RETHINK BREAST CANCER
RETHINK BREAST CANCER’S MISSION IS TO EMPOWER YOUNG PEOPLE WORLDWIDE WHO ARE CONCERNED ABOUT AND AFFECTED BY BREAST CANCER THROUGH CUTTING-EDGE EDUCATION, RESOURCES, ADVOCACY, COMMUNITY ENGAGEMENT AND FUNDRAISING.

FOR OVER 14 YEARS, RETHINK HAS HELPED THOUSANDS OF YOUNG WOMEN WITH BREAST CANCER BY PROVIDING RESOURCES AND NETWORKS, REMINDING THEM THAT GETTING BREAST CANCER IN YOUR 20’S, 30’S AND 40’S DOESN’T HAVE TO BE ISOLATING.
Cause marketing studies* show that consumers, particularly women, are looking for more meaning in marketing, are more involved in social action, and value a brand’s commitment to social purpose and responsibility. Social purpose consistently trends as one of the top deciding factor for consumers.

The ROI indicators achieved by championing Rethink include:

- Increased brand awareness with interested influencers
- Positive brand perceptions
- Higher brand recall when a cause is used in activations/promotions
- More engaged consumers and employees
- Increased sales and brand loyalty over the long-term
- PR/earned media/social media
- Funds raised

*2010 Edelman Global Good Purpose Study
WHAT STARTED OFF AS A ONE WOMAN OPERATION 14 YEARS AGO HAS NOW GROWN TO 12 EMPLOYEES IN OUR TORONTO OFFICE AND ONE IN OTTAWA TO SPEARHEAD OUR ADVOCACY PROGRAM.

/ COMMITTEES

Rethink relies on the expertise of its volunteer committees to guide us through our mission delivery and our fundraising efforts.

Active committees include:

> The **Board of Directors** who govern the organization, ensuring that Rethink follows through on its mission delivery and fiscal responsibilities.

> Our **Young Women’s Network**, a group comprised of women from all across Canada who have experienced breast cancer and who work with Rethink to give a voice to issues around breast cancer.

> The **Medical Advisory** committee who work with Rethink’s programming and executive teams to keep abreast of new and topical issues facing young women with breast cancer.

> The **Junior Advisory Board** is a dynamic group of philanthropic, community-minded young professionals, age 40 and under, who are dedicated to volunteering their time, talents, and energy to our cause.

> **Boobyball Event Committees** in Toronto, Calgary and Winnipeg oversee local fundraising efforts.

/ VOLUNTEERS

Each year Rethink relies on over 800 volunteers to support our mission delivery and fundraising efforts, nationally.
OUR WORK
EDUCATION & AWARENESS

EDUCATING YOUNG WOMEN ABOUT THE IMPORTANCE OF BREAST HEALTH AND PREVENTION IN A BOLD, CREATIVE AND UPBEAT WAY.
**YOUR MAN REMINDER**

This mobile app is a regular reminder and a little bit of encouragement from a hot guy of your choice to check your breasts. With *Your Man Reminder*, it’s never been easier to give your breasts the TLC they deserve.

Download the app:
www.rethinkbreastcancer.com/yourmanreminder

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**LIVE LAUGH LEARN VIDEO SERIES**

An evolution of our in-person support groups, this video series available on Rethink’s digital breast cancer channel *BoobTube*, offers practical tips for young women with breast cancer, based on personal experiences.

Check it out: www.rethinkbreastcancer.com/livelaughlearn

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**CANCER FABULOUS DIARIES**

Survival guide, inspirational memoir and lifestyle mag in one! We’ve teamed up with young breast cancer survivor Sylvia Soo to create a first-of-its-kind resource for young women going through breast cancer: *Cancer Fabulous Diaries.*

Read the ‘zine: www.rethinkbreastcancer.com/cancerfabulousdiaries

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**SUPPORT FOR YOUNG FAMILIES**

Up-to-date resources to support discussion and help develop coping skills for the whole family.

See our resources:
www.rethinkbreastcancer.com/helpingchildrencope
IN 2011 RETHINK STARTED AN ADVOCACY PROGRAM

/ THROUGH ADVOCACY RETHINK

> Speaks to the unique needs of young women dealing with breast cancer
> Creates models for advocating to healthcare professionals, politicians, and decision makers
> Builds systems for proactive and reactive campaigns
> Creates patient working groups to assist in the development and implementation of the program
> Creates a linkage between our organization and other breast cancer affiliates that can be drawn from to help shape our advocacy initiatives

In 2013, Rethink hosted an Advocacy Day at Queen’s Park, to hold outreach meetings with MPPs to discuss access to treatment and the importance of Nurse Navigation in the Province of Ontario. Above are women from our Young Women’s Network who helped speak to the importance of this issue. The numbers on their t-shirts indicate the age at which they were diagnosed with breast cancer.
CORPORATE SPONSORSHIP
Rethink works with all our individual corporate partners to ensure their marketing objectives are met. Sponsors can use our national events as a platform to create tailored brand experiences, to activate and engage with their target audience.

“PINK” PRODUCTS & SERVICES
Rethink partners with companies who develop “pink” products, or who donate services with a portion of sales directed to Rethink, in October for breast cancer awareness month and year round. In turn, Rethink provides promotional support relative to the financial commitment made by the partner.

INDIVIDUAL GIVING
We have a great database of individual donors who support Rethink annually.

GOVERNMENT & FOUNDATION FUNDING
Rethink receives project-specific funding from government grants and private foundations.
HOW YOU CAN GET INVOLVED!
BOOBYBALL
BOOBYBALL WAS LAUNCHED IN 2002 BY A GROUP OF DEDICATED YOUNG WOMEN IN SUPPORT OF THEIR FRIEND SARAH O’REGAN WHO, AT JUST 23 YEARS OLD, WAS DIAGNOSED WITH AGGRESSIVE, ADVANCED STAGE IV BREAST CANCER – THERE IS NO STAGE V.

13 YEARS LATER, BOOBYBALL CONTINUES TO RAISE MONEY FOR RETHINK, EDUCATE YOUNG WOMEN AND MEN ABOUT PREVENTION AND RISK REDUCTION, AS WELL AS RAISE AWARENESS FOR YOUNG WOMEN WITH BREAST CANCER. BOOBYBALL IS SUPPORTED BY A VOLUNTEER COMMITTEE OF 70+ CHEERLEADERS IN TORONTO, CALGARY AND WINNIPEG WHO WORK IN COLLABORATION WITH RETHINK TO HOST THIS EPIC SOIREE.

TO DATE, BOOBYBALL HAS RAISED OVER $3 MILLION TO SUPPORT RETHINK’S MISSION DELIVERY.
SPONSORSHIP FEATURES + BENEFITS

ALIGN YOUR BRAND WITH ONE OF CANADA’S MOST EXCITING FUNDRAISERS.

/ BRAND ACTIVATION
The brand activation is arguably the most important component of the Boobyball sponsor benefits. Rethink will work directly with sponsors to collaborate on a cutting-edge branding opportunity that can be wholly owned by the sponsor.

/ SOCIAL RESPONSIBILITY
Boobyball is an opportunity to demonstrate to your community and employees that your company is socially conscious and committed to supporting and raising awareness for breast cancer.

/ PRODUCT SAMPLING
Gift bag opportunities to place your product and/or literature in front of 2000+ influencers.

/ MULTI-YEAR DEAL
We encourage sponsors and partners to consider a multi-year sponsorship package. This gives marketers the opportunity to build a strong connection to the breast cancer cause, and specifically with Boobyball and its associated benefits. Special consideration will be given to those partners who commit to a multi-year deal both financially (price break) and professionally (first right of refusal for Boobyball).
CAUSE MARKETING
PARTNERSHIP OPPORTUNITY

A CAUSE MARKETING CAMPAIGN WITH RETHINK IS A GREAT WAY TO SHOWCASE YOUR SUPPORT FOR AN IMPORTANT CAUSE WHILE ALSO GAINING EXPOSURE FOR YOUR BRAND.

WHAT’S INVOLVED?

Develop a ‘pink’ product or service specifically with Rethink in mind or donate a portion of an existing product’s proceeds to Rethink.

MARKETING BENEFITS:

- Promotion on rethinkbreastcancer.com for the duration of the campaign (Receive avg. 70,000 unique visitors year round and 13,000 in October)
- Logo recognition and URL link on rethinkbreastcancer.com
- Product image, description and link on rethinkbreastcancer.com
- Inclusion in Rethink’s Breast Cancer Month (BCAM) media outreach and PR efforts.
- Inclusion in Battle Pink! A creative battle royale with stylist, bloggers, fitness fanatics, IT girls & media personalities. This social media campaign garnered over 1,421,446 impressions in 2013.
- Promotion through Rethink’s social media channels (Facebook 25,000 fans & Twitter 5,000 followers)
- Right to use Rethink’s logo and messaging (with approval from Rethink)
- Rethink support of any PR launch/stunt/activation the partner chooses to execute to help promote the sale of the product or service.
RETHINK 'PINK' PRODUCTS FEATURED IN:

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A GOOD CAUSE MAKES A GREAT STORY

SAMPLE PRINT COVERAGE

LOULOU

FLARE

CANADIAN LIVING
SHAKE IT UP
SHAKE IT UP IS A 21-DAY JOURNEY THROUGH THE MANY WAYS WE CAN SHAKE UP OUR ROUTINES AND REDUCE OUR RISK OF BREAST CANCER.

/ SHAKE IT UP

> Almost one third of breast cancers can be prevented by eating well, being active and maintaining a healthy body weight. We need a movement that can help a generation of young women get unstuck, to not just react to breast cancer but to proactively get ahead of it.

> Guided by a phone app and a microsite, Shake It Up is a tool to help young people make healthy lifestyle decisions. It’s education in action!

/ FUEL THE MOVEMENT

> Shake it Up offers multiple tiers of sponsorship and brand integration for companies willing to make a financial commitment to support the movement.