

PINK IS THE COLOUR
OF STREETS, OF SHOPS,
OF SCHOOLS, OF HOMES,
OF OUR TOWN.

Pink Up Your Town Handbook



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WELCOME FROM TRACY BEVAN



I want to extend my deepest thanks for deciding to unite with the McGrath Foundation to turn pink this October, for Breast Cancer Awareness Month.

Coming together with friends and having fun through this wonderful initiative warms my heart, knowing that you're all supporting the McGrath Foundations work of ensuring no one goes through breast cancer without the care of a McGrath Breast Care Nurse.

Over the years I have seen the positive impact turning your street, shops and towns pink has had on communities who unite to support our mission and showing what the colour of care means. I am so excited to see everyone get involved.

This October, pink will be the colour of support, of love, of life, of hope, of care. Pink will be the colour we wear, and I am very much looking forward to an incredible show of support. We can't wait to see all of your hard work, effort and passion come to life and how your entire community truly comes together.

Tracy Bevan

FUNDRAISING SUPPORT

Thank you so much for registering to Pink Up Your Town during Breast Cancer Awareness Month, to show your support for individuals and their families experiencing breast cancer. Whether your street turns pink, your school turns pink, your home turns pink or your town turns pink, you're raising funds that ensures no one misses out on the care of one of a McGrath Breast Care Nurse.

For those of you who have already forged the way and raised funds for us before, a warm and sincere welcome back. Your learnt insight through your past event will hold you in great stead for this coming event. For our new fundraisers, a very friendly welcome to the fun! Everyone who raises funds for us is making an impact and we appreciate your time and effort.

At the McGrath Foundation there is a dedicated fundraising team that are available for any questions, ideas, and assistance. We are here to support you every step of the way and to the best we can.

We can't wait to hear what the colour pink means to you.

Thank you and good luck!
Community Fundraising Team

WITH YOUR HELP, NO ONE MISSES OUT ON CARE

The McGrath Foundation's mission is to ensure that no one goes through breast cancer without the care of a breast care nurse. We raise money to fund McGrath Breast Care Nurses right across Australia and invest in their professional development to ensure people with breast cancer receive the highest standard of care.

Our Nurses are at the heart of our Foundation. From the time of diagnosis, and throughout treatment, they provide trusted, consistent and knowledgeable support for families by offering medical expertise, clinical care and psychosocial support - for free.

Breast cancer is the most diagnosed cancer for women in Australia and more than 20,000 people are diagnosed each year. With a rising rate of diagnosis, the need for more McGrath Breast Care Nurses continues to grow.



WHAT IS PINK UP YOUR TOWN?

This Breast Cancer Awareness Month, pink is the colour of shops, streets and homes. When you Pink Up Your Town you are joining a nation-wide show of support for people experiencing breast cancer, whilst also ensuring no one misses out on the specialist care of a McGrath Breast Care Nurse. This campaign has the power to bring people, communities, and whole towns together. It is an incredible fundraising activity that calls for an entire town to 'pink up'.

HOW DOES IT WORK?

Pink Up Your Town relies on volunteer committees to form to show the colour of care of your town and turn Breast Cancer Awareness Month into your month to support the McGrath Foundation. Which means planning a calendar of pink events throughout the month of October. From your streets, to your schools, local businesses and your community organisations, this activity has the ability to bring the whole community together!



LOCAL LEGENDS -

Since 2018, Penrith has had a very important job to do, and that's been to turn their whole town Pink every October to show the community what the colour pink means to them.

From high teas to major raffles, pink sports games to pink pooch days and the local council turning the town lights pink, Penrith have shown their dedication through various fundraising methods in support of the McGrath Foundation over the past five years.

The community have even come together, creating PUP (Pink Up Penrith) merchandise that is now a staple for all during the month.

The town has collectively raised over \$260,000 to support McGrath Breast Care Nurses and continue to grow their fundraising every single year.



"Being involved in Pink Up Penrith for McGrath Foundation has instigated community and business to come together, with a measurable purpose to continue to fund McGrath Breast Care Nurses. The spirit and passion bringing people together for such a worthwhile cause is the reason each year we look forward to Pinking Up Penrith and helping ensure that no one goes through breast cancer without care!"

– Gai Hawthorne,
CEO of the Penrith CBD Corporation and leader of 'Pink Up Penrith'

PINK UP YOUR TOWN COMMITTEE -

By creating a committee and registering to Pink Up Your Town, your commitment, your participation, and your efforts are helping more individuals and their families access a McGrath Breast Care Nurse, whilst it being a rewarding way to bring your local clubs, businesses, schools, neighbours, and community together.

Volunteer committees are the heart of the McGrath Foundation's Pink Up Your Town Campaign. Committee members are from all backgrounds, professions and walks of life and are responsible for organising all fundraising activities in their local area – including the lead-up, organisation and execution of all events.

Pink is the colour of each Pink Up Your Town Committee who commits to a fundraising goal and 'pinks up' their entire local area; planning activities and events such as:

- Launch event for the whole community; think gala ball, community BBQ or cricket game
- Outreach to local community groups and businesses to recruit them to go pink and raise funds throughout the month of October for the McGrath Foundation
- A closing event: to announce the fundraising goal reached and thank the entire community for coming together



STARTING A COMMITTEE

The first step to starting a committee is to get the right mix of people on board; we recommend between 5 - 7 volunteers, who can take on a range of roles.

Think about the movers and shakers in your community, such as:

- Members of your local Chamber of Commerce
- Members of your City Council
- Employees at your Regional Tourism Office
- Individuals that run or are active within key community-based clubs, meet-up groups or organisations
- Your local Real Estate Agents
- Local event planners, business owners and 'well connected' individuals
- Your own family and friends

TIP: Pink is the colour of love, of life, of hope of care. By taking a personalised approach you are showing what the colour pink means to you and making it the best way to invite someone to join your committee. Reach out via phone, email, or ask for face-to-face meeting to invite someone to participate. Make a list of who you'd like to approach, gather their contact details, and start asking!

COMMITTEE STRUCTURE

Each Pink Up Your Town Committee will be as unique as their local area. We suggest the following committee structure to be used as a guideline to ensure you have enough helping hands to cover all the basics.

- Committee Chair
- Special Events Chair
- Event Co-Chair (activities/logistics)
- Fundraising Chair (sponsorship/donations)
- Fundraising Co-Chair
- Publicity/Promotion Chair
- Admin and Finance Chair

TIP: The above roles can be amended to suit your group. Committee members may hold more than one position, or some positions may be combined depending on the size and needs of your specific location

KEY TIMINGS -

Once you've secured your team of dedicated, passionate committee members, it's time to get started.

Each committee and town are different, but we've put together a standard timeline to help you stay on track:



TIP: Incorporate a Melbourne Cup event into your events calendar, a fun closing event!

FUNDRAISING IDEAS AS YOUR TOWN TURNS THE COLOUR PINK

1. PINK IS THE COLOUR FOR FOOD

Keep the crowds fed and they'll stick around – the sausage sizzle has long been a favourite at any fundraising event for good reason.

2. PINK IS THE COLOUR FOR BOWLING

Organise a competition and people pay to participate in lawn bowls or Ten Pin Bowling.

3. PINK IS THE COLOUR FOR FRIENDS

Invite friends around to your home or at the local park and ask for donations.

4. PINK IS THE COLOUR FOR MONEY

Hold an Online Auction: Ask local businesses to donate things and organise an online auction for everyone to bid on.

5. PINK IS THE COLOUR FOR CAKE

Whip up some delicious cakes and have a bake sale. You could also ask your local bakery to donate a percentage of sales.



6. PINK IS THE COLOUR TO WEAR

Get someone in your community to colour their hair, beard or even moustache a fetching shade of pink, and encourage your community to sponsor your transformation. Maybe you'll go pink for a week – but if you hit a particular fundraising target, you'll maintain it for a month.

7. PINK IS THE COLOUR TO HAVE FUN

Plan a range of fun competitions for the whole community to take part and charge a fee for participation. Fun runs, picnics, family days all could be great places to host competitions.

8. PINK IS THE COLOUR TO GIVE UP

Get sponsored to give something up e.g. coffee for a month, or sugar or alcohol.

