



SO BRAVE

Australia's *Young Women's* Breast Cancer Charity

Media Kit

Background

Do you know 1 in 7 Australian women will be diagnosed with breast cancer?

The incidence of breast cancer is increasing. Recently, Cancer Australia updated the national breast cancer incidence statistics.

Research shows us close to 1000 young Australian women will be diagnosed with breast cancer this year, that's 5% of all women diagnosed with breast cancer each year.

The rate has increased from 1 in 8 women to 1 in 7 women in their lifetime.



For women aged 40 and older, regular mammograms are freely available across Australia through BreastScreen. Young women in high risk families are eligible for MRI screening, although this is often cost-prohibitive.

Put yourself in their shoes for a moment—that moment, when you're first told you've been diagnosed. Outside of the shock and fear of the diagnosis itself and what that means for your own life, there's a ripple effect of considerations that come with it.

If So Brave can teach young women to be more body aware and be their own best health advocate, we have a fighting chance for them to insist on medical intervention, a diagnosis, and early treatment. Young women are also the ones who are more likely to check their breasts regularly, and more likely to be the first to notice a breast change which leads to a diagnosis.

Rachelle Paritz

FOUNDER & MANAGING
DIRECTOR OF SO BRAVE



About Rachelle

Rachelle had a great family with two children, and when she was diagnosed with breast cancer at the age of 32, she had to rely on a limited medical system to get over it. This was only one of the minor obstacles in the process; she also spoke with other young diagnosed women and encouraged herself to accept and embrace her new physicality

Rachelle's personal journey is the reason why she started So Brave to spread the message that women must be attentive, conduct monthly breast exams, and follow up with medical professionals.

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So Brave's Mission is to **Empower young women** diagnosed with breast cancer; **raise awareness** in young women to be **#Breastaware**; **educate young women**, and **fundraise for breast cancer research**.

Our Story

The charity was born following the delivery of our first So Brave Calendar in 2016. We've since travelled the country educating and raising awareness in young women through our So Brave Model Ambassadors, and funding \$115,000 of breast cancer research and support initiatives.

We've been touched by life-changing transformations and encouraged by seeing the joy, hope, laughter, and adoption of personal empowerment each time we've connected with these brave young women.

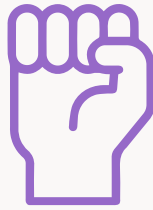
So Brave exists to guide our young women to be educated, empowered, and #breastaware. We exist to empower young women to stand for themselves when faced with navigating the medical system.

So Brave exists so young women can connect to their peers, feel understood and get the support they need, and bring communities together to raise awareness.

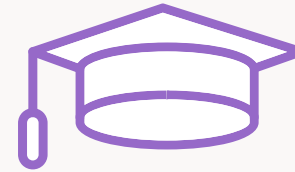
So Brave undertakes research programs to understand the real-life impacts of breast cancer on young Australian women so we're always providing the best support and advice possible.

Charity Promise

All funds raised go directly to:



Empowerment for the young women of Australia to create a future promoting health advocacy in the younger generation by eliminating the stigmatised discussions around physical and mental health



Education for High School and University students around body image, breast health, self-empowerment, and self-advocacy



Connection, support, resourcing and building for young women diagnosed with breast cancer under the age of 40, and their families and communities



Scientific and medical research towards prevention, diagnosis, monitoring, and treatment of breast cancer for young women

Charity Evolution

2015

- Founder (young breast cancer survivor) Rachelle Panitz meets bodypaint artist, Wendy Fantasia
- The idea to paint young breast cancer survivors was born

2016

- 12 young women (under 40) body painted in Melbourne, Sydney, Canberra, Gold Coast, Brisbane & Sunshine Coast
- Supporting research at the national breast cancer foundation and Centre for Personalised NanoMedicine

2017

- So Brave incorporated as our own charity
- Australia's only Young Women's Breast Cancer Charity and partners with the McGrath Foundation to work with women across regional Australia

2018

- So Brave has Ambassadors across all Australian states & territories

2019

- So Brave creates an online young survivors group- So Brave CONNECT, expanding our work with young women to learn about the risks of breast cancer

2020

- All bodypainting ceases during COVID
- So Brave releases a special edition calendar at our online 5 year celebrations in September
- Working with women through universities to identify the gaps in breast cancer risk education

2021 & Beyond

- So Brave creates Brave|You - So Brave's young women's Advisory Committee
- So Brave launches our first 2 books: Letters of Love To Our New Breast Friends & Me: Without Reservations, A Young Women's Guide To Health Advocacy
- Working with young women throughout the pandemic to bring information and advocacy to their issues
- Working with pioneering doctors from the US to shift breast cancer reconstruction conversations in Australia

Our Strategy

Education

- Brave You
- Initiatives in Schools

Legacy

- Ambassador program

Empower

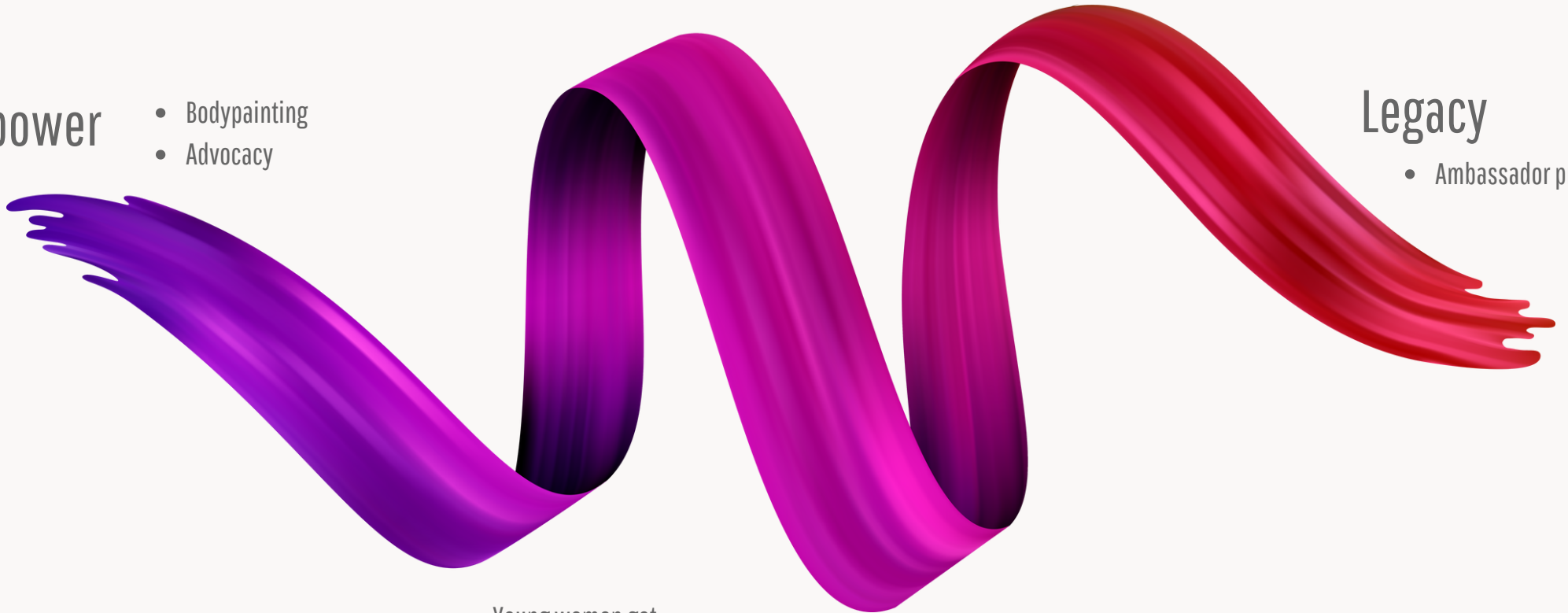
- Bodypainting
- Advocacy

Awareness

- Young women get breast cancer too

Research

- Partnerships & Contributions to research





EMPOWER

- We have an active community of young women joining the So Brave community, and each year our community continues to grow
- We support our community to be informed and to be empowered to advocate for their health
- Through our community and health network partners we supply information packs including calendars to newly diagnosed women each year, so they know they are not on this journey alone

AWARENESS

- We are a small charity, but one who is actively sought as a source & thought-leader for comment on Young Women's Health
- We are a high ranking site for women searching information on Breast Cancer
- We run a free reminder program to #Feelitonthefifth including a guide on breast self-examinations





EDUCATION

- We have a program and regularly present at schools & universities to empower young women
- Our Brave You program has a growing Charter in a number of Universities Australia-wide

RESEARCH

- We have ongoing partnerships with a range of corporate and research centres
- We are actively involved in promoting new research and findings, and using our connections to bring new techniques such as breast re-sensitisation to Australia





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