



BOOB-TASTIC AWARENESS GUIDE

PRODULY SUPPORTED BY

The Avon logo consists of a solid red square with the word 'AVON' in white, uppercase, sans-serif letters centered at the bottom.

AVON





HELLO!

We are the first breast cancer charity in the UK to solely create awareness amongst young people, with the aim of instilling the knowledge and tools they need to get to know their bodies. We like to talk about a serious message in a light-hearted way, empowering people to start healthy habits for life.

At CoppaFeel!, we want to live in a world where all breast cancers are diagnosed at the earliest stage possible, at which treatments are more effective and survival rates are higher. We want to ensure that people know the signs and symptoms of breast cancer, check their chest regularly, and have the confidence to see their doctor if they spot anything that's not normal for them.

You'll find us at festivals, universities, schools, your workplaces, your shower, even your bra. We're here to make sure that your boobs are top priority, because breast cancer can affect any body, and knowing yourself could save your life.

OUR FOUNDERS' STORY

CoppaFeel! was founded in 2009 by Kris Hallenga and her twin sister Maren. After noticing a lump in her boob at 22, and repeatedly visiting her doctor three times, Kris was eventually diagnosed with incurable breast cancer. Kris was unaware that breast cancer could affect people in their twenties and knew very little about the disease. It struck her that there was very little information out there for young people educating them about the disease, how they could be looking after themselves, and informing them that breast cancer doesn't just affect women over 50.

Although Kris will always live with cancer, she and Maren wanted to get the message out there to young people that catching cancer early means you have a higher chance of surviving and recovering. They wanted people to learn from Kris' story and become proactive about their own health. The idea for CoppaFeel! was born.



OUR MISSION

CoppaFeel! exists to ensure all breast cancers are diagnosed early and correctly by...

- 1 Encouraging** you to check your boobs and pecs regularly from a young age.
- 2 Educating** you on the signs and symptoms of breast cancer.
- 3 Empowering** you to seek advice from a doctor if symptoms persist.



“What’s so special about Avon is that we are built on relationships and each of us holds power to raise awareness of CoppaFeel! and their life saving message. It’s truly amazing to see our Avon community spreading awareness all year round. It’s important to remember that every conversation has an impact, no matter how big or small. A massive thank you for supporting the Avon Breast Cancer Promise and CoppaFeel!”



“Our longstanding partnership with Avon is so special to us; a community united in their desire to harness beauty as a force for good, and spreading our vital chest checking message. Avon’s support of CoppaFeel! is truly major, and crucial to raising the vital funds and awareness we need, so that we can help everyone get to know what’s normal for them. Your support changes lives; a huge thank you from us all here at Boob HQ!”



AVON & COPPAFEEL!

Together with Avon, we know the most important way to create a world where all cancers are diagnosed at the earliest stage possible is through early detection. We can save lives.

Avon has supported CoppaFeel! for over four years and has made a huge impact on our work, raising vital awareness of the importance of self-checking as part of its global Breast Cancer Promise.

Over our years working together, we’ve done everything from helping to grow CoppaFeel!’s brilliant Boobette community (inspirational volunteers who have experienced breast cancer before the age of 35), host iconic Boob Brunches across the country, and empower Reps to sell incredible products that raise funds; these beauty buys really can save lives.

It means so much to us that you have chosen to raise awareness in the name of boobs, pecs and chests as a valued member of the Avon community. On behalf of everyone who looks after our partnership, a huge thank you; you truly are our Breast Friend.



HOW TO SHARE YOUR STORY

We'd love to hear how you have spread vital awareness of our work. Here's how:

EMAIL US



Email avon@coppafeel.org and b2bcommunications@avon.com with the subject line 'CoppaFeel! Awareness Raiser'; we want to see your pictures, hear your stories and find out all about your initiatives.

SOCIAL MEDIA

Share on social media! Just make sure you tag us so we can see what you're up to.



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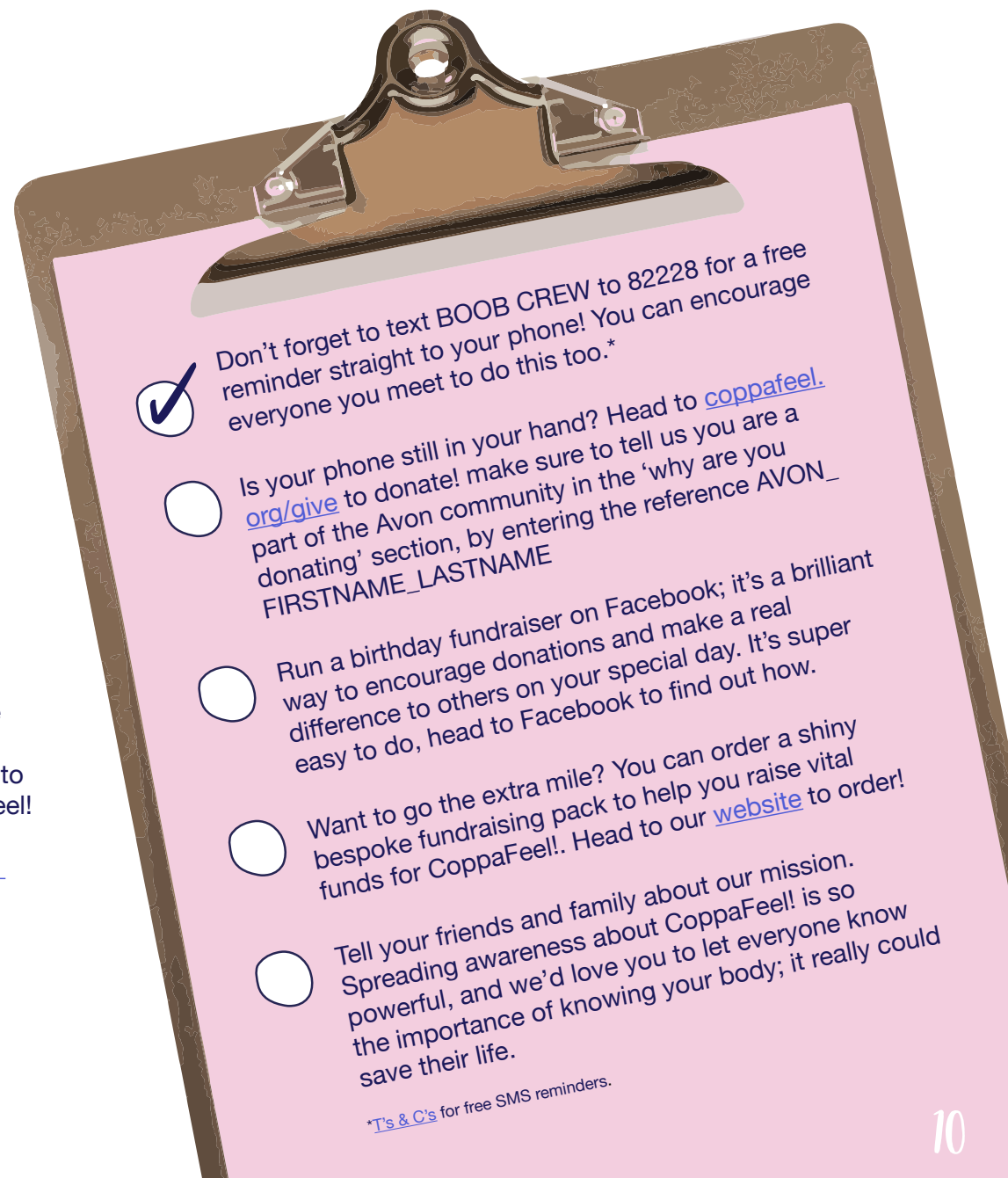
COPPAFEEL! CHECKLIST

We're so grateful for all of your support. Want to do more to help? There are lots of ways you can.

- ☐ Beauty Buys that save lives! As an Avon Rep, encouraging customers to purchase the amazing products which donate vital funds to CoppaFeel! all year round can make a huge difference. Be sure to check your brochures or shop [online](#).



- ☐ Don't forget you can donate your Avon Rewards points! You can turn those points into pounds to support CoppaFeel! and their mission by donating your points via the [Avon Rewards Hub](#).



- ☒ Don't forget to text BOOB CREW to 82228 for a free reminder straight to your phone! You can encourage everyone you meet to do this too.*
- ☐ Is your phone still in your hand? Head to [coppafeel.org/give](#) to donate! make sure to tell us you are a part of the Avon community in the 'why are you donating' section, by entering the reference AVON_FIRSTNAME_LASTNAME
- ☐ Run a birthday fundraiser on Facebook; it's a brilliant way to encourage donations and make a real difference to others on your special day. It's super easy to do, head to Facebook to find out how.
- ☐ Want to go the extra mile? You can order a shiny bespoke fundraising pack to help you raise vital funds for CoppaFeel!. Head to our [website](#) to order!
- ☐ Tell your friends and family about our mission. Spreading awareness about CoppaFeel! is so powerful, and we'd love you to let everyone know the importance of knowing your body; it really could save their life.

*T's & C's for free SMS reminders.



THANK YOU!



From us all here at Boob HQ, a massive thank you for all you are doing. Your support matters and with your help, we are one step closer to saving lives.

GOT ANY QUESTIONS?

Get in touch with our Partnerships Team over at avon@coppafeel.org.

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CoppaFeel is a registered charity in England and Wales (1132366) and Scotland (SC045970) VAT Number: 388465343