

COUNTER PART

Women supporting women with cancer

Help us connect, support and inform women with breast or a gynaecological cancer to live well.



CORPORATE PROSPECTUS

When a woman is diagnosed with breast or a gynaecological cancer her whole world changes. Plans are put on hold, families must change and adapt, and ideas about the future are altered — sometimes permanently.

Counterpart helps women to understand their own experience of cancer by talking with other women who have also experienced these life-changing events. Our highly trained and professional Peer Support Volunteers give emotional support, understanding, hope and comfort. We also provide information to help women to understand their diagnosis and treatment, and manage the ongoing effects of cancer. We connect women to practical help and support to help them cope with cancer and live well.

'I was a 30 year-old who had not known anyone to have breast cancer and I was scared shitless. I thought I was going to die ... now I think I'm not going anywhere. That's taken time and crucial help — help I first got from a Counterpart Peer Support Volunteer.'

Mithila

We are a unique, women-centred service with over 15 years of experience in supporting women following a breast or gynaecological cancer diagnosis. Since 2003, we have supported women over 30,000 times. With thousands of women diagnosed each year, we still need to do more.

We need your help so more Victorian women can receive the connection, support and information they need, when they need it, wherever they live.

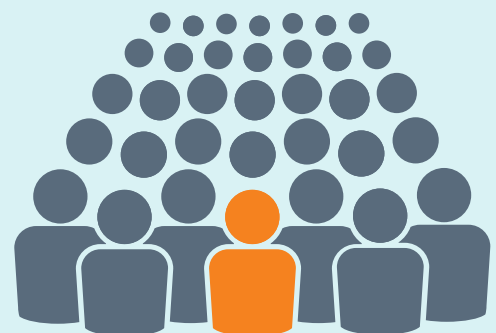
With your support, together we can:

- take our holistic, woman-centred model to more women across Victoria
- hold more events across Victoria to connect and inform women
- expand our support to women with all types of cancer.



1 in 2 Australians will be diagnosed with cancer by the age of 85.¹

Over 5500 women were diagnosed with breast or a gynaecological cancer in Victoria in 2015–16.²



Approx. **68,000** people survived a breast or gynaecological cancer between 1982 and 2015.³

You can help more women to get the support they need, when they need it. Let them know you care about their wellbeing after cancer.

1. Cancer Council Australia, <cancer.org.au/about-cancer/what-is-cancer/facts-and-figures.html>
 2. Cancer Council Victoria, *Cancer in Victoria: statistics and trends 2016*, Dec 2017
 3. Cancer Council Victoria. *Cancer facts 9: cancer survivors in Victoria*, Jun 2017

Promote your corporate social responsibility

When a woman in your life or community is diagnosed with cancer, we will be there to support them – with your help.

We will support your organisation through:

- **Promoting your brand and corporate social responsibility to the women we support and their families**

We can tailor suitable marketing opportunities for you. This could include promoting a specific product or service directly to our supporters through our social media and marketing campaigns and activations.

We will give you exclusivity in your category, which will include naming rights and branding opportunities. We understand how important it is to support your organisation.

- **Naming rights on our apps**

The Counterpart Navigator app includes early breast cancer and all stages of gynaecological cancer. With your support, we could develop a Navigator for women living with metastatic/advanced breast cancer. Whenever women access this useful information tool, they would know you made it possible.

- **Promote your brand during events and awareness days**

This includes at events or campaigns during Ovarian Cancer Awareness Month (February), Lymphoedema Awareness Month (March), Breast Cancer Awareness Month (October). Alternatively, you can sponsor Cancer and Wellbeing Days and other events for women in your local area.

- **Showcase your corporate responsibility**

We will provide stories about the women and volunteers that are part of Counterpart so you can share the good you do in the community with your stakeholders.

We are connected to Women's Health Victoria, and will also promote you organisation through their marketing and promotions.

Together we can do more

Metastatic breast cancer navigator

Women living with advanced/metastatic breast cancer are missing out. The Counterpart Navigator is a valuable tool for women diagnosed with early breast cancer or any stage of gynaecological cancer.

Cancer and wellbeing days

Give women affected by breast or a gynaecological cancer a chance to connect with each other and try activities like tai chi, meditation and exercise that can support their wellbeing during and after cancer treatment.

Bridge of Support

Support women when they need it most. This highly-valued program has been bringing peer support to women in hospitals since 2010. Run with our partners the Royal Melbourne Hospital, the Royal Women's Hospital, Peter MacCallum Cancer Centre and Sunshine Hospital.

Webinars

Give all Victorian women affected by breast or a gynaecological cancer access to reliable, evidence-based information from qualified presenters.

Counterpart is a service of Women's Health Victoria and is supported by the Victorian Government.

Key Contacts



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'Contact with my Counterpart "angel" was invaluable. I can't put a value on the worth that I got out of my interactions with Peer Support Volunteers. Seeing them — calm, beautiful, lovely and strong women — made me have some clarity from the "fog" that I was engulfed in. It was like a light at the end of a very long dark tunnel. I think every oncology ward should come with such "angels" for newly diagnosed women who just have no one to talk to.'

A woman supported by Counterpart



Founding volunteers Judy and Rhonda with Helen Coleman, Chair of the Counterpart Advisory Group cut Counterpart's 15th birthday cake.