

# PINK RIBBON PRESS

*"I have set myself a goal to see my daughters through to becoming adults – that's at least 11 years. I need treatment to achieve that goal – everything hinges on access to that medicine."*

## Together, we're helping more Kiwis with breast cancer get the treatment they need

Doctors have told Maggie, a 45-year-old mum from Auckland, that a new drug called Enhertu would be the most effective life-extending treatment for her aggressive form of advanced breast cancer.

But because Enhertu is not funded in NZ, Maggie has had to set up Givealittle page to find the \$175,000 needed for it.

*"The way the doctors talk about this drug, it's the new miracle treatment. If I can get the money, it's what will give me hope," Maggie said.*

It's outrageous Maggie and others have to self-fund necessary treatments. With your support, we've been demanding better for women like her.

Now that the Government has announced a \$604 million investment for new medicines, we are optimistic more Kiwis with breast cancer will soon be able to get the treatments that will save and extend their lives.



Access to treatment will help Maggie get more precious time with her daughters Claudia and Roxanne.

Pharmac has named Keytruda for advanced triple negative breast cancer (TNBC) as one of the first drugs it will buy with this record funding boost and we're ecstatic this patient group will finally have its first funded treatment option.

Your continued support will help us to keep fighting for more – the obvious next steps are for Pharmac to expand access to Keytruda, and fund Enhertu for a certain type of advanced breast cancer.

Maggie explained why funded access to the best treatments is so important: "The energy that it takes to deal with the financing side takes away from the healing side."



## CEO UPDATE

**Ah-Leen Rayner**  
Chief Executive

**There's a lot to celebrate in this newsletter and we have you to thank for it.**

Your support allowed us to join the chorus of public uproar when it appeared the Government had reneged on its promise to fund new cancer drugs. We led the charge, through my role as the chair of Cango – the alliance of cancer charities, to deliver a united message this issue was too important to ignore.

The two momentous announcements that ensued shows just how powerful our collective action can be. It can't be understated how transformational the Government's \$604 million boost for Pharmac is, or how significant it is that Keytruda will be funded for advanced triple negative breast cancer.

Thanks to you, we've been able to expand our patient support services with the addition of a new nurse to our team – Kelly Kimpton. We regularly hear what a difference our specialist breast care nurses make for patients during their most difficult times, and your donations directly support this programme.

Your generosity has also enabled us to deliver life-saving education to people attending Fieldays. Over the four-day event, our nurse educators spoke to around 1,600 people about the importance of mammograms and knowing the signs and symptoms of breast cancer to look out for.

All of this work, and all of the other achievements you'll read about in this newsletter, have only been possible because of you.

Thank you for your incredible generosity.



Marama Davidson says breast screening and early detection may have saved her life.

## Greens co-leader uses diagnosis to promote mammograms

**When Green Party co-leader Marama Davidson revealed she had breast cancer, we were grateful to see her using her public profile to promote mammograms.**

At a press conference in June, Ms Davidson explained how a routine mammogram picked up her breast cancer early and she'd be having a partial mastectomy in July.

It was thanks to a Pink Ribbon Breakfast we hosted in Parliament that she started having mammograms:

*"Hearing from the survivors that morning and being sternly advised to get started [with breast screening] may have actually saved my life," she told us.*

Following the announcement, our CEO, Ah-Leen, was interviewed by seven different media outlets that afternoon to highlight the importance of early detection.

Awareness is key to saving lives and we commend Ms Davidson for sharing her story. We hope this will prompt more women to get screened, and we wish her a full and speedy recovery.

# An update on free mammograms for older women

**The Government's Budget, announced in May, contained excellent news about breast cancer screening.**

\$31.2 million was allocated to gradually extend breast screening so that women aged 70 to 74 can start getting free mammograms.

It's only through dedicated and ongoing support from people like you that we could secure this win, after eight years of our hard campaigning.

While it's disappointing the roll-out won't start until late 2025, we recognise a lot of work is needed to make sure there is enough staff and equipment to expand the service.

If you are in this age group, we want you to be aware that you are still at risk of breast cancer, so it's vitally important you regularly check your breasts and see a GP promptly about any unusual changes.



Free mammograms will soon be available for women aged 70 to 74 – you've helped to make this a reality.

And until the roll-out starts in your area, if you can afford to pay for mammograms, keep doing this every two years.

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## Our win against Pharmac

**In the last issue of *Pink Ribbon Press*, we shared Pauline's story with you. She explained how upsetting it was Pharmac would've prevented her from switching to a new drug Kisqali if she started having life-threatening side effects on Ibrance.**

We spoke out in the media about this unfair rule and met with Pharmac to raise our concerns. Now, we're delighted to report Pharmac has listened to our feedback and reversed the rule.

*Pauline says: "This is fabulous news knowing that I now have options for effective treatment to keep the cancer in check. It offers peace of mind."*

*"And it's an example of the great work Breast Cancer Foundation NZ is doing!"*

Your generous donations ensure we can keep advocating for more and better treatments for Kiwis like Pauline – thank you.



Your donations help to ensure Kiwis like Pauline can have effective treatment options.



# Your kindness is furthering research to close NZ's breast cancer survival gap

*"It's really unfair and it can't be justified that wāhine Māori have worse outcomes than non-Māori."*

Breast cancer survival rates are improving in our country, but a great injustice is that those rates aren't the same for every New Zealander.

**If you are Māori, you are 33% more likely to die from breast cancer than a European woman. If you are a Pacific woman, you are 52% more likely to die.**

With your help, Dr Maxine Ronald is on a mission to change this.

As the world's first Māori breast cancer surgeon, Dr Ronald has advocated for indigenous health equity for many years. She is based in Whangārei Hospital and as well as being a surgeon, she is highly respected in a number of advisory roles within health bodies across NZ and Australia.

Kind people like you have contributed towards a new research grant we and Breast Cancer Cure have jointly awarded to Dr Ronald to be the inaugural Māori Breast Cancer Research Leadership Fellow.

The three-year fellowship will focus on working with researchers around the country to drive policy change and action, particularly in breast screening and diagnosis. The ultimate aim is to close the breast cancer survival gap in NZ.

Thank you for helping to make this important research possible. Together, we are making advances to ensure New Zealand women don't have to die from breast cancer.



*"My ambition in this role is to bring our communities and clinical and research worlds together, so we are all aligned and working together toward the best outcomes possible for wāhine Māori and their whānau."*

Dr Maxine Ronald, breast surgeon in Northland whose work you are helping to make possible.



## Lesley and Richard's shared breast cancer journey

**Breast cancer in men is incredibly rare – so for a husband and wife to both go through breast cancer together is even more unlikely!**

For Auckland couple Lesley and Richard, this was their journey.

Lesley was diagnosed with breast cancer nine years ago, when she was 54. She had a partial mastectomy and radiation treatment. Thanks to a mammogram which provided an early diagnosis, Lesley was spared chemotherapy.

*"There were no lumps and bumps, and that's why I promote mammograms, because I had no idea I had a problem," said Lesley.*

Less than a year later, Lesley encouraged husband Richard to get a skin check after a friend was diagnosed with melanoma. The GP noticed Richard, 64 at the time, had an inverted nipple. He was immediately sent for a mammogram and biopsy.

The same surgeon who treated Lesley confirmed Richard also had breast cancer. It had likely been growing undetected since Lesley's tumour was found the year prior.

At first, Richard didn't want to accept he had had breast cancer:

*"I called it chest cancer. I know it's silly, but it was a psychological thing," Richard said.*

After a mastectomy, chemotherapy and radiotherapy, Richard remains on hormone treatment.

Now, Lesley and Richard are keen to spread the message that both women and men need to be vigilant about breast health.

They attend and host Pink Ribbon fundraising events, where Richard has a message for "all the men yawning in the background."

*"You better listen up because it's not just women [who get breast cancer], it's men as well.' All of a sudden, there's a look of shock."*

It's only thanks to wonderful people like you that we can share life-saving messages about breast awareness, and support patients like Lesley and Richard.

Thank you for the impact you are making.





# A special thank you to our incredible Pink Ribbon Breakfast hosts

**This May, more than 5,700 magnificent Kiwis all over New Zealand held a Pink Ribbon Breakfast to fund research, education, advocacy and patient support.**

Together, you have raised over \$3.6 million dollars – what an extraordinary achievement!

Imogen is one of the women you've helped. Two years ago, at just 26 years old, Imogen was given the heartbreaking news the lump she'd discovered was breast cancer.

She had a partial mastectomy and then found out the cancer had spread to her liver and spine. She underwent chemotherapy and radiotherapy, followed by Herceptin and Perjeta every three weeks, which is still ongoing.

Remarkably, Imogen hosted a Pink Ribbon Breakfast with her mum Paula this year.

We received the most heart-warming message from Paula that we just had to share with you:

*As a mum, you do everything possible to protect your children from harm. You just want them to grow up happy and healthy!*

*And so, as I'm sure you can imagine, Imogen's breast cancer diagnosis at the young age of 26 absolutely broke my heart.*



Imogen and her family are so grateful to everyone who hosted a Pink Ribbon Breakfast this year.

*I still can't talk about her cancer without tearing up. It has been a terrible shock to the whole family, and it left all of us feeling completely devastated.*

*I'm so thankful for Breast Cancer Foundation NZ and supporters like you. Without the guidance, care and support of the Foundation, I honestly don't know how we would have coped.*

*Our breakfast, your breakfast, and the combined efforts of so many people around the country are vital for providing the kind of support we received in the middle of the most painful time of our lives.*

*So, thank you again for hosting this year, and for helping other mums, dads, grandparents, sisters, brothers, partners and friends know their loved ones are getting the very best support possible.*

# You can do something powerful to change lives this October

**Save the date:** October is Breast Cancer Awareness Month and there are so many ways you can get involved.

As a charity that doesn't receive any Government funding, we rely entirely on the goodwill of generous people like you. So, by getting involved this October, you'll be doing something amazing to help Kiwis with breast cancer.

**Check out some of the touching reasons from our past volunteers for getting behind Breast Cancer Awareness Month:**

*"I'm so thankful for the support from Breast Cancer Foundation, with the wonderful package of reading material to keep me fully informed and the lovely little pillow for after my surgery. You don't realise how much it means to cancer patients until you are one yourself."*

**Catherine** — Napier



*"Going through breast cancer was very hard for me, given my family history. I would talk to Breast Cancer Foundation to help me cope – this got me through my darkest days. You guys are the best."*

**Cheryl** — Mosgiel



*"It's such a great cause, breast cancer affects so many people and the work that Breast Cancer Foundation does is amazing! Who wouldn't want to help?"*

**Sally** — Lincoln



## Here's what you can do



### Pink Ribbon Walks

Auckland — 13 October

Christchurch — 20 October

Lace up your walking shoes for New Zealand's pinkest fundraising walk.



### Pink Ribbon Street Appeal

18 and 19 October

Volunteer two hours of your time to collect donations in your community.



### Pink For a Day

24 October

Join hundreds of workplaces going pink to start conversations about breast health and raise funds.



# Thank you to our generous partners

We are so lucky to have a bunch of big-hearted companies who back our cause. Our corporate partners not only raise vital funds for us, they also make a huge impact through awareness-raising too.

Here are just a few partners we'd like to shine a spotlight on:



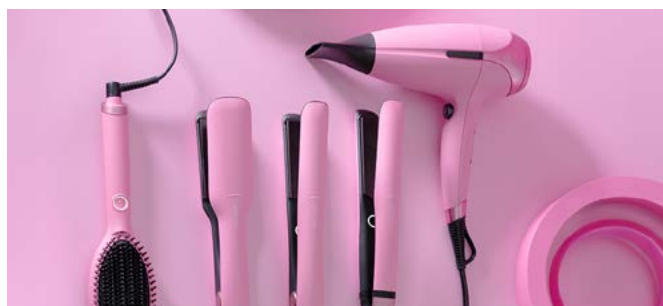
For the past nine years, **Pink Lady** has been a loyal supporter, and we're grateful for their dedication to giving back to women with breast cancer by encouraging Kiwis to buy their tasty apples. Recognised as the most loved apple brand in the world, fresh new season Pink Lady will be coming to your local supermarket now.



**Porter Group**, the construction equipment hire company, has recently joined us as a Gold Partner. Every time one of their Porter's Goes Pink machines is hired during October, they'll donate 10% of the proceeds to BCFNZ.



A huge shout-out to **bp** for fuelling our Pink Campervan – literally. Since 2016, they've generously supplied petrol vouchers so our nurse educators can get around the country to deliver vital breast health information to people in their communities.



To celebrate 20 years of partnership and support, **ghd** has released a new exclusive collection of stylers and hair dryer in fondant pink. Every product sold will see \$20 donated to us. We're so grateful to have received more than \$1 million through this partnership since 2004.

## 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](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)