

PINK RIBBON PRESS

“myHT Guide has made such a difference”

When Ann-Marie, a 70-year-old Northland woman, was called back after a routine mammogram in April 2024, she knew what it meant. Twenty years earlier, she’d successfully treated breast cancer. Now it was back, this time in her right breast: stage 2, oestrogen positive.

Surgery came in June. Radiation in August. And in September, she started letrozole, the beginning of years of hormone therapy.

The side effects crept in gradually. Ann-Marie lives with irritable bowel disease (IBD), and the flare-ups got worse. Then came three urinary tract infections in six months, something she’d rarely experienced before. In those difficult moments, the thought of continuing with hormone therapy for five years felt too hard.

That’s where myHT Guide, made possible because of amazing people like you, made all the difference.

Through the programme’s weekly symptom surveys, Ann-Marie mentioned her IBD flare-ups. Her myHT Nurse Specialist responded quickly, confirming the hormone therapy could be the cause.



Northland woman Ann-Marie is being supported by myHT Guide.

“It was such a relief to have that connection explained,” Ann-Marie says. “It’s good to know, so I can do something about it.”

Now, instead of turning to Dr Google and wading through unreliable information, Ann-Marie has one trusted place to go. When side effects feel overwhelming, she revisits the website to remind herself why she needs to keep taking her medication, and how to manage the hard days.

Because of your generosity, Ann-Marie doesn’t feel like hormone therapy is something happening to her. It’s something she’s actively managing with expert support behind her every step of the way.

“I’d thoroughly recommend myHT Guide to anyone going through hormone therapy for breast cancer. It’s made such a difference to how I manage my treatment.”

Ann-Marie took part in myHT Guide as part of a small test programme in Northland. A wider national roll out will begin later in 2026.

As we step into 2026, an election year when health priorities and funding decisions will once again shape the future for every New Zealander, the role of independent NGOs like Breast Cancer Foundation NZ has never been more vital.

In a challenging health landscape, we use robust evidence and real-world data to drive policy change, close equity gaps, and ensure no woman faces breast cancer alone. We complement the health system: providing the independent voice, community reach, and long-term focus that turns data into faster diagnoses, effective treatment, and more lives saved. Your support makes this possible. It allows us to invest smartly: innovating to close critical gaps and producing impact well above its weight for patients, whānau, and communities.

In this edition of the Pink Ribbon Press, you'll see that investment in action. We share about the importance of data and reports using Te Rēhita Mate Ūtaetae, the Breast Cancer Foundation National Register, initial results from the Lumina trial, and you'll meet Ann-Marie, who shares how nurse-led support from myHT guide has supported her through hormone therapy. None of this would be possible without you. Together, we are working towards a future where no one dies from breast cancer.

Best wishes,



Ah-Leen Rayner
Chief Executive



How your donations have made an impact this year

Pink Campervan tours resulted in:

6,237

people spoken to.

114

women encouraged to see GP about concerning symptoms.

113

women referred to BreastScreen Aotearoa for free mammograms.

97%

increase in visits to our 'check your breasts' page during the 'Normal for Me' campaign.

3,339

new people using our nurse specialist support services.

\$1.8m

spent on research projects & Te Rēhita Mate Ūtaetae – Breast Cancer Foundation National Register.

10,022

calls to our Nurse Advice Line.

2 big advocacy wins

Enhertu funded for advanced HER2+ breast cancer. Age extension pilot in Nelson-Marlborough, allowing women aged 70-74 to access life-saving mammograms.

“It’s about knowing the treatment I’m putting myself through is going to work.”

That’s the powerful relief expressed by a woman taking part in the Lumina trial – and it’s only possible because of your support.

Lobular breast cancer is notoriously difficult to detect. It rarely forms a lump and is often missed or the full spread of cancer is not easily seen. This can leave women with one-size-fits-all treatment that risks under, or over, treating them.

The groundbreaking Lumina trial, a partnership between Breast Cancer Foundation NZ and Allevia Radiology, is changing that. Using innovative PET/CT scans, it’s delivering accurate staging that provides certainty about a person’s treatment plan.

Your support has delivered extraordinary results. Recruitment has now hit 45 out of 50 participants, on track to finish in June 2026. The trial has locations nationwide, and funding covers travel for women who live rurally to take part in the trial.

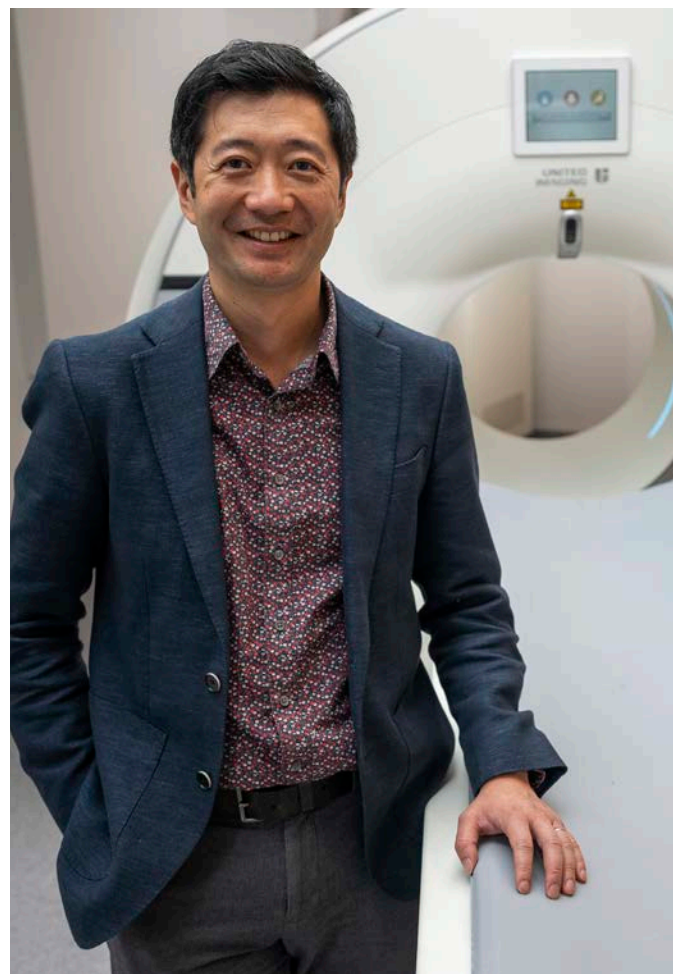
Early results show 20% of participants have received new information about the spread of their cancer, changing their treatment plans.

Last year, a single mum of six young children – the youngest just two – living in Waikato was struggling physically and financially. Thanks to support covering her travel and additional costs, she was able to access the study and the certainty she so desperately needed.

Dr Remy Lim, lead researcher for the trial, says the scans can reveal tiny cancers impossible to see on any other imaging, and they give critical insights for treatment planning.

Results like this show why your support matters. You’re building the evidence needed to make PET/CT the standard of care for imaging – so every woman with lobular breast cancer can benefit, no matter where she lives.

Thank you for giving women the answers they need to live and live well.



Dr Remy Lim is running the Lumina trial.



Advocating for change

Auckland woman Kirsty didn't have access to Keytruda for triple negative breast cancer. It would have reassured her if she did.

"If Keytruda had been available to me, it would have meant real peace of mind. Not a miracle, but another layer of protection. The chance to know I'd done everything possible to stop it coming back."

That's the heartfelt wish of Kirsty, a mother of three from Auckland's North Shore, diagnosed with early-stage triple negative breast cancer (TNBC) at just 45.

TNBC is one of the most aggressive forms of breast cancer. It progresses to stage 4 faster than other types and carries a higher risk of returning. Kirsty had surgery, chemotherapy and radiation, then chose a bilateral mastectomy.

Today, Keytruda is publicly funded for advanced TNBC, but remains unfunded for earlier stages of breast cancer, before it has spread. This is where international evidence shows it dramatically cuts the risk of cancer returning and becoming incurable.

Ah-Leen Rayner, Chief Executive at Breast Cancer Foundation NZ, explains: "Funding cancer drugs only once a disease has become incurable fails both the compassion test and the cost-benefit test.

"We know earlier access saves lives and makes economic sense. Treating advanced, or incurable, cancer is far more expensive, with years of therapy, hospital stays and lost productivity. Funding effective medicines early keeps women healthy, working, parenting and contributing."

Breast Cancer Foundation NZ is urgently advocating for funding medicines in the early setting.

Thanks to your generous donations, we are driving real change. Your support adds impact behind our voice to the Government and Pharmac. We're building the evidence and the pressure needed to increase the medicines budget so proven drugs, like Keytruda, can be funded in the early setting, giving women the best possible chance of long-term survival.

Kirsty's words stay with us. Now it's our turn. To do everything possible for women like Kirsty, together.

Te Rēhita Mate Ūtaetae – the vital data driving breast cancer care

Since 2000, more than 55,000 New Zealanders have chosen to have their breast cancer journey anonymously recorded in Te Rēhita Mate Ūtaetae – Breast Cancer Foundation National Register.

It is far more than data. It is a living taonga – a treasure that gathers every thread of diagnosis, treatment and outcome. The Register gives us the gift of stepping back to see the full picture. It connects the stories. It reveals the patterns. And helps guide our work so more people can live.

Because of Te Rēhita we see what the scattered pieces add up to:

55.3% of breast cancers are still diagnosed through symptoms rather than screening.

Timely diagnosis within the vital 28-day window is significantly harder for women in remote areas, those facing greater deprivation, or diagnosed outside BreastScreen Aotearoa’s free mammogram programme.

This taonga already guides Te Aho o Te Kahu – the Cancer Control Agency’s breast cancer quality performance indicators, shapes service planning, and powers our research and innovation.

In February we published a vital new report: *Rethinking Advanced Breast Cancer: Evidence, experience and opportunities in Aotearoa New Zealand*, drawing on data from over 6,000 patients in Te Rēhita Mate Ūtaetae and surveys with people living with advanced breast cancer and their healthcare professionals.

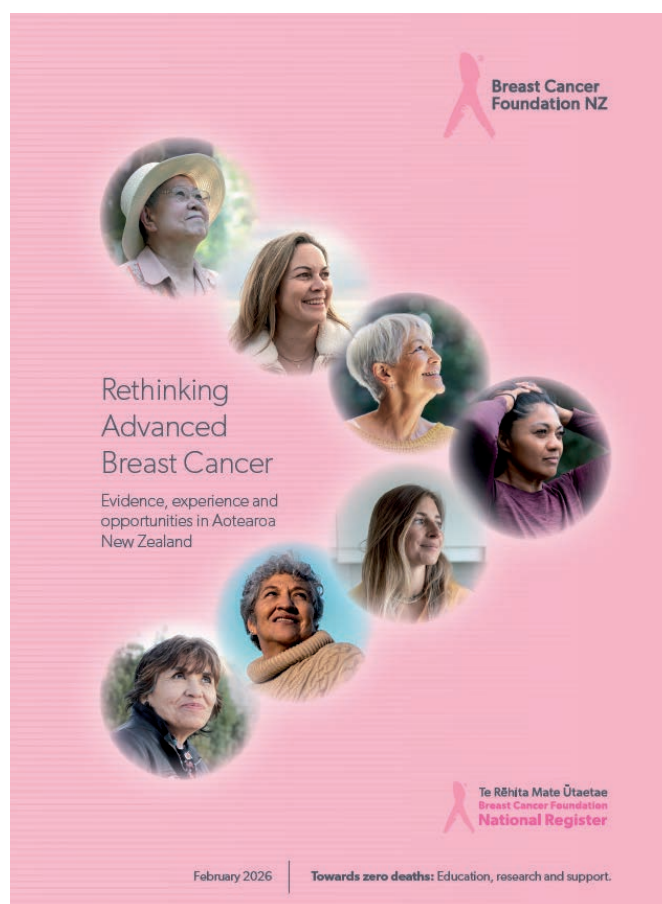
When breast cancer spreads to other parts of the body, it’s called advanced breast cancer (ABC).

It can’t usually be cured, but it can be treated. With the right care at the right time, people can live well for many years.

The findings show real progress. For wāhine Māori, ABC survival is now on par with European women and six new funded treatments have become available since 2018.

Research like this, powered by your generosity, show us where gaps remain. More than half of diagnoses happen only after symptoms appear, limiting treatment options.

Your donations fund crucial evidence like this and the advocacy that pushes for change. Thank you for making this vital research possible.



Breast Cancer Foundation NZ launched the latest report on advanced breast cancer (ABC).



West Auckland woman, Mary (pictured left), is leaving a gift for Breast Cancer Foundation NZ in her Will.

Mary's gift for the future

Mary knows firsthand how far breast cancer awareness has come.

In 2002, she and her late husband Dave had been to a ball when she noticed her breast felt itchy. When she checked, she found a hard lump in her upper left breast. At the time, information about mammograms was limited and breast cancer was rarely talked about. "Back in those days, there wasn't a lot of awareness," Mary says.

Eventually Mary was diagnosed with DCIS (ductal carcinoma in situ), the earliest form of breast cancer which is not invasive. Thanks to getting her lump checked quickly, Mary had treatment and recovered fully. "I was blessed," she says quietly.

Now 98, Mary has lived her entire life in West Auckland. She married Dave in 1952, and together they raised three sons. For 40 years, Mary worked in her family business, Corban

Wines, as a wine hostess, welcoming tour groups from around the world and doing a job she loved.

Mary has supported Breast Cancer Foundation NZ for many years after being introduced to Dame Rosie Horton, Breast Cancer Foundation NZ Patron, and seeing firsthand the impact of education and early detection. Over time, she supported the Foundation through regular donations and by hosting fundraising events.

"I'm not working anymore, and I'm on a limited income", she says, "but I've got money left in my Will for Breast Cancer Foundation NZ". Mary says it was easy to arrange, she simply asked her lawyer, who is also her son, to include the Foundation when writing her Will.

Leaving a gift for Breast Cancer Foundation NZ in your Will, is a very special, long-lasting act of kindness that will make a positive difference to the future of our mothers, daughters, sisters, and friends.

Most gifts left to Breast Cancer Foundation NZ come from dedicated people like Mary, who want their impact to continue for years to come. We receive no government funding, so a gift like this, no matter how big or small, is an exceptional way to ensure your kindness lives on, saving women's lives long after you have gone.

If you have any questions about leaving a gift in your Will to Breast Cancer Foundation NZ, or would like more information, please contact Holly on 09 304 0369 or hollyb@bcf.org.nz.

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)

Thank you for your support

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

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



Alana Baker (blue dress) at her Pink Ribbon Breakfast event.

One woman, one community, one Pink Ribbon Breakfast

When Alana Baker hosted her first Pink Ribbon Breakfast six years ago, she had no idea it would become a significant event in her community.

What started as a sold-out event for 70 women at the local game fishing club in Whitianga has grown into something much bigger. Earlier this year, Alana's Pink Ribbon Breakfast sold out in 12 hours, and the event helped raise more than \$30,000 for Breast Cancer Foundation NZ.

But for Alana, it's never been about the numbers. It's about what happens when women come together, because breast cancer has a ripple effect.

One in ten New Zealand women will be diagnosed with breast cancer in their lifetime. But the impact doesn't stop with a diagnosis. It impacts partners, children, parents, friends, colleagues, and entire communities.

Alana understands this deeply. "Getting involved means standing in solidarity with those affected by breast cancer."

Not just the individuals diagnosed, but their families, friends and communities too," she says.

Women are so often the heart of their communities. They're the caregivers, the connectors, the ones who show up. When breast cancer happens, the effects are felt far beyond one person.

That's exactly why events like Pink Ribbon Breakfast matter.

Pink Ribbon Breakfast is more than a fundraiser. It's a place for connection. For conversation. For a future where no one dies from breast cancer.

Alana describes her event as "a special environment where ladies can share personal stories, ask questions they might not have otherwise known to ask, and walk away with valuable information that empowers them."

Together, we can reach zero deaths from breast cancer. One breakfast at a time.

Sign up to host your own event at www.pinkribbonbreakfast.co.nz

A million reasons to be proud

When Patrick Harrison first approached Breast Cancer Foundation NZ in 2008, the idea was simple: create a pink flooring underlay and donate \$1 from every roll sold.

Seventeen years later, that single product has grown into a company-wide movement. Harrisons has just passed a remarkable milestone: \$1 million raised for Breast Cancer Foundation NZ.

The partnership began as a collaboration between Patrick (CEO and oldest son of founder Des Harrison) and carpet underlay manufacturer Dunlop. For Harrisons, a Kiwi family business with deep community roots, it was a natural fit. And the partnership has since extended from pink underlay to Harrisons Flooring, Harrisons Curtains & Blinds, and Harrisons Solar. Today, the business donates a minimum of \$100,000 every year to fund life-saving research, education, and patient support.

But the impact goes far beyond the dollar figure.

Harrisons' local business owners visit thousands of Kiwi homes every year. In living rooms across the country, they talk about the partnership, often reaching communities that might not otherwise engage with health messaging. And sometimes, the support becomes deeply personal. When a Waikato family was facing breast cancer, the local Harrisons North team showed up, installed new flooring, and helped spruce up the family's home.

For the Harrisons team, like families all around New Zealand, breast cancer hits close to home. Many staff and franchise owners have been touched by breast cancer themselves. It has become part of who they are.

"Supporting Breast Cancer Foundation NZ isn't just something we do once a year, it's part of who we are as a local business," says Immanuela Pfeiffenberger, a Harrisons Business Owner.

"Our customers really connect with it. You can see the moment they realise this isn't just another sales call. We genuinely care."

Partnerships are a vital part of long-term programmes at Breast Cancer Foundation NZ. Chief Executive Ah-Leen Rayner says "we need partnerships to ensure vital programmes like nurse support, the Pink Campervan, research and innovation can continue. We are so grateful to Harrisons for their shared commitment to our vision and their significant contribution to ending deaths from breast cancer."



As part of a company wide movement several of the Harrisons Auckland team participated in Pink Ribbon Walk.

Photo provided by Amylouise.

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