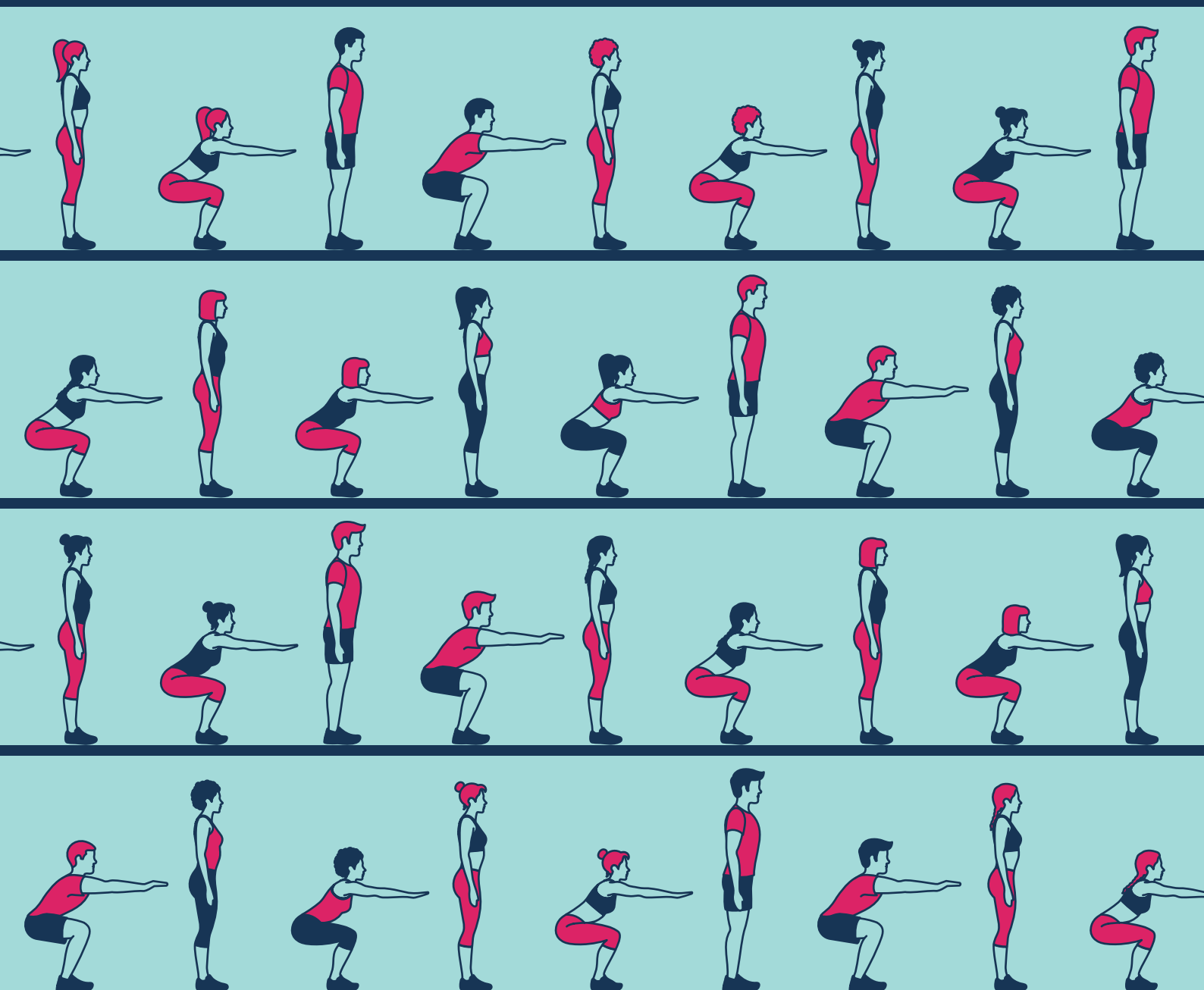


55 SQUAT CHALLENGE

55 squats. 31 days. 55 Australians diagnosed every day.

EVENT GUIDE



National
Breast Cancer
Foundation

#55squats

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55 SQUAT CHALLENGE

Thank you for joining the **55 Squat Challenge** for the whole month of March. When you complete your 55 squats each day throughout the month, you'll not only be raising money for breast cancer research, but you'll also be improving your overall health and wellbeing at the same time.

Breast cancer is the most commonly diagnosed cancer in Australia, with 55 Australians diagnosed every single day it is a disease we simply cannot ignore.

The National Breast Cancer Foundation (NBCF) is committed to funding a range of innovative research into effective prevention, detection and treatment of breast cancer. This includes research into hard to treat cancers, such as triple negative breast cancer.

Triple negative breast cancer is often more aggressive than other breast cancer subtypes. It is more likely to spread to other parts of the body and is difficult to treat. This is why we need your help to raise as much as possible to ensure we can continue to fund innovative scientific research into new and better therapeutic strategies to improve treatment effectiveness in triple negative breast cancer, with fewer potential side effects.

Thank you again for taking on the challenge and squatting for breast cancer research. Make sure you share your journey on social media and use **#55squats** and tag **@nbcfaus** so everyone here at NBCF can cheer you on.

The **55 Squat Challenge** team

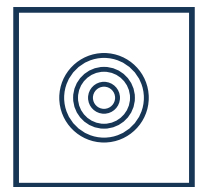
WHERE THE MONEY GOES

The funds you raise are vital. The more squats you do and the more money you raise, the bigger your impact. Here's how you can make a difference as you take on the **55 Squat Challenge**.



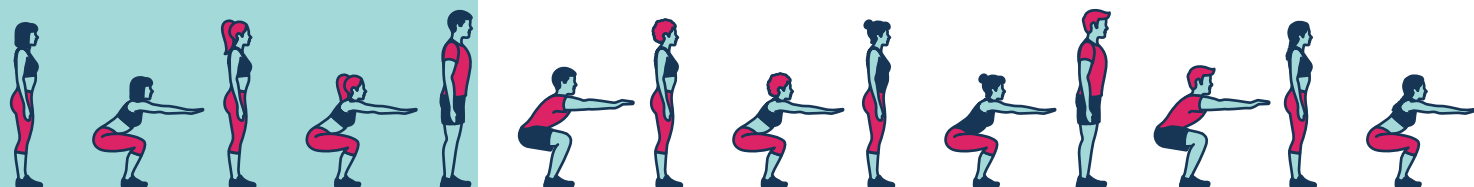
\$50

Could support researchers to test whether a successful immunotherapy for advanced melanoma can also be used to treat breast cancer.



\$100

Could support researchers to uncover new drug targets for chemo-resistant breast cancer, to provide better treatments for those who need it most.



BREAST CANCER IS THE MOST COMMONLY DIAGNOSED CANCER IN AUSTRALIA

1 IN 7
WOMEN WILL BE DIAGNOSED WITH BREAST CANCER IN THEIR LIFETIME

55
AUSTRALIANS ARE DIAGNOSED EACH AND EVERY DAY

8
WOMEN LOSE THEIR LIFE TO BREAST CANCER EVERY DAY IN AUSTRALIA

1 IN 716
MEN WILL BE DIAGNOSED WITH BREAST CANCER IN THEIR LIFETIME



GOAL

This year, the **55 Squat Challenge** aims to raise \$700,000.



POSSIBILITIES

This could fund novel and innovative research into new and improved treatments for breast cancer.



RESULTS

This will ensure that everyone at risk of a breast cancer diagnosis will have an increased chance of survival.

WHY WE NEED YOU

The National Breast Cancer Foundation is the only national body that funds breast cancer research with money raised entirely by the Australian public. It's because of amazing people like you that we are able to fund the best research in Australia and make a difference to the lives of Australian women and men living with breast cancer.



\$500

Could support researchers to develop new genomic tests that can accurately tell which patients would benefit from chemotherapy and which could avoid it.



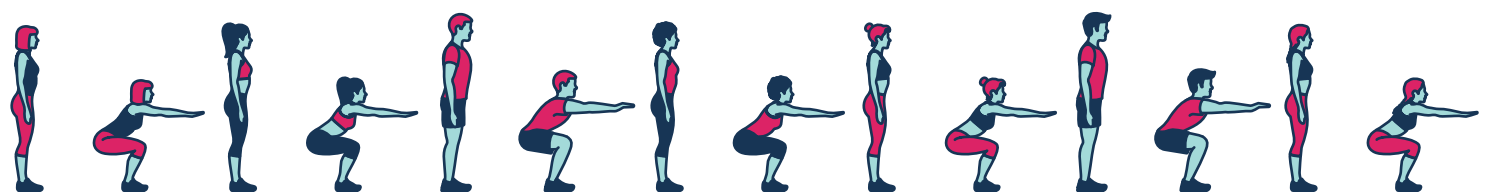
\$1,000

Could help researchers understand how certain faulty genes could lead to the development of aggressive breast cancer.



\$3,000

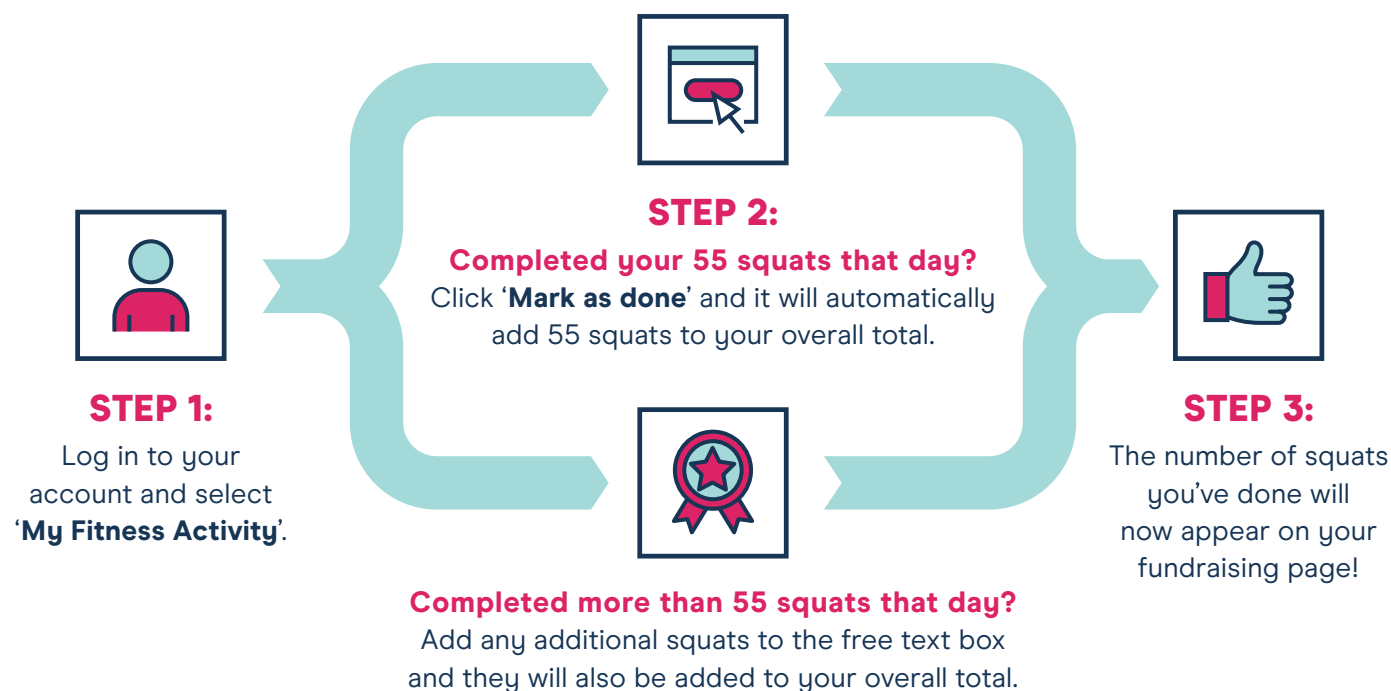
Could support researchers to develop world-class diagnostic and imaging tools, to see exactly where breast cancer has spread, as early as possible.



HOW TO TRACK YOUR SQUATS

You can track your squats on your online personal fundraising page. It's really easy to do and it's a great way to keep your friends updated on your squat challenge progress.

Follow these steps to add your squats:



BOOST YOUR FUNDRAISING

55 squats a day is no easy feat. Asking friends and family to support your efforts by donating to your page is easy when taking on such a challenge.

But we also have some other fun ideas to help boost your fundraising and level up from beginner to intermediate to advanced as you squat for breast cancer research.



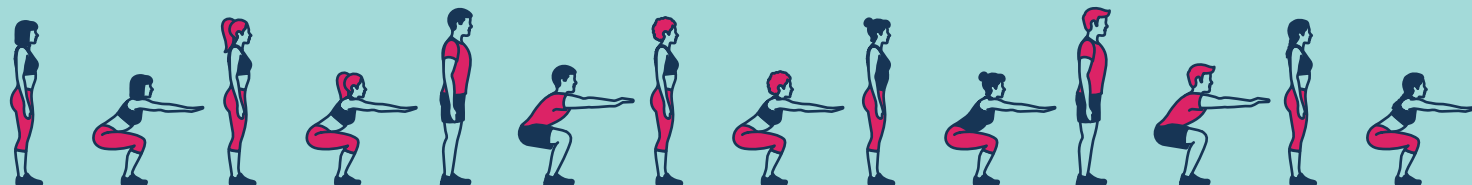
Share your squats on social media

Post a video to Instagram or Facebook of you completing your squats and tag a friend to donate \$1 per squat.



Double-down

Reached intermediate level? You will be working double as hard with your NBCF resistance band so ask friends and family to double their donation.



LEVEL UP DURING YOUR SQUAT CHALLENGE

As you complete your 55 squats each day and continue to raise funds throughout March, you'll be able to climb the ranks as you level up from beginner, to intermediate to advanced level.

How? By reaching special fundraising milestones on your way to your goal.



Beginner

Kick off your fundraising with a self-donation to reach beginner level.



Intermediate

Be one of the first 2,500 people to raise \$150 on your fundraising page and receive an **NBCF resistance band** to push your challenge that little bit further.



Advanced

Be the first 200 to raise \$500 on your fundraising page and receive an **NBCF singlet** to look the part. Mix up your squats at advanced level and add weights or squat variations!



Donate and nominate

Ask your friends and family to give a \$55 donation to your page, in return let them nominate the number of squats you complete that day.



Dress for success

Raise awareness and more money by completing your squats dressed head to toe in pink, in a public place. Let friends and family choose a location, for a donation of course.

TOP TIPS FOR FUNDRAISING AT YOUR GYM



Ask your gym to hold a squat challenge there throughout the month. People will donate to take part and the person who completes 55 squats with the largest weight by the end of the month wins a prize.



Encourage your gym to run a squat inspired class, donate to take part, work out in pink, and have fun while raising money for breast cancer research.

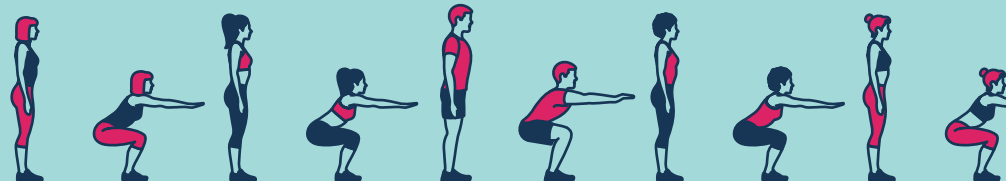


Ask an instructor at your gym to offer squat technique sessions for a small donation throughout the month.



“I joined the squat challenge to help raise money for a fantastic cause in memory of my late wife. Every little bit helps towards NBCF’s goal of zero deaths from breast cancer by 2030.”

– Carl, NBCF Squat Challenger



TOP TIPS FOR FUNDRAISING AT WORK



Challenge colleagues to join you on your **55 Squat Challenge**. Put a daily reminder in everyone's calendar and complete your squats together, either at a social distance or virtually.



Speak to your boss, office manager or HR team to spread the word about the **55 Squat Challenge**. Get your organisation's management team moving, donate to the senior leader you'd most like to take on the challenge. The person who receives the most donations is the one that must complete the squats.



Ask your workplace to dollar match – this way, every \$1 you raise becomes \$2! Dollar matching is tax deductible and doubles your impact for breast cancer research. And if you need a special dollar matching letter from us – just ask.

BRING EVERYONE ALONG FOR YOUR SQUATS!

As you squat for breast cancer research keep everyone updated with what an awesome job you are doing and let them know why it means so much to you.

Here are some easy ways you can do this:



Share your fundraising page on Facebook

Top fundraisers share their page over 11 times, so don't be shy!



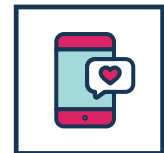
Add a blog post and photos

Share them on your online fundraising page.



Do a Facebook live

Create a post telling everyone what time you'll be live. Then jump on and bring everyone along as you squat for breast cancer research.



Share on your Insta stories

Use our Instagram story frame. You can create a new highlight and save all your daily squat stories together!

Make sure you tag @nbcfaus and #55squats so we can cheer you on too!

“I unfortunately lost my mum to breast cancer. Taking on challenges like the **55 Squat Challenge**, raising awareness and receiving donations gives me a proud sense of accomplishment. Being part of the NBCF community is enriching, it's powerful to feel a sense of belonging, knowing I am helping to make a real difference to the lives of people I don't even know.”

– Benjamin, NBCF Squat Challenger



RESEARCH IMPACT

NBCF-funded research

The National Breast Cancer Foundation has a number of groundbreaking research projects focusing on new and improved breast cancer treatments.

This novel and innovative scientific research will uncover new and better therapeutic strategies to improve treatment effectiveness and reduce potential side effects.



Dr Roberta Mazziere
University of Queensland

VACCINATIONS FOR TRIPLE NEGATIVE AND BRAIN METASTATIC BREAST CANCER

Triple negative breast cancer and brain-metastatic breast cancer remain the two most challenging subtypes of breast cancer to treat due to their poor responsiveness to common chemotherapy treatments such as hormone therapy and HER2-targeting drugs. As such, new options are urgently needed for women with these two subtypes of breast cancer.

Dr Mazziere's project hopes to address this with a new vaccination-based technology which stimulates immune cells to better recognise and eliminate cancer cells. Ultimately, this method will help boost the patients' response to immunotherapy in breast cancer.

“Advanced metastatic breast cancer has no cure today. If successful, our new strategy will control or eliminate distant metastasis, including devastating brain metastases.”

– Dr Roberta Mazziere,
NBCF-funded researcher



Professor Jane Visvader
Walter and Eliza Hall Institute of Medical Research

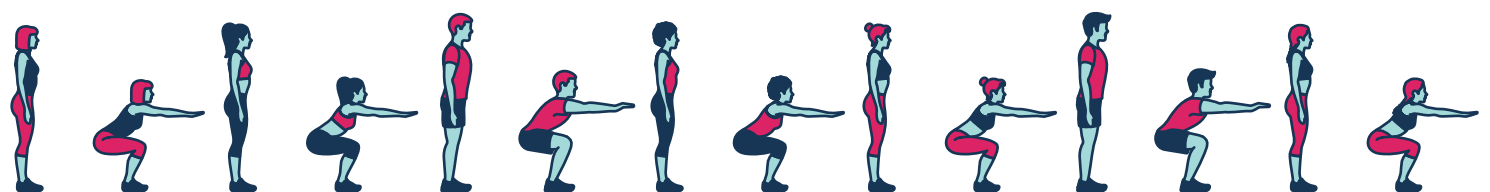
FINDING THE NEEDLE IN THE HAYSTACK: UNRAVELLING BREAST CANCER COMPLEXITY

Aggressive breast cancer subtypes such as triple negative breast cancer and BRCA2 associated cancers are challenging to treat due to the numerous different cells within the tumour. This cell variation makes the cancer difficult to predict in terms of its responsiveness to drug therapies.

Using an advanced suite of new technologies, Professor Visvader's work will study thousands of single cells to determine how individual cells behave, and how this influences the spread of cancer in the body.

“Having a better understanding of the process will help us target the different types of cell clones and pathways active in them that are responsible for breast cancer spread.”

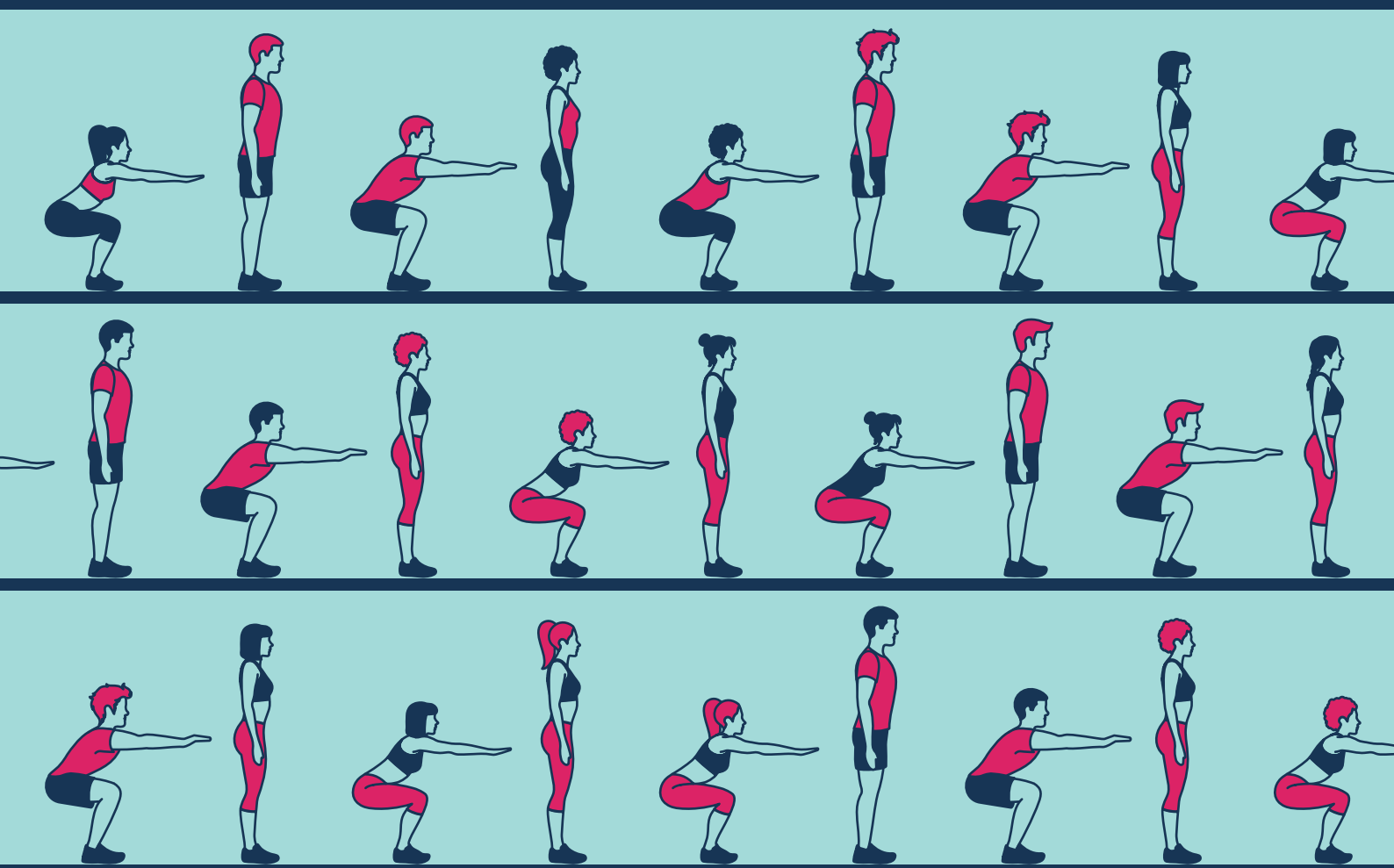
– Professor Jane Visvader,
NBCF-funded researcher



55 SQUAT CHALLENGE

55 squats. 31 days. 55 Australians diagnosed every day.

Thank you for joining the 55 Squat Challenge and raising money to help end deaths from breast cancer.



We're here to help

Call us on 1300 803 551 or email 55squats@nbcf.org.au for support.

Share your story and photos on Facebook, Instagram or Twitter using [#55squats](https://twitter.com/55squats) and don't forget to tag us! [@nbcfaus](https://twitter.com/nbcfaus)



National
Breast Cancer
Foundation

[#55squats](https://twitter.com/55squats)

ABN 37 144 841 707