

Creating a world where people  
have more time together



THE BREAST CANCER IRELAND  
SOCIAL IMPACT REPORT  
2025

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Sandra Velthuis, Whitebarn Consulting  
Report Advisor





# AISLING HURLEY

CEO  
BREAST CANCER IRELAND

As the leading voice for breast cancer in Ireland, we are delighted to introduce the first comprehensive report about the impact that our charity delivers.

Since Breast Cancer Ireland's inception in 2012, research into breast cancer, public awareness of the disease, diagnosis and treatment have all improved dramatically. Incredibly, over this relatively short time-period, survival rates have increased from 73% to 88%, with mortality rates reducing 2% year on year.



Over €34.5 million has been raised by us and our amazing supporters, enabling a range of work to take place nationally and internationally.

As part of our complimentary education and awareness programme, our dedicated team has met with over 145,000 people, across schools, companies and community groups to educate them about breast health.

Significant scientific advances have been made. The National Breast Cancer Bio Resource and Patient Profiling Centre, whereby we fund specialist research nurses in Ireland's designated cancer centres, to collaborate and collate patient tissue samples into one large central resource, has been a key enabler. It has significantly sped up research discovery output. When we were first founded, a single peer-reviewed paper might be published every 12-18 months, but today that number has reached around 15 papers per institution, per year.

Treatment is evolving also. We have seen tremendous new clinical trial drugs enter the market and provide a lifeline for those with more challenging sub-type breast cancer diagnoses, as well as innovative surgical solutions. All patients now diagnosed are given tailored treatment plans, specific to their own personal diagnoses, resulting in 50% fewer patients requiring chemotherapy.

Every year we are one step closer to transforming this disease into a treatable illness for all.

Aisling Hurley  
Chief Executive Officer

# THE BIG ISSUE

Breast cancer occurs when cells in breast tissue grow in an abnormal way. A group of these cells can form a tumour.

There are different types of breast cancer and the disease can occur at any age, and in any gender. Fewer than 5% of cases are hereditary. The risk of getting breast cancer can be reduced through lifestyle choices, but cannot be eliminated entirely.



Breast cancer is common. Every 29 seconds someone in the world will be diagnosed. In Ireland, 1 in seven women and 1 in 738 men will be diagnosed with it in their lifetime. The total numbers diagnosed in 2024 stood at around 3,700.

Metastatic (stage 4) disease occurs when, after the primary cancer has been treated, some rogue cancer cells, that hid and lay dormant during initial treatment, reactivate, travel to other major organs and thrive.

The earlier cancer is detected, the more likely it is that it can be successfully treated. Fortunately, the mortality rate from breast cancer is reducing and the vast majority of those diagnosed now survive, but sadly, there are still circa 730 deaths from breast cancer per year in Ireland.

The stages of breast cancer can be divided into four:



1. The cancer tumour is small and is only found in the breast.



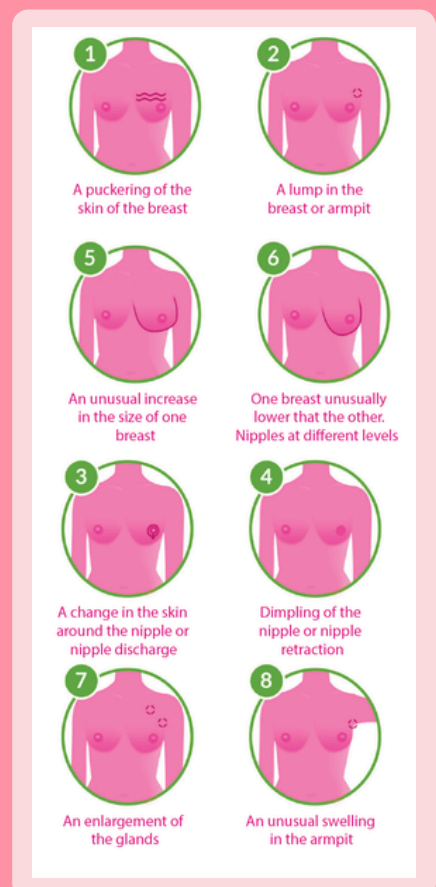
2. The cancer tumour has grown in size but has still not spread anywhere else.



3. The cancer tumour is larger and may have spread to surrounding tissue or into the lymph nodes that form part of the immune system.



4. The cancer tumour has spread from where it started initially into other organs and is diagnosed as incurable.



# A POTTED HISTORY OF BREAST CANCER IRELAND

## OUR VISION

*To transform breast cancer from sometimes being a fatal disease into a treatable illness for all.*

## OUR MISSION

*To speed up research discovery output so as to affect better and more positive treatment options for patients.*

Breast Cancer Ireland grew out of significant interest, since the mid-2000s, in supporting pioneering breast cancer research in the Royal College of Surgeons in Ireland (RCSI).

**2012**

Established as an independent company limited by guarantee with charitable status



**2019**

Became one of 21 partners in the Precision Oncology Ireland consortium



**2013**

Created the free to download Breast Aware app for iPhone and Android



**2020**

Began the More Than A Lump podcast series highlighting the full spectrum of breast cancer topics



**2014**

Disseminated a Breast Aware video promoted by world champion boxer Katie Taylor



**2021**

Ran the highly effective and Effie award winning campaign Make Time To Check, raising awareness nationally



**2015**

Enabled the purchase of Ireland's first Intra-Operative Radiotherapy Device for breast cancer



**2022**

Saw the opening of the new Beaumont Breast Centre, part funded by BCI



**2016**

Sponsored the International bi-annual Breast Cancer Symposium in RCSI



**2023**

Won Best Use of Digital PR in the Awards for Excellence in Public Relations for our podcast series and an Effie Award (and subsequently European Effie Award) for our first ever television advert



**2017**

Launched our education and awareness programme covering Leinster, Munster and Connaught



**2024**

Partnered on the major €5 million PRISM project to research advanced breast cancer



**2018**

Awarded the first Emma Hannigan memorial Fellowship to support research into metastatic disease progression to the brain.



**2025**

Launched our first ever Social Impact Report on 4 February: World Cancer Day



# HOW WE MAKE A DIFFERENCE

The following graphic is a simplified graphic of a more complex process of ongoing change.



**HIGH STANDARDS OF GOVERNANCE AND HIGHLY PROFICIENT STAFF**



**SECURE AND MAINTAIN AN EXCELLENT REPUTATION AND ENGENDER TRUST IN OUR ORGANISATION**



**THESE ENABLE EFFECTIVE FUNDRAISING**



**THE MONEY WE RAISE GOES TOWARDS**

- Advancing the world's most promising research including collaboration with international centres of cancer excellence, ground breaking clinical trials and the development of new personalised drug therapies and treatments for the 1 in 7 women in Ireland impacted.
- Specialised state of the art spaces and equipment such as the new multi million euro Beaumont Breast Centre, built on the grounds of Beaumont Hospital in Dublin, and visited by circa 10,000 patients annually.
- The recruitment & retention of key research Scientists & Fellows.
- A dedicated, nationwide, and much sought after complimentary Education and Awareness programme.
- Our day-to-day operations.



**SO THAT**

- There is an ever-growing understanding of all aspects, signs and symptoms of breast cancer
- Detection and diagnosis are as early as possible to allow for better outcomes
- Treatment is as effective, personalised and non-invasive as possible
- Survival rates continue to increase and mortality rates continue to decrease

Our ultimate goal: zero deaths from breast cancer so that people have more precious time together with people they love.

**WE'RE ALL IN THIS TOGETHER**

# GOOD PEOPLE + GOOD PRACTICE = FUNDS RAISED FOR GOOD

We have known from the beginning that we cannot achieve our goals without investing in people and processes.



## GOOD PEOPLE

The numbers of people involved in our organisation have increased over time. We currently have a highly skilled six-strong Board of Directors/Trustees who generously give their time on a voluntary basis. We also have a committed and experienced team including the CEO, a Development Manager, an Engagement Officer and nine part-time Outreach Coordinators supported by two Administrators. In addition, we work with a team of professional external suppliers who support us with our finance, HR, IT, communications and public relations functions.

## GOOD PRACTICE

We are passionate about good practice. We have been awarded Triple Lock status by the Charities Institute Ireland on an annual basis, which means we:

- Have adopted the Charities' Governance Code
- Strictly adhere to ethical fundraising standards
- Report our finances using the Charity Statement Of Recommended Practice.



## FUNDS RAISED FOR GOOD

We receive no government funding. We raise all of our funds from individuals and corporate partners, by way of donations, legacies, gifts-in-kind and public fundraising events. We are enormously grateful to each and every one of them for their support.

We are immensely proud to have raised more than €34.5 million to date.



# A WIDE RANGE OF BENEFICIARIES

The work we do has a positive effect on a host of different groups in our society, as shown in the pages that follow. For each of these, we describe what we do with and for them, and what outcomes are delivered. Note that there is often an overlap between different groups.





# RESEARCHERS

## What we do

Supporting pioneering research has been the mainstay of our work since our inception.



In 2010, when we were still part of the RCSI, we co-founded the National Breast Cancer Bio Resource and Patient Profiling Centre to standardise the collection of serum and tissue samples within Ireland's eight designated cancer centres.



Specialist breast cancer research nurses were recruited to collaborate, collect patient samples and collate data for the biobank, and this is vital work that we continue to support today. It allows scientists to avail of a far larger store of samples for their research programmes.



We have also disbursed research grants well in excess of €15M amongst 52 researchers and their teams. We work particularly closely with the RCSI, where the world-class Breast Cancer Ireland Research Centre is based.



We have also collaborated with Cancer Trials Ireland, Carrick Therapeutics, the Health Research Board, Higher Education Authority, Research Ireland, Queen's University Belfast, University College Cork, University College Dublin, University of Chicago, University of Liverpool, and University of Galway



A large proportion of the research supported by us focuses on understanding why breast cancer recurrences happen so that metastatic disease can be detected earlier and treated more effectively.



# RESEARCHERS

## What happens as a result

The research we have funded has accrued benefits not only for the researchers themselves, but also for their institutions and the wider research community. Our funding has not only meant that established researchers have been supported in their work, but also that a new generation of researchers and medical students have been trained. Breast Cancer Ireland funding has also been used to leverage further research funding from other sources.

To date, there have been 56 publications in high-impact journals from work supported by us and this ever-expanding evidence base has been disseminated to researchers internationally. Crucially, the increased numbers of researchers, together with the availability of the biobank, have significantly accelerated research discovery, helping to identify new biomarkers and therapeutic targets to more effectively tackle metastatic breast cancer.

Laboratory-based discoveries are now translating into powerful clinical trials that will ultimately provide newer and more effective drug therapies for patients.



*"Breast Cancer Ireland has been transformative in speeding up translational research in the area of advanced breast cancer."*

*"It is exceptionally difficult to get funding for clinical trials so having the support is fantastic."*



*"Breast Cancer Ireland's investment in research has sped up research discovery"*

*"My research institution has benefited directly from Breast Cancer Ireland's investment in research"*

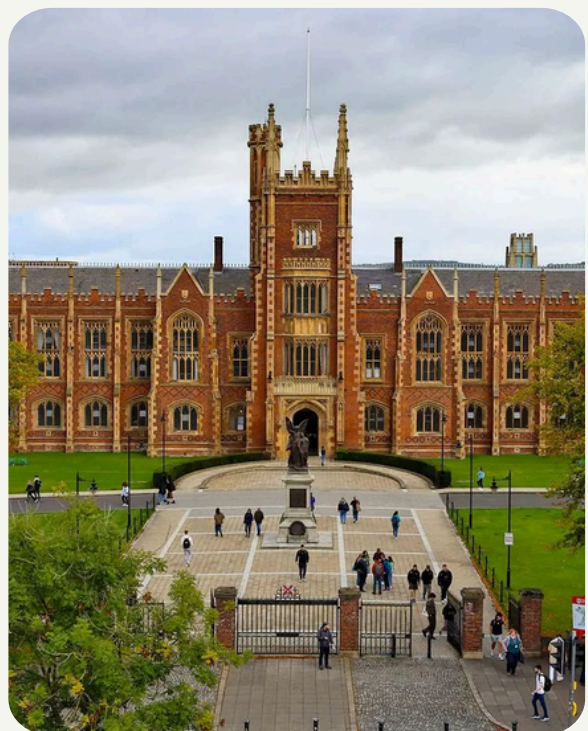
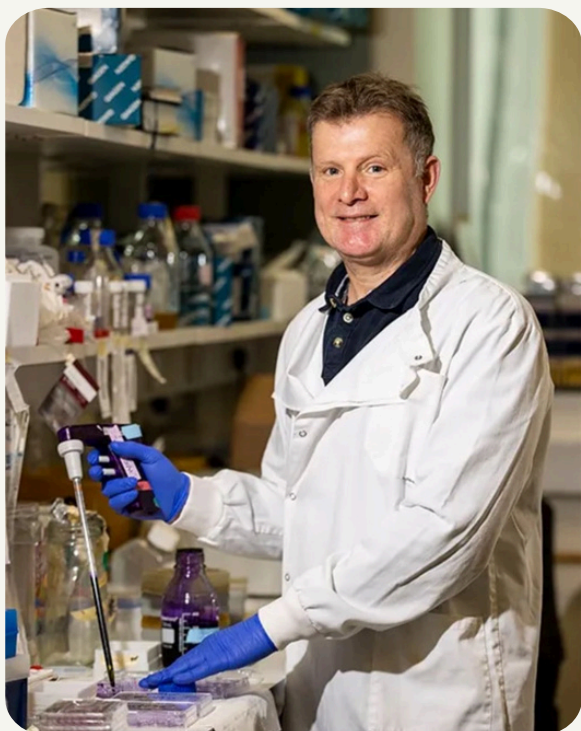
# CASE STUDY

Professor Paul Mullan works in the Patrick G Johnston Centre for Cancer Research at Queen's University Belfast. His research group of postgraduate students and postdoctoral staff investigates the molecular driver events responsible for the development and metastasis of breast cancer, ovarian and pancreatic cancers.

In 2019 Paul was delighted to be awarded a Research Fellowship to the value of €210,000 over three years from Breast Cancer Ireland.

His team has identified a pathway responsible for the most aggressive cases of Triple Negative breast cancer and potentially a way to target these with a drug currently used to treat leukemia.

Follow-up work funded by Breast Cancer Ireland has also uncovered previously unreported functions for genes driving this cancer pathway. Paul felt honoured to present the results of his research to breast cancer survivors and those working in the field, including publishing his work in an open access online journal.



# CLINICIANS

## What we do

The scientists at the Breast Cancer Ireland Research Centre at the RCSI have strong formal relationships with the oncologists and related health professionals at the Beaumont RCSI Cancer Centre. This means that research findings are directly translated to clinical practice.

In addition to the essential funding provided for breast cancer research, Breast Cancer Ireland has also raised funds that have been invested into state-of-the-art capital projects. For instance, in 2015, our funding enabled the purchase of Ireland's first Intra-Operative Radiotherapy Device for breast cancer patients.



We also raised €3 million (circa 50% of the total cost) for the Beaumont Breast Centre: a modern building housing pathology labs, an extensive clinical trials facility, a board room for multi-disciplinary meetings, five imaging rooms, eight consulting rooms, a counselling suite, and a prosthesis and post-mastectomy underwear fitting suite.

It was officially opened in 2022 and now provides around 10,000 patients each year with a true 'bench to bedside' experience. In 2024, the generosity of Rosie Connolly and her 4TH ARQ brand, enabled the purchase of a new Faxitron Machine, allowing high-resolution imaging for immediate core sample verification during surgery. We also benefitted from a significant once off charitable grant donation from Ulster Bank as they wound up their Irish operations – for which we are very grateful.

Coupled with all of the above is our education and awareness work which drives people with concerns about their breast health to the medical staff who subsequently test, diagnose and treat them.



# CLINICIANS

## What happens as a result

In 2011, the number of breast cancer cases diagnosed in Ireland was in the region of 2,900 per year. Today, this figure has increased to approximately 3,700 annual cases. This upward curve is expected to continue over the coming years.

Earlier detection is also enabling earlier diagnosis and more positive treatment outcomes.

Treatment options for breast cancer used to be rather limited and were often highly aggressive with many negative side effects. Research discovery has meant that clinicians are now often able to use gentler and more targeted treatments that are personalised to individuals and their particular form and stage of breast cancer. For instance, the Intra-Operative Radiotherapy Device has meant that some patients could receive radiotherapy as part of their surgery instead of attending for daily radiotherapy sessions for several weeks post-op. Furthermore, the Beaumont Breast Centre is able to offer turnaround times of three days from biopsy to treatment. In this way, the quality of life for those living with breast cancer has improved and mortality from the disease has lowered.

The fact that a growing evidence base has facilitated an improvement in the management of breast cancer patients and resulted in better outcomes for them and their families is a source of tremendous satisfaction for clinicians.



Survival rates in 2011 were 73% and this grew to 88% by 2023.

Our goal is to continue increasing this figure until we reach zero deaths from breast cancer.

*"It is exceptionally difficult to get funding for clinical trials so having the support is fantastic."*

# CASE STUDY

**Professor Arnold Hill** is Chair of Surgery in Beaumont Hospital and Dean of Medical Programmes at RCSI University of Medicine and Health Sciences. He also acts as National Advisor for surgical oncology for the National Cancer Control Programme and is Chairman of Breast Cancer Ireland.



He is highly committed to turning breast cancer from a sometimes fatal disease to one that is managed as a chronic condition. He believes that with political will, proper investment into clinical trials and more quality health care facilities, this could be achieved within a decade. He is excited by the latest developments in research and the associated improvements in clinical practice. These include a more personalised approach to the administration of chemotherapy, the increasing likelihood of predicting which patients will respond to which treatments (for instance, in HER2-positive breast cancer), and the incredible advances that have been made in breast reconstruction.

The first robotic mastectomy to be carried out in Ireland took place in late 2024 with funding support from Breast Cancer Ireland. This ground-breaking approach allows for the removal of internal breast tissue and subsequent breast reconstruction through a small incision while retaining the skin and nipple of the breast.

He is proud of his involvement with Breast Cancer Ireland, a charity that he considers to be well-governed, lean, excellent at raising funds and focused in its approach to supporting translational research and community education.



# THE GENERAL PUBLIC

## What we do

As part of our remit, we also engage in extensive education and awareness work to inform people – young and old – about breast health.

The main component of Breast Cancer's Ireland's work in this domain is an outreach service generously sponsored by Cornmarket Group Financial Services as part of their partnership with the Irish National Teachers' Organisation and the Teachers Union of Ireland.

Our team of Outreach Coordinators visit schools, companies, sports clubs and community groups to deliver carefully developed one-hour information sessions entirely free of charge. These sessions highlight the eight signs and symptoms of breast cancer and demonstrate how to perform a breast self-examination using a special medical mannequin.

To date, we have delivered these well-received talks to more than 145,000 people.

We have also collaborated with Stewarts Care in the co-design of an easy-to-read handbook on breast health for people with intellectual disabilities, as well as working with members of the Traveller community.

We also spread the breast aware public health message at events, through targeted campaigns and via our website, free downloadable app, More Than A Lump podcast, social media channels, posters, fliers, shower cards and the print and broadcast media.



# THE GENERAL PUBLIC

## What happens as a result

Our outreach programming increases knowledge about breast health and provides people with a more nuanced and up-to-date understanding of breast cancer than they might have had before. This is important both for those who may get breast cancer themselves or be close to someone who does.

Specifically, we strive to increase the numbers of women routinely performing breast self-checks. In 2021, we ran an award-winning awareness campaign that resulted in a 31% increase in the numbers of women performing monthly checks over a three-month period.

If we extrapolate the results of our sample of 1,000 to the entire population, this meant that 40,000 extra women began checking their breasts more regularly.

We have learnt that being open about the subject encourages people to talk about it more and this cascades positive messaging about breast health throughout society. We know from anecdotal evidence that our outreach work has aided the early detection of breast cancer.

Finally, an increased awareness of Breast Cancer Ireland helps us to recruit much-needed supporters.

*"I was prompted to seek medical attention during an awareness talk. Following that, I was diagnosed with breast cancer. I cannot thank the organisation enough for what they have done for me."*

*"I commend the work of Breast Cancer Ireland for trying to reach out to all the population - a very worthy cause!"*

*"My understanding of breast cancer increased as a result of Breast Cancer Ireland's outreach work"*

**BREAST  
CANCER  
IRELAND**  
researching a cure

**MakeTime2Check**



# CASE STUDY

Audrey Daly somewhat reluctantly attended a Breast Cancer Ireland talk at St Molaga's Senior National School in Balbriggan where she is a teacher.

Catherine Rhodes, one of Breast Cancer Ireland's Outreach Coordinators, came to a staff meeting held at the end of a busy school day. She delivered a short and simple presentation about the various symptoms of breast cancer (many of which Audrey had not previously been aware of), and showed the group how to perform a self-examination on a special mannequin.



Audrey was young, physically fit and was already checking her breasts. However, she did not realise how firmly this should be done. When she went home that evening, she did a self-check and discovered a lump. Her GP referred her to hospital with a suspected cyst. Within a week she had various tests and procedures and was diagnosed with breast cancer, which she was subsequently successfully treated for.

She feels that attendance at the talk was a real eye-opener and almost certainly saved her life. Since then she has become passionate about spreading awareness of breast cancer, including at GAA clubs she is involved with.

## #AwarenessSavesLives



# EMPLOYERS

## What we do

We publicise our ongoing campaigns and the availability of our education and awareness programme to employers, schools & community groups.

We respond quickly to any requests from those who would like to avail of the free talks by our Outreach Coordinators. They are held year-round at a time and place that suits the group in question.

Ordinarily the sessions are delivered in-person but since the Covid pandemic, online sessions have also been made available. Additional information resources are given to the group as a reminder and for sharing with those who may not have been in a position to attend.



*"Thank you so much for the excellent presentation last week. It was very informative and so helpful in building awareness around breast health. You are doing such important work!"*

*"She was amazing, passionate and so knowledgeable! I can honestly say that our staff were very reassured and more aware."*

## What happens as a result

Employers, Schools & Community groups take up the opportunity of our education and awareness talks to address their own goals around employee/member wellness. They are very complimentary about the talks, which they variously describe as professional, informative, fear-alleviating and practical.

The use of the medical mannequin is said by all to be especially useful. A secondary benefit from the talks is the coming together and bonding of staff.

Anecdotally, employers report that there has been an increase in self checking amongst younger staff and an increased take-up of the government funded Breast Check programme by those over 50 years, leading to greater detection rates and better breast health accountability.

*"The team have been talking about it all morning and it has educated them that knowing the signs/checking your breasts could save a life."*

# INDIVIDUALS IMPACTED BY BREAST CANCER

## What we do

We undertake various support activities for and with people who currently have breast cancer or who are in recovery.

From the outset, we have engaged this group as research subjects, both through the voluntary provision of samples for the national biobank (more than 4,000 people have done so) and as clinical trial participants.

We are also passionate believers in Public and Patient Involvement in health care. We asked those with breast cancer what the thrust of our research should be and they told us, and continue to be of the opinion, that our efforts should concentrate on the most serious and advanced cases of breast cancer.

We invite groups of breast cancer patients and survivors to attend the Breast Cancer Ireland Research Centre at the RCSI and we share research findings with them at dissemination events and through videos on our website.

We also have a team of very supportive Patient Ambassadors who share their individual stories in a sensitive manner at our events and in the media, with a view to helping others who are recently diagnosed or going through treatment.

Our *More Than A Lump* podcast is a vital source of information. The podcasts include unique stories from those diagnosed and their families, on how breast cancer has affected their perspectives on life, love, family, health and aspirations.



# INDIVIDUALS IMPACTED BY BREAST CANCER

## What we do

The factual information and individual stories that we share answer questions people may be afraid to ask and can provide reassurance. We have built a strong community of those presently living with breast cancer and breast cancer survivors.

Members of this community point to the benefits of being involved, whether that be as a research participant, Patient Ambassador, community fundraiser for Breast Cancer Ireland, or in some other way.

It enables them to do something practical, help others in the same position and contribute to 'the bigger picture'. And often it is about having fun and making new friends too.

Our work in this domain does not only positively affect this group – there are also indirect benefits for their loved ones.

*"My daughter in her 30s had breast cancer and I am very grateful for all the information we got."*

*"Breast Cancer Ireland is a very positive organisation dealing well with a very negative topic."*

*"Something good came out of something horrific."*

*"Breast Cancer Ireland was a good source of information and support during my cancer journey"*

*"Through Breast Cancer Ireland I felt part of a community of breast cancer patients and survivors"*

*"Breast Cancer Ireland's work reduced my fears about the disease"*



# CASE STUDY

**Avril Tierney** is a mum, daughter, friend and sister, living (and living well) with breast cancer.

First diagnosed with Triple Negative breast cancer in 2019, and subsequently with incurable metastatic disease in her lungs, Avril soon realised that she could control only her own reaction to her situation, and decided to re-focus, stay present and face up to whatever came her way with positivity and hope.



She made a conscious decision to live her life as normally as possible while waiting for research advances in medications and targeted therapies. Being a voice for women with stage 4 breast cancer and agitating for action for this group is really important to her. She has therefore done interviews, contributed to newspaper articles, featured in fundraising campaigns and sat on discussion panels. She is an ongoing Patient Ambassador for the Breast Cancer Ireland #MetastaticMatters campaign. She also has her own page on Instagram and connects with other survivors on a private Facebook page. Having the support from other women in her situation has been invaluable and firm friendships have been formed.

**Dara McDonough**, a dad from Co Meath, was shocked to discover a lump in his breast tissue when in the shower.

Aged in his forties at the time, Dara – like many people – had no prior knowledge or understanding of the fact that men can also get breast cancer. After two weeks, he sought medical advice. He was utterly shocked at the diagnosis.



Thankfully his disease was detected early.

Following a single mastectomy and related treatment, he has since become an Patient Ambassador for Breast Cancer Ireland helping to spread awareness of male breast cancer and the signs and symptoms of the disease.

# INDIVIDUAL DONORS

## What we do

We are heavily reliant on the generous support of individual donors and this forms a very important component of our fundraising strategy.

We coordinate and facilitate many enjoyable fundraising events, high-profile campaigns and other initiatives. These include walks, runs, cycles, golf classics, race days, singing and dancing competitions, dinners, fashion shows, table sales and bake-offs.

The Pink Run has been our annual flagship fundraiser since 2011, bringing 100,000 men, women and children together for events in Dublin, Kilkenny, Cork and even Chicago, and raising over €7 million to date.

Since the Covid pandemic, remote participation has also been an option. We also organise twice-yearly raffles and sell merchandise on an ongoing basis. We provide easy ways to lodge monies collected.

People can also choose to simply donate to us, either on an ad hoc basis (for instance, through 'in memory' giving) or a regular basis (monthly giving). We encourage tax-effective giving for donations over €250.

We also work with a number of well-known and popular celebrities who have kindly agreed to be Ambassadors for Breast Cancer Ireland by promoting our work and forging relationships with their networks. We are also grateful for the support of other friends of Breast Cancer Ireland who help us at our many events.

We make sure to communicate with our donors on an ongoing basis, through a monthly ezine, a quarterly digest and an annual video. Some donors also avail of site visits to meet the scientists who we support in their laboratories and to experience first hand their work and role in positively changing the landscape for breast cancer.



# INDIVIDUAL DONORS

## What happens as a result

Everyone knows somebody who has been affected by breast cancer. This experience can trigger feelings of fear, sadness and helplessness. Donating money to Breast Cancer Ireland is one way of doing something positive and practical to cope with those emotions. It makes donors feel better about themselves and the bigger situation. Our events also bring people together, allow them to have fun and build community.



*"Breast Cancer Ireland kept me informed as to how money raised was spent and the impact of this"*

*"Supporting Breast Cancer Ireland's work made me feel I was doing something for others affected by the disease"*

*"Breast Cancer Ireland is always there via social media/website. That in itself is reassuring. I took part in the 2k a Day initiative last October and started my radiotherapy on October 31st so the fundraising helped keep me motivated and distracted but more importantly raised funds for an amazing charity."*

*"Supporting Breast Cancer Ireland's work made me feel good about myself"*

*"I get a book of tickets each year and I try my best to sell them as I know how much it impacts women's lives."*

# CASE STUDY

**Lorraine Keane** is a presenter, journalist, content creator and brand communicator. She considers herself to be very fortunate in life and has for many years used her public profile to support a range of charitable causes.

She is a long-term Breast Cancer Ireland Ambassador. She is also the founder of Fashion Relief. Initially an annual fundraising event supporting a number of different charities, it is now a fashion store in the Frascati Centre in Blackrock specifically raising funds for Breast Cancer Ireland. Some €250,000 was raised for the organisation in the first year of the store's operation.



Lorraine could not have achieved this without the support of others, including Actavo, Axonista, CaterHire, Creative Technology Ireland, Frascati Centre, Nesta Storage, and her friends and colleagues from the media and fashion industries.

Unusable donations of clothing are sent to a textile recycling company and the funds raised from this are donated to nearby LauraLynn: Ireland's Children's Hospice.





# CORPORATE SUPPORTERS

## What we do

We also build strong, strategic and mutually beneficial parentships with corporate supporters.

Over the years we have been supported by a wide range of businesses and corporate foundations. These businesses have provided us with essential donations, sponsorship, in-kind support and employee engagement opportunities. In return, we seek to meet some of their company needs. As with individual donors, we make sure to have ongoing and meaningful communication with our corporate supporters

*"They're a legitimate organisation and it is obvious that the money raised is well spent."*

*"I admire their strategic approach and I really enjoy working with the staff."*

*"Breast Cancer Ireland is an incredibly well-oiled machine and we love working with them."*

## What happens as a result

Our corporate supporters benefit in various ways. Partnering with Breast Cancer Ireland provides an opportunity to address their corporate social responsibility goals and align their company's values with those of an appropriate charity.

We offer them a clear and practical way to engage with and give back to the community. We also provide them with strategic public relations opportunities that increase their exposure and heighten awareness of their brand.

Their support of our charity is also beneficial in terms of staff recruitment and retention. All employees will have been touched by breast cancer in some way and it is therefore easy to engage them in supporting the cause; it is a source of pride among staff for the company to be associated with Breast Cancer Ireland.

Being able to offer our education and awareness talks to staff is a solid way to demonstrate that the company cares about the wellbeing of its employees.



# CASE STUDY

Very Group is a multi brand online lifestyle retailer in the UK and Ireland. Very Ireland (formerly Littlewoods Ireland) relaunched in 2022.



At that time, it was looking to collaborate with an appropriate and trustworthy charity as part of its corporate social responsibility investment in Ireland. Around 80% of Very Ireland's customers are women in the 25-45 age bracket – in other words, those under the age for the BreastCheck mammogram service. This is a cohort also prioritised by Breast Cancer Ireland.

The partnership, which is worth a significant six-figure sum over three years, was thus a very good fit. The fact that both the charity and the company use pink as the colour of their branding was an added bonus.

Very Ireland is now the headline sponsor for the Very Pink Run and the company has also engaged in numerous other support activities, including further sponsorship initiatives, emails to its customer base, branding on its website, influencer campaigns, social media campaigns and photocalls.

Some Very Ireland staff have visited the Beaumont Breast Centre and all have been invited to attend breast aware talks delivered by our Outreach Coordinators. Staff members have also been encouraged to fundraise themselves, including through bake sales, sponsored walks and taking part in the Very Pink Run. Exciting new plans are being developed for 2025 and beyond.



# Our Board & Staff

## What we do

Under company and charity law, we are required to have a Board of Directors/Trustees. Charity regulation stipulates that Trustees may not be paid for their governance role.

Our Board members thus lend their valuable time and extensive expertise on an entirely voluntary basis to ensure Breast Cancer Ireland's high standards of governance.

We also employ a small paid Staff team to manage the work of the organisation and deliver its day-to-day operations. We strive to be an excellent employer.

Our people are fully committed to the cause and are extremely hard-working.

## What happens as a result

Having a shared purpose and being part of a team that is clearly making a tangible difference to people's lives is immensely rewarding. Additionally, they report having gained new knowledge, learned new skills, increased in confidence and having met many interesting people.

The atmosphere within the organisation is regularly described as being like a family. Board and Staff members often choose to get involved in Breast Cancer Ireland fundraising efforts themselves.

*"I find the job very fulfilling."*

*"I love educating the general public on such an important subject."*

*"Knowing that we are saving lives is a very special feeling."*

*"Working with Breast Cancer Ireland was a good experience for me"*

*"Working with Breast Cancer Ireland made me feel I was making a positive difference to people's lives".*

# CASE STUDY

**Gavin Carpenter** is married to Olivia and they have three grown-up children. In 2011, when Olivia was only 34 years of age, she was diagnosed with HER2-positive breast cancer. Successful treatment followed and eventually Olivia became a Patient Ambassador for Breast Cancer Ireland and was one of our first Education & Awareness Coordinators covering the Leinster region.



Gavin became very involved with the organisation too. His day job is Chief Executive of Phonovation Limited, a mobile messaging provider, and in that capacity he has been able to ensure that his company provides occasional sponsorship and other corporate supports to Breast Cancer Ireland. He became a Director and Trustee in early 2023. He is very impressed by all that the charity does and how it goes about its work; including its commitment to excellence in governance and its lean operations. He finds the experience of serving on the Board and being in the middle of a group of friendly, interesting, skilled people who are saving lives immensely rewarding. He knows that there is more that needs to be done and he is committed to being part of the team that makes that happen.

**Juliette O'Connell** is a breast cancer survivor based in Limerick. In 2018, she was recruited as one of Breast Cancer Ireland's Outreach Coordinators, covering the Munster region. Although very nervous at the start, she quickly grew into the job. She spends her weekdays (and frequently her evenings and weekends too) giving education and awareness talks to company employees, parent and teacher associations, Transition Year students, GAA clubs, Women's Sheds, yoga and pilates groups, and so on. In these, she shares her own experience of having had breast cancer, busts myths, gives practical demonstrations using a special mannequin, and ensures her input is relatable and jargon-free. She truly loves her work. The job satisfaction is significant; people are highly complimentary and invariably very grateful. She personally knows 13 people whose lives have been saved through early detection following the talks.



# OTHER CHARITIES

## What we do

We understand that we do not operate in isolation and that there are other organisations that strive to achieve similar goals to us. We therefore collaborate with a number of other charities in the course of our work. For instance, we work alongside five other charities on the Precision Oncology Ireland research consortium – as well as five universities and seven industry partner – aiming to develop new diagnostics and therapeutics for personalised cancer treatment. We also deliver our education and awareness programme not only to employers and schools, but also to community groups that invite us.

We signpost people in need of direct services to other organisations as necessary, such as Purple House Cancer Support, Irish Cancer Society or Marie Keating Foundation. We also link in with international partners from time to time, such as Make 2nds Count in the UK, a charity that focuses on secondary breast cancer. We further partner with other charities and sports clubs in some of our fundraising efforts. Finally, we are members of two key umbrella organisations: Charities Institute Ireland and The Wheel.

## What happens as a result

By joining forces, we can extend our reach, amplify our messaging and compliment each others work. Working together, as we did with Marie Keating Foundation & Breakthrough Cancer Research on the **Face Up To Cancer** campaign, showed how the sum of the parts far outweighed our individual mission and provided the public with a better understanding of our overarching combined goal to end cancer!



*"The whole is greater than the sum of its parts."*

# OUR IMPACT AT A GLANCE

**€34.5M**

Raised to date since BCI was incorporated in 2012

**56**

High impact journal publications – recognising BCI investment in helping to speed up scientific research discovery in the lab

**€15M**

Invested to date - funding lifesaving research across 23 projects worldwide

**52**

Researchers supported across 3 continents, showing that collaboration helps drive breakthroughs for prevention, diagnosis and treatment

**145,000**

People met as part of our national, complimentary, Education & Awareness Programme on "Good Breast Health"

# FUTURE PROOFING BCI

We are very satisfied with the far-reaching and positive results of our work to date. However, we will not rest on our laurels. The research that was undertaken to produce this impact report has enabled us to identify ways in which we might drive even more positive impact into the future. These are:



Maintain our professionalism so that we can continue to be a trusted organisation that people want to associate with.



Seek even greater exposure for Breast Cancer Ireland and an understanding of the work we do.



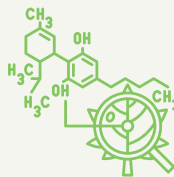
Bring in even more funds from an even wider range of sources.



Further increase our donor and supporter satisfaction levels.



Fund even more research into metastatic disease and other challenging sub-types of breast cancer.



Fund even more innovative clinical trials to develop more effective drug therapies.



Place an even greater emphasis on breast cancer occurrence in young women.



Place more emphasis on male breast cancer.



Reach even more people through our education and awareness work.



Ensure we cover the full diversity of Ireland's population in our education and awareness work.



Release and publicise even more podcasts and articles featuring all aspects of breast cancer.



Collaborate even more closely with other organisations operating in the same space.

We are committed to ongoing transparency about our work and we look forward to reporting back on our future, hopefully even bigger, impact in due course. We will not rest as an organisation until breast cancer becomes an entirely treatable illness for all.

# GET IN TOUCH

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