

PINK RIBBON PRESS



Your kind donations are helping to make sure women in their early 70s, like Anne-Marie, can continue having free life-saving mammograms.

Your support is helping make free mammograms for women a reality

“I wasn’t expecting anything to be wrong, but they found a tiny lump in my right breast.”

Anne-Marie had her last free mammogram when she turned 69. Four years later, she decided to pay for a mammogram since she was no longer eligible for breast screening.

It was only thanks to a chance encounter – running into a friend in her 70s who’d had a mastectomy – that Anne-Marie decided to book that mammogram.

It ended up saving her life. By detecting her breast cancer early, Anne-Marie avoided the worst of treatment. A lumpectomy and radiation treatment were enough to get rid of her small tumour.

Soon, more women like Anne-Marie will have the best chance to survive breast cancer, now that the breast screening age limit will be raised to 74. This was part of the new Government’s 100-day plan and we were thrilled when Health

Dr Shane Reti Minister of Health confirmed in February that work was underway to make it happen.

This fantastic news came after eight hard years of relentless campaigning – which couldn’t have happened without your generous support. Your kind donations have powered our advocacy and our collective voice has finally been heard.

A woman is more at risk of developing breast cancer at the age of 70 than at 50, so this change will give more older women a better chance of early diagnosis.

“My story is a reminder that cancer doesn’t care about your age. If it wasn’t for that mammogram, I would’ve been diagnosed at a much later stage and it could’ve been too late,” Anne-Marie said.



CEO UPDATE

Ah-Leen Rayner
Chief Executive

It's been a busy start to 2024 and extraordinary Kiwis like you have enabled us to hit the ground running. Thank you for helping to raise over \$1.5 million through our October fundraising campaigns – this record amount made it our most successful Breast Cancer Awareness Month ever.

Every dollar you give us is vitally needed to change the story of breast cancer being one of our biggest killers. Our new focus on areas where the health system needs urgent change means that together, we can ensure more women are diagnosed earlier and receive timely treatment that's best for them.

Advocacy is a key way we're working towards these outcomes and your support for our persistent campaigning has helped turn the tide on the breast screening eligibility age.

The Government's action on this within its first 100 days sends a promising signal that it is committed to tackling breast cancer and we're grateful to Hon Dr Shane Reti for championing this change. But there's still much to be done and we're awaiting details on the new health targets and a plan to fund more cancer drugs, to assess their impact on breast cancer.

The recent job losses and closures in the news media do make us worried about our ability to keep up the pressure, but we remain committed to doing all we can to protect Kiwis from breast cancer.

Your support is integral to everything we do, so thank you for making it all possible.

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 2022/23:

Education & awareness campaigns viewed
46 million times

539,757 printed education & support resources given out

29,227 people spoken to face-to-face

3,973 messages and emails sent to patients

9,945 breast nurse helpline calls

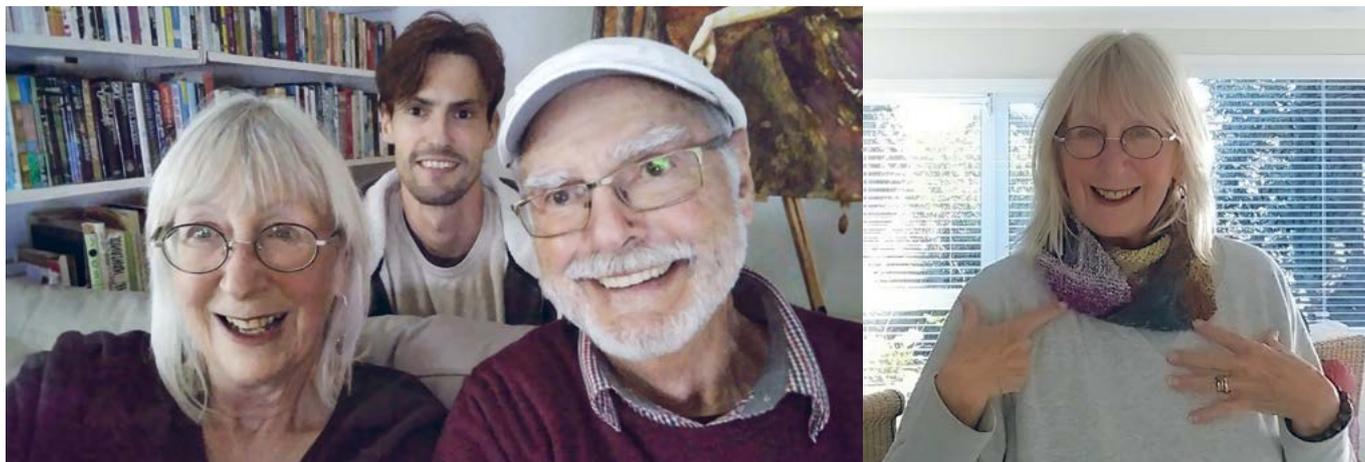
8,677 viewed patient webinars

1,592 patients funded for counselling, physiotherapy & lymphoedema therapy

202 advocacy engagements with influencers & decision-makers to drive change

\$1,364,000 spent on research & Te Rēhita Mate Ūtaetae, the Breast Cancer Foundation National Register

Why we need you to keep fighting for game-changing drugs



Pauline and her family are still enjoying precious time together thanks to a game-changing drug.

When Pauline found out she had advanced breast cancer (ABC) in 2021, two years after having a mastectomy, her confidence was shattered.

“For a while, I was paranoid that I was going to break.”

But nearly three years on, Pauline is enjoying a fulfilling life with her family in the Kāpiti Coast. The game-changing drug Ibrance (palbociclib) has helped her to keep a positive outlook on living with ABC:

“I had a scan in February and they said I was stable, so it’s wonderful the treatment is keeping the cancer at bay. Ibrance is part of my toolkit, working away in the background and allowing me to live this life.”

From July, women with hormone-positive ABC will have a new treatment option called Kisqali (ribociclib), now that Pharmac has approved it for public funding. Kisqali is the same class of medicine as Ibrance – a targeted therapy known as a CDK4/6 inhibitor.

These drugs can slow the progression of cancer and are less toxic than chemotherapy, so they make a huge difference in helping people to

have a good quality of life for much longer. But a small number of patients are forced to stop taking them due to severe and life-threatening side effects.

This is why we asked Pharmac to get rid of their ‘one drug per lifetime’ rule which says patients aren’t allowed to switch to a different CDK4/6 inhibitor.

“If Ibrance became no longer suitable for me, I’d desperately want to have another option and I think that is a fair thing to ask for,” says Pauline.

“It’s very upsetting to know I wouldn’t be on a level playing field if I had to stop taking Ibrance because of bad side effects.”

We don’t want anyone to miss out on Kisqali when it could help give them more precious time. Pharmac is still making its decision on the access criteria for Kisqali and your ongoing donations will help us to keep fighting for women like Pauline to have the life-changing treatment they need.

Thank you for making the Pink Campervan's inaugural tour a success

Thanks to incredible supporters like you, our brand new Pink Campervan hit the road in October for its first ever tour delivering breast health advice around the country.



Two breast health nurses have travelled on board the campervan over the past six months, spreading vital breast cancer awareness to communities that lack specialist health services.

The aim of the Pink Campervan is to push for early detection. Since the tour started, our nurses have:

Visited 84 sites

around Nelson-Tasman, the West Coast, Marlborough, Manawatū-Whanganui and Hawke's Bay

Spoken to
3,993 people

Signed up
**84 women for
mammograms**

Referred **74 people**
to their GP for
concerning symptoms



Putiputi Ātaahua, which means 'Beautiful flower', is the name gifted to the campervan by Ngāti Whātua Ōrākei. It represents the flowers, symbolising multi-cultural NZ, wrapped around the campervan's exterior, as well as the wrap-around support Breast Cancer Foundation's nurses offer patients and their families.

Despite Putiputi Ātaahua being hot-pink and covered in flowers, this hasn't stopped blokes from being empowered by breast health advice. Our nurse educator, Debra, relayed this striking story from the road:

"During a visit to a corporate site, we spoke to a largely male workforce. One man was so taken by the information we gave about the

signs and symptoms of breast cancer, he went home during his break to tell his partner what he'd just learnt. Using this new knowledge, she carried out a self-check and was shocked to discover three lumps. The man promptly came back to discuss these symptoms with me.

"He told me she was breastfeeding so this could've meant the lumps were harmless, but I recommended she see a GP to rule out cancer. It was fabulous that he'd listened to the education session, acted on it, then came back with his concerns. It just shows the powerful role men can play to promote breast health, and it's also good to remind men that they can get breast cancer too!"



Everywhere they go, the campervan and our nurses been receiving wonderful feedback:

"The nurse has made me feel strong enough to make a doctor's appointment!"

"Thanks so much for visiting our town Reefton. Sometimes our wee towns get neglected."



"Gorgeous bus. Feeling very empowered and educated on my health."

"I love that you are travelling in such a vibrant bus. It attracts people and even if they can't stop, it reminds them to get checked."

None of this vital work could be possible without your kind gifts. Thank you for helping to get our life-saving messages out to the women who need them and making the Pink Campervan's inaugural tour a massive success!

Sharing knowledge to change lives

One of our specialist breast care nurses, Melissa Warren, was recently invited to be a guest editor of the highly acclaimed academic journal, *Seminars in Oncology Nursing*. The special issue focussed on advanced breast cancer (ABC), and Melissa was thrilled by the opportunity to help curate articles for the journal, as well as write one herself.

"I'm so passionate about supporting women with ABC so it was a great honour to be recognised internationally for my work in this area."

"Being given the chance to contribute my knowledge about how best to care for ABC patients will make a real difference, improving practice both in NZ and around the world."



Melissa Warren, Specialist Breast Care Nurse.

This wonderful accolade signals how Melissa is at the forefront of her field, advancing the state of knowledge to change the lives of Kiwis with breast cancer. You help to make tremendous achievements like this possible.

Introducing our new ambassador

We are delighted to announce prominent community leader Kanwaljit Singh Bakshi as our new ambassador.

Kanwal became NZ's first Indian-born MP in 2008 and served four terms in Parliament. After seeing the impact of breast cancer on loved ones, he became motivated to join our cause.

"I'm excited to contribute towards the vision of zero deaths from breast cancer. Unfortunately, cultural stigma and a lack of awareness is still preventing timely diagnosis and treatment. By engaging with the Indian community, we can dispel myths, promote regular breast screening and offer culturally sensitive support."

"Ultimately, the goal is to save lives and create a healthier, more informed society."

Asian women in NZ get breast cancer at a younger age than other ethnic groups and also



Kanwaljit Singh Bakshi has been appointed as our new ambassador.

have the lowest breast screening participation rates, so it's important we reach more women in these communities.

We're so grateful to our fantastic supporters like Kanwal who play such a vital role to help us promote early detection.

Pink Ribbon Breakfast is back this May

This May, thousands of Kiwis will come together at special events all over the country in the ultimate show of support for women with breast cancer.

Pink Ribbon Breakfast, our biggest fundraising campaign of the year, is back and we know many of our wonderful hosts have touching personal reasons for getting involved.

One of these women is Kelly, who hosted for the first time last year after being diagnosed with triple negative breast cancer in 2021. She went through 12 months of chemotherapy, surgery and radiotherapy.

"The hardest thing was dealing with the unknowns – whether the treatment had worked, whether the cancer had spread, and whether I'd be here for my children and granddaughter or not.

"While my treatment has ended, my type of breast cancer has a high risk of recurrence so I have no idea what my future holds, but I'm not letting it hold me back."

Hosting a Pink Ribbon Breakfast was Kelly's way to give back for the support she'd received:

"There's still so much research needed for breast cancer, especially for the type that I have which is harder to treat.



Kelly hosted a Pink Ribbon Breakfast last year after being diagnosed with triple negative breast cancer in 2021.

"And the advice and support Breast Cancer Foundation gives is amazing – it makes a real difference having a trusted source of information because it's so hard to know what to trust on the internet these days."

We would love it if you hosted a Pink Ribbon Breakfast. It will make a massive difference to help women like Kelly get through the toughest experience of their lives.

Head to 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

More than carpets and curtains



When you purchase carpet, hard flooring, curtains, blinds or solar panels from Harrisons, a donation is made to support women with breast cancer.

Since 2008, Harrisons has generously given \$795,000 to the Foundation, and they now donate over \$100,000 to us annually.

Mitchell Grant from Harrisons says:

“We are proud to get behind such an important charity that helps mothers, wives, daughters and sisters all around NZ.”

Harrisons has also directly supported families going through breast cancer with community projects.

On Matariki last year, their Waikato North team, together with members of the community, held a working bee at a family very close to their hearts.

“Meredith is currently going through treatment for breast cancer and we wanted to do something special for her and her family. We uplifted the existing carpet and underlay and installed new warm underlay and stylish carpet. The gardens, cladding and paths also got a tidy up. Thanks so much to all our helpers for volunteering their time on their day off.”

We love working with Harrisons and are proud of the enduring partnership that has lasted 16 years.

Business partner recognition

Breast Cancer Foundation NZ is grateful for the support of our major partners:

Corporate partners



Major trusts/grants



Contact us

Email: info@bcf.org.nz

Phone: 0800 902 732

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

Website: breastcancerfoundation.org.nz