

 Pink Hope 



*Sponsor Kit*

[www.pinkhope.org.au](http://www.pinkhope.org.au)



## About Pink Hope...



### What is Pink Hope?

Pink Hope is an Online Community designed specifically for young women, by young women, who are at a high risk of developing breast and ovarian cancer.

It brings individuals together, provides accredited information and support, increases awareness, raises funds for research through the National Breast Cancer Foundation (NBCF) and encourages younger generations to get involved in the Fight for a Cure against an illness which affects so many lives.

Founder Krystal Barter formed Pink Hope in 2009 after her own experiences with breast cancer, stemming back 4 generations to her great grandmother.

The ultimate goal of Pink Hope is a future without breast and ovarian cancer.

### Values and Beliefs of Pink Hope

**Every journey is different, but we all share the same hope; to rid the world of breast and ovarian cancer.**

Pink Hope believes it is up to those who have been affected by breast and ovarian cancer to communicate their experiences with those in similar situations, providing ongoing information and support.

Pink Hope believes in the courage of high risk women and their families. We are the next generation to take over the Fight for a Cure; we are the ones who can make a difference.

### What does Pink Hope provide?

Pink Hope provides an Online Community for young women who are at a high risk of breast and ovarian cancer. Some elements it encompasses are:

- Accredited Information on breast and ovarian cancer.
- Krystal's Blog which covers Krystal's own personal experiences with breast cancer as well as everyday issues.
- Regular news updates.
- An advertising platform for current and potential Sponsors.
- Friendly Discussion Forums where you can chat to women with similar experiences.
- Expert Videos from plastic surgeons and doctors discussing preventive mastectomy and reconstruction among many other issues.
- Personal Videos from Pink Hope members.
- Pink Hope Angels; a place where people can share and pay tribute to a loved one lost to breast or ovarian cancer.
- Share Your Story; an area where you can inspire others by telling your story.
- Member of the Month; a member of the Pink Hope Community who inspires other members receives a gift pack valued at \$400.
- Dedicated Members' Section.
- Sponsor advertising and Sponsor information kits.
- Media and Ambassador information kits.
- Members Questions Kit.
- Quarterly newsletters.
- Events.

# Pink Hope

## About Pink Hope...



### Pink Hope and the National Breast Cancer Foundation

Pink Hope is a separate entity to the National Breast Cancer Foundation, yet they both fall under the same umbrella. They are somewhat like sisters.

Pink Hope promotes and values all the fundamentals of the National Breast Cancer Foundation, which is the leading community-funded organisation in Australia raising money for research into the prevention, detection and treatment of breast cancer.

### Donations

You can help find a cure by donating to Pink Hope. All donations are passed onto the kConFab Research Program through the National Breast Cancer Foundation.

kConFab specialises in researching causes and consequences of familial predisposition to breast cancer, and the Pink Hope grants will be used by researches conducting research into the prevention, treatment and ultimately a cure for breast cancer.

Please donate now and let's find a cure so our generation can pass the legacy of a world free of breast cancer onto our daughters.



**NATIONAL  
BREAST CANCER FOUNDATION**  
FUNDING RESEARCH FOR PREVENTION AND CURE  
COMMUNITY FUNDRAISER

Kathleen  
Cunningham  
Foundation

**kConFab** CONSORTIUM for  
research into  
FAMILIAL BREAST CANCER

[www.pinkhope.org.au](http://www.pinkhope.org.au)



## How Pink Hope helps high risk women



### How Pink Hope helps high risk women

Pink Hope is under the umbrella of the National Breast Cancer Foundation and all funds Raised through the website will go to research projects associated with the National Breast Cancer Foundation for example kConFab ([www.kconfab.org](http://www.kconfab.org)).

Pink Hope believes in the beauty and strength of women and their resilience when faced with a high risk of cancer. Pink Hope informs, supports, empowers and inspires these women by providing a safe, caring and informative environment. These women can gain the knowledge and strength they need to be proactive and comfortable with any decision they may have to face now or in the future.

By becoming a sponsor you are giving hope to future generations that their may be a cure, there may be Pink Hope a community that is uniquely their own and provides resources and friendship when women and their families need it most.

We can all make a difference and Pink Hope is an important part of the high risk community.

### Quotes from Pink Hope members:

*"I just wanted to say thank you for starting this website Krystal I have found it so helpful and it's great to have a site that is Australian."*

*Also thank you to all you Pink Hope ladies for making me feel so welcome and giving me advice and support "*

*Tania*

*"I am so glad to have come across this site, and it is very refreshing to be able to read all of your stories and be able to participate and ask questions. Well done Krystal"*  
*Joy*

*"We're all here for each other. Support is what makes this place so safe and special for each of us"*  
*Megan*

*"Pink Hope has given me support, where I thought there was none. It has given me understanding and knowledge. It has given me friendships and love, and it has given me security and safety in knowing that I am not alone, that I am heard and that everything that I have been through has been worth it in bucket loads and then some. Three cheers for Pink Hope!!!!"*  
*Pene*

*"Pink Hope has helped me to connect to other women of a similar age, it has inspired me to assist with raising awareness, it has given me confidence to speak out and share my journey, it has given me support through the online forum, it has given me sense of belonging to a community!"*  
*Kim*

*"I love the way Pink Hope has connected me to real women facing the same issues as myself. These women are compassionate, brave, strong and together create an invaluable resource of Knowledge and support in often uncertain times."*  
*Stacey*

*"How I survived without Pink Hope and the information it provides, I do not know."*  
*Nicole*



## Celebrity Ambassadors



 Lyndsey Rodrigues  
Australian TV Personality



### Letter from Lyndsey Rodrigues:

"I am both honoured and excited to be an Ambassador for Pink Hope.

Pink Hope is an amazing community designed to raise both awareness and funds to combat an illness which has affected so many lives.

Krystal is a close friend of mine and she inspires not only me, but anyone who has had to overcome adversity. She is a true fighter, survivor and humanitarian.

Please get behind Pink Hope, so we can all work towards a future without breast cancer."

"We look forward to working with her in the future to create awareness and generate funds for breast cancer research."

 Esther Anderson  
Channel 7 Personality



### Letter from Esther Anderson:

Esther said of the last Pink Hope event she attended:

"I was in awe of the strength and courage the women there (including you) genuinely showed. Wow"

"I hadn't been to a fundraiser for breast cancer before this, my thoughts being that there are probably more appropriate guests to lend their familiar face who have a relative or a close friend who is at risk of or has the disease. How silly. I got so much out of what I learnt on the night and I realise that it's important for EVERYONE to be aware of this disease and that ANYONE can help. Congratulations on Pink Hope and such a successful night. You are doing an amazing job and I'm glad I could be a part of it"

"Thank you to Esther for supporting Pink Hope Community."



## How to become a Sponsor & sponsorship opportunities



### Becoming a Sponsor

Partnering with PINK HOPE offers your company national exposure and alignment with the only Australian community that is focused on the concerns of both breast and ovarian cancer in high risk women.

PINK HOPE believes that by supporting these women and their families at increased risk of breast and ovarian cancer, you give hope to the future generations. PINK HOPE enables these women to gain the knowledge and support to be proactive with their health. If your company supports the PINK HOPE initiative you can change the lives of these families for generations to come.



### Sponsor Opportunities

#### Funding Pink Hope Initiatives:

We're happy to discuss with you and your business targeted campaigns that suit your brand.

Funding research into prevention and cure of breast cancer through the National Breast Cancer Foundation research program:

With a donation from a specific product or financial contribution. Your company will be funding National Breast Cancer Foundation research programs like KConFab (information attached).

#### Advertising on the Pink Hope website:

A dedicated page on our site with your company's information and links to your site, retailers, online shops and other information you want to share. A logo and business details in our sponsors section also advertising on other mediums i.e. Facebook/Twitter.

#### Product Sponsorship:

For example PINK HOPE runs a "Member of the Month" initiative. Where a Pink Hope community member is chosen who has supported and given hope to women on the forum. They share their inspiring story and receive a "Prize pack". It's a simple way of giving back to an incredible community of women.

Additional opportunities will be developed jointly with your marketing team and PINK HOPE, please visit our website [www.pinkhope.org.au](http://www.pinkhope.org.au).

# Pink Hope

## Members, Donations, Resources & Contacts



### How to become a Member

- Visit [www.pinkhope.org.au](http://www.pinkhope.org.au)
- Click the **JOIN button** at the top right of the website, this will take you to the member sign up form to complete.
- You will then have access to the members forum, member submission, giveaways and competitions, member of the month and more...

### How to make a Donation

- Visit [www.pinkhope.org.au](http://www.pinkhope.org.au)
- Click the **DONATE button** at the top right of the website, this will take you to the National Breast Cancer Foundation and Pink Hope Donation page.
- **Thank you**

### Contact Information

**FOUNDER:** Krystal Barter  
**EMAIL:** [krystal@pinkhope.org.au](mailto:krystal@pinkhope.org.au)  
**WEBSITE:** [www.pinkhope.org.au](http://www.pinkhope.org.au)  
**SUPPORT:** [support@pinkhope.org.au](mailto:support@pinkhope.org.au)  
(for support and encouragement from members who have experienced similar situations)

**INFO:** [info@pinkhope.org.au](mailto:info@pinkhope.org.au)  
(for more information or feedback on the site)

### Resources & Links

National Breast Cancer Foundation  
[www.nbcf.org.au](http://www.nbcf.org.au)

- The National Breast Cancer Foundation (NBCF) is the leading community-funded organisation in Australia raising money for research into the prevention, detection and treatment of breast cancer. The NBCF recently achieved a new milestone, having now funded over \$67 million across 256 research programs since 1994.

National Breast and Ovarian Cancer Centre  
[www.nbocc.org.au](http://www.nbocc.org.au)

- NBOCC is Australia's national authority and information source on breast and ovarian cancer.

kConFab  
[www.kconfab.org.au](http://www.kconfab.org.au)

- kConFab brings together geneticists, clinicians, surgeon, genetic counsellors, psychosocial researchers, pathologists and epidemiologists from all over Australia and New Zealand who believe the causes and consequences of familial predisposition to breast cancer can be understood only by a concerted national effort at both the basic and clinical level.

Cheeky Check-up  
[www.cheekycheckup.com.au](http://www.cheekycheckup.com.au)

- Established by the NBOCC the Cheeky Check-Up shows young women just how easy it is to be Breast Aware.

*Pink Hope*

Pink Hope  
Corporate  
Sponsor  
& Affiliates



 Pink Hope Corporate Sponsor

PANDORA aims to inspire and be inspired by women who want to tell their own unique story and, sometimes, this encompasses the effects of breast cancer.

“Life has its moments,  
make them unforgettable”

**PANDORA**  
UNFORGETTABLE MOMENTS



 Pink Hope is Affiliated with:



Kathleen Cumingham Foundation **kConFab** CONsortium for research into FAmilial Breast Cancer

[www.pinkhope.org.au](http://www.pinkhope.org.au)

Pink Hope



Media Relations:  
PR Team at Cross Promotions International  
[www.crosspromotions.com.au](http://www.crosspromotions.com.au)  
Phone: 07 5571 1722

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