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TOGETHER AS **SG 50** **ONE**

PUBLISHER **Breast Cancer Foundation**

5 Stadium Walk, Kallang Leisure Park
#04-03/08 Singapore 397693
Tel: (65) 6352 6560
Fax: (65) 6352 5808
Helpline: (65) 6356 0123
www.bcf.org.sg

For enquiries please write to: enquiries@bcf.org.sg

BCF Committee

Mrs Noor Quek
Mr Archie Ong
Mr Andrew Tan
Dr Julia Gandhi
Mr Suhaimi Bin Zainul Abidin
Mr Cheah Hock Leong
Dr See Hui Ti
Ms Vivien Lai
Ms Angelina Ong
Mrs Wee Wan Joo
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Advisors

Ms. Brenda Lim
Ms. Chan Sue Meng

Editorial Team

Ms Melanie Sim
Ms Jasmyne Shi
Ms Caroline Nobleza
Mr Bernard Lok

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BCF Welcomes Ms Katherine Tan



General Manager

We are pleased to welcome our new General Manager, Katherine Tan, who joined the BCF family on 4 December 2015.

A strategic, results-oriented marketing, public relations and communications professional, Katherine has extensive experience across diverse industries, from finance and banking to petroleum, utilities and information technology.

Katherine's background spans roles across Singapore and Hong Kong covering brand positioning and rebranding, product marketing, internal and external communications, change management, public affairs and press relations in multinational companies including Standard Chartered Bank, Shell and J.P. Morgan.

While taking charge of marketing and communications in markets across Asia, Europe, the Americas and the

Middle East, she has worked with local, regional and global stakeholders across multiple channels. She has also been involved in the public sector, having spent her earlier years dealing with public relations in the Singapore Public Utilities Board and Singapore Petroleum Company. Katherine is a graduate in Business Administration from the National University of Singapore. She also holds a Graduate Diploma in Marketing (Marketing Institute of Singapore) and a Diploma in Human Resource Management (Singapore Institute of Human Resource Management).

A very warm welcome from all at BCF to our new Senior Manager, Finance and Administration, Mr Francis Foong who joined us on 25 January 2016!

Francis has extensive experience in Finance and Accounting, having held various senior financial management positions across various industries in multinational companies in the Asia Pacific region. These companies include Hewlett Packard, FMC Southeast Asia Pte Ltd and PricewaterhouseCoopers East Asia Consulting Pte Ltd. His experience includes areas such as external audit, conducting due diligence, internal audit reviews, corporate governance, treasury, cross border taxation, management accounting and corporate secretarial matters.

Francis' passion in social service was first ignited when he was trained to be a drug counsellor while serving National Service. He was in the Drug Abuse Rehabilitation Unit (DARU) in the Ministry of Defence. He deepened his desire to serve in the social service sector by taking on the role of consultant in the Rotary Family Service Centre and later on as Head of Reach Senior Centre. His experience in these two Voluntary Welfare Organisations (VWO) further strengthened his passion for social service. He believes in and strongly supports the cause of Breast Cancer Foundation, which is to eradicate breast cancer as a life-threatening disease through early detection, and to build awareness of breast cancer and a strong support system for women.

Francis is a Chartered Accountant with the Institute of Singapore Chartered Accountants and graduated with a Bachelor of Accountancy degree from the National University of Singapore. He holds a Master in Business Administration from the University of Hull (United Kingdom).

We wish Francis a fruitful and enjoyable career with BCF!

BCF Welcomes Mr Francis Foong



Senior Manager, Finance & Administration



On Saturday, 3 October 2015, Marina Bay Events Square came alive with excitement, as Pink Ribbon Walk kicked off with a smorgasbord of carnival activities. The annual event organised by Breast Cancer Foundation (BCF) launched Breast Cancer Awareness Month (BCAM) in October, and drew people of all ages, races and backgrounds together as one in support of breast cancer awareness.

Even the haze could not dampen participants' spirits. Despite the walk being cancelled, there was loads of family fun to be had at the carnival. Participants got to groove to the beat with the energetic workout led by Physical ABUse trainers, and literally jumped for joy with New Hope Community Services' BounceFit.

The crowd was also pampered by a spread of booth activities for young and old alike – glitter tattoos by

PuppyMoo, foot massages from Osim, a children's drawing contest by AIA, yummy munchies from Hi-5, Nestle Breakfast Cereal and Milo, on-the-spot body analysis by Physical ABUse, and freebies given out at the Crizal Xperio Experiential Booth.

Crizal Xperio added a very special touch to the day – an interactive quiz, the first of its kind at Pink Ribbon Walk. Participants simply put on the cool cardboard sunshades given away throughout the carnival and kept an eye out for Crizal Xperio's banners, which contained hidden messages encouraging one to get checked regularly. Whether with regard to breast cancer or eye health, the same principle applies – early detection is the best protection! The 10 best message spotters stood to win a pair of personalised Crizal Xperio sun lenses each.

Mascots such as Winx fairies Bloom and Stella, stormtroopers and costumed superheroes like everyone's favourite neighbourhood webslinger Spiderman, all dressed in pink, mingled freely with the crowd, much to the delight of the little ones. Meanwhile, the adults were star struck by the many celebrities on site.

Lending their star power to the day were Mediacorp artistes Xiang Yun and Hong Ling, Ms Singapore Universe Lisa Marie White, and cast members from Pangdemonium's bilingual play Chinglish, including Adrian Pang, Oon Shu An, Audrey Luo and Matt Grey. Many of these celebrities readily took to the stage to rally the crowd to support breast cancer awareness, alongside emcee Daphne Khoo, herself a cancer survivor.

Guest of Honour Ms Low Yen Ling, Parliamentary Secretary, Ministry of Trade and Industry & Ministry of Education, and Mayor for Southwest District, was welcomed with the Paddlers' Salute by our very own BCF Paddlers in the Pink. Speaking in both English and Mandarin, she gave a rousing speech exhorting one and all to stand together with women diagnosed with, and survivors of, breast cancer.

Finishing off on a high note, Lucky Draw contestants won prizes from LUSH Aesthetics, Physical ABUse, OSIM, Fitness First, Sothys and Jean Yip, and the fiercely-contested Best Dressed Contingent contest saw digital security company Gemalto proudly walking off with the prize. With such a strong show of support all around, we ended the day heartened and eager for the events of the next year to unfold.





Pink Ribbon Walk 2015 photos are now on our Facebook! Drop by to see them at: <http://www.facebook.com/bcf.pink>

Our Sponsors for PRW 2015:



As the international symbol of breast cancer awareness, the pink ribbon pin is also Breast Cancer Foundation's (BCF's) annual and main signature fundraising campaign that allows BCF to continue our mission of eradicating breast cancer as a life-threatening disease and helps to continue our programmes and activities for patients and survivors. As central in most breast cancer campaigns, BCF hopes that when members of the public wear the pink ribbon pins, they are reminded of the importance of early detection and breast screening.

Every year, BCF looks forward to its new, uniquely designed pink ribbon pin, and this year was by no means an exception. Launched and released at the start of Breast Cancer Awareness Month (BCAM) of October, the new designed pins are available in two versions – a plain design for a minimum donation of S\$2.00 or a crystal solitaire pin for a minimum S\$5.00 donation.

In the month of October, these pins are available all over Singapore through various participating organisations including corporations, schools, retail outlets, hospital clinics and business premises amongst others. As such, these pins become collector's items with their availability continuing during the length of the annual promotion.

With 2015 being a special year to celebrate Singapore's 50th year of independence, BCF's 2015 pink ribbon pin was designed to commemorate this special occasion with the 'SG50' inscription on the pin. The theme of "Together As One" also aims to reiterate the overall SG50 message of all Singaporeans celebrating as one people. Much like the message that breast cancer is an issue that we as a society must be aware of and support as one.

A big thank you to all participating outlets and to everyone who has continuously supported BCF with the WTPR campaign! All the volunteer contributions, funds donated and support for our cause are greatly appreciated. BCF would like to acknowledge Tote Board and Singapore Turf Club for being our major sponsor, as well as Crown Worldwide, as our official logistical support.

Special thanks also goes to all our volunteers and supporters on BCF's Annual Flag Day. On Saturday 10 October, a few hundred volunteers from various backgrounds and age groups, together with BCF staff, came together for a special street collection day to raise funds for BCF. A special mention goes to the large groups of students from Cedar Girls School, Raffles Girls School and Raffles Institution as well as staff contingents from Crown Worldwide, AIA Insurance, and BNP Paribas who volunteered their time. Further recognition and thanks are extended to Takashimaya, Marks & Spencer and Singapore Pools for your continued support over the years in allowing BCF to set up our booths during BCAM at your business premises and raise funds under our WTPR Campaign.





BCF would like to acknowledge Tote Board and Singapore Turf Club for being our major sponsor, Crown Worldwide, as our official logistical support, as well as Après Marketing Pte Ltd, as our currency counter services sponsor.



Pin it to Win it

TOGETHER AS

SG50 ONE

Wear The Pink Ribbon Lucky Draw

Breast Cancer Foundation's (BCF's) SG50 inspired pink ribbon pin designs drew much interest this year, with its popularity resulting in many people supporting our Wear the Pink Ribbon (WTPR) Campaign 2015.

As we continued the tradition of encouraging our supporters to wear our pins island-wide during the Breast Cancer Awareness Month (BCAM) of October, there were many supporters who gladly obliged and were lucky enough to be randomly spotted by some of our official 'spotters' for the "Pin It To Win It Lucky Draw".

Nearly 500 supporters were lucky to be included in the lucky draw where in the end, 10 lucky winners names were drawn and were rewarded with this year's fantastic prizes, generously donated by our prize sponsors. Congratulations to the following winners who were presented with their prizes:



1st prize – Osim International Ltd uDiva Massage Sofa' worth S\$2,976 to Ms T. Nair – who generously donated the prize back to BCF. Ms Pek Wan Juan, Customer Service Manager Osim & Mr Archie Ong, Vice President of BCF with 1st prize winner Ms T. Nair donating the prize back to BCF.



2nd prize to 6th prize – Genting Hong Kong Star Cruise Travel Service Pte Ltd each worth \$2,040 to the following winners who are posing with Ms Christine Lim, Assistant VP Marketing & Product Development, Star Cruises & Mr Archie Ong, Vice President of BCF. 2nd prize to 6th prize winners respectively, from left to right: Ms Tham Sau Leng, Ms Christine Tan, Ms Jaslyn Tay, Ms Kartina Lenny, and Ms Yang Fok Thay.



7th prize – Estee Lauder Companies Hamper of Various Estee Lauder Products worth \$1,526 presented to Ms Tania Schnuppe by BCF's Ms Melanie Sim, Manager, Awareness, Communications & Education.



8th prize - Coach 'Mini Studs Rhyder Hobo' leather bag worth S\$1,375 to Ms Tay Yi Ting.



9th prize – Lush Aesthetics LED Teeth Whitening worth S\$999 presented to Ms Vasanti Patel with Ms Kyla Nathan & Ms Natalie Magness of Lush Aesthetics and Mr Archie Ong, Vice President of BCF.



10th prize – Jean Yip Salon Pte Ltd Hamper of Jean Yip Products worth S\$400 presented to Ms Doris Loh Kim Kee by Ms Katherine Tan, General Manager of BCF.

A big thank you to our prize sponsors:





Mission Pink-Possible is the first of many events to be organised by BCF as part of its new initiative to reach out to men, especially those who are caregivers for women diagnosed with, and survivors of breast cancer. It was held on the 21st of November 2015 at the Bukit Batok Clubhouse of HomeTeamNS and saw an attendance of about 70 participants from all walks of life coming forth to lend their support.

The role of caregivers and supporters in the journey to recovery and a new lease in life for breast cancer survivors is certainly something that cannot be understated. Many of these caregivers are what most people would traditionally not associate with the notion of breast cancer – men, who can be husbands, sons, brothers or friends. BCF's Men's Support League (MSL) was formed to render

support and encouragement for men who are caring for women who are survivors of breast cancer or undergoing treatment for it. Besides raising awareness on the disease, the annual men's event aims to recruit more male members for the MSL so as to further strengthen the support base.

Besides our staff, volunteers and a lively team from our corporate friend, ICAP, the event was graced by MediaCorp artiste Mr Desmond Tan, who lent his weight to the promotion of awareness on breast cancer and the invaluable role played by caregivers. Also at the event with him were the members of his fan club, Destanation, who helped to spice up the atmosphere and share the message of breast cancer awareness amongst their social media circles.

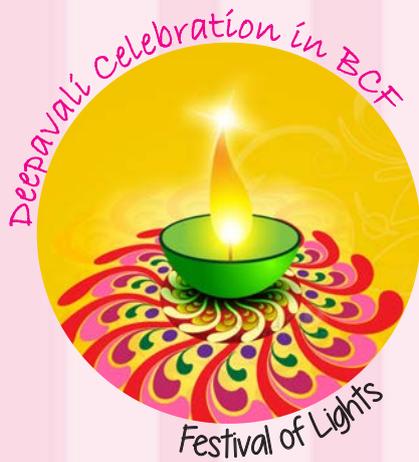
Everybody had loads of challenging fun with the host of activities that included rock climbing, high elements, laser tag, and archery tag, plus a hearty trampoline workout brought to us by New Hope BounceFit.

Many of our survivor members amazed the participants and activity facilitators with their fitness and "can do" attitude, particularly on the rock wall and high element stations, demonstrating to all that life after breast cancer can continue to be fulfilling and colourful!

If you know of someone who is going through the journey of recovery, or wish to be a supporter in the cause of breast cancer awareness, do drop us an email at volunteer@bcf.org.sg for more information.

More photos of the action can be found on our Facebook at <http://www.facebook.com/bcf.pink>

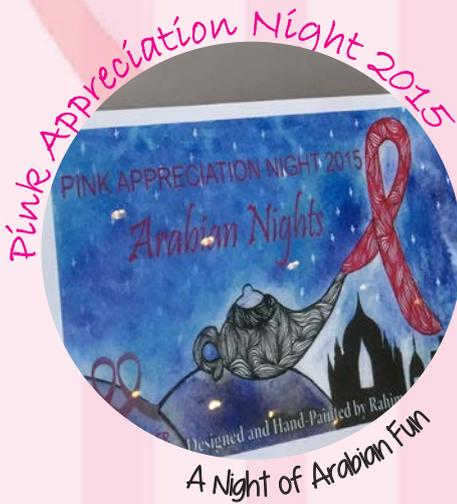




BCF's Deepavali celebration in 2015 was a true mark of racial harmony. It was a colourful ceremony that saw members of all races performing and participating in activities with vigour. Not only was it a lively event filled with joy and laughter, it provided members with the opportunity to experience and learn about the Indian culture in a fun way. It was indeed an eye-opening and enriching event.



It was a unique Christmas at BCF. We celebrated, ate, sang at the top of our voices, played games and also hung our secret wishes on the Christmas tree. Those activities led to an entertaining yet meaningful Christmas that strengthened bonds and brought smiles across many faces. We believed Santa must have granted all their noble and sincere wishes.



This event is BCF's way of appreciating the tireless and cheerful support of its many members and volunteers. The theme for 2015 Pink Appreciation Night was 'Arabian Nights'. It was interesting to see members dress up as sheikhs, sheikhas and belly dancers.

The colourful and entertaining night was held at Parkroyal Hotel on Pickering and provided over a hundred members with an opportunity to mingle, meet new people, let loose and just enjoy with one another after all their contributions to BCF.

Can't get enough of the fun? Drop by at: <http://www.facebook.com/bcf.pink> to catch more of the magic!



Estée Lauder Companies Light Up



Landmark Illumination for Breast Cancer Awareness

To shine a spotlight on the importance of breast health and early detection, The Estée Lauder Companies (ELC) once again continued their unique tradition of illuminating various monuments, buildings and landmarks around the world in pink.

This year, ELC Singapore chose the Merlion at Sentosa as the iconic Singaporean symbol to showcase this global Breast Cancer Awareness Campaign.

Despite the challenge brought on by the haze that blanketed Singapore earlier in the month, the event was rescheduled to 15 October, 2015 where the pink-lit Merlion became a beacon of hope in the fight against breast cancer.

Breast Cancer Foundation (BCF) was grateful and honoured to be a part of the Illumination Event and took part alongside other invited guests who were encouraged to pledge an action to raise awareness of breast cancer, as well as the option to make a donation to BCF.



Bare For Hope



Different. Unique. Beautiful. Thought-provoking. Controversial. Brave. Just some words that could describe the Bare for Hope (BFH) Campaign. Whatever word you would use to describe the campaign, it certainly was a show-stopper and brought awareness to breast cancer.

In partnership with Parkway Cancer Centre (PCC), Singapore Council of Women's Organisations (SCWO) and Breast Cancer Foundation (BCF), and as part of Her World (Singapore) Magazine's 55th anniversary celebrations and their 'Give Back Campaign', the BFH Campaign not only raised breast cancer awareness in October 2015, but also raised some funds for BCF, and helped to contribute free mammogram screenings to some underprivileged women at the SCWO Star Shelter.

Fifty-five women made up of supporters and breast cancer survivors, bravely volunteered to have their breasts privately and anonymously scanned to be printed into unidentifiable 3D rendition. Made of clay-resin material and artistically painted by Adeline Yeo, Singapore's first female and specialist finger-painting artist, the 3D art piece is an artistic impression of women who step forward to bare for hope.

Upon embarking this campaign, Her World also produced a video showcasing a behind-the-scenes creation of the art piece as well as interviews with some of the survivors and supporters including celebrities Jade Seah and Oon Su An, who shared their thoughts on breast cancer awareness and reasons for their support for the cause.

The art piece and video was unveiled at a special cocktail invitation-only opening ceremony on 16 October at Paragon Mall and thereafter, the public were able to view the exhibition work until Sunday, 25 October. In the end, the exhibition and video which was also shared via all SPH and the campaign partners' social media platforms and network, culminated into a bold, colourful artwork that raised awareness of breast cancer and drove home the important message of early detection through self-checks and screening and ultimately ... hope.





Centenary Lodge 7629 (CL), one of the youngest Freemason lodges operating in Singapore, has once again shown their support for Breast Cancer Foundation (BCF) which in 2015, culminated into a “Pink Festival” that were made up of three separate events: the Pink Ribbon Food and Fun Fair, the Pink Bow Tie Dinner, and the Pink Ribbon Brunch.

The Pink Ribbon Food and Fun Fair which took place at St Joseph’s Institute International Elementary School on 13 September, was a fun-filled day that helped raised funds for BCF through various food stalls and booth activities including a bouncy castle, games and competitions to entertain the kids and adults alike.

For the third year in a row, the formal gala Pink Bow Tie Dinner was organised to fundraise for BCF as well as support the Joseph William Yee Eu Foundation. This year, the event took place at Serapong Golf Course at

Sentosa Island on 26 September, where guests were entertained by a tango performance by two world class dancers, Oliver Janducayan and Sally Lau, as well as musicians Danny Koh & the Musicators, Matt Williams, and our very own BCF President, Mrs Noor Quek, who treated the guests with her rendition of “I Love You For Sentimental Reasons”.

The Pink Ribbon Brunch was a ladies invitation-only event that Centenary Lodge sponsored to raise awareness of breast cancer and took on place Saturday, 10 October at Tête-à-Tête Café. Some of BCF members along with special guest, Dr YY Tan, were invited to speak with other invited guests at the brunch.

A big thank you to Mr Shawn Desker, his team of committee members and supporters of Centenary Lodge for all their time, effort and continued support of BCF, as well as their contributing partners and sponsors: Wine BOS, Second Helpings, Lush, Team Salon, Speed Sports & Conditioning, Sentosa Golf Club, Pacific Beverages Pte Ltd, Pro Therapist Academy, Primus Haacht, Slap Dance Studio, Truefitt & Hill, Tête-à-Tête Café, Craft Print, and Duly Gift.



Amazing Vegetarian Delicacies
Sufood
Sufood Wheelock Place Pre-Launch

Vegetarian food – what image does it invoke within your mind? Bland? Boring? Too much “greenery”? We would think most of us will not respond with much enthusiasm to an invitation to dine at a vegetarian restaurant, unless, obviously, if one were already a vegetarian to begin with.

Don't be too quick to pass judgement because here's the surprise! Vegetarian food can be creative, delicious and most importantly, just as nutritious as any other diet! Be prepared to have your opinions of vegetarian cuisine completely overturned when you visit one of Sufood's restaurants!

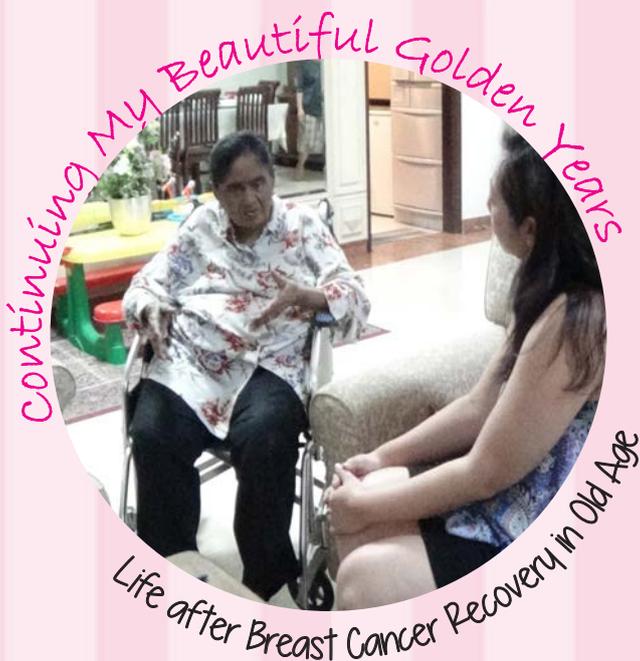
Sufood Singapore, one of BCF's sponsors and avid supporters, has opened its second branch in Singapore

at Wheelock Place. BCF staff were privileged to be invited to Sufood's pre-opening function a day before the restaurant officially opened to the public, and we were treated to a mouth-watering variety of healthy vegetarian delicacies inspired by traditional Italian recipes.

It certainly opened our eyes to how wholesome, tasty meals can be created without the use of any meat or related products. Best of all, we never felt that we were missing anything from the absence of meat in the menu!

Sufood has also shared a couple of their recipes with us. Do take a look at our last E-newsletter if you would like to whip up some wonderful vegetarian bites yourself!





We had the opportunity to interview Mrs Kassim, mother of Breast Cancer Foundation's President, Mrs Noor Quek. Mrs Kassim is a breast cancer survivor and an award-winning surgical nurse who assisted in several breast cancer surgeries, which were all mastectomies, before she retired. She was also the inspiration for Mrs Quek to become one of the founding members of Breast Cancer Foundation, set up to provide support to breast cancer survivors and patients, and also to spread awareness about breast cancer.

Despite needing a wheelchair to get about because of a recent injury, Mrs Kassim remained cheerful and hospitable, receiving us with a warm welcome and a delicious home-cooked lunch. As we settled down, she began to share the story of her journey with breast cancer. "Being a nurse by profession, I was pretty well-acquainted with breast cancer, as I had been taking care of a number of patients who suffered from it in the course of my job.

Whenever I did my checkups, I always went to doctors

whom I was familiar with, so when I had my mammogram done, it was likewise at the clinic of a doctor I knew well. The girl at the clinic was telling me after the examination, "Mrs Kassim, we found a lump in the mammogram image." It was a Saturday and the clinic had no doctor who was in, so we could only get a doctor to look at it again on Monday.

My first reaction was "Why?", because I always did my breast self-examinations (BSE) diligently without fail and wondered how I could have missed the symptoms. We also had no family history of breast cancer and I breast-fed all my children, which should have had a lessening effect on the risk. I was also concerned whether I could still put on lacy bras as I was very proud of my body even at the age of seventy.

I decided to wait for the doctor's second opinion before I informed my husband and family of the outcome. I had not discovered any lumps during my self-examinations, but the mammogram picked up the presence of a small lump, which looked tiny enough to be missed by touch, in my breast tissue.

On Monday, my daughter called the clinic to push for a follow-up as no one was checking the mammogram. The doctor said it didn't look good, and it was best for me to get admitted for a biopsy. I subsequently got admitted but wasn't too worried. If I had to have my breasts removed, then let them be removed. My surgeon spoke to me soon and he said, "After the biopsy I will follow up with whatever is necessary based on the outcome. However, from what I have observed so far, you are not likely to need a mastectomy – it's probably going to be just a lumpectomy."

I asked the doctor to just remove the lump then and there if he found it to be cancerous. The biopsy eventually confirmed that the lump was cancerous but well contained, and they managed to remove some of the lymph nodes and all the cancerous tissue.

Next came the radiotherapy – I did not need chemotherapy. My husband and children were all present to comfort and support me. The therapy lasted for six weeks and my husband was with me all the while, putting aside his own health issues, reassuring me and taking care of my needs. Subsequently, I was referred to another doctor for aftercare, and received some expert advice from Dr Ng Eng Hen, who later became one of BCF's founding members, as well. Dr Ng was instrumental in inspiring the setting up of our dragon boating team, the BCF Paddlers in the Pink, part of BCF's Healing Through The Arts programme.

Even though that was almost twenty years ago, I still go for my regular checkups every year to this day. In the beginning when I had just completed my radiotherapy, I had to go for follow up consultations with my surgeon and oncologist every quarter, then it became bi-quarterly, and subsequently every nine months. Today, I only need to have a checkup once a year and two years ago, the surgeon told me I no longer needed to see him and only had to continue following up with my oncologist."

As the interview drew to a close, Mrs Kassim showed us her family photos with Mr Kassim (who was also the first male principal nurse (Patron) of Singapore) and their children taken throughout the years. From the story of her experience with breast cancer, we saw the importance of keeping an open mind and a positive stance in the face of the disease, and the critical role that caregivers, family and friends play in the recovery process.



BREAST CANCER
FOUNDATION

OUR MISSION

To Eradicate Breast Cancer as a Life-Threatening Disease

OUR VISION

To be the charity organisation that firmly advocates early detection to save lives and breasts of women in Singapore.

To see a decline in breast cancer mortality by encouraging women to empower themselves to go for regular screening.

To be the catalyst of change for society's perception of breast cancer by educating young and old, irrespective of gender, ethnicity and social background.

To be acknowledged for dedicated care and love for the community through its support services for breast cancer patients and families.

To be recognised as a pillar of support for families, caregivers, employers and healthcare professionals who influence the lives of women with breast cancer.

To provide support to men whose lives are impacted by their female loved ones afflicted with breast cancer.

To inspire corporations, institutions, individuals, organisations and the community at large to extend their support for our cause by volunteering their time and resources.

www.bcf.org.sg

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