



Host a Pink Ribbon Breakfast at your workplace!



Get ready to host

Pink Ribbon Breakfast is a way you and your team can come together, have fun and raise vital funds for breast cancer research, patient support and education.

Get your workplace involved! Host a breakfast, morning tea, lunch, or any meal you like — and help achieve the vision of zero deaths from breast cancer.

Why should your workplace get involved?

Make a real impact

Funds raised support vital breast cancer education, research, and patient care. Every breakfast helps make a meaningful difference for those affected by breast cancer.

Bring your team together

Unite your workplace around a shared sense of purpose. It's a great way to connect across teams, strengthen relationships, and boost morale in a relaxed, social setting.

Build trusted organisational reputation

Show the wider community that your workplace is committed to making a positive difference. Supporting a recognised national cause reflects strong values and a genuine approach to corporate social responsibility.

However you're involved, you'll be helping to continue vital work, including



Research

You're helping push for scientific breakthroughs in the treatment and management of breast cancer. To date, people like you have helped distribute over \$13million for breast cancer research and medical grants.



Education

You're helping raise awareness and educate New Zealanders on the signs and symptoms of breast cancer, because detecting breast cancer early is the key to saving lives.



Support

You're helping make sure that all New Zealanders have the support they need during treatment and recovery. This includes a telehealth service run by specialist breast nurses, counselling and online support.

Xero - Dimond Partner & Pink Ribbon Breakfast Sponsor



"Hosting our own Pink Ribbon Breakfast for the second year in a row has been incredibly special for the Xero team. After my diagnosis with Triple Negative breast cancer, I experienced how frightening the journey can be — but also how powerful support, education and early detection truly are. Bringing our people together through Pink Ribbon Breakfast has been a meaningful way to create awareness, support women affected by breast cancer, and make a genuine difference as a workplace."

Bridget Snelling - Country Manager @ Xero NZ



How to plan your Pink Ribbon Breakfast at your workplace!

You've registered your Pink Ribbon Breakfast at www.pinkribbonbreakfast.co.nz, and we are making a personalised host kit especially for you which will be on its way to you soon, but now comes the exciting part, planning!

Making it easy & fun!

Hosting a Pink Ribbon Breakfast in your workplace can be as simple or as creative as you like. Whether you're planning something small or going all out, here are a few easy ways to get your team involved and make the day meaningful.

1. Keep it easy

There's no need to overcomplicate things. A relaxed gathering around food at any time during the day works perfectly. Invite your workmate's to bring along a plate or get catering then encourage donations directly to your fundraising page.

2. Use the "Pink Ribbon Breakfast" theme

Adding a theme is a great way to build excitement. From a bake-off to high tea or a splash of pink across the office, themes give everyone a reason to join in and have a bit of fun.

3. Look beyond morning tea

Consider adding something extra, like a prize draw or small auction. Prizes could be donated by local businesses or contributed by your team, giving people another easy way to support the cause and lift your total.

4. Celebrate and acknowledge the effort

After the event, share a few highlights and photos with your team and thank everyone who took part and donated. You might also choose to share the success more widely across your workplace's social channels, once permission has been given.



We'll pop helpful Pink Ribbon Breakfast tips into your inbox as you plan your event - including chances to win, to make it even more fun, or join the Pink Ribbon Breakfast Facebook host group to stay motivated and get exclusive host tips and updates by the community.



Top 10 fundraising tips for workplaces



1. Talk to your managers and leadership team early, get permission to hold an organisation wide/department Pink Ribbon Breakfast. Let them know about the fundraiser and explore ways the business can support it, whether that's promoting it internally, making an initial donation, or using company channels and networks to help spread the word. When leaders actively support the fundraiser, it sets the tone and encourages wider participation across the organisation.
2. Share your organisation's WHY. Clearly communicate why your organisation is supporting Breast Cancer Foundation NZ and what it means to your team, clients or wider community.
3. Make an early self-donation. An initial donation from the organisation or from one individual can help kick-start fundraising and sets an example for others.
4. Make fundraising fun by giving people a reason to get involved – prizes, raffles, team challenges or early-bird incentives (like donating before a certain date) helps keep workplaces staff engaged.
5. Use internal channels such as email, intranet, team meetings, lunchrooms or anything that has a shared communication space to promote the fundraiser and encourage staff involvement. We have plenty of ready-made resources you can download under [resources](#) to promote your Pink Ribbon Breakfast.
6. Another great way is to make your Pink Ribbon Breakfast event a business networking event, which creates a great hook to engage other organisations.
7. Engage suppliers, partners and clients to support your fundraiser through sponsorships, raffle or auction prizes, catering or in-kind support. Invite them along to the event to get them to the room – the atmosphere at your event will be sure to encourage people to participate in fundraising. Use the email template under Get Support on your fundraising dashboard.
8. Raise the bar if you smash your goal. If you reach your target early, don't be afraid to increase it. Momentum often builds once people see a fundraiser doing well.
9. Explore dollar match giving. Ask whether your organisation or a corporate partner would be willing to match the donations raised to help maximise impact.
10. Don't leave all fundraising until the day – start early and simply ask. Reaching out for donations in the lead-up helps build momentum, and sometimes all it takes is asking people if they're able to contribute.

Need support?

If you have any questions or would like help with your fundraising, please contact fundraising@bcf.org.nz or call 0800 902 732.

Let's breakdown some essential fundraising ideas for workplaces



How to ask for Dollar Match Giving at work

Dollar Match Giving is an easy way to increase fundraising and make a bigger impact. Often all it takes is asking. Here's a quick how-to guide for approaching your workplace about dollar-match giving for your Pink Ribbon Breakfast.

Who to approach?



HR or
People & Culture



Your manager or
team lead



Wellbeing or
social committee



Anyone who oversees staff
initiatives



Corporate Social
Responsibility (CSR),
community, or partnerships
manager



CEO

How to start the conversation

Keep it simple, professional and clear by letting them know:

- You're hosting a Pink Ribbon Breakfast
- When the event is happening
- Why you're fundraising
- That you'd like to explore dollar matching or a one-off contribution and benefits for them
- Add in a stat about breast cancer in New Zealand
- Explain that all funds support research, patient services, education programmes and awareness

You can do this by email, scheduling a meeting, or bringing it up in a casual conversation first, then fleshing out the details later with them.



Why workplaces choose Dollar Match Giving



Understanding reasons to why workplaces support dollar matching is important to make your request a success. When businesses can see the value for both their organisation, your event and the wider community, it can open the conversations up to explore options.



Why workplaces choose dollar match giving

- It shows meaningful support for staff and their whānau
- It strengthens engagement among employees
- It brings teams together with a shared focus
- It immediately increases total fundraising impact so if your hosting at your workplace it highlights the team effort
- It supports broader CSR objectives by demonstrating participation and support in national health initiatives

Benefits for businesses

- Stronger staff engagement and morale
- A more positive and connected workplace culture
- Visible leadership in supporting national health initiatives
- Enhanced internal and external reputation
- Easy to implement, often as a single matched donation post-event



Get your email ready now!

To make things easier, check out our Dollar Match Giving email template under Get Support on your dashboard.

P.S A personal ask, in your own words, will often land best — you know your workplace and the people you work with better than anyone so feel free to write your own!

How to approach suppliers & businesses for support of your Pink Ribbon Breakfast



Start with businesses you already have a relationship with – suppliers, venues, regular partners, or brands you genuinely support. A warm connection always works best, otherwise, seek help from your local businesses.

If you have a good relationship with a business or supplier, consider raising it casually in person or over the phone first, then follow up with an email. Use the draft provided, but always address the person by name and reference why you thought of them specifically.



Be clear and flexible. Let them know you're seeking support in the form of raffle or auction prizes or catering/food support, and that any contribution is appreciated. An alternative option would be to discuss a discounted rate that would allow businesses and suppliers to still support the cause.

Keep it easy for them to say yes. Avoid asking for specific dollar values unless appropriate, and offer to handle logistics (pick-up, delivery, recognition on the day). Remember, a prize can be added to a bundle of items to make the prize more valuable.



Follow up once if needed. If you haven't heard back after a week, a short, polite follow-up is completely okay.

Always say thank you. Whether they say yes or no, acknowledge their time. If they do support, make sure they're thanked and recognised as promised especially at your event.

