

together

SPRING 2009

NEWSLETTER OF THE SYDNEY BREAST CANCER FOUNDATION



News from the President

By Deborah West

2009 has been an extremely busy and successful year for the Sydney Breast Cancer Foundation.

I would like to welcome three new Committee members, Sandy Halpin, Julia Newell and Ayda Soydash who have brought enthusiasm and new skills to our Committee.

Our three signature events this year were an overwhelming success due to the hard work and dedication of our organising committees and volunteers and the generosity of our sponsors.

The 7th annual Rugby Long Lunch featuring Sir Nicholas Shehadie, Vince Sorrenti, George Gregan, Matt Burke and Phil Kearns was a sell out with over 700 guests attending. A special thank you to our Major Sponsor Richard Crookes Constructions and our key Sponsors Starwood Hotels & Resorts, Man Investments, Bennelong Asset Management, Manildra Group, Hilton Hotel, Audi Centre Sydney and Wearne & Co.

The 16th Annual Pink Ribbon Ball themed "A Touch of Crystal" was a magical evening of entertainment. Thank you to Commonwealth Local Business Banking, Jaguar Sprinting, Mars Design and Yalumba Wines.

Sponsored by Jordons Restaurant and SUN FX, the 2009 "Putting on the Pink" Ladies Lunch, was a fabulous day. We were very fortunate to have the Governor of New South Wales, Professor Marie Bashir AC, Patron of the SBCF in attendance and our MC, Angela Bishop once again did a fabulous job wonderful job.

Thank you to J & J O'Brien Hotelier Group for raising funds through their pink ribbon events and their Pink Passion Dessert and Pink Passion Cocktail promotions available at Jordons Seafood Restaurant, COHIBAR, Jacksons on George, Marlborough Hotel and The Watershed Hotel.

The Strand Arcade and Graysonline.com.au Pink Ribbon Designer Auction was a huge success again this year

raising over \$8000.

We launched our Patient Support Program consisting of a number of initiatives that provide direct and practical support to breast cancer patients including, In-Patient Welcome Packs, Chemotherapy Packs and our Wig Library. Our Wig Library has been a great success enabling chemotherapy patients to access wigs, scarves and turbans at no cost. Thank you to our volunteers who staff the Wig Library and to our Patient Support Sponsors.

We are continuing to work very hard on our "Breast Awareness" education campaign to encourage early detection and improve survival rates. Our new Community Partners, Blacktown Workers Club, Canada Bay Club, Canterbury Leagues Club and Wests Ashfield Leagues have provided valuable funding for our SBCF Breast Aware Shower Cards.

A big thank you to our Major Sponsors Richard Crookes Constructions and J & J O'Brien Hotelier Group for their generosity and commitment. I would like to welcome SunFX as a new Business Supporter, Commonwealth Bank as a new Event Sponsor and Paycorp, PMA Solutions, and We're All About Marketing as new In-kind Supporters. Thank you to all our sponsors and business partners for their on-going support.

A special thank you to our Foundation Committee members who work tirelessly in a volunteer capacity. Also to our Fundraising Manager Sophie Capodanno and our Office Manager Karen Ward for all their hard work.

The vital work of the Foundation would not be possible without the continued support of our sponsors, partners, volunteers and supporters. With your continued support we are making a real difference in the lives of breast cancer patients and their families.



SBCF Funds Cutting Edge Tissue Bank at Sydney Cancer Centre

The SBCF has approved funding for an exciting new project "Assessment of Predictive and Prognostic Biomarkers in Breast Cancer Patients at Sydney Cancer Centre". The project is being led by Dr Sandra O'Toole FRCDA PhD and aims to continue to provide the most cutting edge diagnostic techniques and treatment to our patients through research and studies into the assessment of biomarkers in breast cancer patients at the Sydney Cancer Centre.

Major advances have been made in the early diagnosis and management of breast cancer through mammographic screening programmes and associated breast cancer treatments.

Breast cancer mortality rates have reduced by more than 25% in the last two decades.

One of the key drivers for the reduction in breast cancer mortality rates is the use of targeted therapies in oestrogen receptor (ER) positive disease.

More recently, the use of targeted therapy in another specific poor-prognosis sub-group is also making a significant impact on the survival rates among those diagnosed in that group.

Further improvements in breast cancer survival rates will need to target tumours that don't fit those groups and in those tumours that show resistance to therapy.

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New Mission & Vision for SBCF

Mission

The Sydney Breast Cancer Foundation believes that all breast cancer patients deserve access to the best possible medical treatment and support, and that increasing awareness is vital to beating the disease. Our mission is to improve survival rates and the quality of life of breast cancer patients and their families by raising funds on behalf of the Sydney Breast Cancer Institute for patient support, treatment and research and increased awareness.

Vision

The quality of life and survival rates of breast cancer patients are dramatically improved through public awareness, support and optimal medical treatment, readily available to all individuals.

Patient Story - Craig Sandford

"Breast cancer survivor" is not something that would ever cross your mind when you meet Craig Sandford. Strategic, focused and determined are qualities that are evident in the 42 year old IT professional from Glebe. And these are exactly the qualities that stood Craig in good stead to fight his most serious health crisis ever.

Fifteen months ago, Craig noticed discharge from his right nipple. Not overly concerned, he put a bandaid over it and continued on as normal. But it didn't stop and as it turned out, it wasn't normal.

"I went to see my doctor more because I was sick of my shirts getting stained, than anything else," he says.

The doctor didn't think Craig's discharge was anything to be concerned about but sent him for an ultrasound to be sure. Inconclusive results meant further testing was necessary, however, when the fine needle biopsy and the mammogram also returned inconclusive results, Craig was recommended to see a specialist.

Craig was treated by Dr Hugh Carmalt at the Sydney Breast Cancer Institute, a decision Craig felt particularly comfortable with, because of Dr Carmalt's experience in male breast cancer. Dr Carmalt performed a biopsy on Craig under general anaesthetic. When the results came back as positive, Craig had two treatment options; a full mastectomy or a partial-mastectomy with additional therapy.

"To me it was a no-brainer. As a male, a partial mastectomy would have taken up to 90% of my breast and the possibility of not having to have chemo or radiotherapy was such a bonus," he said.

From the day he was diagnosed, Craig was determined to beat the cancer. "There was a moment when I felt something close to despair, but I pulled myself out of it pretty quickly. I knew I had to focus all my energy on staying positive and breaking the process of treatment and recovery into manageable chunks."

After the initial shock wore off, Craig started telling people about his diagnosis. He knew he needed to establish a support group around him and take advantage of what he describes as the 'cushioning effect' that comes with having people around you know what you're going through.

Finding out information about the disease and the surgery was also an important part of coping with his diagnosis. Craig found out everything he could, but was conscious not to get ahead of himself and over-think things.

Less than 1% of breast cancer sufferers are male and so finding specific information wasn't easy. In all his research Craig only found one sketch of what a male mastectomy would look like.

"It's viewed as a female disease and at times it does feel a little awkward. Only seeing images of women and being confronted by a 'sea of pink' is a bit isolating," he said.

Surgery followed two weeks after Craig's diagnosis. While only in hospital for a day and a half, for three months Craig came back to hospital weekly for fluid drainage. A month after surgery Craig was back at work and after three months of physiotherapy and lots of stretching, he regained full movement. But it was up to six months before he felt like himself again.

"I was really keen to get back to work and for life to get back to 'normal.' But in reality, things have changed dramatically. I don't say 'no' as much. I take advantage of opportunities more. I've cut back my overtime at work and learned to focus on myself a bit more.

Craig was very happy with the care that he received from the Sydney Breast Cancer Institute. He was particularly grateful for the support of the Breast Nurses and the volunteers at the Breast Clinic whose smiles really lifted his spirits.

Although Craig doesn't know any other male breast cancer patients, he hopes that by sharing his story other people will be more aware of the disease and will seek treatment early if they notice something unusual. Already in his own circle of friends and colleagues, many more women are taking action and speaking about their own experiences with the disease which he finds encouraging.

For more information about male breast cancer visit the National Breast and Ovarian Cancer Centre website www.nbocc.org.au/men

Or the Breast Cancer Network Australia website www.bcna.org.au/content/view/40/82/

"Confessions of a Shopaholic" Movie Night

Mosman's Greater Union Cinema was once again abuzz with chatter and excitement when over 400 women attended a private premiere screening of "Confessions of a Shopaholic" on Thursday March 12th. The evening was organised by sisters Libby Adler and Anne-Marie Zukerman and was a sellout.

An amazing \$10,000 was raised on the night for the SBCF. Guests sipped on champagne and enjoyed movie choc tops. The movie is the ultimate 'chick flick' and was enjoyed by all. Isla Fisher was hilarious and brought out the true shopaholic in all of us, while Hugh Dancy was gorgeous on screen and pulled our heart strings.

A team of Libby and Anne-Marie's friends sold Sydney Breast Cancer Foundation pink ribbon merchandise including caps, coffee mugs, wrist bands, sweat bands and tennis socks. Our new coffee mugs were a hit.

Our thanks to Libby Adler, Anne-Marie Zukerman and everyone who volunteered their services on the night for their awesome efforts and result.

Bonnie Doon Golf Club supports SBCF

On a perfect autumn morning at Bonnie Doon Golf Club, Pagewood, on Tuesday 28th April, 120 lady members and visitors dressed in pink and white teed off for the inaugural Think Pink charity golf day to raise funds for SBCF.

Pink was the colour of the day and featured on the course in tee markers and pin flags and in the clubhouse in bows and balloons. Wait staff wore pink wigs and even the Bonnie Doon Golf Club flag turned pink for the day.

After golf the ladies were treated to a delicious two course lunch accompanied by a glass of pink sparkling wine.

Guest speaker Harriett Harrison from SBCF stressed the importance of regular breast checks and advised that help and support were always available to those in need.

Two raffles, three lucky door prizes and the sale of prize balloons all helped to raise over \$7000.00. That amount combined with the sale of Foundation merchandise enabled Bonnie Doon Golf Club to hand over a cheque for \$9,000.00.

SBCF is grateful to Jane Esposito and her team at Bonnie Doon for making the event such a huge success.



Craig Sandford & Keba

Clubs NSW Support Breast Aware Message

A number of Licensed Clubs in NSW have provided grants to SBCF to cover the cost of the printing and distribution of our 3-Step Breast Check Shower Hangers carrying the lifesaving Breast Aware message to encourage early detection. Around 100,000 Shower Hangers have been distributed throughout the community in both metropolitan and regional areas throughout New South Wales as a result of these grants.

The 3-Step Breast Check Shower Hangers are plastic cards designed to hang in showers or on doorknobs

reminding women of the Breast Aware message, to regularly examine their breasts, be aware of changes and act immediately if any changes are detected.

Through the Clubs NSW Community Development Expenditure Scheme, as well as direct grants, the Commercial Club in Albury, Canada Bay Club, North Sydney Leagues Club, Canterbury Leagues Club, Wests Ashfield, Blacktown Workers Club, Cabra Vale Diggers Club, Dooleys Catholic Club and Pittwater RSL Club have partnered with SBCF to deliver this lifesaving

message. CEO of the Canada Bay Club Maureen Heywood said "we are really excited to be part of this project. The Shower Hangers are a great way of getting the message out into the community that early detection of breast cancer saves lives."

SBCF would like to pass on our sincere thanks to these clubs for their generous support and encourage other licensed clubs in NSW to be a part of this exciting community project. For more information call **Alissa** on **02 9515 6345** or email **sbcoffice@sbcf.org.au**

J & J O'Brien Hoteliers Group Support SBCF with 3 Fantastic Events

As part of their ongoing support for SBCF, J & J O'Brien Hotelier Group (JJO) conducted 3 wonderful pink themed events at their venues during 2009. The events all featured a pink ribbon raffle to raise funds for the SBCF, supporting individuals and their families facing breast cancer as well as raising awareness.

These were: the second annual Cosmopolitans for a Cause at Watershed Darling Harbour, the second annual Jacksons on George Pink Breakfast, and the first Mad Hatter Pink Tea Party at the Marlborough Hotel in Newtown.

SBCF would like to thank Judith Crawley, and all the JJO team and product sponsors who made these events possible, raising over \$5,000 from the three events.



Deborah West SBCF & Judith Crawley JJO

Donations – Making A Real Difference

Breast cancer patients at RPA and Concord Hospitals are now benefiting from three SBCF-led initiatives that have been rolled out as part of our Patient Support Program to improve the quality of life of our breast cancer patients and their families.

These initiatives have been possible due in part to your generous donations to our two annual appeals, the Patient Support Appeal launched in May for tax time and Pink Ribbon Appeal launched in October to coincide with Pink Ribbon Month.

Breast cancer in-patients and chemotherapy patients at Royal Prince Alfred and Concord Hospitals are now

receiving the SBCF's In-Patient Welcome Packs and Chemotherapy packs and the SBCF office has been overwhelmed by the gratitude expressed by patients in response to the packs.

The In-Patient Welcome Packs contain a range of thoughtful personal items designed to foster hope and courage in women as they face hospitalisation and surgery and the Chemotherapy Packs include a digital thermometer and temperature record notebook necessary to monitor temperature as an early warning signal for infection in patients undergoing chemotherapy.

The SBCF Wig Library is now fully operational with over

50 appreciative cancer patients already accessing wigs and accessories provided free of charge to help ease the burden experienced during this difficult time. The service is available to any cancer patient experiencing hair loss through their treatment at the Sydney Cancer Centre. The feedback has been excellent and the SBCF is indebted to our trained volunteers Helen, Natasha and Asodha who run the library on Tuesday and Thursdays.

Helen said, "It is so heart-warming to see the difference access to a wig makes to the patients. To see them come in so anxious and then leave with a smile on their face is an amazing feeling. I am so happy to be able to be part of this wonderful program."

A Special thank you to our Patient Support Sponsors

In addition to the hundreds of donors who have donated to our appeals, the SBCF is particularly indebted to the following very special group of donors who have become **Patient Support Sponsors** by making a significant contribution to the cost of **Wig Packs, Chemotherapy Packs** and **In-Patient Welcome Packs**.

- Fiona & Mark Smith** - 1 month's supply **\$4,086**
- Mark Robson & SUN FX** - 1 month's supply **\$4,086**
- Paul Warren & Peter Warren Automotive** - 1 month's supply **\$4,086**
- Tracy Yaffa & Yaffa Publishing Group** - 1/2 month's supply **\$2,042**
- Angela & Con Vithoulkas & Vivo Cafe** - 1 month's supply **\$4,086**
- Paul Meredith & DMC Digital** - 1/2 month's supply **\$2,042**
- Kelly Coleman & CBA** - 1/2 month's supply **\$2,042**
- Josh May & Oaktower** - 1 month's supply **\$4,083**
- Josie Downey & Sanofi-Aventis** - 1 month's supply **\$4,083**
- Mark Morris & Think Mink** - 1 month's supply **\$4,083**



Chemotherapy Pack



In-patient Welcome Pack



Wig Pack

To become a Patient Support Sponsor, visit www.sbcf.org.au or contact **Sophie Capodanno** on sophie@sbcf.org.au or **02 9515 6045**

The 16th Annual Pink Ribbon Ball - September 2009

On a windy Saturday in September, while many Sydneysiders cheered the Cats and Saints in the AFL Grand Final, the true stars of the weekend were preparing to attend the SBCF's 16th Annual Pink Ribbon Ball at Sydney's Westin Hotel to raise funds for breast cancer patients.

The Ball is the crown jewel on the SBCF calendar, with almost 500 guests attending this year's event, resplendent in their formal attire, many featuring "a touch of crystal" in their outfits, in keeping with the theme for the evening. The stunning room decorations and our MC, Charlotte Dawson's flowing crystal earrings, captured the spirit wonderfully.



The event opened with the amazing talent of Sydney's latest music sensation, Aston, performing orchestral arrangements to classic rock anthems, Khe Sanh and Never Tear us Apart, which set the mood for a classic and memorable evening.

The entertainment was diverse, with something for all tastes, from the magnificent performance by two of the Australian Ballet's young stars, to the comic stylings of Julia Morris, and a special guest performance by the perennial Mark Lizotte of Diesel.

The video presentation of three breast cancer survivors treated by the Sydney Breast Cancer Institute, including a male patient, was a touching reminder of what gathered everyone together for the evening, and the silent auction was testament to the guests' generosity in supporting SBCF.

Concluding the evening was entertainment from Suite Az, who encouraged guests to let their hair down and give their best on the dance floor.

Of course, the evening would not have been possible if not for the support of our wonderful sponsors for the event. With thank them all sincerely: CBA (Silent Auction System), Jaguar Sprinting (Printing), Mars Design (Design) and Yalumba (Wine) for helping to raise over \$70,000 on the night for vital medical equipment and patient outcomes.



Clockwise from left: The Australian Ballet, MC Charlotte Dawson, Julia Morris, Comedienne, Mark Lizotte-Diesel



2009 Rugby Long Lunch - July 2009

SBCF's 7th Annual Rugby Long Lunch took place at the Hilton Hotel on Friday 10th July, 2009 with the ballroom again overflowing with over 700 guests. The event is now one of the biggest and most successful sporting lunches on Sydney's corporate and social calendars with over \$200,000 raised on the day.

Guests were in hysterics at MC Vince Sorrenti's witty charm and laconic humour and were treated to a surprise performance by veteran entertainer, Judith Durham from The Seekers fame, who performed her special version of "Advance Australia Fair", as well as the classic Seekers hit, "Georgy Girl".

SBCF Patron and Wallabies legend, Sir Nicholas Shehadie, shared colourful stories about his unique experiences with the Wallabies of yesteryear. A lively panel discussion with three Wallabies greats George Gregan, Matt Burke and Phil Kearns, continued to enthral Rugby lovers present.

The Lunch again allowed the corporate market to help the SBCF fulfil its mission to improve the quality of life of breast cancer patients treated through the Sydney Breast Cancer Institute.

Deborah West, President of The Sydney Breast Cancer Foundation said, "Despite tough economic market conditions, this year's lunch was again an amazing success. We are extremely grateful to

our loyal sponsors for their unwavering support. Richard Crookes Constructions was the Major Sponsor of the event, contributing \$40,000 in cash for the seventh year running. I would also like to thank other sponsors, Starwood Hotels and Resorts, Wearne & Co, Man Investments, Bennelong Asset Management, Manildra Group, Hilton Sydney and Audi Centre Sydney."

A huge selection of amazing prizes was offered on the day in the raffle and silent auction. The winner of first prize for the raffle was Ross Leonard of Rose Bay, who went home with a brand new Audi A3. Congratulations Ross!

The 2010 Rugby Lunch will be held at the Hilton again on Friday June 25, 2010.

For sponsorship opportunities for SBCF events: contact **Sophie Capodanno** on sophie@sbcf.org.au or **02 9515 6045**.



George Gregan, Matt Burke and Phil Kearns

SBCF Funds Cutting Edge Tissue Bank at Sydney Cancer Centre *continued from page 1*

Understanding the biological basis of a tumour's resistance to current targeted therapies and the identification of new potential therapeutic targets is an ongoing challenge.

A database of detailed clinical information on the treatment of patients linked with biological data on their tumour sample is critical to the success of the project. The team will develop a database that will provide the opportunity to develop resources to allow us to stay at the forefront of cancer diagnosis and treatment.

With the development of Cancer services, and the Lifehouse in particular, at the Royal Prince Alfred Hospital, SBCF is addressing the need to develop cutting edge diagnostic techniques in order to keep pace with the latest advances.

By developing cutting edge diagnostic techniques, SBCF will ensure that patients we support will have access to the most up to date diagnostic techniques and treatment.

Through your generous donations and support, SBCF is supporting the project team to continue to build a database for analysis and to develop new diagnostic tools and techniques to provide cutting edge patient treatment and care.



Report From Associate Professor Richard West

AM, MB BS, FRACS, FRCS Director Sydney Breast Cancer Institute

It is a pleasure to report on the activities of the Sydney Breast Cancer Institute.

Our Breast care Nurse Ruth Mirto has just completed a Lymphoedema Level 1 Training Course. Ruth is now qualified to identify patients with high risk factors, administer primary massage exercises and bandaging of patients with primary and secondary lymphoedema. She is able to facilitate treatment and early referral to the Lymphoedema Clinic. The Surgeons are now performing sentinel lymph node biopsies and are only removing those lymph nodes in the axilla that are involved with cancer. This is reducing the incidence of lymphoedema of the arm.

We are fortunate to have three very dedicated Breast Physicians, Dr. Helen Zorbas, Dr. Bronwyn Kennedy and Dr Wendy Vincent working in our Breast Clinic.

Dr Helen Zorbas is also the Director of the National Breast and Ovarian Cancer Centre. The Centre has an excellent website with all the update information regarding Breast Cancer. www.nbocc.org.au

Dr. Wendy Vincent is also the Clinical Director of Breast Screening Program. We work in very close cooperation with the Breast Screening. We share the state of the art diagnostic Digital X-ray and Ultrasound facilities. The use of these facilities to perform needle or core biopsies enables us to have a definite diagnosis of cancer before surgery. The Breast Surgeons attend the patient assessment clinics.

We work in a Multi Disciplinary Clinic, where all patients with cancers are discussed each week. Through this multi disciplinary approach our patients receive the state of the art targeted treatment to achieve the best possible outcomes. The Breast Clinic remains very active and in the last few months we have been seeing record numbers of patients.

Two of our Surgeons A/Professor Richard West and Dr Cindy Mak attended the 7th Scientific Meeting of the Australasian Society for Breast Disease in October. The meeting had excellent presentations by International and National experts on the latest developments in Breast Cancer diagnosis and treatment.

I would like to congratulate Sophie Capodanno on her work, in particular for setting up the patient welcome packs and Wig Library. Both these initiatives have been well received by the patients who feel that someone is thinking of them when they are admitted to hospital for their treatment.

I would like to thank the Sydney Breast Cancer Foundation for their support and funding of our latest research project, Predictive and Prognostic Biomarkers in breast cancer patients. This is a very exciting project supervised by Dr. Sandra O'Toole.

Finally, I would like to thank the President Deborah West, Vice Presidents Danielle Walley and Sarah Overton, our new Treasurer Sandy Halpin and all the committee members for their splendid efforts over the year. The continuing support of the Sydney Breast Cancer Foundation makes it possible for us to continue to provide high quality patient care.

Felicia Starr is a breast cancer survivor, author and long time supporter of the SBCF.

When Commander David Lausman, commander of the USS GEORGE WASHINGTON, visited our shores in July 2009, he asked Felicia to present his commander's cap and medal coin as an honorary gift to Associate Professor West for his outstanding contribution to the community in the fight against Breast Cancer. Felicia presented Associate Professor West with the commander's cap and medal coin in a very moving presentation.

"It's with pleasure and certainly a privilege to present you with this cap and coin on behalf of Commander David Lausman Commander of the Foremost and

Impressive aircraft carrier in the free world. The USS GEORGE WASHINGTON serving protecting and preventing. Like the distinguished Commander Lausman you too Professor West, with your dedication and work with your cancer patients, are the Commander of the Battleship Planet Hope protecting, preventing and saving breast cancer patients. More importantly your unyielding dedication for giving hope and guidance though turbulence and fear through darken shadowy waters in the sea of the unknown when diagnosed with cancer .

Wear your cap with pride and your coin close to your heart. Congratulations and BRAVO ZULU PROFF"



Professor West & Felicia Starr

"Putting On The Pink" Ladies Lunch - September 2009

Sponsored by **Jordons Restaurant** and SUN FX, the 2009 "Putting on the Pink" Ladies Lunch, was again a resounding success. Held at a very pink Jordons Restaurant on Friday September 4 on a glorious spring day, around 400 guests enjoyed a stunning lunch and wines looking over Darling Harbour in support of breast cancer and the SBCF.

This year's lunch was a Vice Regal event with Her Excellency the Governor of NSW, Professor Marie Bashir, AC, CVO, Patron of the SBCF, in attendance. Her Excellency gave a wonderful personal address, sharing her experiences from her medical career and her support for the Foundation and the breast cancer cause.

Our MC, Angela Bishop from Channel 10, once again did an amazing job hosting the day and keeping

proceedings flowing for the 400 chattering excited women (and a few brave men).

SBCF would like to thank Jordons Restaurant as Major Sponsor and SUN FX who were a Key Sponsor and our Corporate Table Sponsors, Adaptra, Nova IT, ANZ Bank, National Australia Bank, and The Lifestyle Channel for their support.

An array of generous prize sponsors made the stunning silent auction, raffle lucky door and lucky table prizes possible, as well as the "Goody Bag" brimming with fantastic product samples and generous gift vouchers.

Over \$40,000 funds raised will be used to support the new Wig Library at RPA Hospital for cancer patients opened by the Foundation this year and the printing and distribution of the vital Breast Aware Shower Hangers.



Her Excellency The Governor of NSW, Professor Marie Bashir, AC, CVO

Give a Gift of Hope this Christmas

Stuck for a Christmas gift idea? Don't want to contribute to clutter? Make an online donation to the Sydney Breast Cancer Foundation in lieu of a gift and you could give hope to a breast cancer patient this Christmas.

Visit www.sbcf.org.au to choose your Christmas gift and you can either email a gift certificate to your special recipient or print it off and wrap it up and put it under the tree!

Just \$19 will provide a Chemo Package to a woman

who is starting her treatment.

For \$41 you can give a Welcome Package to woman who is about to face breast surgery.

\$125 will provide very practical support via a "Wig Package".

\$200 will provide 5000 3-Step Breast Check Shower Hangers to encourage early detection of breast cancer and save lives.

Or call us on **02 9515 6345** to organise your Christmas donation by phone.



Meet SBCF's Breast Care Nurses, Ann and Ruth

SBCF funding of two specialist Breast Care Nurses at Royal Prince Alfred Hospital enables the Sydney Breast Cancer Institute to provide world standard care to its patients. Anne Carrigy and Ruth Mirto are an integral part of the multidisciplinary team of surgeons, oncologists, radiologists, therapists and other medical staff at the Institute.

Dr Cindy Mak, Breast Surgeon at the Institute, says "Our Breast Care Nurses are paramount to patients' wellbeing and are an integral part of the multidisciplinary unit at Sydney Breast Cancer Institute. The ability of all our patients to access specialist Breast Care Nurses, together with the level of expertise and support they each provide, puts our service at world standard."

Ann Carrigy provides medical oncology support to chemotherapy patients, as determined by the multidisciplinary team at Sydney Breast Cancer Institute. This includes seeing patients in the clinic following their surgery, providing information to patients specific to their

chemotherapy treatment, and providing psycho-social support to patients throughout their journey, both during chemotherapy treatment and afterwards. Ann can continue to support and care for patients up to ten years post-surgery.

Ann is a mother of 2 grown up children, and in her spare time enjoys doing aquarobics.

Ruth Mirto's work is focused on surgical and psychosocial support to breast cancer patients, both before and after surgery, particularly when the breast surgeons don't have time. Ruth is an important extension to what the breast surgeons do. She answers patients' questions and concerns about their surgery and recovery, often questions they don't think to ask, and she is there with patients on the day of their surgery to help them with both pre- and post-operative issues. Ruth is currently studying a lymphoedema course so that she can provide even more hands-on support by providing physiotherapy to patients following their surgery.

When she is not dedicating her time and energy to helping patients, Ruth enjoys spending time with her two young grandchildren and is a keen surfer.

Together Ann and Ruth are a formidable team and a vital part of the healing process for breast cancer patients.

SBCF is grateful for a generous \$90,000 grant received in 2009 through Perpetual Ltd, towards funding of our vital breast care nurses. The grant was jointly funded through the Baxter Foundation and Ronald Geoffrey Arnott Foundation. Thank you so much for your kindness.



YES. I would like to help Breast Cancer Patients this Christmas

Online: www.sbcf.org.au **By Fax:** +61 2 9515 7773

By Phone: +61 2 9515 6345

By Post: The Sydney Breast Cancer Foundation, PO Box M70, Missenden Road, NSW, 2050

Personal Details

Name	Company
Address	
Postcode	
Telephone	Email

Payment Details

I enclose a cheque made payable to The Sydney Breast Cancer Foundation for the amount of: \$

Debit my credit card VISA MasterCard Amex for the amount of: \$

Cardholder's name	Card Number	Expiry Date	Signature
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Regular Monthly Giving

I authorise SBCF to make automatic deductions from my credit card monthly until further notice to the value of \$

commencing on _____

Donations over \$2 are tax-deductible. Receipts will be issued.

Who are the SBCF?

The Sydney Breast Cancer Foundation is the fundraising arm of the Sydney Breast Cancer Institute based at Royal Prince Alfred Hospital

Patrons

Her Excellency, Professor Marie Bashir AC CVO,
Governor of New South Wales

Sir Nicholas Shehadie AC, OBE

Committee Members

Dr Jane Beith
Dr Hugh Carmalt
Mrs Lynne Crookes OAM
Ms Pam Hance
Ms Sandy Halpin (Co-Treasurer)
Mrs Harriett Harrison (Co-Treasurer)
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Ms Sarah Overton (Vice-President)
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Our Partners

SBCF would like to thank our Partners.

Major Partners:



Major In-kind Partners



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Jordons Restaurant

Community Partners

Cromer Golf Club, Ladies Committee
Blacktown Workers Club
Canterbury Leagues Club

Bonnie Doon Golf Club
Canada Bay Club
Wests Ashfield Leagues

In Kind Supporters

Mars Design
Precinct
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Pycorp
We're All About Marketing

Newsletter design sponsored by **Mars Design** www.marsdesign.com.au

Newsletter printing sponsored by **PMA Solutions** www.pmasolutions.com.au

Newsletter mailing house services sponsored by **Direct Response Australia** www.direct.com.au

SBCF thank...



Richard Crookes Constructions have been a long standing generous supporter of the SBCF, having been a Major Sponsor of the Rugby Long Lunch for the past seven years and a Major Partner of the SBCF.

Our warmest thanks to the Crookes family for their unwavering commitment to our cause.

Richard Crookes Constructions provides construction, refurbishment and fit out projects for all building types for corporate, institutional and government and private clients.

www.richardcrookes.com.au



Sincere thanks again to our Major Partner, **J&J O'Brien Hoteliers Group** for all their support during 2009. During 2009 and

previous years, JJO have hosted a range of pink events and promotions to help support our cause.

JJO's stunning venues include The Belvedere, Blue Diamond, COHIBAR, Jacksons on George, Jordons Restaurant, Marlborough Hotel and The Watershed.

www.jjo.com.au



A warm welcome and thank you to **SunFX**, our latest Business Supporter. SunFX are a proud Australian manufacturer and exporter of natural self tanning and body products to nearly 30 overseas countries. SunFX have offices in San Diego to oversee the USA market and are setting up offices in Spain for the European Market.

SunFX hope that their natural spray tanning products have helped to persuade hundreds of thousands of individuals to reduce their sun and UV exposure and so lower their chance of contracting skin cancer.

www.sunfx.com.au



Direct Response Australia has over 20 years experience in the direct marketing industry specialising in mailing and fulfilment. From printing to packing DRA gets items of any shape or size to customers and / or business partners. DRA started as a family company and still maintains many of those traditional values such as getting things right the first time.

Services include data cleansing, laser personalisation (black or colour), inserting (hand or machine), inkjetting. In addition to mailings they also handle numerous redemptions and promotion's involving gift with purchase redemptions, prize draws and cash backs. Great relationships with Australia Post and numerous courier companies mean DRA can provide efficient and cost effective delivery to recipients and the SBCF is grateful for their probono mailing services provided for our direct mail over a long and happy working relationship.

www.direct.com.au

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