



ACTIVITY REPORT 2023

Help Ukraine
Health Days
Pink Bag Project
BOLD Expo

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think  pink
europe

Help Ukraine

#CLOSETHEGAP

While the work from *Omealife* continues in **Poland**, guiding Ukrainian cancer patients to get the healthcare they need, *Inspiration Family* in **Ukraine** is having a hard time, **they urgently need medicines** for breast cancer patients.

In a significant stride towards battling metastatic breast cancer, Inspiration Family Ukraine is thrilled to announce a monumental achievement: **the successful transfer of vital medicines to the National Cancer Institute**. This remarkable milestone marks a profound moment in our ongoing commitment to *#closethegap* in healthcare disparities.

Through unwavering dedication and collective support, Inspiration Family has alleviated the financial burden weighing on the shoulders of patients by raising an impressive UAH 2,029,689.42. This funding has enabled them to procure essential medication, addressing a critical need not met by state provisions.

The National Cancer Institute Ukraine urgently requested 35 packs of medication crucial for treating metastatic breast cancer. This request, pivotal for countless women in need, underscores the significance of our mission.



This endeavor represents the pinnacle of their efforts, marking the largest fundraising event in over three years for the Inspiration Family Foundation. Such success would not have been possible without the invaluable contributions of various stakeholders and partners, and the funds raised through the **Race for the Cure®**.

The donation from **Think Pink Europe** and **Olivia Garden**, has been instrumental in expanding their capacity to procure essential medication. Our collaboration has enabled Inspiration Family to secure an additional 6 packs of the life-saving drug, totaling 41 packs in all.

These funds have directly impacted the lives of 12 women battling metastatic breast cancer, offering them renewed hope and a chance for a better quality of life. Each pack of medication represents more than just treatment; it signifies three months of regained productivity, cherished moments with loved ones, and the pursuit of beloved hobbies. Together, we've not only bridged financial gaps but also provided a lifeline of hope to those in need. Together, we continue to make strides in the fight against metastatic breast cancer, one compassionate act at a time.



Since TPE has no organization in Germany, Olivia Garden made the **connection with TPE and Ukraine in Germany**, by boosting their campaign at the Hair Festival in Hamburg and raising more funds for Ukraine.

Financial (donations 2023)

POLAND

- RFTC 2023: 20.793,60€
- HP 2023: 1.520,64€

UKRAINE

- RFTC 2023: 9.896,07€
- OG 2023: 34.090,40€



Health Days in Balkan

#CLOSETHEGAP

Think Pink Europe, with its Think Pink Europe members from the Western Balkans, *Organization Think Pink – Zajedno smo jedno from Sarajevo*, **Bosnia and Herzegovina**, *Association Renesansa from Prizren*, **Kosovo** and *Association Europa Donna Srbija from Belgrade*, **Serbia** has organized a project called **Health Days**. The ultimate aim is to close the gap in health services care, providing free mammography and additional health check-ups such as glucose level measurement, blood pressure, and consultations with gynecologists for women living in disregarded communities.

In some locations we have done health check-ups due to different findings in the field, identified needs and possibilities in each of the three countries to provide women with health services, in Bosnia and Herzegovina Health Days were provided in **5 different locations** using a mobile mammogram unit, focusing on both, women living in remote and rural areas who don't have opportunity to undertake mammogram exam in their local health institutions, and urban women in Sarajevo, since the poor level of consciousness for regular mammogram check-ups among women and the lack of screening program for early breast cancer detection. Health Days were organized in: **Pale-Prača, Sarajevo, Pazarić, Tarčin, and Stolac-Uzinovići**, taking into account services no matter the nationality, place of living, economic situation, or any other affiliation.

In Serbia, free mammogram check-ups were provided to women from the **Roma population in the neighborhood of Belgrade** – specifically vulnerable groups of society with a lack of opportunity to undertake mammography, and take care of their health in general.

In Kosovo, although a small Western Balkan Country, but with high level of detected breast cancer cases each year in late stage, and the lack of screening program as well, the mammography was provided to women from several cities and places: **Prizren, Priština, Vitine, Gnjilane**.

In our mission of closing the gap in health services between European countries, striving toward equal opportunities and rights to health for each woman and man, the organization of Health Days events in Western Balkan Countries was a huge success in making positive changes changing the code of conduct among women and **raising awareness about early detection**.

Health Days 2023 in Bosnia and Herzegovina: A Commitment to Women's Well-Being

To address healthcare disparities in rural and underserved communities across Bosnia and Herzegovina (BIH), we proudly organized four impactful Health Days. These events aimed to empower and safeguard the health of women through comprehensive screenings and consultations.

During these Health Days, a total of **305 women** received free **mammogram or breast ultrasound checkups**, aligning with European guidelines for age-appropriate screenings. The initiative prioritized women aged 40 and above for mammogram check-ups, while those under **40 underwent ultrasound screenings**. In addition to breast health assessments, women benefited from additional checkups, including blood pressure and glucose level measurements.

Professional consultations with gynecologists were a pivotal aspect of Health Days, providing women with valuable insights into their reproductive health. Gynecologists, based on individual needs, recommended Pap smear tests, emphasizing the importance of proactive health measures.

Beyond medical evaluations, these Health Days served as **educational platforms**, offering women crucial information on early detection and stressing the significance of regular check-ups. By fostering awareness and knowledge, we sought to empower women to take charge of their health journey.

The impact of these Health Days goes beyond numbers, reflecting our commitment to bridging healthcare gaps. A total of **13 women were promptly referred for further diagnostic procedures** due to identified breast tissue changes, highlighting the effectiveness of early detection in potentially life-saving interventions.



These Health Days underscore our unwavering dedication to women's health, ensuring that essential screenings and consultations reach even the most underserved communities. Together, we strive to create a future where every woman in Europe can access comprehensive healthcare, fostering a healthier and empowered community.

Proud to support women's health in Kosovo.

From June to November 2023, Think Pink Europe funded Women's Health Days in Kosovo, in collaboration with Renesansa.

Renesansa implemented essential **mammography screenings for 200 women** across Kosovo, with a focus on **rural areas**. Mammograms were conducted in Prishtina at Resonance and Behar Kusari American Clinic, in Gjilan at the Hospital of Gjilan including Vitine, and partly in the regional hospital of Prizren and city ambulance.

Funds covered **mammograms, women's transportation, coordinators in various regions, and brochure printing** in Albanian, Bosnian, Turkish, and Roma languages.

Financial (donations 2023)

BOSNIA AND HERZEGOVINA

- RFTC 2023: 74.429,98€
- TPE HD 2023: 6.000,00€
- OG 2023: 2.544,00€

SERBIA

- RFTC 2023: 4.246,00€
- TPE HD 2023: 4.000,00€

KOSOVO

- RFTC 2023: 3.683,42€
- TPE HD 2023: 4.000,00€

PINK BAG PROJECT

#CLOSETHEGAP

In the tumultuous journey that follows a breast cancer diagnosis, the need for information and support is crucial. Recognizing this, Think Pink Europe proudly introduces the PINK BAG project, a beacon of hope aimed at providing **equal access to vital resources and support for breast cancer patients across Europe.**

Understanding the emotional terrain

The moment of a breast cancer diagnosis is emotionally charged, leaving individuals with a myriad of questions about the disease, treatments, and chances of recovery. Preparing for the steps ahead is challenging, and the PINK BAG project endeavors to ease this burden by offering a comprehensive package of **useful, practical, and medical information** about breast cancer.



What's inside the PINK BAG?

The Pink Bag is more than just a bag; it's a wellspring of information and comfort. Developed with insights from best practices in Bosnia, Belgium, Greece, and Italy, where similar initiatives have proven successful, the PINK BAG includes materials and information, carefully selected by each involved (national) breast cancer organization, such as:

Informational Material:

- Medical information on breast cancer.
- Info on lymphedema and exercise.
- Details about breast cancer organization services, hospital services, peer groups, nutrition, skin care, lingerie, exercise, and more.

Practical Comfort:

- Stress ball.
- Pillow.
- Cotton prostheses.
- Skin/hair/nail care products.
- Notebook and pen.
- Gadgets from sponsors.

When to receive the PINK BAG?

Depending on its contents, the Pink Bag can be received either at the time of **diagnosis or surgery**. Distribution can be facilitated by hospitals, breast cancer organizations, and peer groups.

The bag will be distributed in 10 pioneering countries, starting March 2024. Over time, the network and availability will grow over Europe.

NEWS: [Empowering Women Across Europe: Introducing Think Pink Europe's PINK BAG Project](#)

WEBSITE: thinkpinkeurope.org > What we do > Mission Program

Financial (recent invoices 2024; products have been donated)

7000 PINK BAG SETS: 20.860,00€

- *Bosnia And Herzegovina – Think Pink BIH*
- *Montenegro – Brini o sebi*
- *Kosovo - Renesansa*
- *Luxembourg – Think Pink Lux*
- *Malta – Europa Donna Malta*
- *Greece – Almazois*
- *Spain (Canarias) – Carrera Por La Vida – Walk For Life*
- *Serbia – Europa Donna Serbia*
- *Romania – Fundatia Renasterea*
- *Ukraine – Inspiration Family*
- *Israel – Onein9*

TRANSPORT: 11.449,00€

BOLD Expo

#BREASTCANCERAWARENESS

Caroline Sikkenk has photographed women who have lost their hair following chemotherapy or as result of intensive radiation therapy. **For most women, losing their hair can be a very upsetting experience.**

Once the hair is gone, a different kind of beauty emerges. Other features draw our attention; delicately or strongly outlined cheekbones, cheerful freckles, the shape of the lips, a certain sparkle in the eyes. The hair no longer detracts our attention from the pure beauty of a face. Faces that in the absence of the framework normally provided by hair, radiate strength, emotion and femininity.

It takes courage to let others see you without your hair. Not only are these women 'bald', they are above all **'BOLD': strong and courageous.** BOLD is not just an awareness campaign, above all, **these women empower other women who are in the same situation.**

Think Pink Europe supports the BOLD Expo and makes it travel through Europe. Every time the exhibition travels to another country, new local models are added.



We continue to support the BOLD Expo in 2023-2024.

SPAIN – CANARIAS

After the photoshoot in Tenerife in December 2022, to extend the BOLD Expo, the exhibition has been traveling around the Island, with showings in 3 different locations so far, thanks to our partner *Carrera Por La Vida – Walk For Life*.

UKRAINE

Inspiration Family got Caroline (the photographer) in contact with a Ukrainian patient in the Netherlands. A photoshoot was arranged with her and made it possible to communicate in the Ukrainian press about cancer patients during the war. A Bold exhibition in Ukraine is not within the possibilities at the moment, but awareness was created with this action.

UK - LONDON

In an unprecedented move, our esteemed partners, *Pink Ribbon Foundation UK*, took the BOLD Expo to new heights by projecting it onto the iconic Piccadilly Lights in London and the monumental screen in Times Square, New York. This global showcase marked a historic moment on World Cancer Day, amplifying the collective voice against breast cancer.





Financial (donations for 2023)

SPAIN - CANARIAS

- RFTC 2023: 8.572,80€
- HP 2023: 1.167,36€
- OG 2023: 12.743,20€

UK

- RFTC 2023: 688,00€
- HP 2023: 11.077,07€
- OG 2023: 384,00€

UKRAINE

- RFTC 2023: 9.896,07€
- OG 2023: 34.090,40

NEWS:

[BOLD Expo Lights Up World Cancer Day on Global Stages \(thinkpinkeurope.org\)](https://www.thinkpinkeurope.org/en/What-we-do/Global-Stages)

[Another face of the war. \(thinkpinkeurope.org\)](https://www.thinkpinkeurope.org/en/What-we-do/Another-face-of-the-war)

[BOLD Expo \(thinkpinkeurope.org\)](https://www.thinkpinkeurope.org/en/What-we-do/BOLD-Expo)

WEBSITE: "Awareness & Healthy Lifestyle"

<https://www.thinkpinkeurope.org/en/What-we-do/Healthy-Lifestyle>



SOCIAL MEDIA:

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

<https://www.instagram.com/thinkpinkeurope/>

<https://www.linkedin.com/company/think-pink-europe/>

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