



breast cancer  
care wa

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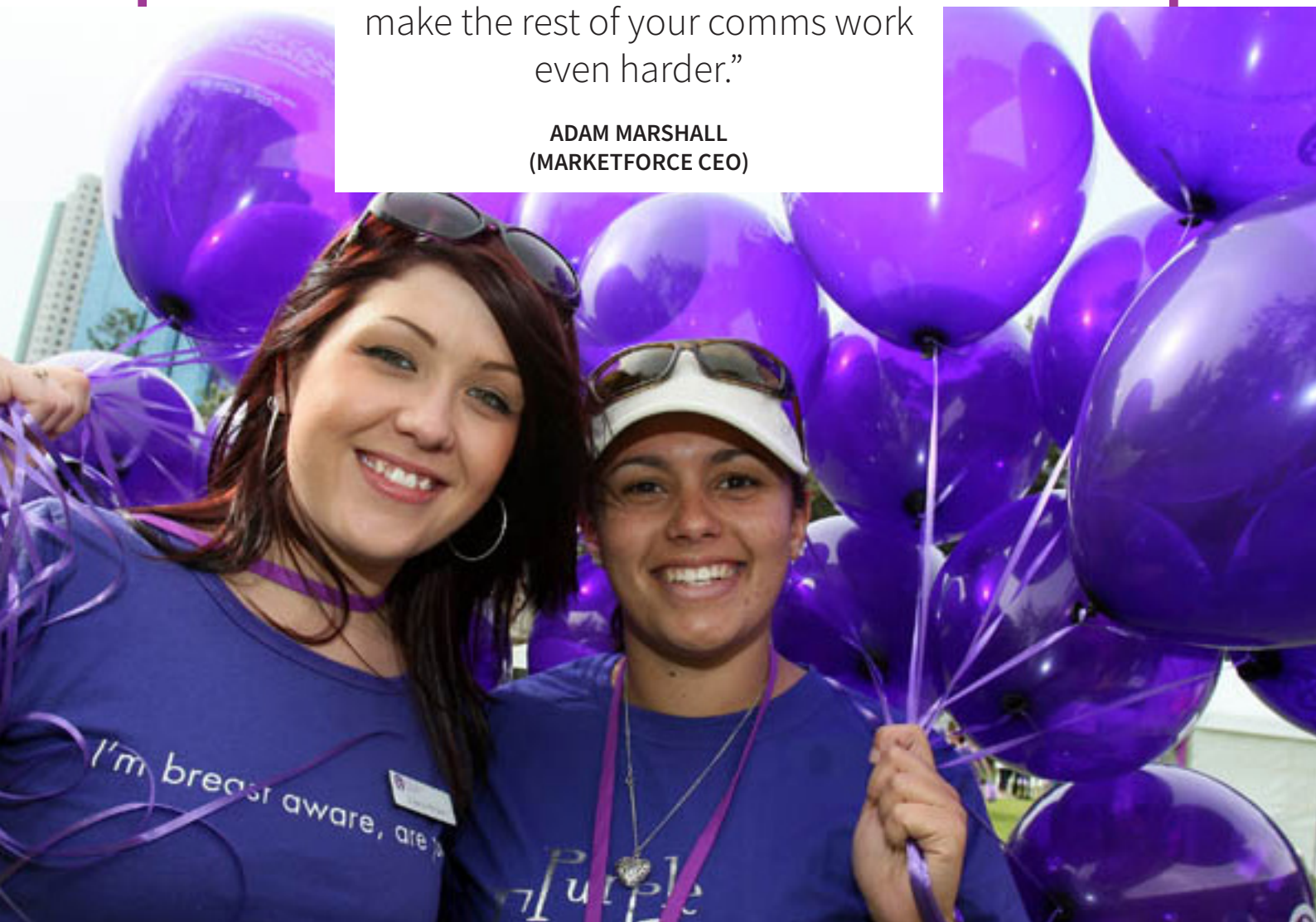




# TOGETHER, WE CAN MAKE A DIFFERENCE

“By aligning with a charity’s messaging channels, you become instantly recognisable and loved by the charity’s supporters. The risk of not integrating corporate social responsibility with your marketing is presenting your brand as a ‘hollow log’ to customers; standing for what you believe in builds authenticity and affection which will make the rest of your comms work even harder.”

**ADAM MARSHALL**  
(MARKETFORCE CEO)



# 1

# OUR REACH

We'd love to introduce you to our family. Our audience of Facebook and Instagram social media followers, website users, database recipients, and consumers of advocacy information through extended PR efforts allows you to measure the ROI on your sponsorship.



## Media Coverage & PR

- ✦ Trusted media relationship with all Perth networks.
- ✦ Sponsorship Contract with Network Ten

## 2019 Regular Media Features

Networks Ten, Seven and Nine  
92.9, 94.5 and Nova 937  
96fm, 6PR, 6IX, ABC Radio, Curtin Radio  
The West Australian - The West Magazine, General News Editorial, Today and AAA  
Sunday Times Magazine  
Community Newspapers (local regional stories)  
The Post and Western  
Suburbs Weekly  
Campaign Brief



## Facebook (Organic)

- ✦ 8,912 followers.
- ✦ Highly engaged, passionate supporters.
- ✦ 2.061 million impressions in 2019.
- ✦ #feelitonthe first awareness message reaches 20,000 followers on the first of each month.
- ✦ Women between the ages of 35-54 are the leading force among our fans.
- ✦ Most posts receive at least 184 genuine engagements



## Database

- ✦ Trusted EDM database of over 16,000 engaged recipients with industry-like low unsubscribe rates



## Instagram

- ✦ 2,738 followers.
  - ✦ Typically 20 posts a month published.
- Our most popular (engaged) hashtags include  
#breastcancercarewa  
#breastfriends  
#breastcancer  
#feelitonthe first and  
#igapurplebraday



## Paid SM Advertising

June 2019-Dec 2019

- ✦ Over 200,000 impressions
- ✦ Over 16,000 engagements
- ✦ Over 5,000 clicks

Average daily paid reach of over 1,000 people, plus organic audiences.



## Website

- ✦ 2,500 visitors a month
- ✦ Most of these visitors are new.
- ✦ Our website visitors' affinity categories are typically:
  - ✦ Food & Dining/Cooking Enthusiasts/30 Minute Chefs
  - ✦ News & Politics/Avid News Readers
  - ✦ Shoppers/Value Shoppers
  - ✦ Media & Entertainment/TV Lovers
  - ✦ Lifestyles & Hobbies/Family-Focused

## Our In-Market Segment Visitors to Website are:

- ✦ Travel/Hotels & Accommodations
- ✦ Employment
- ✦ Real Estate/Residential Properties/Residential Properties (For Sale)
- ✦ Travel/Air Travel
- ✦ Apparel & Accessories/Women's Apparel
- ✦ Event Tickets/Concert & Music Festival Tickets



## Website

- ✦ Largest cohort is women aged 25-34. 75.3% of visitors to our website are female
- ✦ Our website referrals often come from our partners, indicating good cross-promotion traffic:
  - ✦ Facebook
  - ✦ Baidu
  - ✦ Linktr.ee (Instagram)
  - ✦ Partners (such as sponsors)
  - ✦ Perth social sites (e.g. Perth Happenings)
  - ✦ Fundraising Platforms
  - ✦ Search engines

# 2

## WHY PARTNER WITH US?

There is plenty of independent evidence to suggest that partnering with a charity can be incredibly rewarding – and not only for your bottom line.

### INCREASED EMPLOYEE ENGAGEMENT

A Gallup survey in the UK showed that companies with “engaged” employees experienced 16 per cent more profitability, and 18 per cent more general productivity.

### INCREASED EMPLOYEE LOYALTY

A recent study in Ireland found that 87 per cent of employees who volunteered with their companies had an improved perception of their employer. Eighty-two per cent also felt more committed.

### INCREASED EMPLOYEE RETENTION

According to a 2013 study in the US, employees who volunteered through the workplace were significantly more committed to remain with their employer than those who hadn't.

### ENHANCED PUBLIC IMAGE

According to a Deloitte survey in 2004, 78 per cent of employees believed volunteer programs improved their company's image.

### ENHANCED STAKEHOLDER RELATIONSHIPS

A 2007 NAB study found that corporate social responsibility (CSR) activities were critical to the successful operations of their business.

### INCREASED COMPETITIVENESS

The 2007 NAB study also found that some of Australia's leading corporations are developing a competitive edge through corporate volunteering.







# 3 PARTNERSHIP OPPORTUNITIES



## OUR SIGNATURE EVENTS CALENDAR

### Get on board and join in the fun!

Our popular events program runs throughout the year including Long Table Lunch in May, Purple Bra Day June through August, Jump For Jane in October, and Spring Day at the Races in November. Choose your level of involvement from volunteering behind the scenes to putting up a corporate team, or sponsoring a prize for our many auctions.



*Spring Day  
at the Races*

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## HAVE SOMETHING DIFFERENT IN MIND? WE HAVE PLENTY OF OTHER GIVING OPTIONS...



### WORKPLACE FUNDRAISING

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#### Get creative and host your own event

Your imagination is really the only limit here. From a simple morning tea to a casual dress day for a donation, anything is possible. For more ideas, go to our website [www.breastcancer.org.au](http://www.breastcancer.org.au) or feel free to call up our Community Fundraising Team on (08) 9324 3703 for a bit of a brainstorming sesh.



### WORKPLACE GIVING

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#### No need to collect and claim receipts

This is a simple and tax-efficient way for employers and employees to donate. Donations are made from pre-tax pay, which is reduced by the amount of the donation, meaning that the tax donation is immediate and guaranteed. Employers can choose to match employee donations or donate a specified amount.



### CAUSE-RELATED MARKETING

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#### Donate a portion of your sales to us

This is another simple and effective way to show your commitment to our organisation. Your customers will love knowing their purchases are making a real difference out in the WA community. Again, feel free to contact our Community Fundraising Team on (08) 9324 3703 to take the next step.



### ROUND-UP-A-SALE OR ADD A DOLLAR?

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#### Top-up donations at point of sale

Do not underestimate the massive difference such a simple activation can make - just by asking your customers to round up the sale or add a dollar at the point of sale can really have a powerful accumulative effect, and best of all, it demands very little commitment or effort on anybody's part.



### SPONSOR A ROOM OR EDUCATION PROGRAM

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#### Have your name branded with us

Fancy showing your support for us in a more tangible way? Why not sponsor one of our counselling rooms, based in our Cottesloe offices, or one of community education and awareness programs that are offered throughout the metropolitan area, from Joondalup in the north to Bunbury in the south.



### CASH DONATIONS

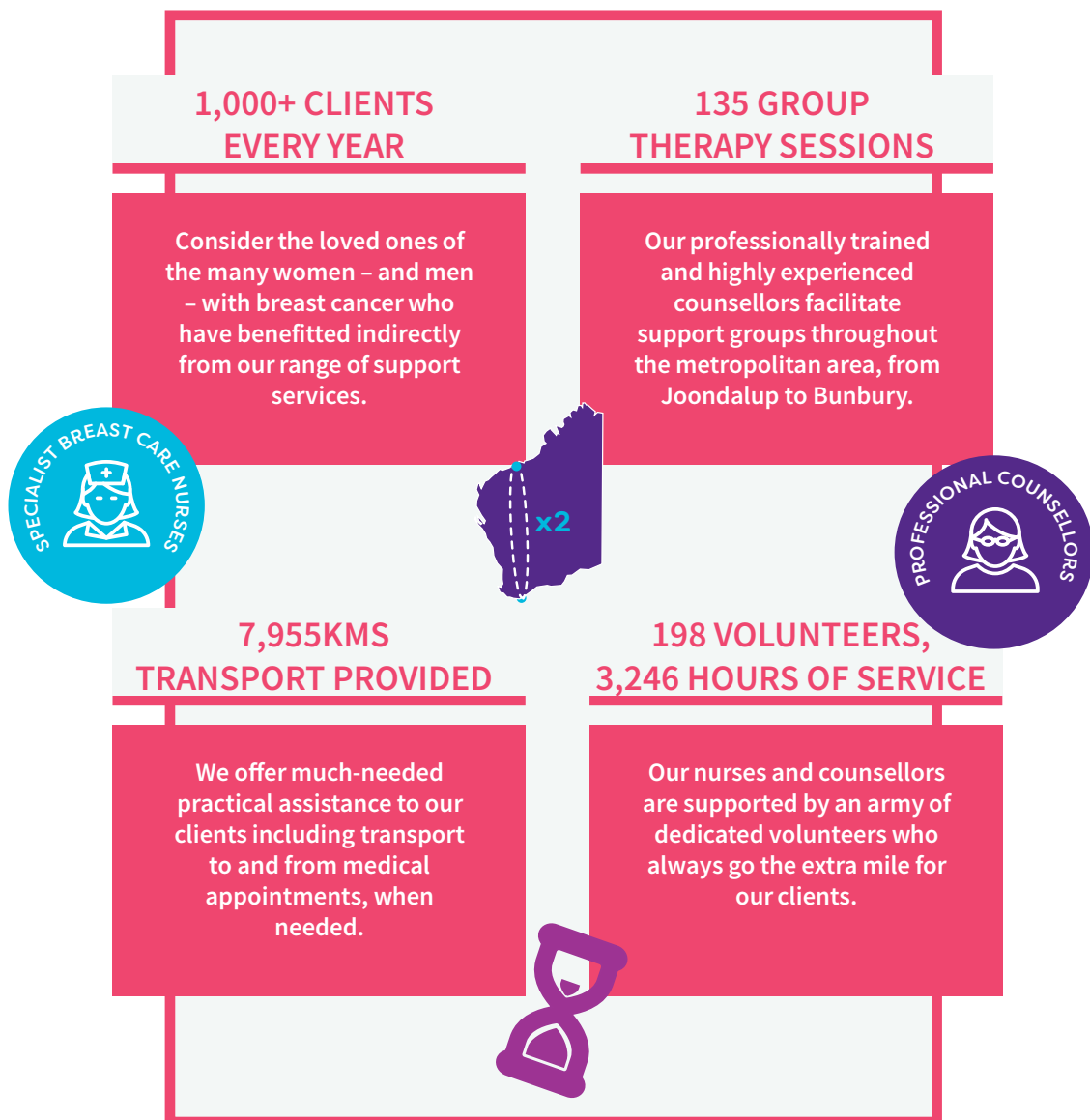
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#### Giant cheques are cool with us!

We appreciate all donations, no matter their amount, but it is always exciting to get a major cashflow injection because we know exactly how much of a difference every dollar makes to a person living with breast cancer, and we know that our impact is immediate, measurable and significant – because our clients tell us so.

# 4 OUR IMPACT IN THE COMMUNITY

When a person receives a diagnosis of breast cancer, their world and the world of their entire family changes forever. Our services cater to the unique needs and challenges faced by each individual, and are available for the whole family. We provide our services in Western Australia (**free of charge**), and our aim is for every single person who is affected by breast cancer to be able to access the expert help our team of in-house specialist breast care nurses and counsellors can provide.



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# THANK YOU

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## FOR CONSIDERING US!

Breast Cancer Care WA provides specialist breast care nursing, counselling, and financial support to women – and men – affected by breast cancer, as well as their partners and families, throughout WA.

It is estimated that 53 women are diagnosed with breast cancer in Australia every day, and that one in seven Australian women will be diagnosed in their lifetime. We provide our services in WA free of charge, and our aim is for every single person who is affected by breast cancer to be able to access the expert help our team of in-house specialist breast care nurses and counsellors can provide.

We are proud of the positive impact our dedicated team of staff and volunteers have made to the lives of people living with breast cancer in WA, and this year we, and our founder Dr Ros Worthington OAM, have an even bigger reason to celebrate – our 20th anniversary! We do not receive government funding, and have survived and thrived, thanks to the generosity of our supporters who have donated precious money and time over the years. We invite you to join us and help us continue to make a real difference to the WA community.

**Zoe McAlpine**  
CEO

A handwritten signature in black ink, appearing to read 'Zoe', with a large, sweeping flourish underneath.