

on a mission
this Breast Cancer Awareness Month



Everything you need to plan for your **MISSION**
this Breast Cancer Awareness Month!

support your squad
this Breast Cancer Awareness Month

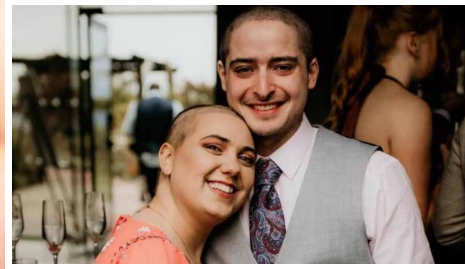
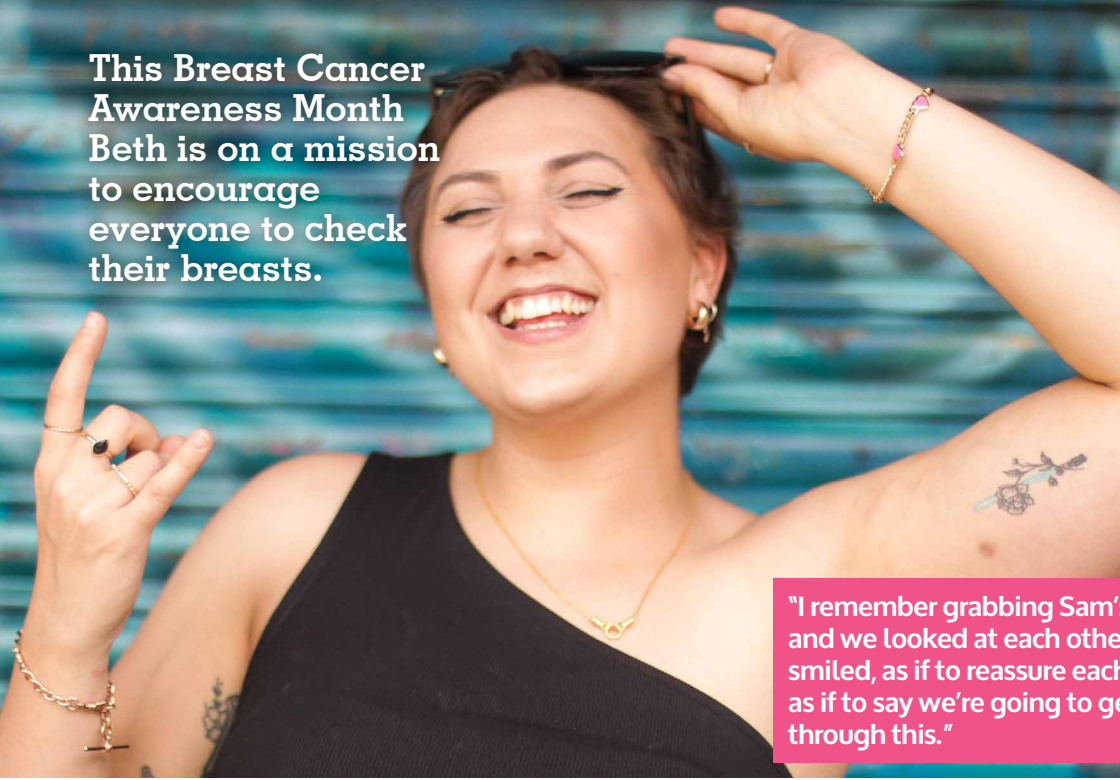
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This Breast Cancer Awareness Month Beth is on a mission to encourage everyone to check their breasts.



"I remember grabbing Sam's hand and we looked at each other and smiled, as if to reassure each other, as if to say we're going to get through this."

Consultants diagnosed Beth with breast cancer when she was just 26. Since then, the talented recruitment manager and part-time singer has received support from our nurses who have been with her "every step of the way." When she had to stop working our Benefits Advisors also provided financial advice.

Thankfully, Beth's cancer is now in remission and she's looking forward to taking centre stage again.

Two years ago, Beth was living her best life and excitedly planning her wedding day with fiancé Sam. The couple had also just welcomed a new addition to their family - a much loved Golden Retriever puppy they named Sabine.

Beth was loving her job as a senior recruitment manager in the care sector and hoping for promotion. A talented singer, she was also performing regularly to packed venues. Then her life came crashing down. Out of the blue, doctors told her she had a cancerous tumour on her right breast which was invasive and likely to spread quickly.

"I remember my stomach dropped, my throat tightened up and I felt like crying," said Beth from Port Talbot.

The previous summer, Beth had made an appointment with her GP after noticing a dimple on her right breast. She described it as like the "dimples on some people's cheeks when they smile."

At first, she'd thought it was cellulite but then she felt a lump and knew she had to make an appointment with her GP to get it checked. Beth had a scan then a biopsy. It was then consultants diagnosed breast cancer and advised the shocked bride-to-be to have a lumpectomy followed by radiotherapy.

Later tests revealed the tumour on Beth's breast was fed by hormones and they also recommended chemotherapy. That was when her consultant raised the question of Beth's fertility - something she hadn't considered up to that point. Beth and Sam had planned to have children together one day, but the consultant said the chemotherapy might take that chance away. It was a further blow for the young couple.

"Sam and I were struggling. We kept telling each other

it was going to be okay, and we'd caught it early - we'd freeze some eggs and smash the chemo. There came a point when we had to allow ourselves to let it all sink in. We had a counsellor. She helped us to connect with the sadness and bewilderment we were both feeling."

The next month, surgeons removed the tumour and several lymph nodes. Once Beth had recovered from the op, the invasive process of egg freezing began.

"I had to give myself three injections a day for three weeks. It was intense and exposing. I felt like I didn't have any dignity left. Then the chemotherapy began."

Throughout Beth's treatment, nurses from Tenovus Cancer Care were calling and checking in. They provided a safe space for her to talk about her feelings and our Benefits Advisors signposted her to the right benefits. Beth was reluctant to stop work, but it came to a point where she had to sign off sick. She was entitled to statutory sick pay and PIP (Personal Independence Payment), but it was still a big drop in income. Sam had to work longer hours to make up the shortfall and there were times he returned home to find Beth so ill he had to take her into hospital.

"Cancer has been hard for me to accept. I do feel as though part of my life has been robbed. On my worst days, I'm completely heartbroken, grieving the life I should be having so young. But I do have a laugh with Sam, and we have date nights at home. Our puppy, Sabine, also kept me going. She's company when Sam's out and makes me laugh. It's important to keep laughing."

Now 28, Beth is looking forward to a future beyond cancer. She has gone back to work part-time and taking one step at a time.

"Sam and I have become closer and more honest with each other. It is a process of acceptance. I'm not forcing myself to do anything quickly. Tenovus Cancer Care has helped massively during the most difficult times.

My body is different, and I must learn how to live again. Singing is my passion and I'm determined to be back on stage again doing what I love to do.

"I will get my life back."

on a mission

this Breast Cancer Awareness Month

It's likely we'll all know someone affected by breast cancer in our lifetime.

Seeing someone you love going through breast cancer is devastating. That's why Tenovus Cancer Care has their back, and yours, every step of the way.

Every October we go on a **pink mission** to raise awareness and money. We need you to join our mission and **GO PINK** to support your squad.



Our mission

- Better awareness of signs and symptoms
- Improved diagnosis and reduced recurrence
- Faster and more personalised treatment, with fewer side effects
- Better support during and beyond cancer
- To make sure that nobody affected by breast cancer feels alone

When the going gets tough, our *tribe* get going!

Here's how going pink for us helps our mission:

Our Benefits Advice Team is on a mission....

Last year

1,517

people were helped by our **Benefits Advice** service, securing almost **£3.7m** worth of payments for people with cancer



Our Counselling Service Team is on a mission...

Last year more than



(39%) of people who used our **Counselling** service have been diagnosed with breast cancer

'This year' relates to financial year 2023/24

How going PINK can help our mission

Prep, plan and perfect your *pink* fundraising

From the 56 Mile Mission to Bake-offs, sponsored walks to knit-a-thons, however you decide to go **PINK**, our fundraising team will be here to support you. We have fundraising ideas for every occasion, plus great branded materials to make your event pinktacular!

It's a date: Friday 18 October 2024

Friday 18 of October is **GO PINK DAY**, but don't worry if you can't make that date.

Get your pink on, whatever day of the month suits you and your event best.



Fundraising is better

with friends!

Make a big pink splash

Rally your **pink platoon**, your **band of besties**, your **terrific teammates**, and get your **tribe** to take part, pull some strings, and help with the preparation and planning!

Show your true colours this October!

We have a stash of **pink supplies** available for you to order, so you can go pink without breaking the bank.

We have balloons, bunting, banner roll, buckets and more! Call us on **029 2076 8863**. Or email fundraising@tenovuscancer.org.uk



Planning your fundraising



join
our
tribe

this Breast Cancer
Awareness Month

Shout it out loud!

A few great ways to **spread the word** if you're planning a large event:

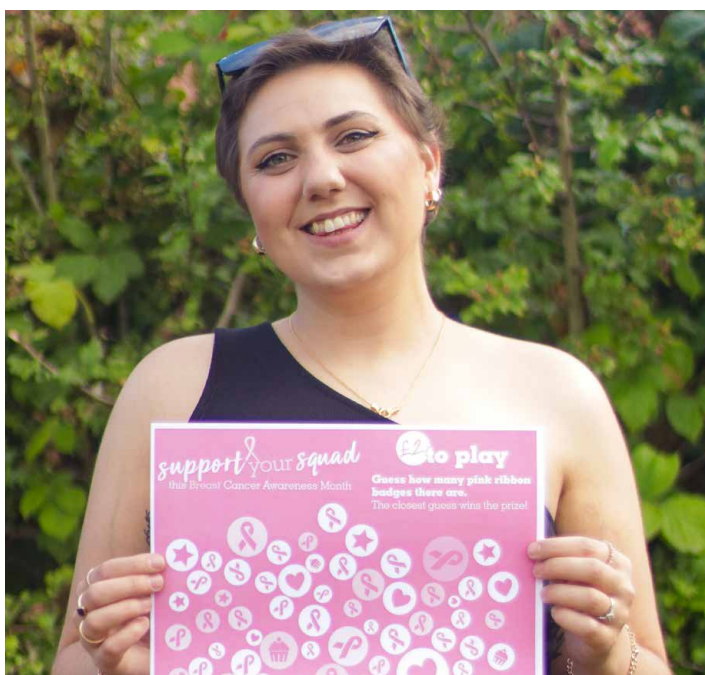
- Put posters and leaflets in community centres, schools, cafés, churches and local notice boards.
- Let your local radio stations know too. They might have free online listings for charity events and you could get advertised on the radio!
- Social media is perfect for promoting your event and for letting everyone know how it went afterwards. Don't forget to include a link to your online giving page!
- Contact local newspapers and let them know what's unique about your event, who's involved and why. They love stories about local people and can help spread the word.
- Don't forget to use our downloads to update your social media profile pics to help raise awareness of what you're doing too!

The legal bits

Some events will need permission from local authorities, private land or business owners. You may also need to consider risk assessments, or licenses for raffles, lotteries and prize draws.

If you're going to include any of these in your event, **get in touch with us** and we can talk you through the legal bits.

Please also take care when handling food for safe preparation, storage and cooking. You can find more useful information at **food.gov.uk**.



Mission: make it *fundraising*

There are loads of ways to get your tribe together and get involved in **GO PINK** fundraising. The list is endless, but here are a few ideas to get you started!

DRESS IT **PINK!**

This is the easiest way for everyone to take part! Simply hold a pink day at work or school. Get everyone to donate £1 to dress in pink clothes, wear pink hats or wigs, or paint their faces with pink designs.

PINK AND PUTT GOLF-DAY

Ask your ladies' captain if you can get your local golf club involved. Gather your pink opponents and give pink-themed prizes for the winning team / individual. Ask everyone for a donation to join in and hold a pink raffle on the day.



CHALLENGE **PINK**

Do something really daring by taking on a challenging walk, run, or 'BOOB'camp, a military style fitness class dressed head to toe in pink camo.

Or, do something different for sponsorship, like shaving your head or taking on a 24 hour gaming challenge!

OLYMPINK GAMES

Set up your own PINK games village in your local park, field or nearby open space. Charge your friends and family, neighbours and colleagues to come along and take part. Keep the kids busy on the next rainy day by making flags, hats, mascots and medals! We can also provide certificates for the winners and winning teams.



BAKE IT PINK!

Bake enough to feed an army and invite the troops around to try your tempting treats. You could take them into work, or turn it into a **GO PINK** coffee morning at your golf club or local community centre!



PASS THE PINK PAMPER PARTY

Get the girls around for an evening of pink pampering. Pop open the pink fizz, indulge in manicures and facemasks, and ask them to donate a tenner for the pleasure! See if you can get a local beauty therapist to donate their time and join you for the evening. Then, pass your pink pamper party to a friend by nominating them to host one too!

THE MINI PINK MARATHON

Ask your local school to take part in a mini marathon for Breast Cancer Awareness Month. The staff and pupils could use their 'daily mile' challenge to reach a combined 26 miles or, they could each take on a personal 2.6 mile challenge. We'll supply PINK certificates, stickers, sponsor forms and more!

56 MILE MISSION

Join our mission this Breast Cancer Awareness Month and take on the **56 Mile Mission**. Do it on your own, or as part of a team, or even challenge your friends to join. It doesn't matter whether you're an experienced walker, runner or cyclist, want to get a bit fitter, or just fancy the challenge – all that matters is doing your part for breast cancer awareness.



56 MILE MISSION

Sign up and order your PINK toolkit today at tenovuscancercare.org.uk/missionpink

Money, money, money

Here are a few ideas to boost your fundraising...

Donations

Ask for donations in return for food and drink. Use one of our collection boxes to help you take donations on the evening or, if you need something bigger, just request one of our collection goblets or buckets.
Call us on 029 2076 8863.

Games

Include games at your event, like a treasure hunt, tombola or prize draw, or use our **sweepstake** to raise a little extra cash on the big day.

Raffles

Everyone loves a raffle! Ask local companies to donate prizes and hold a **pink raffle** at your workplace, school or local club.

Sponsorship

If you're planning a **GO PINK challenge event**, ask all participants to raise sponsorship in advance. We can send you more sponsor forms if you need them. Don't forget to set up a personal or team online giving page too! **JustGiving.com** and **tenovuscancercare.enthuse.com/profile** are two of the most popular.

Corporate sponsorship

Ask a **local company** to sponsor your activity and help cover any costs in return for displaying their leaflets, logo or website at your event.

We have a template letter available on request, but if you need more advice please give us a call.

Matching the money

Matched funding is a simple idea where lots of banks and organisations **match the amount raised** during an event. It may be something you could ask if your employer does, or visit your local banks to see if they're willing to help. It means that some or all of the money you raise can be matched pound for pound. We also have a match funding template letter available on request.

Gift Aid

Remember to capture details of anyone who sponsors you and ask them to tick the Gift Aid box if they're eligible. It's so simple and it means we can claim an additional **25p from the government for every £1 donated**, boosting your donations by a quarter.

Attention! Don't forget to tag us!

We won't be 'at ease' until we find out what our pink army are up to! We love seeing, liking and sharing your social media posts.



#missionpink

#supportyoursquad

#teamTenovus

Mission **pink** accomplished!



Share your memories

Don't forget to take lots of photos at your event and share them with everyone afterwards. Colourful and interesting photos may also help capture interest from the press and they may publish your final total with a big thanks to everyone involved.

'Ŷa, Diolch, Thanks a million!'

It goes without saying that, however you say it, it's important to say a huge thank you to everyone who's helped out. A great way to do this is by announcing how much your event has raised. We can send you a **pink certificate** to display in your place of work, school or club. Use social media to share your total with your supporters! Or, do it the traditional way, and send them a thank you card!

Send your money

You can **post** a cheque, made payable to **Tenovus Cancer Care**, to:
Fundraising
Tenovus Cancer Care
First Floor, Jones Court
Womanby Street
Cardiff CF10 1BR
Please make sure you write **'GO PINK'** on the back.



Post it, ping it, or pop it into the bank!

If you ordered your pink toolkit online, an **Enthuse page** should have been set up for you. The easiest way to pay in your fundraising is to add it to your **Enthuse page**. You can also share your link with friends and family so that they can contribute directly to your fundraising page.

Ping it to us online via tenovuscancercare.org.uk. Please add **'GO PINK'** in the 'what inspired you' section.

Pop it directly into our account at the bank our details are:

Bank: HSBC

Account Name: Tenovus Cancer Care.

Sort Code: 40-16-15.

Account Number: 61069578

Please make sure you add **'GO PINK'** as the reference.



Thanks Diolch



Thank you for supporting your squad, we couldn't do this without you!
Diolch am eich cefnogaeth, ni allem wneud hyn hebdoch chi!

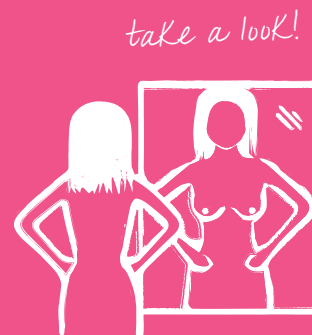
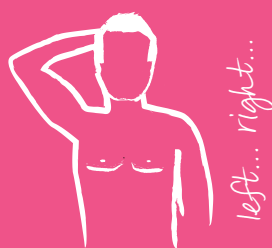


check your breasts

this Breast Cancer Awareness Month

EVERYONE SHOULD CHECK.
YES... MEN TOO!

- Feel each breast and the area around your breasts, your armpits and up to your collarbone.
- Use the pads of your fingers rather than the tips.
- Some people find it easiest to do this in the shower with soapy hands.
- Look at them in the mirror, both standing with your arms by your side, and also with them raised.
- It's also worth doing a breast exam while you're lying down. This flattens and thins out your breast tissue, allowing for easier examination. Put your left hand behind your head and check your left breast. Then repeat on the other side.



Look out for

- Changes to the size, outline or shape
- Changes to the look or feel of your skin such as bumps, dimples, orange peel texture, sores or growing veins
- A new lump, thickening or bumpy area in the breast or armpit
- Unexpected fluid or bleeding
- Crusty or sunken nipples or a change in nipple position
- Discomfort or pain in one breast
- An unexplained rash or feelings of heat

Please **don't** panic if you spot any lumps or changes. But **do** book to see your doctor to get it checked out.

Your squad needs you...

Checking your breasts may seem daunting, but it doesn't need to be a military operation... **AND** it could save your life!

There's no right or wrong way to check but the key is **knowing how they usually look and feel, so you can spot any changes.**

By making your self-check-up part of your normal routine, you'll catch any changes quickly. We recommend checking your breasts monthly, but work out what's best for you, and you're more likely to stick to it.

tenovuscancercare.org.uk

Reg Charity No. 1054015

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ON A MISSION
this Breast Cancer Awareness Month



Remember everyone and anyone can get breast cancer.
Around 370 men are diagnosed each year in the UK. So please help
spread the word - EVERYONE should check their breasts!

Need anything else? Just contact your
Mission Pink Fundraising Team
fundraising@tenovuscancercare.org.uk
029 2076 8863

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