

Big Pink Breakfast



Your
Fundraising Guide

CHY 5863 RCN 20009502

Irish 
Cancer
Society

Welcome to your fundraising guide for the Big Pink Breakfast 2024!



Thank you for supporting breast cancer patients and their families this October. We are delighted to have you on board.

Thanks to the funds you raise, breast cancer patients will have access to support throughout their diagnosis. From Cork to Donegal, Galway to Dublin and everywhere in between, you are making a difference every day.

Each year in Ireland, around 3,400 people are diagnosed with breast cancer. You have the power to change the lives of those affected now and into the future.

Your support in October will help fund vital breast cancer research and essential services for breast cancer patients and their families across the country.

Whether you're hosting a Big Pink Breakfast or doing it your own way—at home, work, or school—your efforts will make a huge difference.

In the following pages, you'll discover fundraising tips to help you make the most of your event. We've also included a downloadable leaflet on breast cancer symptoms for you to share with your friends and family to help raise awareness!

We want to ensure you have everything you need, if you have any questions, please contact us on Call Save **0818 10 20 30** or email fundraising@irishcancer.ie we are here to help!

Best of luck with your fundraiser this October.

Kind regards,

Sinead Gillespie

Sinead Gillespie

Head of Fundraising

How to make the most of your Big Pink Breakfast!

Below are some guidelines to help you with your fundraising.

Start early

The earlier you begin planning, the more people you can reach and the easier your fundraising will be.

Online fundraising

When you registered you will have received your own JustGiving page. Make sure to activate your page (see your emails for details) and share with your family, friends and colleagues. It's a great way for them to be able to support and help you raise even more funds.

QR codes

Did you know that your JustGiving page comes with its own QR code? Simply add "/qrcode" to the end of your page link to find yours. You can print it out and have it at your event. This way you can take both cash and online donations!

Fundraising guidelines

Our fundraising guidelines are designed to keep you safe and help you follow best practice. Keep up to date on our fundraising guidelines:

<https://www.cancer.ie/supporter-fundraising-guide> and our guidance on hosting your Big Pink Breakfast event.

Set a goal

Having a set goal to reach is a great motivator to help you reach your target!

Get downloading

Check out our free downloads at www.cancer.ie/bigpinkbreakfasttoolkit We have everything you need to promote or decorate your event!

Show your gratitude

Whenever someone donates, take a moment to thank them. Send a quick email or share a status update on social media to thank each person who contributes to your page.



How to get the word out

Spread the word

Tell your friends, family and colleagues that you're raising money to fund support services and life-changing research for breast cancer patients and their families. Send a text or share a link to your fundraising page via email, WhatsApp, or Messenger. And if you're hosting your event at the office, don't forget to share the link through your workplace's internal communications tools.

Alert the press

Send your story into local newspapers. Include all your fundraising information and why you are getting involved this October.

Pop it on your socials

The fastest way to promote your fundraiser is through social media. Share your event on platforms such as Facebook, Instagram and Twitter. Don't forget to tag us at **@IrishCancerSociety** when you do and use the hashtag **#bigpinkbreakfast** so we can help you spread the word!

Need Support?

Our Fundraising Team is here to help! Contact the team at **fundraising@irishcancer.ie** or **0818 10 20 30** for more information.

How to check your breasts

Get to know what's normal for you by checking once a month.



Look for changes

Stand in front of a mirror. With your arms by your side:



Dimpling or puckering to your skin.



Discharge (liquid) from one or both of your nipples.



A pulled-in, sunken or flattened nipple.



A rash, flaky or crusted skin on or around the nipple.



Look for changes to the shape or size of your breasts and/or nipples.



Now do the same with your hands on your hips, tilting slightly forward.



Feel for changes

This may be easiest to do in the shower using a warm soapy hand. If you have larger breasts, it may be easier to do lying down.



Using the flat part of your middle 3 fingers, start from the nipple and move clockwise until you have covered the whole breast, armpit and collarbone. Feel for:



Repeat on the other side.



Lumps, thickening or changes.



Swelling.



A breast abscess (infected boil).

9 out of 10 breast changes are not cancer. But if you spot a change, talk to your GP without delay.

Learn all the signs and symptoms here.

Contact our nurses on the Support Line
Freephone 1800 200 700
email supportline@irishcancer.ie



How your support helps

The Irish Cancer Society typically receives around 5% of its income from Government, so by taking part in the Big Pink Breakfast, you're helping to transform the lives of families affected by breast cancer across the country. Our cancer research and vital free services like our Support Line, Transport Service, Daffodil Centres, cancer information, financial grants and Night Nursing are fuelled by fundraising. Your generous donations help ensure nobody in Ireland has to face breast cancer alone.

Supporting breast cancer patients in 2023:

- ▶ Fuelled more than **4,630** lifts to treatment for over **485** breast cancer patients through the Irish Cancer Society's Transport Service.
- ▶ The Irish Cancer Society's Support Line and Daffodil Day Centre nurses supported people affected by breast cancer through over **5,490** supportive and comforting conversations.
- ▶ More than **430** nights of vital end of life comfort and care to breast cancer patients through the Irish Cancer Society's Night Nursing Service.
- ▶ Provide over **4,825** free counselling sessions to help breast cancer patients cope with their diagnosis.

How your donations will fund support for breast cancer patients:



€30 can help provide transport for a breast cancer patient to and from their chemotherapy treatment using the Irish Cancer Society's Transport Service.



€50 can help provide vital clinical equipment for an Irish Cancer Society Night Nurse.



€60 will cover the cost of a counselling session to help a person cope with a breast cancer diagnosis in their life.



€430 will cover the cost of one night of Night Nursing, providing end of life care to a breast cancer patient in their own home.

Donating your funds

Please bank your donations within 4 weeks of your event so your hard-earned funds can start supporting people straight away.

JustGiving/Online Fundraising pages

If you are raising funds on JustGiving or another online fundraising page, the donations are automatically transferred to us monthly, so you don't have to worry about lodging your funds.

Online

Visit our dedicated event lodgement form at www.cancer.ie/LodgeFunds and submit your funds using your credit or debit card.

Over the phone

Call the Fundraising Team on **0818 10 20 30** to lodge your money using your credit or debit card.

Cheque or bank draft

Drop a cheque or bank draft in the post with your name, address and supporter number. Our address is 43/45 Northumberland Road, Dublin 4. All cheques must be made out to Irish Cancer Society. Please write any further information on the back of the cheque. Contact the Fundraising Team on fundraising@irishcancer.ie if you don't know your supporter number.

Bank

Make a bank transfer online or lodge any cash donations by bank with the details below. Please make sure to include your name and supporter number in the details of the transfer.

Bank Details

AIB Irish Cancer Society Account,
9 Terenure Road East, Rathgar, Dublin
6. ACCOUNT: 32560178 SORT CODE:
93-10-98 IBAN: IE40 AIBK 9310 9832
5601 78 BIC: AIBKIE2D

Post Office

If you lodge your funds via An Post, please contact us at **0818 10 20 30** to let us know the date, amount and post office location of your lodgement. These donations are transferred to us anonymously from An Post and we want to be able to acknowledge your generosity.

Remember

We want you to enjoy your fundraising event and stay safe! The Irish Cancer Society accepts no liability for any loss, damage or injury caused during the event you undertake. The Society's insurance does not cover property or the property of your helpers or guests, nor does it cover your personal liability for any injury suffered by yourself or your event participants. You should seek independent insurance advice prior to organising your event. Remember to use common sense when it comes to health and safety. Where food is involved, please take care and work to ensure safe preparation, storage and cooking. Please follow good hygiene practises.

Disclaimer

The Fundraiser agrees to release the Irish Cancer Society to the fullest extent permissible under law for claims and demands of any kind, and from all liability that may arise in respect of any damage, loss or injury occurring to any person, except where such liability arises because of the negligence of the Irish Cancer Society or its agents.

The Irish Cancer Society reserves the right to terminate the agreement relating to an event at any time if it appears there is a likelihood of the Fundraiser failing to adhere to any of the terms and conditions.

Compliance with Fundraising Guidelines:

We are committed to ensuring fundraising is carried out ethically and safely according to Government legislation, the Charities Institute Fundraising Guidelines and the Charities Regulator guidelines on fundraising from the public. Please make yourself aware of these ahead of planning your event. Details of current fundraising guidelines can be found on our website.

<https://www.cancer.ie/supporter-fundraising-guide>

**Irish Cancer Society 43/45
Northumberland Road, Dublin 4**

Big Pink Breakfast Fundraising
Hotline: **0818 10 20 30**
Support Line: **1800 200 700**
Email: fundraising@irishcancer.ie
www.cancer.ie

