

---

# PINK PILBARA BREAKFAST EVENT GUIDE



FRIDAY 23RD OCTOBER 2020  
6.30AM - 8.30AM





# CONTENTS

THANK YOU.....	4
PINK PILBARA BREAKFAST.....	5
BREAKFAST TESTIMONIALS .....	6
HEDLAND WELL WOMEN'S CANCER SUPPORT SERVICE .....	7
CANCER SUPPORT SERVICE TESTIMONIALS.....	8
HOST A BREAKFAST .....	9
PLAN FOR SUCCESS .....	10
WHIP UP SUPPORT.....	11
GET SOCIAL.....	12
CONNECTING TO THE MAIN EVENT.....	13
YOUR BREAKFAST CHECKLIST.....	14
RAISING MONEY FOR THE PINK PILBARA BREAKFAST.....	15
APPLICATION FOR AUTHORITY TO FUNDRAISE.....	16
TERMS AND CONDITIONS ACKNOWLEDGEMENT.....	17



# THANK YOU!

Thank you for registering to host your own Pink Pilbara Breakfast on Friday the 23rd October, 2020.

For over a decade the Hedland Well Women's Centre hosted the Pink Ribbon Breakfast raising over \$300,000 for the National Breast Cancer Foundation.

In 2018 we took this event in a new direction and launched the Pink Pilbara Breakfast! It was important to us as an organisation that the funds raised were used to support our local community. Cancer can affect anyone and can come in many shapes and forms. We wanted to see the assistance have more impact for all local people living with Cancer.

The decision to raise funds and keep them local through the Pink Pilbara Breakfast, not just those affected by breast cancer but all cancers, was one of the best decisions made. In the first two years of the Pink Pilbara Breakfast the Hedland Community raised over \$84,000 with 100% of the funds remaining in the Pilbara.

2020 has seen us all face challenges we never expected. These challenges have opened up the opportunity to again move in a new and exciting direction. An opportunity for even more community input and involvement in this worthy cause.

This year we are inviting businesses, friends and community groups to host their own Pink Pilbara Breakfast. We believe this new direction will provide Hedland and the broader Pilbara community an opportunity to be more involved and once again shine a light on our amazing Community Spirit.

The ongoing success of the Pink Pilbara Breakfast is only made possible through the generosity and support of our amazing Community. Thank you again for registering to be a part of this year's event, for supporting the Well Women's Cancer Support Service and in turn all people in our community living with Cancer.

We look forward to another huge year and having you as part of this great legacy.



A handwritten signature in black ink, appearing to read 'Rebekah Worthington'.

**REBEKAH WORTHINGTON**  
CHIEF EXECUTIVE OFFICER

# PINK PILBARA BREAKFAST

## SUPPORTING YOUR COMMUNITY

The Hedland Well Women’s Centre’s annual Pink Pilbara Breakfast is in its 3rd exciting year.

The 2020 Pink Pilbara Steering Committee includes the Well Women’s Program Coordinator, Cancer Support Service Coordinator, Communications Coordinator, Community Volunteers and Business Representatives.

This year the Committee is inviting businesses, friends and community groups to host their own Pink Pilbara Breakfast. We believe this new direction will provide Hedland and the broader Pilbara community an opportunity to be more involved and once again shine a light on our amazing Community Spirit

The Well Women’s Centre and the Esplanade Hotel will be hosting a VIP Breakfast for major sponsors and limited ticket holders on the day. This event will be live streamed exclusively to all registered breakfasts, with Guest Speakers, Live Entertainment, Live Auctions and Live Crosses to registered breakfasts throughout the community.

All funds raised through this years breakfast will go to the Hedland Well Women’s Cancer Support Service, supporting all locals living with cancer.

***“Help the life of one person and you can help the community.”*** *quote @StevenSawalich*



# TESTIMONIALS

From people who have participated in the Pink Pilbara Breakfast in previous years.

*"I love attending this breakfast every year even more so now that it supports all our Pilbara based families whilst they are going through challenging times.*

*It really is the MUST DO event of the year."*

*- Jen S.*

*"This much anticipated yearly event facilitated by the Well Women's Centre is a highlight in bringing the community together ... I like many local people look forward to attending every year."*

*- Tracey G.*

*"The Pink Pilbara Breakfast isn't just social, the funds raised through the kind generosity of our community can be life changing for local people and the challenges of living with Cancer in a remote community."*

*- Brad H.*

*"To have an occasion to celebrate the strength of our women of Hedland, both those supporting through cancer, and those staring down cancer, is testament to the fundamental vision of the Well Women's Centre. The Pink Pilbara breakfast is a symbol of resilience and empowerment for our Hedland community."*

*- Katie E.*

# HEDLAND WELL WOMEN'S CANCER SUPPORT SERVICE

## SUPPORTING YOUR COMMUNITY

Through the generous support of the Hedland Community and the Pink Pilbara Breakfast 2019, the Hedland Well Women's Cancer Support Service is now available to all people living with Cancer in the Hedland area.

The Cancer Support Service is provided by fully trained and experienced staff and offers individually tailored;

- Advocacy
- Financial Support
- Counselling
- Monthly Cancer Support Group Meetings

The Cancer Support Service is able to provide professional and confidential support to all local people living with cancer, patients, partners, family and carers.

The Cancer Support Service also works closely with key stakeholders and service providers in the area to address gaps in local service provision.

*"Community is much more than belonging to something; it is about doing something together that makes belonging matter."*

*quote @briansolis*



# TESTIMONIALS

Some beautiful words from people who have received assistance through our Cancer Support Service

*"Thanks to everyone's efforts, dad and I got to spend quality time at home with mum, cooking, laughing and remembering times gone by, before she passed away."  
- Tabatha*

*"Absolute Angels, thank you for everything you have done to assist my daughter."  
- Sue*

*"The financial assistance from the Cancer Support Service has contributed to giving our son independence and a fresh start whilst recovering from Leukaemia."  
- Amanda*



# HOST A BREAKFAST

## When:

Friday 23rd October  
6:30am- 8:30am.  
(We encourage you to hold your event within this time)

## Where:

Your Home  
Your Business  
Your Club/Group  
Your School  
Parks and Gardens

## Who:

Family and Friends  
Colleagues  
Team Mates  
Staff, Students and Parents

Make sure you have permission/support from your employer/group/club to host a breakfast.

Ask for help... 'many hands make light work'. Delegate what others can do and communicate, meet regularly to make sure everyone is on the same page (emails, social media groups, face to face).

Secure your location/venue and ensure its availability.

Decide on and secure catering for your breakfast (set a limit for guests).

Decide on fundraising goals and strategies.

Start promoting your Breakfast!



# PLAN FOR SUCCESS

Fundraising is a great way to strengthen teamwork and camaraderie. PPB 2020 provides a perfect fundraising platform, with an endless range of activities, from physical challenges and games to raffles and matched giving.

To get you started, we've provided some event ideas that either require minimal contact or could work online - or you might like to get creative and come up with your own!

Social media is a great and free way to connect with people and promote your upcoming Pink Pilbara Breakfast. Use Facebook, Instagram and Twitter

- Join the Pink Pilbara Breakfast Page:

<https://www.facebook.com/pinkpilbarabreakfast>

- Share ideas and promote your event with other hosts
- Ask guests to tag themselves and share your event photos.
- Tag @pinkpilbarabreakfast



## INDIVIDUALS

- Sponsorship
- Beer/Wine Money
- Busking
- Attendance at Events
- Personal Donations

## COMMUNITY GROUP /BUSINESSES

- Ticketed/Entry Fee
- Raffles/Auctions
- Donations Jars/Boxes
- % of Sales
- Competitions

## WORKPLACES

- Gold Coin Donations
- Swear Jar
- Raffles/Auctions
- Best Dressed Awards
- Team Challenges

# WHIP UP SUPPORT

Use our handy tools and ideas to help get your Breakfast noticed. But remember, word of mouth is still one of the best ways to promote, so get talking!

## INVITE GUESTS

- Invite guests with our downloadable invitation. Simply add your event details and send to friends, family or colleagues.
- Online platforms make it easy to invite people. Schedule your event and email the link.
- Download the editable poster from our 'Host Kit', add your event details and display it around your community or organisation, libraries, gyms, community centres and supermarkets often have public noticeboards.

*You're Invited!*

## GET SOCIAL

- We have everything you need to get social on social media within our 'Host Kit'.
- Add the images and tiles to your website, social media page or promotional material. Get creative with our Facebook filter and hashtag #pinkpilbarabreakfast

*\*The Host Kit will be emailed to all registered event organisers.*



## Need Help?

CONTACT THE WELL WOMEN'S CENTRE ON 9140 1124 OR [INFO@WELLWOMENS.COM.AU](mailto:INFO@WELLWOMENS.COM.AU)

# GET SOCIAL

## FACEBOOK AND INSTAGRAM

Social media and photos are a perfect match; Instagram and facebook are fun and visual ways to promote your Breakfast to a wide audience.

- Take lots of photos of the planning process, the venue or something related to the theme of your breakfast.
- Of course, take photos at your breakfast too!

## HOW TO #TAG

A hashtag is a word or phrase preceded by a hash sign (#), used on social media sites to identify messages on a specific topic.

- Make sure all your guests know the event #tag and get involved.

Our hashtag: #pinkpilbarabreakfast

Our handles: @hedlandwellwomenscentre (Instagram)

@pinkpilbarabreakfast (Facebook)





## CONNECTING TO THE MAIN EVENT

This year the Committee is inviting businesses, friends and community groups to host their own Pink Pilbara Breakfast. We believe this new direction will provide Hedland and the broader Pilbara community an opportunity to be more involved and once again shine a light on our amazing Community Spirit

The Well Women's Centre and the Esplanade Hotel will be hosting a VIP Breakfast for major sponsors and limited ticket holders on the day. This event will be live streamed exclusively to all registered breakfasts, with Guest Speakers, Live Entertainment, Live

Auctions and Live Crosses to registered breakfasts throughout the community.

You can connect to the Main Breakfast using any smart device that can connect to either Facebook or YouTube.

Links will be forwarded to all registered Hosts prior to the event and promoted on our web page.

To help create the Community Spirit atmosphere that the Pink Pilbara Breakfast is renowned for, we encourage you to use TV screens or projectors so that all of your guests can also feel a part of the action.

# BREAKFAST CHECKLIST

## BEFORE

- Decide on a location or venue
- Make sure you have permission/support from your employer/group/club to host a breakfast
- Ask for help....'many hands make light work'. Delegate what others can do and communicate, meet regularly to make sure everyone is on the same page (emails, social media groups, face to face).
- Secure your location/venue and ensure its availability
- Register your event at [www.wellwomens.com.au/pinkpilbarabreakfast](http://www.wellwomens.com.au/pinkpilbarabreakfast)
- Read Pink Pilbara Breakfast Event Guide
- Complete and return "Application for Authority to Fundraise" (pg 16)
- Return signed "Terms and Conditions Acknowledgement" (pg 17)
- Decide on fundraising goals and strategies
- START fundraising ensuring you are following guidelines outlined
- Invite your guests using social media, our event flyer or customised invitation
- Promote your Breakfast (using our helpful tools!)
- Share your event on social media
- Organise catering if necessary (BBQ or bring-a-plate are easy solutions)
- Arrange equipment (eg, chairs, data projector, laptop, coffee cups)
- Print place cards and/or name tags for all your guests.
- Ensure tech is organised and support if required

## DURING

- Make sure you have plenty of helpers on the day and delegate jobs
- Print off the run sheet for the day so everyone knows what to expect
- Delegate somebody to be responsible for taking and receipting all donations
- Link into the main event by 6:30am to join Hedland's Biggest Pink Pilbara Breakfast ever!
- Deliver the most amazing Pink Pilbara Breakfast!

## AFTER

- Balance all money taken with receipts written
- Ensure all funds raised are banked within 14 days
- All financial reporting including receipt books and unused donations to be returned within 21 days

Congratulations on all your hard work, it's time to celebrate with your team  
(or just take a well earned rest!)



The Pink Pilbara Breakfast and the Hedland Well Women's Centre are a not-for-profit and registered charitable organisation. 100% of the money raised through the Pink Pilbara Breakfast goes to the delivery of the Cancer Support Service which directly supports people living with Cancer in Hedland.

These guidelines ensure that you can fundraise successfully while meeting fundraising legislation requirements. Please read these carefully and ensure you can meet the requirements before committing to fundraising.

### Your Role as the Fundraiser/Organiser

The planning and implementation of a fundraising event is the sole responsibility of the fundraiser/organiser and must comply with the applicable fundraising legislation in Western Australia.

Please remember that your fundraising event will not be a Hedland Well Women's Centre event, but an event to raise funds on behalf of the Hedland Well Women's Centre. A suggested way of promoting your event is: "Funds raised will go to support the work of Hedland Well Women's Cancer Support Service". A fundraiser must provide Hedland Well Women's Centre with information on the breakfast registration page and agree to the terms and conditions provided by a Hedland Well Women's Centre representative.



# Application for Authority to Fundraise



Application is made for authority to fundraise under the charitable collections licence issued to Hedland Well Women’s Centre Incorporated Lic No: CC22558 under the Charitable Collections Act 1946 WA.

Please note the approval of your application may only be granted when the licence holder has received a completed and signed application form and is satisfied the the fundraising activity fits in with aims and purposes of the licence holder.

Once your application has been approved, a letter confirming your authorisation to fundraise under our licence will be issued.

## Application Details

Name: \_\_\_\_\_

On behalf of: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

### **Details of Fundraising Activity**

Name of Proposed Activity: \_\_\_\_\_

Commencement Date: \_\_\_\_\_ Completion Date: \_\_\_\_\_

What is the charitable purpose being collected for :

\_\_\_\_\_

Details of the proposed fundraising activity:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How will funds be raised? ie ticket sales, raffles, food sales etc?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How will the activity be promoted?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name and address details for proposed venue:

\_\_\_\_\_  
\_\_\_\_\_





# Terms and Conditions Acknowledgment



By signing this application I accept and acknowledge the following conditions:

- all fundraising activities must comply with all relevant Australian State and Federal Laws;
- where necessary, your organisation is responsible for obtaining adequate public liability insurance with respect of the fundraising activity;
- where necessary, your organisation is responsible for obtaining any relevant permits and/or licences for the purposes of the fundraising activity;
- the licence holder is not responsible for payment of any of the costs associated with the fundraising activity;
- all monies received must be paid to the licence holders nominated bank account within 14 days of collection as required by regulation 11(2) of the Charitable Collections Regulations 1947;
- Your organisation must provide the licence holder with an accurate record of the income and expenses associated with the activity and copies of receipts and invoices for all expenses within 21 days of the activity;
- all advertising and promotional materials used must clearly state that the money and goods are being collected under the authority of the licence holder;
- the licence holders logo is not to be used without express permission;
- any collection tins or boxes used in the fundraising activity must be sealed, consecutively numbered and clearly state that the money is being collected under the authority of the licence holder;
- cash collections are to be counted by a minimum of 2 people in a private, secure place at or immediately after the fundraising activity;
- any telephone marketing to solicit donations or market goods to the public may only be conducted Monday to Saturday between the hours of 9am and 8pm (as required by regulation 14 (2) of the Charitable Collections Regulations 1947);
- collectors participating in any appeal should be issued with and display an identification badge which should indicate the name of the collector, the licence holder and the period that the authority shall remain in force;
- no person under the age of 16 years shall act or be permitted to act as a collector;
- collectors must give a receipt for all monies received and goods sold. The receipts are to be consecutively numbered and include the name and address of the licence holder in addition to the organiser of the fundraising activity;
- the fundraising activities cannot be used for personal or commercial gains and all monies collected may only be distributed to the purpose outlines in this application
- the licence holder reserves the right to withdraw authority to fundraise under their licence at any time should Your organisation fail to meet any of the above conditions.

Print Name: \_\_\_\_\_

Signed: \_\_\_\_\_

Date: \_\_\_/\_\_\_/\_\_\_

