
THANK YOU

Nina, Diagnosed 2011



**National
Breast Cancer
Foundation**

THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT

Associate Prof Alexander Swarbrick
NBCF-funded researcher



THANK YOU FOR HELPING SAVE LIVES

As a National Breast Cancer Foundation (NBCF) **Pink Ribbon Partner**, you've joined a group of game-changing individuals who are committed to altering the face and future of breast cancer in Australia.

With you in our corner, we'll fund and champion the very best breast cancer research. Research that will detect tumours earlier, improve treatments, and ultimately – save lives.

NBCF receives no government funding. The work we do would not be possible without your generosity and commitment.

So thank you again for joining our team. Not only from me, but from all of the mothers, brothers, sisters, wives, husbands and children whose lives have been – or will be – turned upside down by breast cancer.

Your support will help us get closer to our goal of zero deaths from breast cancer – and make a difference for generations to come.

Yours sincerely,

Professor Sarah Hosking
CEO, National Breast Cancer Foundation

**1 IN 7 IS TOO
MANY**

Professor Nehmet Houssami
NBCF-funded researcher



54

**WOMEN ARE
DIAGNOSED
EVERY DAY**



THIS IS WHAT WE'RE UP AGAINST

Since NBCF started in 1994, breast cancer survival rates have improved from 76 per cent to 91 per cent.

It's amazing progress. Progress that proves our strategy of funding world-class research – with the support of our **Pink Ribbon Partners** – is working.

But the job's not done.

Breast cancer is now the most commonly diagnosed cancer in Australia. Its incidence is rising faster than any other cancer – increasing by 38 per cent in the last 10 years alone.

1 in 7 women will be diagnosed in their lifetime.

And despite improvements, 8 women still die every day. Over 2,997 women and 33 men will lose their life this year.

They're startling statistics. But together, we can change them.

With your monthly support we're funding research to reach one uncompromising goal: zero deaths from breast cancer by 2030.



1 in 675

**MEN WILL BE
DIAGNOSED IN
THEIR LIFETIME**



3,031

**WILL DIE FROM
BREAST CANCER
THIS YEAR**



SO, WHAT IS BREAST CANCER?



Our bodies are made up of trillions of cells which are programmed to grow and divide. This cell division is normal and keeps us healthy. But sometimes, errors in DNA occur. Errors that cause normal cells to become abnormal, and cancer cells to be 'born'.

A cancer cell doesn't act like a normal cell. It will divide and multiply relentlessly and it will keep accumulating errors. The damaged DNA in cancer cells causes them to behave differently than they should.

Once formed, breast cancer is complex. There are many sub-types and there is no 'one-size-fits-all' solution. It's smart, fast and adaptable – creating resistance to treatments to survive in the body.

Research is the only way we can stay a step ahead of breast cancer.

By learning more about how cancer develops, grows and spreads – researchers can find game-changing ways to prevent, detect and treat it.

DID YOU KNOW?



DIAGNOSIS

Breast cancer is not one disease. Research has found at least 16 sub-types. Each develops and reacts to treatment differently.



MORTALITY

90% of all deaths from breast cancer occur once the cancer has spread to other parts of the body (metastasised). This is why early detection is crucial.



QUALITY OF LIFE

Returning to 'normal' life after breast cancer can be hard. There are often ongoing side-effects from treatment and the constant fear of recurrence.



DETECTION

Anyone can get breast cancer. Man or woman. Young or old. Family history or not. Everyone should be aware because early detection saves lives.



TREATMENT

A variety of treatments have increased survival to 91%. Surgery, chemotherapy, radiation and hormone therapies may be recommended depending on the type of breast cancer.



RECURRENCE

Breast cancer cells can break away and spread to other parts of the body. This can occur before or after treatment and the cells can lie dormant for many years. Once breast cancer has spread, it becomes very difficult to treat and survival rates lower significantly. This is why early detection and research is crucial.

STRONGER THAN BREAST CANCER



“ I know research is slow and painstaking work, but it makes a real difference to people like me. We have come a long way, but we still have a hell of a long way to go. ”

– Tracey, diagnosed 2010

Tracey, 55, is living with breast cancer that has spread to her spine, lungs and liver. She has undergone multiple surgeries and endured countless courses of chemotherapy. While some treatments have helped slow down the cancer, others haven't.

Tracey believes research holds the only hope that she, and many like her with advanced breast cancer, can survive. “Research is the only way we'll get a cure,” Tracey says. “I'm in a support group for women with advanced breast cancer. There are 62 in the group and many have small children. We want to see our children grow up.”

Both a mother and grandmother, Tracey has found ways to find joy in her life and appreciates every day with her family. Determined to make the most of the time she has, Tracey has made a bucket list. There are so many more experiences to have and memories to make.

She knows that research has bought her time, and she's not wasting a minute.

MEN GET BREAST CANCER TOO

When Mark discovered what felt like a small hard pebble in his breast he didn't know what to make of it. When he was told by his doctor a week later that he had carcinoma, he was shocked.

It was incomprehensible to Mark that he had breast cancer as he wasn't aware men could get it. He had a mastectomy. It was a challenge explaining it to friends as none believed men could get it. Breast cancer can be harder on men as it is seen as a women's disease.

Every year around 167 Australian men get breast cancer. Most undergo similar treatment to women – and survive, just like Mark.

Your support makes research into all breast cancer types possible.



RESEARCH GETS RESULTS

NBCF-funded researcher Associate Professor Elgene Lim is looking at new ways to overcome hormone resistance and sensitise metastatic breast cancer to hormone therapies.

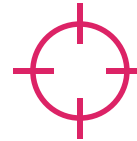
“ I’ve been fortunate that the National Breast Cancer Foundation has funded projects that allow me to be bold and investigate new frontiers. ”

– Associate Professor Elgene Lim, NBCF-funded researcher



Metastatic (advanced) breast cancer occurs when the tumour spreads beyond the primary site of the breast. It is the biggest cause of breast cancer deaths and continues to be a major focus area in NBCF funded research.

In the last 3 years NBCF have invested in over 13 projects directly addressing metastatic breast cancer by examining the following three areas:



EARLY DETECTION

New tools and tests to detect cancer recurrence early and give the best chance of survival.



IMMUNOTHERAPY

A cutting-edge area of research which aims to switch on the body’s own immune system to locate and kill cancer cells.



TARGETED TREATMENT

Treatment has evolved from a one-size-fits-all approach to become highly personalised – targeting the characteristics of each tumor to get the best outcome.

Many of NBCF’s research projects approach cancer from a molecular level. This means it is possible to see the similarities between breast cancer and several other cancer types – such as prostate and ovarian.





To maximize the impact of every dollar donated, NBCF is committed to sharing the benefits of our research to these other important research areas.

OUR COMMITMENT TO YOU

Our **Pink Ribbon Partners** are the lifeblood of our work – and we value your relationship more than anything.

We promise to keep you updated on the life-changing research you're helping us fund and the impact it's having on those affected by breast cancer.

WE PLEDGE:

-  **To use your donations to fund the best breast cancer research** and scientists in Australia
-  **To keep you informed on our progress** towards zero deaths from breast cancer by 2030
-  **To provide a dedicated Supporter Services team** who are here to help, whenever you need them
-  **To invite you to special events** where possible so you can hear first-hand about the research you're supporting

As a Pink Ribbon Partner, you're part of our team. To get in touch call us on 1300 708 763 or email supporter.relations@nbcf.org.au

“ I would like to thank all the people who donate to breast cancer research. It allows more researchers to improve our understanding of breast cancer and how to stop it. I hope that my research will lead to improvements in breast cancer treatment and care in the future. ”

– Dr Simon Junankar
NBCF-funded researcher



**WHAT WE
DO TODAY
WILL ECHO
DOWN THE
GENERATIONS**



**WE RECEIVE NO
GOVERNMENT
FUNDING**

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