

Welcome to

SWEET 

# October

SUPPORT FOR INCURABLE BREAST CANCER



SWEET  
*Louise*

SUPPORT FOR  
INCURABLE  
BREAST CANCER



## ***You're our cup of tea!***

**Thank you for choosing to host a Sweet October tea party. You're amazing! The money you raise through your Sweet October tea party will provide the practical kindness, care and compassion that Kiwis with incurable breast cancer urgently need.**

We hope that by bringing loads of lovely people together for your Sweet October tea party, you will have fun and feel proud that you are making this vital work possible.



### ***October – Breast Cancer Awareness Month***

**Thank you for standing alongside us during October, which is a significant month for Sweet Louise and for women and men with incurable breast cancer. October is Breast Cancer Awareness Month and 13 October is Metastatic Breast Cancer Day.**

Metastatic cancer, also known as incurable, advanced or stage 4 cancer, means the cancer has spread from the breast to other parts of the body. At this stage, the cancer is no longer curable, but it can be treated. It is possible to live for many years with incurable breast cancer, though it does mean facing an uncertain future of ongoing treatments, fatigue, fear and anxiety – which is why our help and support is so vital. There isn't a moment to lose.

### ***A very special gift***

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

Yet by taking part in Sweet October, 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.

# *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**





# Bake it your own



## High tea or pie tea?

**Decide what kind of event you would like to host** – a high tea with pretty cakes and treats, a pie tea with satisfying pies and mugs of tea, a fun morning tea, or put the “tea” in team with an office tea party!



## The guest list

Pick a date and time during October that works for you and start inviting your guests. Find all the help you need to **make your Sweet October a great success with our online resources**. You'll find posters, invitations, social media tools, Sweet October recipes, sample emails, videos, stories and more on our website.



## Get personal

Make sure you personalise your Sweet October fundraising page. Add your photo and details of your event. **Set your fundraising target – aim high**, it encourages people to give more! Make sure the first donation to your page is a good one. You might want to ask your most generous friends or family members to make the first donation – or make it yourself!



## Bake up a storm!

If your culinary skills are top notch, you could bake up a storm for your guests. Or if you can't stand the sweet, just get out of the kitchen and ask guests to bring a plate. You could even be a shop-bought faker! **Whatever you do, make sure it's fun and know that you'll be doing your bit to help our vital work.**



## Making a difference

Let people know that coming to your Sweet October tea party will **make a huge difference to Kiwis with incurable cancer**. And let them know if they can't attend, they can still make a donation to your fundraising page to show their support.



## You're all set to get your par-tea 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.

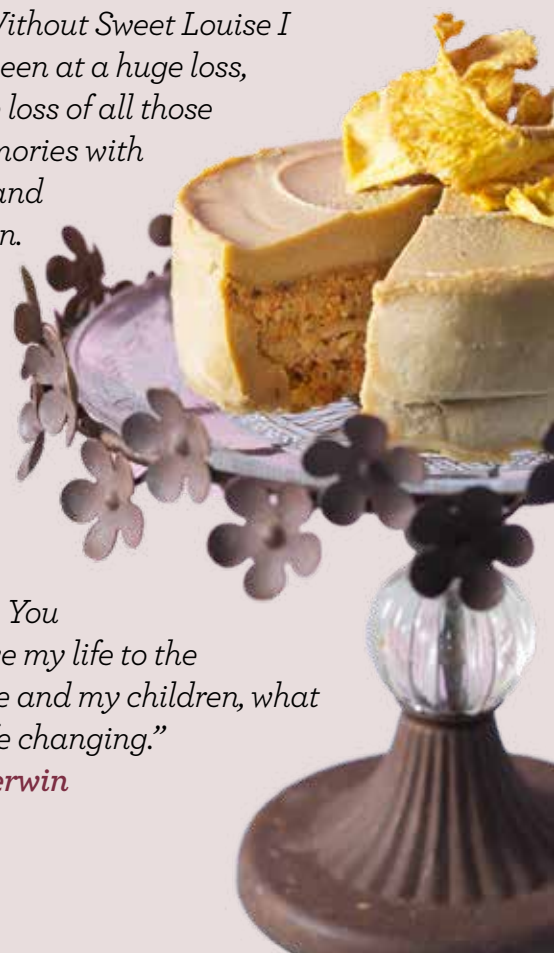
The funds you raise through your Sweet October tea party will help provide the practical, emotional and financial support Kiwis with incurable breast cancer need, including:

- 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 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 buy food for the family
- Family Time service, to enable families the chance to spend quality time together and create precious memories for families with young children.

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

*“They listen to me and then ask – how can I help? Without Sweet Louise I would have been at a huge loss, including the loss of all those 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.

**730+** Sweet Louise currently supports over 730 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.

**2 years** Once diagnosed with incurable breast cancer, the average life expectancy in New Zealand is less than two years. Whilst the cancer cannot be cured, in many cases, it is treatable. With the right care and support, people with incurable breast cancer can continue 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 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 at your Sweet October tea party, 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 October materials and information on our website to **make your event look and sound great!** You'll find social media tools, email templates, stories, recipes and more.

## Shout about it

Tell everyone why you are raising funds for Sweet Louise and share the videos and stories – you'll **inspire people to support you!** Let people know they can still donate to your fundraising page even if they can't attend your event. You could try asking your local newspaper or radio station for a shout-out as well. If you would 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 event 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 to boost your online fundraising

1. **Personalise your fundraising page** and include your event details and any extra activities you are doing for fun.
2. Add photos and give updates to **keep everyone engaged.** You could share recipe ideas or let your guests know how they can contribute.
3. **Tell people why you're raising funds for Sweet Louise** and let them know where their donations will go. Visit [sweetlouise.co.nz/sweet-october](http://sweetlouise.co.nz/sweet-october) and share the stories and videos so your supporters can see for themselves what a difference they are making.
4. **Post about your fundraising on social media** – and make sure you tag @sweetlouiseNZ on Facebook and Instagram and use the hashtags #sweetoctober #sweetoctobernz #sweetlouise
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 your page on social media** and remind people by posting the progress of your event.
7. Be sure to **include the link to your fundraising page in everything you do!**



# Sweet Louise Cake

Thanks to Christine Healy for creating this special Sweet Louise cake recipe especially for you!



## *For the base:*

- 105g butter
- 85g castor sugar
- 3 egg yolks
- 200g flour
- 1tsp baking powder
- 1 tsp vanilla essence

In a cake mixer, cream the butter and sugar until pale then add the vanilla essence. Add the egg yolks one at a time and mix well. Gradually add the dry ingredients and mix until well combined. Line a 18cm x 28cm slice tin with baking paper and press the base mixture in using your fingertips. It can be quite a sticky mix so sometimes dipping your fingers into flour can help to press the mixture in evenly.

## *For the middle:*

- $\frac{3}{4}$  cup raspberry jam
- $\frac{1}{2}$  cup frozen raspberries – thawed

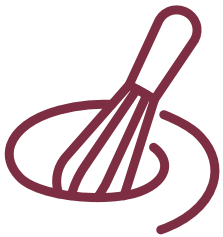
Mash the raspberries with a fork and mix into the jam. Spread over the base.

## *For the meringue topping:*

- 3 egg whites
- 175g castor sugar
- 50g fine coconut
- 35g thread coconut
- 1 tsp vanilla essence

In a cake mixer, whip the egg whites until soft peaks form then gradually add sugar and beat for about 5 minutes. Fold in the vanilla essence, fine and thread coconuts, and gently spread over base.

Bake at 180C for about 30 minutes or until meringue is lightly browned. Makes 12 pieces.



*You're our cup of tea. Every dollar you raise will support Kiwis with incurable breast cancer and their families. Enjoy your Sweet October tea party!*

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Sweet Louise is registered with the New Zealand Charities Commission CC31706