

A large, stylized pink flamingo is positioned on the left side of the image. It is facing right, with its long neck curved elegantly. The flamingo's body is a vibrant pink, and its wing and tail feathers are a lighter shade of pink. Its legs are long and thin, with black webbed feet. The background behind the flamingo is a solid pink color.

Cindy Mackenzie Breast Cancer Program

# THINK PINK

support local people  
affected by breast cancer

Proudly part of



Buderim Private  
Hospital

# ABOUT US

As part of the Sunshine Coast's only private not-for-profit hospital - Buderim Private Hospital, we're dedicated to providing practical and emotional support to individuals and families throughout their breast cancer journey.

- **Helping with day-to-day needs** - From assistance with essential bills, groceries, or other unexpected expenses, we tailor our support to ease financial pressures so patients can focus on what matters most.
- **Providing a supportive, caring ear** - Our knowledgeable team is always ready to listen, offer guidance, and share helpful information, making sure no one feels alone during treatment.

- **Creating positive, lasting memories** - We believe moments of joy are vital. By arranging special experiences—like family outings or celebration dinners—we help families make cherished memories during a difficult time.
- **Empowering with practical assistance** - Services such as house cleaning, transport to appointments, and care packages help reduce everyday burdens and allow individuals to maintain dignity and independence.
- **Fostering a compassionate community** - Through the generosity of donors and local partners, we build a network of care so every person affected by breast cancer feels supported and uplifted.

# Cindy's Story

Cindy was very community-minded — compassionate, warm, and caring. She loved people, life, and laughter. Her many passions included travel, entertaining, camping, and calling the local radio station to enter just about every competition going. Her greatest passion, however, was her family and the wonderful weekends and holidays they enjoyed together.

During her treatment, Cindy realised that none of this would have been possible without the financial means that made life comfortable and fun, even while she was suffering terribly. Before she passed away, Cindy expressed a desire for John to give back to the community that had generously supported her and her family.

As a result, The Cindy Mackenzie Breast Cancer Foundation was born (now The Buderim Private Hospital Cindy Mackenzie Breast Cancer Program). The program honours Cindy's memory and her wish to give back to the community that so lovingly supported her, reflecting her strong community spirit and the care she always had for those around her.



# Impacting Our Community



The Cindy Mackenzie Breast Cancer Program has been supporting people on the Sunshine Coast with breast cancer since 2007.

In 2025 we invested more than \$80,000 in practical assistance, emotional support, and creating meaningful connections that bring comfort and hope to those affected by breast cancer in our community.





# A DAY

# 56



# STATISTICS

Breast cancer is the most commonly diagnosed cancer amongst women in Australia. Approximately 56 Australians are diagnosed each and every day. That equates to over 20,336 Australians diagnosed with breast cancer each year.

1 in 7 women are diagnosed with breast cancer in their lifetime.

About 1 in 612 men are diagnosed in their lifetime.

20,950 PEOPLE are living with metastatic breast cancer Australia.

Statistics from Australian Institute of Health and Welfare (2025) [Cancer data in Australia](#), AIHW, Australian Government



# THINK PINK

A vibrant, feel-good campaign that runs not only in October, but with year-round events, raising funds and awareness for breast cancer support on the Sunshine Coast.

Sponsorship opportunities include:

- Think Pink Cocktail Party (October)
- Movie nights x 2
- Mother's Day High Tea
- Pink Path Challenge
- Workplace giving and community fundraising activations

Think Pink is the perfect way to connect your brand to heartfelt community moments — full of pink, purpose, and people coming together to help others. We would place your branding across digital and physical assets, MC and social media mentions.

# WHY SUPPORT US?

## Sunshine Coast Based

As a Sunshine Coast based charity, a partnership with our program is a great way to make a difference in your own local community. We are all here for people on the Sunshine Coast to help them feel good about themselves.

## Creating a Community

Community is heart and centre for the Cindy Mackenzie Breast Cancer Program.  
Fact : We receive no government funding, relying on the generosity of the community and our own fundraising efforts.

## Real Impact

With your support, we can give patients and their families the support they need to focus on the things that matter most. An incredible opportunity for your business and Cindy Mackenzie Breast Cancer Program to extend both our reach.

# How you can make a difference.

## HOST YOUR OWN EVENT

Rally your team and host a workplace fundraising event to support the Cindy Mackenzie Breast Cancer Program. Whether it's a morning tea, dress-up day, or fitness challenge – every dollar raised helps provide vital support to Sunshine Coast locals affected by breast cancer.

Get involved, have fun, and make a real difference.

## PINK PATH CHALLENGE

Our updated Pink Path Challenge in October, where the community comes together to step it out in pink to honour loved ones and raise funds for local support.

By sponsoring this challenge, you'll be helping people when they need it most.

Step up. Sign up. Make a difference.

## EVENTS

Our fundraising events – the Mother's Day High Tea, Movie Nights and THINK PINK Cocktail Party – support our Program and local people facing breast cancer.

You're invited to attend, sponsor or contribute prizes, auction items or gift bag donations, helping raise vital funds while connecting with our community.

Together, we can make a meaningful impact.

# A WORD FROM OUR CLIENTS

I'm so thankful to have been referred to the Cindy Mackenzie Breast Cancer Program. From my first interaction, the staff were so friendly and encouraging. The \$500 towards our utilities bill was a huge help and blessing at this time and we are so grateful. Thanks again.

V.L

Thank you so much for everything you do. Helping people with rego and groceries when they are having a difficult time is so very helpful and practical and beautiful treats like this are just a cherry on top. I really appreciate your kindness and support.

C.E

I would like to thank the Cindy Mackenzie Breast Care Program for all the support and genuine care shown to me while I underwent breast surgery and radiation therapy. Just knowing there were people I could call if needed was a great comfort in itself.

M.M.

# Contact Us

TO FIND OUT HOW WE CAN WORK TOGETHER  
AND MAKE A DIFFERENCE FOR PEOPLE IN  
OUR COMMUNITY WITH BREAST CANCER.

**Mailing Address**

Buderim Private  
Hospital  
12 Elsa Wilson Dr  
Buderim 4556

**Website**

[CINDYMACKENZIEPROGRAM.COM.AU](http://CINDYMACKENZIEPROGRAM.COM.AU)

**Phone Number**

(07) 5430 3304

**Email**

[cindymackenzieprogram  
@uchhealth.com.au](mailto:cindymackenzieprogram@uchhealth.com.au)

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