



# ***Sweet Louise Fundraising Guide***

SWEET  
*Louise*

SUPPORT FOR  
INCURABLE  
BREAST CANCER



# You're amazing!

**First of all – thank you for wanting to raise funds for Sweet Louise. You're doing something amazing! It's fantastic that you want to help Kiwis with incurable breast cancer get the crucial support they need.**

Sweet Louise relies on the compassion and generosity of Kiwis like you to provide essential care and support for women and men living with incurable breast cancer.

## *A very special gift*

**No one can change a diagnosis of incurable cancer.**

Yet by fundraising for Sweet Louise, you bring hope, inspiration and strength to help Kiwis with incurable breast cancer live as well as possible, for as long as possible.

You help them receive the care and hope they need to carry on and live life to the fullest. You give families the chance to create precious memories together. You show them they are not alone in their time of need. And that is a very special gift indeed. Thank you.

## *Let's do this*

**Thank you for wanting to make a real difference to help Kiwis with incurable breast cancer to live their best lives.**

Let's get your fundraising adventure started today! This Sweet Louise fundraising guide includes some fun and interesting ways you can raise money for Kiwis with incurable breast cancer, as well as tips and resources to make your fundraising a success.

*"As long as I'm with Sweet Louise I don't feel alone – and cancer is a lonely disease. Whatever you need at that time, they will provide."*

Jenna, Sweet Louise Member

# *Thank you*

*"Thank you so much for supporting Sweet Louise. Having stage 4 incurable breast cancer is hard enough, but add in the financial strain and it's sometimes too much. You help me put food on the table for my daughter and myself when times are tough. I am so glad I have Sweet Louise. I now have people at the end of the phone line who know how to help me and who care. Because of your support, they can help me when I need it most."* **Cheryl Carr**







# *Fundraising ideas & inspiration*

**There are so many ways to fundraise – the most important thing is to make sure you have fun doing it.**

If you haven't yet decided how you're going to fundraise, here are a few ideas to get you started:



## ***Challenge yourself***

Ever thought about running a 5km, 10km, half or full marathon? Biking across New Zealand? Trekking a Great Walk or the Te Araroa trail? The options in our beautiful backyard are endless! Why not challenge yourself and raise funds for Sweet Louise at the same time! We'll give you loads of support and you'll be doing something amazing. Just pick your challenge!



## ***Bake sale or tea party***

If your culinary skills are top notch, you could hold a bake sale and donate the proceeds. How about holding a baking competition and ask people to make a donation to enter? Or you could host a tea party and ask people to make a donation to attend. It could be fancy high tea, a laid back "pie" tea, a fun morning tea or even a Mad Hatter's tea party.



## ***Celebrations***

Whether you're celebrating a birthday, wedding or anniversary – dedicate your celebration to support Sweet Louise. Simply set up an online fundraising page and ask for donations instead of gifts. You'll be spreading hope and joy across New Zealand as you celebrate!

## ***Plant sale***

One supporter felt inspired to do something extra special to raise funds for Sweet Louise. Following a spring garden tidy up, he sold winter roses and clivia outside his home and raised over \$700.

## ***Clothing sale***

A group of our friends in Canterbury joined forces to organise a clothing sale with raffle prizes. By using a Facebook page, the group shared posts of the clothes and the raffles prizes and raised \$5,000!

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***Whatever you choose to do, make sure it's fun and know that you'll be doing your bit to help our vital work.***

***You're all set to get your fundraising started!***



# *The difference you make*

Even with family and healthcare professionals around them, Kiwis diagnosed with incurable breast cancer may find themselves isolated, scared and lacking vital support. Thanks to you, Sweet Louise can provide the specialist care and compassion they need.

The funds you raise will help provide the practical, emotional and financial support Kiwis with incurable breast cancer need, including:

- Specialised, personal, one-to-one care from a local Support Coordinator
- Face-to-face and online support groups, providing vital peer support
- Support with ready-made meals and home help
- Vouchers for self-care services such as oncology massages and other well-being treatments
- Emergency support for when the hidden costs of cancer become too much, such as petrol costs to make it to hospital visits, to pay for GP visits, or to help put food on the table
- Our Family Time programme that gives families the chance to spend quality time together and create precious memories that will be cherished

## ***“Sweet Louise is my strength.”***

Marino (pictured above) was diagnosed with advanced breast cancer at the age of 49. Thanks to supporters like you, Marino is living her life to the fullest and creating precious memories with her whānau.

*“Sweet Louise listen to me and then ask – how can I help? The support meetings bring hope, laughter and ideas. We laugh and cry together.*

*“Without Sweet Louise I would have been at a huge loss. They have helped me create precious memories with my children and grandchildren.*

*“I would like to say to all those who fundraise for Sweet Louise that I am so grateful for your support. You help me to live my life to the fullest. For me and my children, what you give is life changing.”*

***- Marino Sherwin***



***"Sweet Louise have helped me feel that I am not alone on this cancer journey. They have given me financial help and emotional support. They are an organisation that deserves full support, because they pour out so much care and support to others. It's so great to see New Zealanders helping make things better for other New Zealanders." - Sonya King***

## Key Facts



Sweet Louise is the only charitable organisation in New Zealand dedicated to supporting women and men living with incurable breast cancer.

**750+** Sweet Louise currently supports over 750 Kiwis and their families with incurable breast cancer right across New Zealand.

**3000** Approximately 3000 men and women are diagnosed with breast cancer each year.

**30%** Almost 30% of people diagnosed with primary breast cancer will go on to develop incurable breast cancer.

### 2½ years

The average life expectancy in New Zealand for those diagnosed with incurable breast cancer is about two and a half years. Though the cancer cannot be cured, in many cases, it is treatable. With the right care and support, it is possible to live a positive and productive life.

**50%+** Over half of the women Sweet Louise supports are under the age of 59 and many of them have children under the age of 18.

**200+** Each year we hold over 200 meetings across NZ so women can connect with each other for vital peer-to-peer support.

## Where your money goes

### \$50

can help provide a freezer full of healthy, ready-made meals for a mum struggling with pain or fatigue

### \$75

can provide a week of meal deliveries for a whole family

### \$100

can provide vouchers for petrol or transport to hospital appointments

### \$200

can provide a special family day out to create precious memories that children will treasure forever

### \$300

will enable women to meet with each other to share experiences and know that they are not alone

### \$500

can provide essentials like meal deliveries and home help for a mum going through treatment or struggling with pain or fatigue

### \$2,500

can provide essentials like meal deliveries, transport and home help for five women

### \$5,000

can fund a specialist Support Coordinator with experience in oncology and palliative care to provide one-to-one support for over a hundred women for two months







**In January 2020, 33-year-old teacher Nikki Black found out that her breast cancer had spread to her bones, making it incurable, but treatable. Nikki lives in Auckland with her partner and her two girls – Keira, age 11, and Alisha, age 8.**

“In November 2019 I was busy with term four activities when I woke up one night and felt a lump. At first the news sounded OK – the cancer can be cured. But then the oncologist found areas of concern on my scan. By January, I had the diagnosis that the cancer had spread to my bones. My only option was treatment to keep the cancer at bay.

*“I went from completely normal to incurable cancer in a couple of months”*

“Telling my kids was the hardest thing I’ve ever had to do. I’d told them about the initial breast cancer and that the lump could be cut out. I reassured them with

information and leaflets. And then – the heartbreak on their faces when I told them the cancer had spread.

“I explained there was no cure, but that I would still be around for a while. At first, Alisha wouldn’t leave my side. She said: ‘I can’t go out and play mummy, I have to be here in case you don’t wake up’.

“I have good days and bad days. Some days I think I can’t do this anymore. But each day when I wake up I am thankful and try to stay active. But I never plan far ahead.

“I found Sweet Louise on the internet and thought – these people know exactly what I am

going through. Sweet Louise is wonderful. My Support Coordinator, Jenny, is amazing. Joining Sweet Louise is one of the best decisions I have ever made.

“I have a death sentence hanging over my head and at the meetings I can connect with people going through the same thing as me. I really enjoy that camaraderie and support. I can listen and learn from others. That helps me work out different strategies to cope and what is best for me.

*“To all those who support Sweet Louise – thank you really isn’t enough. Your support eases my stress at a very tough time. Having people to talk to gives me the energy to keep going, to keep on fighting.”*

**“Thank you doesn’t cut it, but thank you.”**

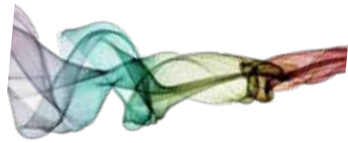




# Make your fundraising go further

The more money you raise through your fundraiser, the more support you'll be able to provide to Kiwis like Nikki who are living with incurable breast cancer.

Here are a few key tips to help you make the most of your fundraising:

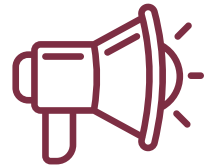


## Brand it up

Check out the Sweet Louise materials and information on our website to **make your event look and sound great!** You'll find logos, photos, social media tools, email templates, stories, recipes, videos and more.

## Shout about it

Tell everyone why you're raising funds for Sweet Louise and share the videos and stories from our website – you'll **inspire people to support you!** You can share the news on social media and on email. You could also try asking your local newspaper or radio station for a shout-out as well. If you'd like support with approaching your local media, get in touch with us at [info@sweetlouise.co.nz](mailto:info@sweetlouise.co.nz)



## Ask your employer

Some organisations will match the money you raise. It's a great way to **double your money.** Check with your employer or HR department to find out if that's something they offer.

## Your donations at work

Let people know how their donations to your fundraiser will help Kiwis with incurable breast cancer. \$50 can provide a freezer full of ready-made meals for a mum struggling with ongoing treatment or fatigue. Or \$200 can provide a special day trip for a family to create precious memories that children will treasure forever.



# Thank

Thank everyone who has supported you. Let them know their donation has been noticed and appreciated. Thank them by email, social media or send them a thank you message through your fundraising page.

## Tips for online fundraising

1. Setting up an online fundraising page through Givealittle is easy. Add your personal details, name of your challenge, a fundraising target and a photo and you'll be up and running!
2. Tell people why you're raising funds for Sweet Louise. Let people know where their donations go and the difference they will make.
3. Ask a friend or family member to make the first donation to your page. This gives other people an idea of how much to give and encourage others to start donating.
4. Post about your fundraising on social media. Make sure you tag @sweetlouiseNZ on Facebook and Instagram.
5. Don't be modest – if you're getting close to your target, why not increase it and see if you can raise even more?
6. Share regular updates on social media and remind people by posting the progress of your fundraising.
7. Be sure to include the link to your online fundraising page in everything you do!





## Marina's Marathon

Marina Fowler took on the Auckland Marathon 11km Traverse in memory of her mum, Laural.

Marina set up an online fundraising page and with the support of friends and family, she raised over \$970!

Marina said: "We were blown away by the support mum received from Sweet Louise. Mum was the only one of her friends going through stage 4 breast cancer, so meeting other women in the same situation was invaluable.

"This whole process with Mum made me realise the important work that Sweet Louise does. I thought the least I could do was raise some money for an organisation that helped my mum so much".



Marina (right) with her mum Laural.

## Mary's Buzz for Breasts

Inspired by a friend who was recently diagnosed with breast cancer, Mary Hambly from Dunedin raised funds for Sweet Louise by shaving her hair!

Mary had a ceremonial cutting one evening at a local café and invited her friends and family along to watch. She collected donations on the night and also set up an online fundraising page to collect donations from those who couldn't make it. To top it off, she sold her beautiful, long hair to Freedom Wigs and donated that money to Sweet Louise as well!

## Divide & Share

When Rendell McIntosh heard we needed support to provide reusable face masks, he was motivated to do something extra special.

Following a garden tidy up, Rendell used an honesty box system and sold winter roses and

clivia outside his home, raising an amazing \$700. He's now busily planning how to launch this as a nationwide fundraiser! "My sister died of breast cancer and I know of others who are living with the diagnosis. The plant sale was a great way to do something positive during the uncertainty," said Rendell.



**For more  
fundraising  
inspiration visit:**

**[www.sweetlouise.  
co.nz/fundraise](http://www.sweetlouise.co.nz/fundraise)**





***Thank you!***

If you need any support at all  
with your fundraising efforts, we  
would love to help. Please call  
**0800 793 385** or email  
**info@sweetlouise.co.nz**

*Every dollar you raise  
will support Kiwis with  
incurable breast cancer and  
their families. Enjoy your  
fundraising adventure!*

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Sweet Louise is registered with the  
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