

# Your Breast Cancer Awareness Month fundraising kit



Scan here to see this pack fully in Welsh  
Sganiwch i weld y pecyn hon yn llawn yn Gymraeg



Registered with



FUNDRAISING  
REGULATOR

**tenovus**  
cancer care  
gofal canser

# We *all* know someone affected

Breast cancer impacts a significant number of people, with around 56,000 women and 400 men receiving a diagnosis in the UK every year.

That's why we go on a **pink mission** every October, to raise awareness and money.

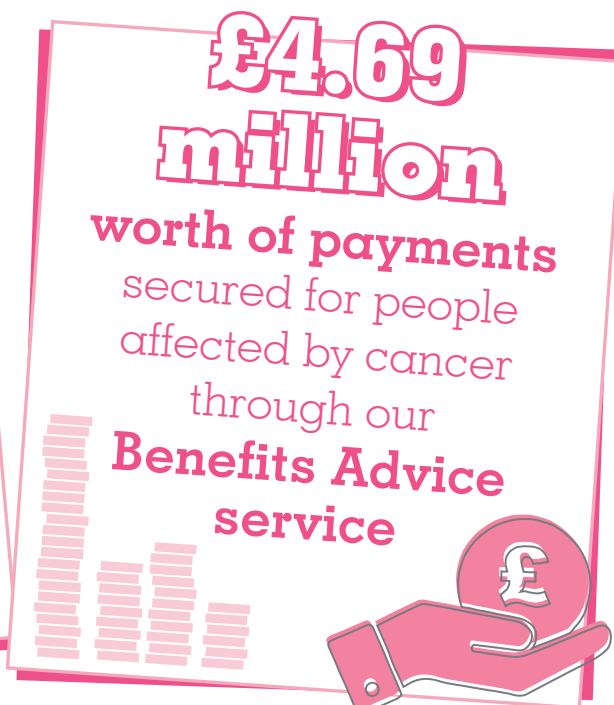


## Our mission

- 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

## Why **your mission** matters

Thanks to incredible supporters like you, we're able to help thousands of people who need us each year.



Stats based on 2024/25 financial year



# Meet Christine

Senior nurse Christine Plant was working as a ward manager in a busy North Wales hospital when she began noticing occasional bleeding.



*“I truly believe Tenovus Cancer Care saved my life”*

At 46, and with a healthy lifestyle, she wasn't overly concerned. "I thought, I eat well, I exercise, I don't drink much - I'll be fine," she said. Her GP scheduled a colonoscopy to rule out anything serious.

But the results were unexpected: Christine was diagnosed with bowel cancer. **"It was frightening,"** she recalls. "I had two teenage sons, aged 13 and 16, and I really felt for them." She underwent surgery, chemotherapy, and had a stoma fitted and later reversed.

After treatment, Christine returned to work, shifting roles to become a breast cancer nurse in 2019. But just as she was settling into this new chapter, another challenge appeared. Her first routine mammogram was scheduled for March 2020 but was cancelled due to COVID. Months later, **she discovered a small lump in her breast.** In September 2020, a mammogram confirmed **it was breast cancer.**

"I was grateful it was caught when it was," she said. "Six months earlier, it might not have shown up." She had surgery and radiotherapy, and while her body healed, her mind was struggling. **"I felt fixed physically, but mentally, I was drained."**

That's when Christine discovered Tenovus Cancer Care's **Sing with Us** choirs on Facebook. Curious but uncertain, she reached out and attended a rehearsal in Llandudno. "I didn't even know what singing voice I had," she laughs. **"But I was welcomed instantly."**

Singing with the choir became transformative. "For the first six weeks, I expected someone to tell me to mime, but instead, I felt lifted. **I truly believe Tenovus Cancer Care saved my life,**" she said. "If I missed a choir night, I'd start to feel low again."

Inspired to give back, Christine began volunteering at the local Tenovus Cancer Care shop in Conwy. Soon after, she joined as a Community Engagement volunteer, sharing her story to encourage others. **"I always tell people how the choir made me feel whole again. It brought back my smile."**

Since joining, she's sung at our 80<sup>th</sup> birthday celebration in St David's Hall with 400 other choristers, done a firewalk and an abseil, and organized fundraising events like "Tea for Ten," a dressage show, and "Canter for Cancer." She's now planning a fashion show using clothing from Tenovus Cancer Care shops, supported by her community, family, and friends.

Today, Christine works as a gynaecology oncology nurse, offering not just medical care but emotional support drawn from her own experiences. "I understand what patients are going through. If I feel they're struggling mentally, I recommend the choir. **Tenovus Cancer Care's research about the impact of music on wellbeing is absolutely true - I'm living proof of that.**"

# Prep, plan and perfect your *pink* fundraising

From bake sales and karaoke nights to silent auctions, knit-a-thons, sweepstakes and sponsored walks, our fundraising team will be on hand to support every step of the way.

## It's a date!

Pick a date in October for your very own **GO PINK DAY**

Pick a day and time that suits you best, and let's paint it pink!



Fundraising is better

with friends!

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!

## Make a big pink splash

### 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@tenovuscancercare.org.uk](mailto:fundraising@tenovuscancercare.org.uk)





# Mission: make it *fundraising*

Here are a few **pink** ideas to get you started!

## DRESS IT **PINK!**

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.



## 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!



## **PINK** PAMPER PARTY

Get your friends 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.





## CHALLENGE PINK

Take on a challenging walk or run or transform your fitness class into a 'BOOB'camp, dressed head to toe in pink camo.

Or, do something completely different for sponsorship, like waxing your legs (or chest), a 24 hour gaming challenge or a movie marathon!



## PINK AND PUTT GOLF-DAY

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.



## 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!

## 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.





## Shout it out loud!

Here are a few great ways to raise awareness of your event:

- Display posters and leaflets in the local area
- Let your local radio stations know
- Share your event on social media, including Facebook groups
- Contact local newspapers. They love stories about local people
- Don't forget to use our free downloads to update your social media profiles.

## 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, **contact 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**



# 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 you to help cover your costs. In return, offer advertising opportunities.

If you need any 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.



We have pink props, tools and games that you can download and print at **[tenovuscancercare.org.uk/bcam](https://tenovuscancercare.org.uk/bcam)**


We also have some great branded materials available, like banners, balloons, t-shirts and leaflets to help your event shine.

Call us on **029 2076 8863** or email **[fundraising@tenovuscancercare.org.uk](mailto:fundraising@tenovuscancercare.org.uk)**



# Mission *pink* accomplished!

- It's important to say a huge thank you to everyone who's helped out with your fundraising. Share your total with supporters on social media, send a thank-you card and proudly display your pink certificate at work, school or club.
- Make sure you post your final total raised along with any photos on your social media page(s). Don't forget to tag us so that we can like and share your posts and join in the conversation. Use the hashtags **#MissionPink** or **#TeamTenovus**.

 **facebook.com/tenovuscancercare**  
 **@tenovuscancer**

- Send a press release to your local newspaper, along with any photos and the total raised.
- When counting the cash you raised, look to count in a secure place not in the open. Wherever possible, make sure it's counted and recorded by two people.

**No matter how much you raise, every penny counts!**

There are a few ways to send us your money:



**By post** - send a cheque made payable to Tenovus Cancer Care, to:  
**Tenovus Cancer Care, First Floor, Jones Court, Womanby Street, Cardiff CF10 1BR**



**Over the phone** - Call **029 2076 8850** to make a card payment.



**Online** - pay it in on our website at **tenovuscancercare.org.uk/donate**  
Or if you have created one, pay your funds directly onto your online fundraising page.

A huge thank you from all of the Counselling Team for supporting us this Breast Cancer Awareness Month.

"It's a real privilege to lead our Counselling service, and to support people and their families through what will be one of the most difficult times of their lives.

Your continued support is invaluable to help us protect this vital service for everyone affected by cancer. We're so grateful for your time, energy and efforts, that help us to help others."

**Jennifer Williams - Counselling Services Manager**

Our Counselling service is currently only available through agreed referral pathways with health care professionals in Wales.

We offer a Virtual Group Service with a range of support that can be accessed by anyone affected by cancer. For details visit our website or call our Support Line.

**tenovuscancercare.org.uk**  
**0808 808 1010**



I have a better understanding of my emotions in relation to my diagnosis and that I need to be kinder to myself. Life won't ever be the same again, but that's ok different can still be good.

It has truly been life-changing. Talking things through with my counsellor has made me much calmer and think more rationally.

# check your breasts

this Breast Cancer Awareness Month



Look at your breasts in the mirror, standing with your arms by your side and with your arms raised.



Feel each breast and the surrounding area up to your armpits and collarbone. Use the pads of your fingers rather than the tips.



Some people find it easier to check in the shower with soapy hands.



Do a check lying down. Put your left hand behind your head and check your left breast, and 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.

[tenovuscancercare.org.uk/breastcheck](http://tenovuscancercare.org.uk/breastcheck)

Reg Charity No. 1054015

**tenovus**  
cancer care  
gofal canser



# Reducing your *risk*

## Stay healthy and active

There's increasing evidence to suggest that regular physical activity reduces the risk of breast cancer. Ideally physical activity will be performed over a lifetime, but some studies suggest that even if physical activity begins after the menopause, it can still help reduce the risk of developing cancer.

**You should aim to engage in moderate exercise for at least 30 - 60 minutes every day.**

If you'd like ideas of how to keep active, check out our challenge events. Having a goal will keep you motivated and encouraging your friends to sign up too will give you workout buddies.

**See our listings at**  
**[tenovuscancercare.org.uk/events](https://tenovuscancercare.org.uk/events)**

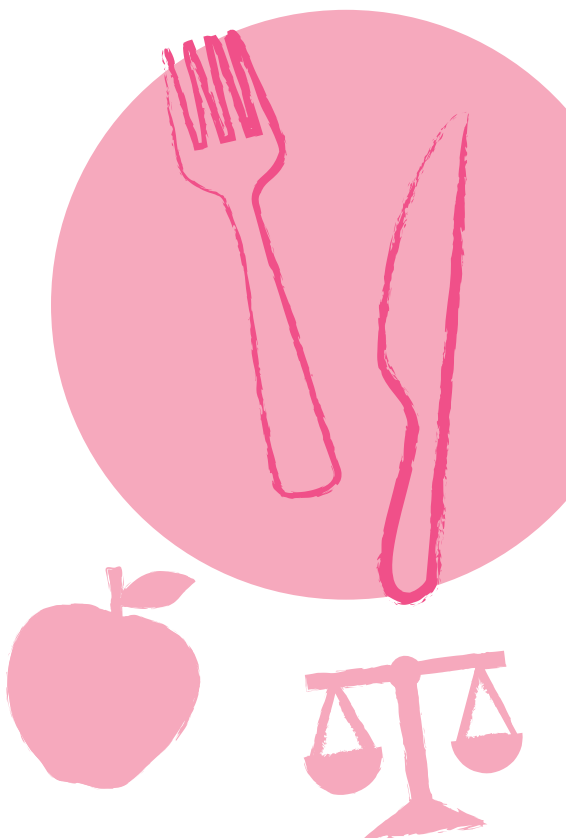


## Nutrition

While studies have not linked specific diets to breast cancer risk, nutrition is still important.

You should:

- **Eat a well-balanced diet (daily intake of fat should not exceed 30%)**
- **Include fresh fruit and vegetables in your daily food choices**
- **Eat the right amount to maintain a healthy weight**
- **Limit red meat consumption**
- **Limit alcohol consumption. The UK Chief Medical Officers (CMOs) advise it is safest not to drink more than 14 units a week on a regular basis.**



For more healthy living advice, visit  
**[tenovuscancercare.org.uk/healthylivingadvice](https://tenovuscancercare.org.uk/healthylivingadvice)**



## Here when *you need us*

Living with cancer can be worrying and stressful.

**We can help.**

**We give help, hope, and a voice to everyone affected by cancer.**

We understand how cancer can impact every aspect of life and how it affects families and friends too. Our wide range of services offer information, advice, and specialist support to people living with cancer, and their loved ones.

Many of our services are available bilingually in English or Welsh.

You can find out more about how we can help you by calling our free **Support Line**.

Call our free Support Line  
**0808 808 1010**

Ffoniwch ein Llinell Gymorth rhadffôn



## Keep in touch

We'd love to keep you updated with our work, activities and ways to get involved.

Join our mailing list at  
**[tenovuscancercare.org.uk/keepintouch](https://tenovuscancercare.org.uk/keepintouch)**

Join us on social media

 **[facebook.com/tenovuscancercare](https://facebook.com/tenovuscancercare)**

 **[@tenovuscancer](https://@tenovuscancer)**



Reg Charity Number 1054015

**Give hope. Help cope.**  
**[tenovuscancercare.org.uk](https://tenovuscancercare.org.uk)**

**tenovus**  
cancer care  
gofâl canser