

Scottish Federation of Meat Traders Association Breast Cancer Care Scotland



For the month of October - Breast Cancer Awareness Month

- Raise funds for the charity
- Raise your business' profile
- Have some fun and banter
- Increase your footfall
- Win the admiration of your community
- Order your pink butchers stripe aprons

Get *In the Pink* for
Friday 24th October - the official In the Pink day,

About Breast Cancer Care

During October (Breast Cancer Awareness Month) and every month, over 3,500 people will get the devastating news that they have breast cancer. We are here to make sure that they can have all their questions answered and friendly support from someone who really understands what they are going through is never more than a phone-call or mouse-click away. All our services are FREE, but with more and more people diagnosed every year we need your help to make sure nobody need face breast cancer alone.

In the Pink

Throughout Breast Cancer Awareness Month in October, Breast Cancer Care asks everyone everywhere to get **In the Pink** to raise money and awareness for people affected by breast cancer. Whether participants host a pink party at home, organise a dress in pink day at work or sponsor a pink sky dive with friends, we offer participants a fun way to support Breast Cancer Care. The charity will provide fundraising tips and materials, as well as breast awareness information, to ensure their event is a success. SFMTA feel that this is something that members might like to get involved with.

How your support can help

Every 12 minutes someone will be diagnosed with breast cancer. Your support can make a real and significant difference in the lives of these people and countless others touched by the diagnosis of someone they love.

- £10 could help over 20 partners of people diagnosed with breast cancer learn how to deal with their own feelings and the needs of their partner through the expert information in our specialist publication, In it Together.
- £50 could enable a woman to have a professional prosthesis fitting, which offers invaluable time with a specially trained fitter to try on different types and styles of prostheses in a secure and comfortable environment and to learn about lingerie that is most suitable for use with prostheses.
- £250 could allow three women to attend a Healthy Living Day, which complement NHS services for those living with breast cancer with an introduction to complementary therapies and wellbeing techniques, including nutritional advice and exercise tips, and offer a caring and supportive environment to learn and share experiences after the physically and emotionally draining treatment cycle.
- £1000 could enable 100 people to attend a HeadStrong advisory session. HeadStrong provides emotional support and practical tips to people with breast cancer who are coping with hair loss as a result of treatment, helping them to regain vital confidence.
- £10,000 could enable 200 people personally touched by breast cancer or dealing with the diagnosis of a partner to receive six months of one-to-one support from our trained and caring volunteers, all of whom have been through a similar breast cancer experience.

SFMTA Fundraising Ideas

We want to make fundraising ideas as simple, fun and effective as possible to engage members, their staff and their customers. Listed below are some straightforward ideas.

Staff Fundraising

- **Pink Butchers Aprons/Pink Tie day-** Ask staff to wear their pink aprons for the day, the very daring could even dye their white coats pink! The visual impact will encourage additional donations from customers and raise awareness of the In the Pink campaign. It will also be a great story for local newspapers.

Pink Aprons with a butchers stripe through them will be available from the Federation. This will be made to order and we will not be holding a stock. A pro forma is attached for your orders.

- **Staff Big Day Off** - Each shop manager/owner has to agree to give an extra day's annual leave. Raffle is held £5 - £10 a ticket with the winner getting an extra days holiday! A firm favourite with the staff!
- **Pink Window Dressing** - Shops are invited to create a pink window in support of Breast Cancer Care, though this does not raise money it will raise awareness of the In the Pink campaign in your local community. We would encourage shops to send in photos of their window displays for our SFMTA newsletter. To encourage shops to take part there will be a competition for the best photo. TRUNET PACKAGING (SCOTLAND) LTD have put up a case of six bottles of Pink Champagne for the winners, entries will be posted on the SFMTA website and the best will appear in the SFMTA Newsletter.

Customer Fundraising

- **Pins and Tins-** Breast Cancer Care Scotland can provide you with pink ribbon badges and collecting tins to display in store.
- **Pink Steak Raffle-** Raffle off a choice cut of 'pink' steak to your customers and ask other local businesses to donate prizes too.
- **In the Pink Taster Evening-** Invite your customers along to sample your delicious products. This could be as elaborate as you like. You could ask a local chef to demonstrate the best way to cook a 'pink' steak or demonstrate how sausages are made. Breast Cancer Care Scotland can provide you with resources to decorate the store pink and all you have to do is ask for a donation or charge an entry fee. You could even entertain them with Breast Cancer Care Scotland's pink quiz!

There are lots more ideas in Breast Cancer Care Scotland fundraising guide and you will have a dedicated Fundraiser on hand to provide you with tips and ideas.

How Breast Cancer Care Scotland can support you

- They will supply all stores with a fundraising pack full of ideas and tips
- Provide you with materials to support your fundraising efforts
- Provide a dedicated member of staff from the Scottish Team to support stores with their fundraising efforts
- Provide representatives for store photo shoots for local press releases

Contacts Information

To discuss this proposal further please contact

Gillian Hamilton
Area Fundraiser
Breast Cancer Care Scotland
169 Elderslie Street
Glasgow
G3 7JR

Fundraising Office: 0845 092 0830
Direct Dial: 0141 353 8354

Important - if you would like Pink Butchers stripe aprons to use with your campaign you must order them by:-

**Tuesday 12th August -
the Glorious Twelfth!**

Cost is £6.75 each + VAT

Please note we will only order what the membership tells us they need, if you come in after that date you may be too late!

Image of apron: the colour would obviously change to pink and would be without the pocket on the front.



Tel: Bruce on 01738 637472