In 2015, Breast Cancer Network Australia (BCNA) and Bakers Delight celebrate 15 years of working together to support Australians affected by breast cancer. In 2015 the partnership will also reach an impressive milestone with Bakers Delight having donated a total of $15 million in funds and pro-bono services to BCNA over the 15 year partnership.

The long standing partnership between the two networks began 15 years ago with a chance conversation, when Bakers Delight joint CEOs Lesley Gillespie heard BCNA founder Lyn Swinburne speaking about her vision to grow a national network for women with breast cancer, following her own diagnosis. Lyn had taught their daughter, Elise (now Bakers Delight’s GM Operations) in primary school and they immediately approached Lyn with an offer of help.

“It started as a chat with Lyn, and ended with BCNA moving into the Bakers Delight office. Lyn’s vision was to provide support for women diagnosed with breast cancer, and we wanted to help in a very real way,” says Lesley.

Since then, the partnership has grown significantly and the two organisations continue to share the same building and the same vision. BCNA is now Australia’s leading breast cancer consumer organisation, with more than 40 staff working to support over 100,000 members throughout Australia, the majority of whom have been personally diagnosed with breast cancer.

BCNA could not continue to support their members without the generosity of Bakers Delight’s 600 bakeries and more than 12,000 bakery staff across the country. Each May during the annual ‘Pink Bun’ campaign, all Bakers Delight bakeries donate 100% from the sale of Pink Finger Buns which raised more than $1.1m in 2014 for BCNA. During the 2015 Pink Bun campaign, Bakers Delight bakeries will surpass more than 5m Pink Buns baked and sold to support BCNA since the partnership began.

“The Bakers Delight annual ‘Pink Bun’ campaign provides our bakeries and staff with a sense of pride knowing that every dollar raised goes towards BCNA’s work. Our partnership is a leading corporate/community partnership – it’s part of our culture, it’s part of who we are,” says Roger.

Funds raised by Bakers Delight support BCNA’s work in informing, supporting, representing and connecting women living with breast cancer. This includes BCNA’s free My Journey Kit, an invaluable information resource to assist newly diagnosed women. In 2014, BCNA sent out more than 12,000 My Journey Kits, reaching over 83% of Australian women diagnosed with breast cancer in 2014.

“Bakers Delight’s support for us is unique. I don’t know of any other company that gives 100 per cent of sales of a product directly to support the work of a charity. They genuinely share our passion for helping Australian families affected by breast cancer. What is really special about the partnership is the commitment shown at all levels of the organisation, from founders Roger and Lesley and the Head Office staff, through to Franchisees and those who work behind the counter, and the fact that this partnership continues 15 years later!,” says Lyn.

**BCNA’s support:**

- Since being established in 1998, BCNA’s network has grown to 100,000 members right across Australia
- With Bakers Delight’s support, BCNA has provided more than 100,000 My Journey Kits free of charge to Australians diagnosed with breast cancer
ABOUT BREAST CANCER NETWORK AUSTRALIA (BCNA)

Breast Cancer Network Australia (BCNA) is the peak national organisation for Australians personally affected by breast cancer, and consists of a network of more than 100,000 individual members and 300 Member Groups. BCNA works to ensure that Australians affected by breast cancer receive the very best support, information, treatment and care appropriate to their individual needs.

Visit www.bcna.org.au to find out more about programs and services, including the free My Journey Kit for women newly diagnosed with breast cancer.

Breast cancer in Australia

- Every day 42 women will be told they have breast cancer and 7 will lose their lives to the disease
- More than 15,600 women and 125 men will be diagnosed with breast cancer in 2015
- The number of women diagnosed with breast cancer has increased by around 40 per cent over the last 15 years
- 1 in 8 women will be diagnosed with breast cancer by the age of 85

ABOUT THE PINK BUN CAMPAIGN

The Bakers Delight Pink Bun Campaign is an annual fundraising campaign which sees every Bakers Delight bakery around Australia donate 100% of the sale of the their Pink Finger Buns to Breast Cancer Network Australia (BCNA).

Background

- The BCNA and Bakers Delight partnership celebrates 15 years in 2015, providing more than $15m in support to BCNA
- In 2014, the campaign raised more than $1m for BCNA through the Pink Bun campaign
- Bakers Delight bakeries across Australia also joined by their local BCNA representatives and conduct a range of fundraising activities throughout the year in local communities

ABOUT BAKERS DELIGHT

Bakers Delight, Australia’s most successful bakery franchise was established in 1980 as a single bakery on Glenferrie Road in Hawthorn, Melbourne. An Australian owned company, Bakers Delight boasts over 700 bakeries employing more than 15,000 people, serving 2 million regular customers per week throughout Australia, New Zealand, and Canada.

Bakers Delight has been a major corporate partner of Breast Cancer Network Australia for fifteen years, providing $15m in support. Through its bakery network, the company donates approximately $143 million in bread to charities each year, and was named 63rd in The Australian’s Top 500 Private Companies.