



HUNTER  
**Breastcancer**  
FOUNDATION INC

*Help us*

**PAINT THE  
TOWN PINK**

**OCTOBER  
BREAST CANCER   
AWARENESS MONTH**

# About HBCF

The Hunter Breast Cancer Foundation (HBCF) is a small grassroots, locally based, not-for-profit that is **100% funded by our local community**. HBCF is completely independent, we receive no government funding and have no sister charity to assist us. We are proud to say, that over the past 3 years, HBCF have gone from helping 45 families a year to over 250! All funds raised for HBCF stay in the hunter and go directly towards supporting local breast cancer families.

During these last three years, HBCF has seen a dramatic increase in the requests for breast cancer support services across Newcastle and the Hunter. This increase in breast cancer diagnosis, along with decrease in fundraising due to cancelled fundraising events because of COVID-19 pandemic lockdowns, means **we need your support more than ever before**.

HBCF's services include everything from a wig library, private transport to and from breast cancer related medical appointments, home cleaning and lawn maintenance, exercise programs, comfort cushions for post-surgery, prosthesis financial support, children's educational scholarships, support groups and more.

2399

supportive care  
services provided last  
financial year

251

local Hunter  
families  
supported

## Help HBCF

## Paint the Town Pink

This October Breast Cancer Awareness Month, HBCF are asking the community to get involved in "Painting the Town Pink" to show your support for local breast cancer families and assist raising funds and awareness for Hunter Breast Cancer Foundation.

Businesses and individuals - anyone & everyone can get involved in many different ways! FUNdraising is fun! It can be as simple or as extravagant as you'd like! We've put together some ideas for you to get involved within this package.

# Fundraising Ideas for Businesses



Purchase a \$25 BBQ for Boobs Pack and host a BBQ

Includes:

- BBQ for Boobs Bag
- Pink tongs
- Pink Napkins
- BBQ for Boobs apron
- Chef hat
- HBCF Hat
- People fusion teatowel



Increase a service or product cost by as many dollars as you'd like and donate the increase straight to HBCF (or if you have the capacity to keep the service/product cost as is donate a set portion to HBCF)

examples:

- sell a pink cocktail for the month of October
- Ask customers if they would like to add a \$1 donation to HBCF on top of their service/product cost during the month



Host a raffle and sell tickets to your customers & staff drawing the winner on the last day of the month



Order merchandise on consignment from HBCF to sell within your business premises throughout the month



Organise a pink night out as a team bonding activity, or a fitness challenge for the month



Purchase a HBCF T-Shirt for staff to wear throughout the month (discount on T-Shirts if you host a fundraiser)



Host a Barefoot Bowls Day include a raffle, 100 club, activities



Create an online fundraising page to gather donations  
[www.justgiving.com/campaign/paintthetownpink](http://www.justgiving.com/campaign/paintthetownpink)

## Receive a HBCF Supporter Pack

To say thank you for helping HBCF Paint the Town Pink we will provide you with a link with access to the following items to use throughout the month:



Digital supporter sticker for your website & email signatures



Social media tiles to share



Sticker for your business window "We are helping Hunter families through Breast Cancer"



Client video to share with your staff and customers

# Next Steps

1

Complete online registration form to provide us with information on your fundraising activity

<https://hbcf.org.au/online-event-registration-form/>

2

Once received, HBCF will email your Authority to Fundraise Form to keep for your records & give you a call to assist with achieving your fundraising target - including providing information on ordering merchandise on consignment & providing you with a supporter pack.

3

Optional: Set up your online fundraising page

[www.justgiving.com/campaign/paintthetownpink](http://www.justgiving.com/campaign/paintthetownpink)

4

Start fundraising!

## Who you will be helping

### Meet Michelle

You will be helping hundreds of local women like Michelle.

The day after Mother's Day with NSW gripped by the first phase of a COVID-19 lockdown, Michelle Kent, received the devastating news that she had breast cancer ... a 'nasty one', as her GP apologetically described it.

Facing a whirlwind of treatments, single mother Michelle was forced to stop work, which added a huge amount of financial stress and ultimately threatened the schooling future of her children Bailey and Mimi. That's when friends encouraged her to reach out to the Hunter Breast Cancer Foundation.

A mowing service was provided for Michelle's Medowie home and cleaners go in fortnightly - "This was on top of my list," Michelle says appreciatively. "The house was a pigsty and, like most women, I couldn't cope with that." The effect's of Michelle's breast cancer treatment stopped her from completing basic daily tasks.

Fuel vouchers were also offered to assist with the expense of getting to and from medical appointments and, if Michelle was unable to drive herself due to fatigue and being unwell post-treatment, a hire car was provided.

"I thought the support would stop after my treatments finished but they understood that I still don't have the energy for it and provided me with some extra services," she says. "As soon as I contacted the Foundation it was a personal relationship. They met my needs head-on in a really practical way, which had a daily impact. I can't thank them enough or loud enough."



**On behalf of  
HBCF thank you  
for your time  
and consideration.**

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