

# Pink Ribbon Breakfast

IT'S SIMPLE, IT'S SOCIAL, IT SAVES LIVES.



**YOUR EVENT GUIDE**

PINK RIBBON  
BREAKFAST



NATIONAL  
BREAST CANCER  
FOUNDATION

# Thank you



**Thank you for hosting a Pink Ribbon Breakfast and showing your support for life changing breast cancer research!**

In 1994 when the National Breast Cancer Foundation was founded, 76% of women diagnosed with breast cancer were still alive five years after diagnosis. Today, the overall survival rates have improved dramatically and now 90% of women are still alive five years after diagnosis - thanks largely to research.

Sadly though, breast cancer is the most common cancer facing Australian women, with eight women dying from the disease every day.

Research has helped us come a long way in the past two decades, but there is still a lot to do. In up to a third of breast cancer cases, the cancer will spread to a vital organ, a process called metastasis. There are no effective treatments for this deadly stage of the disease.

By hosting a Pink Ribbon Breakfast for the National Breast Cancer Foundation, you are making a real difference to Australians affected by metastatic breast cancer.

In 2017, Pink Ribbon Breakfast aims to raise \$2 million which could help invest in research for far more effective treatments, such as immunotherapy, for metastatic breast cancer. This cutting-edge area of research aims to switch on the immune system's ability to see and kill cancer cells in the body. With up to a third of women and men diagnosed with breast cancer likely to experience a relapse later in life developing this treatment has the potential to save thousands of lives.

In 2017, 50% of the research projects funded by the National Breast Cancer Foundation are focused on metastatic breast cancer and each one has the potential to bring us closer to our goal of zero deaths from breast cancer by 2030.

Your incredible fundraising efforts combined with world-class research are the best way to provide more effective treatments. By improving how breast cancer is managed and treated research has the power to stop this disease taking the people we love.



On behalf of all the women and men affected by breast cancer and everyone at the National Breast Cancer Foundation, thank you so much for your support!

We hope you have a fun and unforgettable Pink Ribbon Breakfast!

Sarah Hosking  
CEO, National Breast Cancer Foundation

# Let's get started!

IT'S SIMPLE, IT'S SOCIAL, IT SAVES LIVES.

## 1. Pick a day

October is International Breast Cancer Awareness Month. Hosting your event in this month will help your donations and it's also a great excuse to get pinked and raise vital funds for breast cancer research!

## 4. Create your dream team

"Many hands make light work" - Get your family, friends and colleagues together to help brainstorm fundraising ideas, plan your event and spread the word about your fundraiser!

## 2. Share your reason

You've set up your online fundraising page, now it's time to get personal! Personalise your page with photos and messages to let people know why breast cancer research is important to you. Your story is unique – share it and more people will donate!

## 5. Don't stress – we are only a phone call away!

We're with you every step of the way to make sure your event is a great success. Let us know if you have any questions or if there is anything you need, we are more than happy to help, in fact, we would love to help. You just need to ask!

## 3. Set a goal – and share its impact!

Choose an ambitious but achievable fundraising goal for your breakfast and be the first to make a donation to your fundraising page. People follow by example – the higher the first donation, the more likely people will match. You can use the dollar handles on pages 8 and 9 to highlight the impact of your fundraising goal!



...Then email everyone you know to spread the word about your event.



# Top tips for success

TAKE YOUR FUNDRAISING TO THE NEXT LEVEL  
WITH OUR TOP TIPS!

## Get social

Share your online page on social media with family and friends. The more people who know and care about you, the more funds you'll raise. If people can't make it to your event, ask them to donate to your online page instead.

## Ask your local community for support

Use your Authority to Fundraise letter to approach local businesses and suppliers and ask them to help with discounts or donations for your breakfast. Whether it's the venue, muesli for your breakfast bowls, decorations or a huge fruit supply for the event, every bit helps.

## Contact media

Get in touch with your local papers and radio stations using our media release. The media are always on the hunt for a good story, so spread the word about your event and breast cancer research!

## Make use of our toolbox

We make fundraising fun and easy! Our resources will help you promote your event. Simply visit our website to download our posters, dollar matching letter and more. Ask us for our key messages, donation boxes, merchandise, balloons or receipt books – yes, we've got it all!

## Double your impact

Most employers have an annual budget for donations – and it's tax deductible! Simply ask your boss to dollar match your fundraising total using our dollar matching letter, and take your fundraising to a new level! If the company doesn't dollar match, you may have to inspire them to give you a personal donation.

## Ask, remind, follow up!

Don't be afraid to ask your friends, family and colleagues for donations. Sometimes people mean to donate, but simply forget - a little reminder can go a long way and the worst they can do is say "no"!

## Green Tea Lime Pie Smoothie Bowl

By Angela Liddon  
[OhSheGlows.com](http://OhSheGlows.com)

**Yield:** 2 cups (1 bowl)

**Prep Time:** 10 Minutes



### Ingredients:

For the smoothie:  
1/2 cup coconut water  
1 cup fresh baby spinach  
1 large frozen banana packed  
1/4 cup avocado  
2 teaspoons lime zest  
1 tablespoon plus 1 teaspoon  
fresh lime juice  
2 to 3 ice cubes  
2 teaspoons pure maple syrup,  
or to taste  
1/2 teaspoon Matcha green  
tea powder

### Topping ideas:

Granola  
Sliced banana and mango  
Melted coconut butter  
Large flake dried coconut  
Lime zest  
Hemp hearts

### Directions:

1. Add all the smoothie ingredients into a high speed blender and blend on high until smooth. Adjust sweetness if desired.
2. Pour into a bowl and sprinkle on the toppings of your choice. Enjoy with a spoon!

## Overnight Oats

By Angela Liddon  
[OhSheGlows.com](http://OhSheGlows.com)

**Yield:** 1 bowl

**Soak time:** overnight or 2 hours

**Prep Time:** 5 Minutes

### Ingredients:

1 large ripe/spotty banana, mashed  
2 tablespoons chia seeds  
1/4 teaspoon cinnamon  
1/2 cup gluten-free rolled oats  
3/4 cup almond milk  
1/4 teaspoon pure vanilla extract (optional)

### Suggested Toppings:

Granola  
Fresh fruit  
Coconut flakes  
Pure maple syrup  
Cinnamon  
Nuts and seeds  
Banana soft serve

### Directions:

1. In a small bowl, mash the banana until almost smooth. Now stir in the chia seeds and cinnamon until combined.
2. Stir in the oats, almond milk, and vanilla (if using). Cover and refrigerate overnight, or a minimum of 2 hours.
3. In the morning, stir the oat mixture to combine. If your Vegan Overnight Oats have a runny consistency even after they soak, simply stir in an additional 1 tablespoon chia seeds and place the mixture back in the fridge until it has thickened up. If the oat mixture is too thick, simply add a splash of milk and stir to combine.



### Tip .

Not a banana fan?  
Try swapping the mashed banana for 1/4-1/2 cup of your favourite yogurt and liquid sweetener

# Make it fun!

## ACTIVITIES TO BOOST YOUR FUNDRAISING!

### Who has the key?



Get a box with a key lock donated and fill the box with a prize. Simply ask your guests to purchase a key with a number written on it for the box. Only one key with the matching number will unlock the prize!



### Raffle

Everyone likes a flutter to support a good cause, so why not run a raffle? Get prizes donated and sell tickets in the lead up and at your event.



### Auction

If you have a great MC and plenty of prizes, consider adding an auction to your event. Live auctions can create a great buzz in the room!

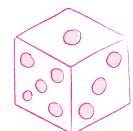


### Mystery boxes

Mystery box chance games are perfect for fundraising. Have your guests purchase a chance to win a prize or something of value. The prizes they are seeking are hidden in a wrapped Mystery box. It's up to the guest to try to pick the right package to go home a winner.

### Childhood games

Compete in egg and spoon races, three legged races or musical chairs. Charge an entry fee to take part and offer a prize to the winner.



### Coin toss

Ask your guests to get their gold coins out and see who can get their coin closest to the target (a dot on the floor). Players can get creative by tossing, rolling or sliding their coin. Whoever gets their coin closest, goes home with a prize.



### Trivia

Get your guests to show their competitive side by adding a round of trivia into your breakfast. We suggest asking questions about breakfast, healthy eating, breast cancer and research. The winning team or individual goes home with a prize as a Pink Ribbon Breakfast winner!



### Bingo

Keep it fun and adapt the game for your audience. If they are celebrity obsessed, why not use photographs of famous people instead of numbers or perhaps your friends are foodies... food bingo anyone?



# Margo's incredible journey!



"I support the National Breast Cancer Foundation because without the amazing researchers who work tirelessly to find better treatments, we would not be where we are today." - Margo

After being diagnosed with breast cancer in 2006 at only 32 years old, Margo and her four sisters decided to host their first Pink Ribbon Breakfast in 2007. Together they organised a small fundraiser with friends and family in the backyard to help others, give back and raise funds for breast cancer research.

The event quickly developed from a small backyard fundraiser to a large scale gala dinner. This year, Margo and her sisters are planning their 11th Pink Ribbon Breakfast.

Since Margo's re-diagnosis with metastatic breast cancer in 2016, the family is even more committed to educating their guests about breast cancer and the impact of research.

"I never expected for my cancer to return after 7.5 years, but it did and I live with metastatic breast cancer. I will not let the re-diagnosis stop me. Live life, don't let cancer beat you!" (Margo)

"Since Margo's diagnosis, I see the world differently." (Suzanne, Margo's sister)

The five sisters are more committed than ever as they have witnessed breast cancer research developments first hand since they started fundraising. This year, Margo and her committee are aiming to raise \$150,000 with their Pink Ribbon Breakfast!

## MEET OTHER HOSTS



**Joanne**

Raised over \$3,000 by inviting all her friends!

"This is my 9th year of holding a Pink Ribbon Breakfast, I got invited to a breakfast one year and decided to get involved and made the event what it is today. I see my event as a chance to catch up with friends whilst supporting a good cause."



**Jenny**

Raised over \$4,000 by hosting her Pink Ribbon Breakfast at a catered venue.

"Holding an event already at a catered venue takes the stress of having to cook yourself if you are busy. Negotiate a good price with the venue so it allows you to fundraise more."



## 1 ...forming a committee!

"When Margo was first diagnosed with breast cancer, it was all new to us. Through supporting the National Breast Cancer Foundation we have better knowledge about breast cancer and how far research has come, which gives us hope!"

- Suzanne, Margo's sister



## 3 ...having fun!

Yes, the reason behind their fundraising is serious, but Margo and her committee are dedicated to creating an **uplifting, positive and fun experience** for their guests, which makes them want to come back each year. With the one goal in mind, they spread hope and awareness and inspire others to get involved!

### TO HOST A SUCCESSFUL FUNDRAISING EVENT, MARGO BELIEVES IN...

As their event grew over the years, Margo formed a dedicated committee and every member has a devoted job (sending out invitations, updating their social media channels, sourcing prizes, event logistics etc.). Many hands make light work and their job sharing maximises the potential of their fundraising event through more ideas, different perspectives, unique talents and personal connections.

"My committee is amazing at working together, they tackle every task given to them." (Margo)



## 2 ...asking for support!

**Utilising your network and connections is the key to a successful fundraising event and to getting great raffle prizes donated.**

Don't be scared to ask once, (or twice), the worst they can do is say no!

"Don't be embarrassed to ask for donations. There are many generous people who will be happy to help, as many have been touched by breast cancer." (Suzanne)

"We keep our event costs down by spreading the word to suppliers and asking them to donate!" (Margo)



*Kelly*

Raised over \$1,500 by using tools from NBCF

"I hosted a breakfast in my workplace with raffles, games and merchandise in memory of my brother and sister who I lost to breast cancer. My colleagues and I shared our online page on Facebook and used the dollar handles provided by NBCF to remind people where their money was going!"



## Port Hedland Well Women's Centre

Raised over \$28,000 with their workplace by getting a local sponsor on board!

"Definitely approach local businesses to become a sponsor – always try and give them something in return, for example naming rights, advertisement."

# The impact of your event

**YOUR PINK RIBBON BREAKFAST HELPS US FUND MORE RESEARCH INTO METASTATIC BREAST CANCER**

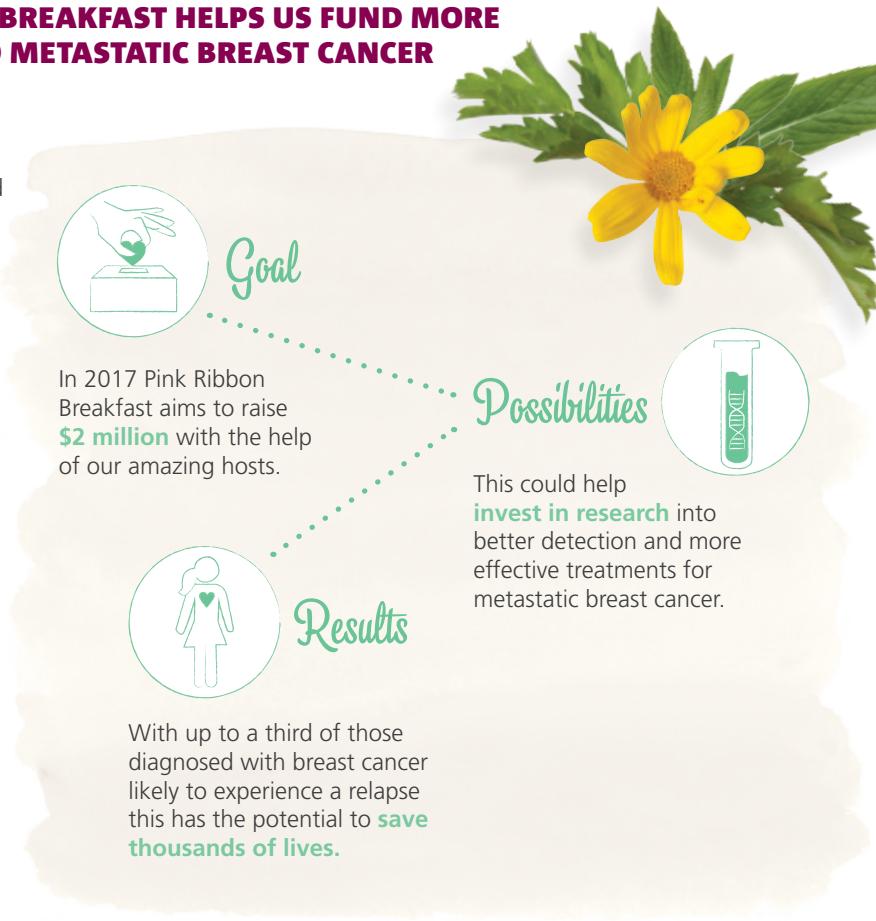
## What is metastatic breast cancer?

Metastatic breast cancer occurs when cancer cells spread beyond the breast and become tumours in vital organs, such as the lungs, bones, liver and brain.

Despite moving to another organ, the disease is still considered breast cancer, as it is genetically the same as the cancer in the breast. Sadly, treatments are not targeted or very effective at this stage and almost all breast cancer deaths are due to the metastatic state of the disease.

## Why metastatic breast cancer is our biggest challenge:

1. Metastatic breast cancer is the main cause of death from breast cancer<sup>1</sup>.
2. Up to a third of women and men with breast cancer will go on to develop metastatic breast cancer<sup>1</sup>.
3. The 5-year survival for women with metastatic breast cancer is 40% compared to 90% for all women diagnosed with breast cancer<sup>2</sup>.



**The National Breast Cancer Foundation is the only 100% community funded national body granting funds for life-changing breast cancer research and 50% of our 2017 funded research projects focus on metastatic breast cancer.**

## We need YOU – to fund more research into:

### Detection

New tools and tests with the ability to detect returning cancer early can help currently available treatments work more effectively.

### Immunotherapy

This cutting-edge area of research aims to switch on the immune system's ability to see and kill cancer cells in the body.

### Targeted treatments

Specific treatments for the metastatic stage of the disease are a research priority and are urgently needed.

## The more you raise, the bigger your impact!

Share your goal and let your friends and family know how their donation helps!

**\$15,000**

Could help fund research to developing a treatment that would keep breast cancer cells dormant so they are not able to spread, saving women from metastatic breast cancer.

**\$5,000**

Help fund research into why some breast cancers become resistant to treatment to improve treatment options for Australian women.

**\$1,000**

Could help fund state-of-the-art imaging technology that can see where tumours have spread, giving women more certainty about their diagnosis and treatment.

**\$500**

Could support a clinical trial on how exercise and a healthy diet can improve the wellbeing and quality of life of women with metastatic breast cancer.

1. Global Status of Advanced / Metastatic Breast Cancer, 2005-2015 Decade Report, March 2016;

2. Cancer Australia. Report to the nation - breast cancer 2012, Cancer Australia, Surry Hills, NSW, 2012.

# Meet the researchers

**YOU ARE HELPING TO FUND THESE AMAZING  
METASTATIC BREAST CANCER RESEARCHERS**



**"Research is the key to everything. Without an understanding of the core workings of the disease, we can't progress towards better treatment."**

## DR KYLIE WAGSTAFF

Monash University

Dr Wagstaff's research project is focusing on early detection of metastatic breast cancer and aims to find a specific biomarker that differentiates healthy cells from cancer cells.

Current treatments for metastatic breast cancer are initially effective at killing cancer cells, but are very toxic and also attack some healthy cells, causing unpleasant side effects. Finding a specific biomarker would lead to easier and more accurate detection of metastatic breast cancer and aid the development of treatments that recognise and target only cancer cells.



**\$10,000**

Help researchers discover an important biomarker for metastatic breast cancer, which could lead to more targeted treatments where women experience less harsh side effects.



**"Continued research into breast cancer is the only way to provide new treatment options for those patients who currently don't have any effective treatments, as well as for those who no longer respond to the treatments they are currently on."**

## ASSOCIATE PROFESSOR CLAUDINE BONDER

University of South Australia

For breast cancer to grow and spread, the tumour needs to tap into the blood supply for access to oxygen and nutrients. Aggressive breast cancers do this very effectively.

The project is looking to block a specific growth factor which is involved in blood vessel development. If successful, we may be able to repurpose an existing drug to prevent breast cancer metastasis.



**\$3,000**

Can support research into whether an existing drug for leukaemia - which stunts the growth of metastatic tumours by blocking their blood supply - will work for breast cancer, giving women with hardly any treatment options hope for the future.



## PROFESSOR MEERA AGAR

University of Technology Sydney

Women with breast cancer often have additional physical and psychological stresses to cope with during their treatment, many of which are preventable. Two thirds of those in hospital with advanced metastatic breast cancer will have an episode of delirium, which can be very distressing to them and their families.

Professor Meera Agar is running a trial to collect data on the benefits of methods to avoid delirium episodes and improving the quality of life of metastatic breast cancer patients and their families.



**\$250**

Could help support research that would prevent episodes of delirium and disorientation, improving the quality of life for women with advanced breast cancer.

**"As a clinician, the people I provide care for and their families often ask me, 'How can we make this better for them?' For me, research is the natural avenue to find answers to many of their questions."**

# Wrap it up!

## Thank all your supporters

Don't forget to say thank you to all your guests and supporters and make it as personal as you can. Record a video message, send a personal email, or express your gratitude on social media with your family and friends. No matter how big or small the donation, every dollar contributes to our goal of zero deaths from breast cancer by 2030.

## Bank your funds

There are three easy ways of getting your funds to us:

**1. Visit any Westpac and use the returns form**  
provided in your Host Pack to deposit directly into the National Breast Cancer Foundation's account.

**2. Use your online fundraising page**  
You can deposit your funds straight to your fundraising page by using your credit card or debit card.

**3. BPAY**  
The NBCF BPAY Biller code is 110080. Just make sure you use the unique BPAY number printed on the return form in your Host Pack.

Please don't hesitate to get in touch if you have any questions about banking your funds. You can find all our contact details on the back of this booklet.

## Share your success

Tell your family and friends about your fundraising and share the result – you never know who you are inspiring.

We would also love to see what you have been up to, so feel free to send your Pink Ribbon Breakfast photos to: [pinkribbonbreakfast@nbcf.org.au](mailto:pinkribbonbreakfast@nbcf.org.au)

## Relax and celebrate your efforts

You're amazing! The hard work is done, now it's time to put your feet up. Thanks to you, we will be able to fund more life-changing breast cancer research, THANK YOU!

## Keep up the great work

We couldn't fund breast cancer research without you, so why not make your event an annual one? Your guests can put the event in their calendar at the start of the year knowing they have something to look forward to!



# Ask away – FAQs!



## Can I hold a dinner or morning tea instead of a breakfast?

Yes of course! You can hold your Pink Ribbon Breakfast as a morning or afternoon tea, cocktail party, brunch, dinner, race day, or lunch – feel free to get creative. All we are asking is that you are having fun and raise funds for breast cancer research.

## How much do I have to raise at my Pink Ribbon Breakfast?

There is no minimum or maximum amount. Together we work towards our goal of zero deaths from breast cancer by 2030, so every dollar counts! Just remember, the more you raise, the more research we can fund.

## Who is the National Breast Cancer Foundation?

The National Breast Cancer Foundation is the only national body that funds life-changing breast cancer research with money raised entirely by the Australian public. Since 1995, more than \$140 million has been awarded to 479 Australian-based research projects to prevent breast cancer, improve the health and well-being of the nearly 66,000 Australians living with breast cancer, reduce the risk of our children and grandchildren dying from the disease, and to help reach our goal of zero deaths.

Breast cancer is the most common cancer facing Australian women, with eight women dying from the disease each day and 48 women being diagnosed every day. There is still a lot to do, but by funding life-changing breast cancer research, together we will achieve our goal of zero deaths from breast cancer by 2030.

## Do I have to charge an entry fee to my breakfast?

No, but it's a great way to raise funds! It's entirely up to you and what you think is appropriate for your guests and event.

## Where do the funds go that I raise?

The National Breast Cancer Foundation funds research covering a broad cross-section of research areas because breast cancer is not one disease, but many different diseases and must be approached from different channels. These areas include early detection, familial breast cancer, novel therapies, personalising treatment, metastatic breast cancer, quality of life and prevention and risk.

By funding life-changing breast cancer research, together we will achieve our goal of zero deaths from breast cancer by 2030.

## Who do I contact if I have any more questions?

We're here to help – simply give us a call on 1300 803 551 or email us at [pinkribbonbreakfast@nbcf.org.au](mailto:pinkribbonbreakfast@nbcf.org.au)



# Thank you

Thank you for helping us work towards  
zero deaths from breast cancer by 2030  
– enjoy your Pink Ribbon Breakfast!



## Contact us

**Call:** 1300 803 551

**Email:** [pinkribbonbreakfast@nbcf.org.au](mailto:pinkribbonbreakfast@nbcf.org.au)

**Web:** [pinkribbonbreakfast.org.au](http://pinkribbonbreakfast.org.au)

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