse: 0800 BC NURSE (0800 226 8773)

Website: [breastcancerfoundation.org.nz](http://breastcancerfoundation.org.nz)