TAKE PART & CONTRIBUTE;
PREPARED BY:
YAYASAN DAYA DARA INDONESIA; 2017
SOME FACTS AROUND THE WORLD

An average of 70 women are diagnosed with breast cancer every day in Canada.

1:8 women will be diagnosed with Breast Cancer in their lifetime.

Breast cancer is diagnosed every 29 seconds around the world, and in the U.S. it’s every 2 minutes.
1% MAN in this planet will be diagnosed with Breast Cancer

INDONESIA

No. #1 KILLER (after Cervix Cancer & Heart attack).

Patients 25-35 age are increasing.

We have only about 120 Oncologists & Radiologists all together.
Everyone is at risk.
Have you done your screening?
IT'S NOT JUST THE COLOR
IT'S A CALL FOR ACTION

WHO IS LOVEPINK
IT’S NOT JUST THE COLOR
IT’S A CALL FOR ACTION

RAISING AWARENESS &
SAVING MORE WOMEN
To-get-her

CANCER

Yayasan Kanker Indonesia - YKI
(www.kankerindo.org)

Yayasan Onkologi Anak
Indonesia - YOAI
(www.yoaifoundation.org)

Yayasan Pelayanan Informasi
Kanker - YPIK
(www.ypik.co.id)

Yayasan Kasih Anak Kanker
Indonesia - YKAKI
(www.ykaki.org)

BREAST CANCER

GENERAL

CHILDREN

A SPECIFIC CANCER FOUNDATION
VISION

A WORLD FREE OF ADVANCED BREAST CANCER
LOVEPINK MISSIONS

SOCIALIZATION

LOVEPINK FACILITATORS

INCREASING SMART RESPONSIBLE WOMEN

SUPPORT MORAL

LOVEPINK COUNSELLORS

INCREASING SMART & BRAVE PATIENTS

A WORLD FREE OF ADVANCED BREAST CANCER
LOVEPINK is only 3 years old.

Run by 5-7 Survivors
WE ARE STRONGER TOGETHER

Became legal in 2014; DAYA DARA INDONESIA FOUNDATION
FOUNDERS

Shanti Persada & Madelina Mutia, they met in 2012, when they were in chemotherapy and their treatments.

They experienced on how support from survivors were actually inspired them, given them power and great examples.

After completing their treatments they decided to do the same and started sharing and supporting other patients and survivors.

In 2013, LOVEPINK started its journey.

THEN WHAT HAPPENED NEXT, AFTER TWO POWERFULL ENERGY, LOVE & PASSION COLLABORATED?

IT’S NOT JUST THE COLOR
IT’S A CALL FOR ACTION

RAISING AWARENESS & SAVING MORE WOMEN
To-get-her
WE HAVE FIFTY INSPIRED SURVIVORS, 2013
WALKED IN THE CAT WALK
CONFIDENCE & ENERGETIC
MOVED SURVIVORS & THEIR FAMILIES. CREATED HAPPINESS, EVERYWHERE.
SHAKEN THE CITIES OVER & OVER AGAIN.
FUN WALK 2013 + JAKARTA GOES PINK 2014, 2015, 2016 IN JAKARTA & JOGJAKARTA
ENCOURAGED BRANDS A CALL FOR ACTION.
LOVEPINK HAS SUCCESSFULLY INSPIRED OTHERS.

AS A RESULT THERE ARE FEW NEW GROUPS GROWS IN JAKARTA.
IT’S NOT JUST THE COLOR
IT’S A CALL FOR ACTION

WHAT WE HAVE DONE
2014-2017
2014-2017

**SHARED EDUCATION & SOCIALIZATION**
45,195 x3 People
"THE IMPORTANCE OF EARLY DETECTION"

**USG BREAST CHECKED**
(OCT 2015 – DEC16)
1015 WOMEN & 1 MAN

SUPPORTED 700 SURVIVORS
Active: 100 survivors
CREATED & LAUNCHED

Breasties Apps

IOS: 5000 downloads
Android: 10,000 downloads
LAUNCHED MOVIE
INSPIRED BY LOVEPINK
OCTOBER 2016

BOOK & WATCH IT WITH YOUR STAFF

IT’S NOT JUST THE COLOR
IT’S A CALL FOR ACTION
IT’S NOT JUST THE COLOR
IT’S A CALL FOR ACTION

WHAT IS OUR PRODUCT & CAMPAIGN ACTIVITIES
ON DIGITAL

WWW.LOVEPINKINDONESIA.ORG

FACEBOOK PAGE

TWITTER PAGE

@LOVEPINKINDONESIA

INSTAGRAM

IT'S NOT JUST THE COLOR
IT'S A CALL FOR ACTION

RAISING AWARENESS &
SAVING MORE WOMEN

To-get-her
The Power of Pink
BREAST CANCER SURVIVAL KIT BOOK

IDEA & GOAL
Survival Kit Book “The Power of Pink”, consist of stories and journey how to survive from chemotherapy, radiation including stories and sharing from survivors. A source of basic information how to deal with breast cancer.

Great for a motivational / CSR gift to your staff, friends and family or those who just diagnosed for breast cancer.

Handbook for Survivor & Family Retail Price Rp 200.000,-

Tailored made additional “printed jacket” for the book.

HOW TO ORDER
Send your email request to HELLO@LOVEPINK.ORG or contact the person that handed you this proposal
Minimum order (with jacket) 500 books @ 150.000,-
2 weeks production & delivery time, after DP 25%.
SOCIALIZATION
90 MINUTES EDUCATION & SHARING
AT YOUR OFFICE OR LOCATION

“THE IMPORTANCE OF EARLY DETECTION & INFORMATION ABOUT BREAST CANCER”

IT’S NOT JUST THE COLOR
IT’S A CALL FOR ACTION

RAISING AWARENESS & SAVING MORE WOMEN
To-get-her
USG BREAST SCREENING
USG MOBILE

IT’S NOT JUST THE COLOR
IT’S A CALL FOR ACTION

RAISING AWARENESS & SAVING MORE WOMEN
ANNUAL ACTIVATION
OUR SIGNATURE CAMPAIGN
EVERY MONTH OF OCTOBER
“BREAST CANCER MONTH”

A CELEBRATION OF LIFE
• A PARADE & CARNIVAL – WE WALK TOGETHER
• FUN WALK, RUN FOR CHARITY
• BAZAAR, CARNIVAL
• SPREADING INFORMATION & AWARENESS
• EARLY DETECTION SAVES LIVES
• ROAD SHOW EDUCATION

RAISING AWARENESS & SAVING MORE WOMEN
IT’S NOT JUST THE COLOR
IT’S A CALL FOR ACTION
TO-GET-HER

JAKARTA GOES PINK
2013 – 750
2014 - 5000
2015 - 9000
2016 – 4000* (RUN & WALK)
Bali, 8 oktober 2017

Run 5K, 10K, 21K
Fun walk & bazaar
Nusa Dua, 05:30 – onwards

Breast Cancer Survivor Gathering
Workshops & “Thousand Voices Celebrating Life”
Dinner
6-7 oktober 2017

Indonesia Goes Pink 2017
Breast Cancer Awareness Campaign
“Celebration of Life”

Organized & prepared by:
STRUKTUR PANITIA

PANITIA UTAMA
- BALI PINK RIBBON
- LOVEPINK
- RSOS
- RSPM
- RRS

PESERTA
- YAYASAN LAINNYA
- SURVIVOR
- UMUM

STAKEHOLDER
- PEMERINTAH
- KEMENKES
- YKI
- BeKRAF
- PEMDA BALI
- ITDC

SPONSOR
- BRAND
- MEDIA
- AGENCY
- DONATUR

PENDUKUNG
- EVENT ORGANIZER
- RELAWAN

Sumber
- Pendanaan

INDONESIA GOES PINK
BREAST CANCER AWARENESS CAMPAIGN 2017
TERBUKA UNTUK PELARI PRIA & WANITA PEMULA & PROFESIONAL

8 OKT 2017
AREA NUSA DUA
05:30 – SELESAI
Fun walk
TERBUKA UNTUK SURVIVOR & KELUARGA, UMUM & SEMUA ORANG YANG PEDULI

Kenakan Atribut Paling Pink

3K Jalan Bazaar

8 OKT 2017
AREA NUSA DUA
07:00 – 09:00
SURVIVORS GATHERING

MENSYUKURI HIDUP BERSAMA 1000 SURVIVOR DARI SELURUH INDONESIA

7 OKT
WORKSHOP
EXPO & “THOUSAND VOICES CELEBRATING LIFE” DINNER

8 OKT
FUN WALK

6-8 OKT 2017
AREA NUSA DUA
(3 HARI – 2 MALAM)
## KONSEP ACARA

<table>
<thead>
<tr>
<th></th>
<th>SURVIVOR GATHERING</th>
<th>RUN</th>
<th>FUNWALK</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 OKT</td>
<td>08:00-13:00 WORKSHOP EXPO TALKSHOW</td>
<td>5 K</td>
<td>3 K</td>
</tr>
<tr>
<td>7 OKT</td>
<td>17:00 – 21:00 “THOUSAND VOICES” CELEBRATING LIFE” DINNER</td>
<td>10 K</td>
<td></td>
</tr>
<tr>
<td>7 OKT</td>
<td>LELANG ARTIS MUSIK FASHION SHOW SURVIVORS PERFORMANCES</td>
<td>21 K</td>
<td></td>
</tr>
</tbody>
</table>

## ACARA

- **SURVIVOR TIBA**
- **EDUKASI PEMBERDAYAAN INSPIRASI**
- **LELANG ARTIS MUSIK FASHION SHOW SURVIVORS PERFORMANCES**
- **BOOTH PEMERIKSAAN USG**
- **BAZAAR & POP UP MARKET**
#THOUSAND VOICES
INDONESIAN BREAST CANCER SURVIVORS

BERBAGI CERITA
BERHARGA
LENIB BANYAK DOKTER & FASILITAS KESEHATAN
EDUKASI UTK LEBIH BANYAK WANITA

PENGGABUNGAN IDE BERSAMA
UNGKAPAN ASPIRASI
PENAYANGAN KUMPULAN FOTO & KISAH PARA SURVIVOR
KEKUATAN INFORMASI
“SUARA” PARA SURVIVOR DI INDONESIA

INDONESIA GOES PINK
BREAST CANCER AWARENESS CAMPAIGN
BALI, 6-8 OKTOBER 2017

EDUCATE. EMPOWER. INSPIRE.
08:00 – 13:00
WORKSHOP, EXPO & TALKSHOW

PENDAFTARAN
KELAS-KELAS WORKSHOP
TALK SHOW
BRAND EXPO

EDUCATE. EMPOWER. INSPIRE.
17:30 – 21:30
“THOUSAND VOICES
CELEBRATING LIFE” DINNER

PEMBUKAAN
LELANG (CHARITY)
PEMBICARA MOTIVASI
HIBURAN (PERFORMANCE) DARI
SURVIVOR
MUSIK & ARTIS
FASHION SHOW
MAKANAN & MINUMAN
DOOR PRIZES

7.10.17

EDUCATE. EMPOWER. INSPIRE.
SHARING & SOCIALIZATION

ROAD SHOW - EDUKASI

STAY STRONG

INDONESIA GOES PINK 2017

BREAST CANCER AWARENESS CAMPAIGN
SOSIALISASI & BERBAGI.
DETEKSI DINI PENYELAMAT HIDUP
(diperuntukkan bagi program CSR perusahaan Anda untuk mendukung para wanita melakukan deteksi dini)

Sertakan kami ke cabang-cabang Perusahaan Anda di wilayah manapun di Indonesia (*)

• Kampanye SADARI & Deteksi Dini
Berkolaborasi dengan para client yang selama ini telah mendukung untuk menyebarkluaskan kampanye kesadaran kanker payudara, melalui kantor-kantor cabang dan sarana komunikasi yang dimiliki di seluruh Indonesia
• Melibatkan survivor dari yayasan lokal yang ditunjuk
• *Didukung dengan pemeriksaan USG & dokter, radiolog (hanya untuk kota Jakarta, Surabaya, Bali)

Benefit Sponsor sudah termasuk :
Pembicara tamu (3), Radiolog (USG) + materi cetak dan lain-lain.  
(Biaya transportasi & akomodasi menjadi tanggungan pihak Sponsor)

Pelaksanaan pada bulan Oktober (mid) - November 2017
RACEPACK: (T-Shirt, Medal & String Bag)
Indonesia Goes Pink
8 October 2017 / Nusa Dua Bali

5K Route Map:
- KM 1: SOL Beach House Benoa
- KM 2: Nusa Dua Resort
- KM 3: Nusa Dua
- KM 4: Nusa Dua
- KM 5: Nusa Dua

Legend:
- Your Way
- Start/Finish
- Water Station
- Beach
The world needs a new story – a story in which humanity overcomes seemingly impossible odds to not only survive, but to thrive.

A story in which the powerful love and passion of human ingenuity is redirected toward building a more beautiful future and bigger impact for all of us in this planet.

Be a part of that story and LOVEPINK. WE DARE YOU.
WHAT’S NEXT? LET’S ACTION.

SHANTI PERSADA – 08111876619
SHANTI_PERSADA@YAHOO.COM

SAMANTHA BARBARA – 081808888326
NEWYORKSB@YAHOO.COM