



Where is your money going?

BREAST and gynaecological cancers unfortunately touch everyone's life in one form or another, either directly or through the experience of family and friends. The money you raise will help Cancer Council fight cancer through prevention programs, support services and world-class cancer research. There are many ways your money can help and even the smallest amount will make a difference:

- Five dollars can go towards producing a meditation DVD to help a woman deal with the agony of chemotherapy.
- \$10 helps pay for an Information Pack for women to cope with the aftermath of surgery.
- \$45 can help fund a Cancer Council Helpline call that can inform and reassure a woman about her breast cancer diagnosis.
- \$50 can help fund one hour

- of research into a rare type of breast cancer.
- \$100 can go towards accommodation for women who need to stay away from home while accessing treatment.
- \$250 can help pay overdue electricity, phone, gas or rates bill for a mum who hasn't been able to work for six months.
- \$1,500 can help us provide funding for new research into ovarian cancer.



Get your business involved

SUPPORT the one in eight women in Australia who will be diagnosed by raising funds for Cancer Council's research, prevention and support services.

There are two main ways to get your organisation involved:

- **Engage your whole business:**

Drive your business, engage customers and support Cancer Council's prevention programs, support services and world-class cancer research for the fight against women's cancers. Corporate sponsorship boosts

PR opportunities, cut through, market shares, brand affiliation, stakeholder engagement, positioning and more.

There are a number of ways to engage your organisation including sponsorship, cause-related marketing, through selling Pink Ribbon Day merchandise at retail outlets nationally and event participation.

Cancer Council offers tailored corporate partnerships with commensurate recognition, exposure and public brand alignment opportunities.

- **Get your co-workers involved:**

Engage your staff and support all those who will be diagnosed with women's cancers through raising funds for Cancer Council's cancer to empower staff to reduce their cancer risk and increase employee engagement through encouraging staff to give back to the community.

This can be done in a number of ways, through organising events, holding site stalls, volunteering and more.

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