

A close-up photograph of a man's face, which is mostly obscured by his hands held up to his eyes. He is wearing a silver ring on his left hand. The background is dark.

# ACTIVITY REPORT 2024

think  pink  
europe

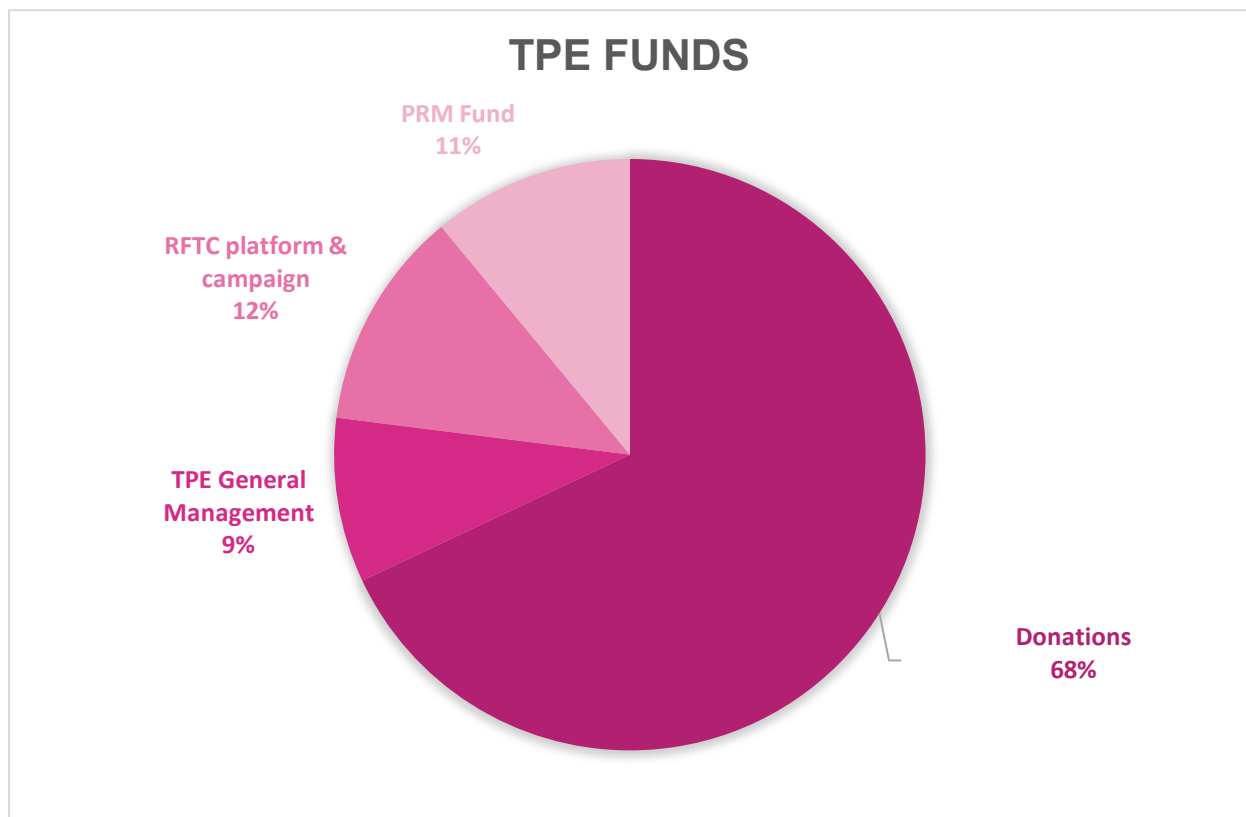
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JANUARY 2025

## SUMMARY

Think Pink Europe VZW (TPE) is a non-governmental, non-subsidized non-profit organization. This means that all our funds come from donations, fundraising campaigns such as Race For The Cure, and campaigns by our partners. We are very grateful for this and therefore would like to provide clear insight into what these funds are used for. In 2024 we had a total turnover of 1.410.363 €.

In this report, we make a breakdown according to these components of our activities:



**#STRONGERTOGETHER**

Donations (Race For The Cure, partnerships)

**#CLOSETHEGAP**

PRM Fund (health days, pink bag, awareness)

**#RACEFORTHECURE**

RFTC (platform + campaign)

**#THINKPINKEUROPE**

General Management (staff, meetings)

# #STRONGERTOGETHER

## Donations Think Pink Europe

Think Pink Europe is an umbrella organization, connecting more than 25 **non-profit breast cancer organizations in Europe** as one family. We provide training opportunities and share “practical knowledge” between these organizations, that can allow them to strengthen their operative capacities. We organize meetings to develop networking between them and create the opportunity to share best practices and implement them at a local level, for successful Think Pink Europe programs such as the “Race For The Cure”.

Most of our **fundraising** we do with the Race For The Cure events all over Europe. In 2024, over 1.2 million € was raised on our Race For The Cure platform. Next to that, we received over 200.000 € from our partners, who provided campaigns and raised funds all over Europe.

Most of these funds are donated directly to our partnering national Breast Cancer Organizations, who use these for projects to tackle the needs of their country.

On the next pages, you find a list of the organizations that have received donations from Think Pink Europe in 2024, and some examples of projects that have been organized by them. You can find more of these projects on our social media.

## The Think Pink Europe Family

In 2024, the following **national breast cancer organizations** have received donations from Think Pink Europe:

Albania		Luxembourg	
Belgium		Malta	
Bosnia And Herzegovina		Moldova	
Bulgaria		Montenegro	
Croatia		Poland	
Cyprus		Portugal	
Czech Republic		Romania	
France		Serbia	
Georgia		Slovenia	
Greece		Spain (Canarias)	
Hungary		Switzerland	
Italy		Ukraine	
Kosovo		United Kingdom	

# #STRONGERTOGETHER

## National projects 2024

### Bringing Life-Saving Screenings Closer to Home

We're thrilled to announce the **Renasterea Mobile Unit for Digital Mammography**, launched on October 1st, 2024, during the International Breast Cancer Awareness Day! This incredible initiative is the result of a 3-year fundraising campaign by **Fundatia Renasterea**, supported by Race for the Cure Romania and amazing sponsors.

Equipped with a state-of-the-art 3D Mammography System, this mobile unit travels across **Romania, providing free digital mammograms to women in rural areas and small cities.**



In a country where no National Breast Cancer Screening Program exists, this mobile unit is a beacon of hope, offering crucial services to those who need them most. Since 2008, the Renasterea Foundation has performed over 40,000 free tests for women, making early detection and prevention accessible.

### Pink Mind: A Project of Hope and Support

**Fundación Carrera Por La Vida/Walk for Life** is proud to launch **Pink Mind (Mente Rosa)** in **Tenerife, Spain**, a psychological care service that supports individuals affected by breast cancer and their families.

Pink Mind steps in to provide the emotional and psychological tools needed to navigate diagnosis, treatment, and recovery.

Services include:

- Individual therapy sessions
- Family Counseling
- Group support sessions

Together, we aim to build **resilience, acceptance, and strength** during and after the cancer journey.



## National projects 2024

### Meals of Life

Hellenic Association of Women with Breast Cancer **Alma Zois** (Greece), recognizing the difficulty of self-service and meal preparation during cancer treatments and for a few days after treatment, decided to implement the program "**Meals of Life**". The program provides free meals to patients who live alone or with their underage children during the period of their treatments.



### Together, We Make a Difference in Luxembourg!

Thanks to your incredible support during Race for the Cure 2024, **Think Pink Luxembourg** has been able to achieve meaningful progress in **cancer care and research**.

This year, funds raised have supported vital activities, including their cherished **Support Groups** that provide care and connection for those affected by breast cancer. They've also continued to honor the legacy of Marian Aldred through their research award, enabling graduate students at the Luxembourg Institute of Health to contribute to groundbreaking projects within the Cytoskeleton and Cancer Progression Group under Dr. Clément Thomas.

In addition, they are excited to fund a **new research** initiative led by Dr. Sophie Pilleron, focusing on improving cancer care for older adults in Luxembourg. By exploring diagnostic challenges and promoting shared decision-making in treatments, this project aims to address disparities and improve outcomes for an often-overlooked population. The findings will also help shape future medical education and training for healthcare professionals.



## PRM Fund

In 2024 we established and announced our “PRM Fund”. From 2025 on, all “Close The Gap” projects and support from Think Pink Europe will be under the umbrella of the **Professor Riccardo Masetti Fund**. This fund was created in honor of Professor Ricardo Masetti, for his dedication to the fight against breast cancer throughout his career, both as a doctor, as President of S. G. Komen Italia, and as co-founder of Think Pink Europe.

The Professor Riccardo Masetti Fund will provide an annual amount of €50,000. Organizations affiliated with Think Pink Europe can submit an application to finance projects using this fund. They will have to substantiate this application with information about the project and the financial needs. They can be donated an amount between €5,000 and €15,000. The project has to fit into the general goal of Think Pink Europe and its **main objective: closing the healthcare gap in Europe**, and more specifically for breast cancer.



**RICCARDO  
MASETTI  
FUND**

#CLOSETHEGAP

## “Close The Gap” projects

In 2024 we started our “Pink Bag” project and continued our “Health Days” in the Balkan area.

The **Pink Bag project** is a testament to Think Pink Europe's commitment to closing the gap in healthcare across Europe. By providing equal access to information and support during the challenging journey of breast cancer, we aim to empower individuals and foster a sense of community.

The moment of a breast cancer diagnosis is emotionally charged, leaving individuals with a myriad of questions about the disease, treatments, and chances of recovery. Preparing for the steps ahead is challenging, and the Pink Bag project endeavors to ease this burden by offering a **comprehensive package of useful, practical, and medical information about breast cancer.**



As part of our pioneering efforts, we have already distributed 7.000 Pink Bag sets in 2024 to ten European breast cancer organizations that share our vision. We have ordered another 10.000 Pink Bag sets to be distributed in 2025.

In an effort to **address healthcare disparities in rural and underserved communities across the Balkan area**, we proudly organized our **Health Days** again in Bosnia And Herzegovina, Kosovo, and Serbia. These events aimed to empower and safeguard the health of women through comprehensive screenings and consultations. Free **mammograms or breast ultrasound checkups** were provided, aligning with European guidelines for age-appropriate screenings. In addition to breast health assessments, women benefited from additional checkups, including blood pressure and glucose level measurements.

Beyond medical evaluations, these Health Days served as educational platforms, offering women crucial information on early detection and stressing the significance of regular check-ups. By fostering awareness and knowledge, we sought to empower women to take charge of their health journey.

These Health Days underscore our unwavering dedication to women's health, ensuring that essential screenings and consultations reach even the most underserved communities. Together, we strive to create a future where every woman in Europe can access comprehensive healthcare, fostering a healthier and empowered community.



# #RACEFORTHECURE

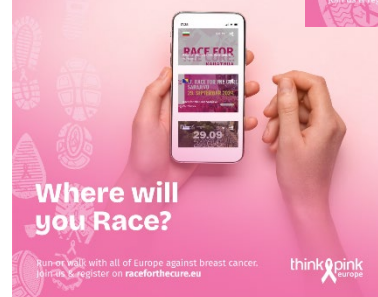
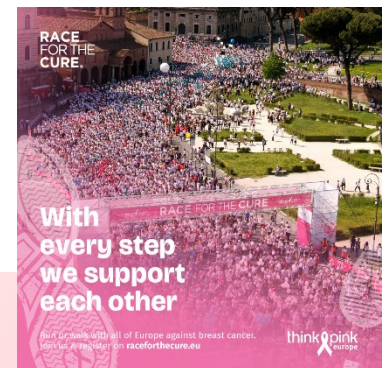
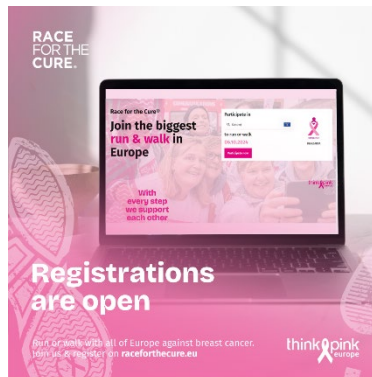
## Race For The Cure

Race for the Cure® is Europe's biggest sporting event for women's health. It helps breast cancer organizations and hospitals to **collect funds and raise awareness**.

Think Pink Europe is dedicated to making Race for the Cure a seamless and impactful initiative across its network. Below are the key actions taken to ensure the platform's success:

### 1. Platform Monitoring and Improvement

- Continuous monitoring of the Race for the Cure platform to ensure smooth functionality and user experience.
- Implementing improvements based on user feedback and technological advancements.



### 2. User Training and Support

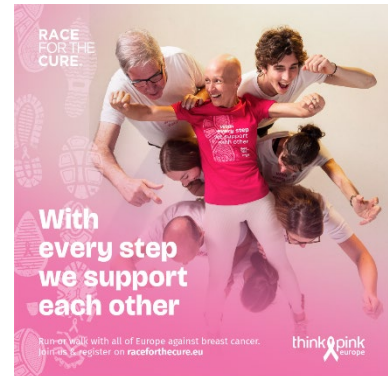
- Providing tailored training sessions to platform users to enhance their proficiency and confidence.
- Offering hands-on support for managing the platform and organizing registered events.

### 3. Campaign Creation

- Designing and executing dynamic Race for the Cure campaigns to engage participants and raise awareness.

### 4. Communication Assistance

- Assisting local and regional teams with communication strategies to promote events and attract participants.
- Sharing templates, visuals, and messaging guidelines for consistency across campaigns.



### 5. Sharing Best Practices

- Facilitating the exchange of knowledge and best practices among participating organizations to improve event outcomes.
- Highlighting successful case studies to inspire and guide others.

Through these efforts, Think Pink Europe ensures that Race for the Cure remains a **powerful tool in raising awareness and funds for the fight against breast cancer**, fostering unity and collaboration across its extensive network.

**RACE  
FOR THE  
CURE®**

# #THINKPINKEUROPE



Nela Hasic, president  
Chantal Blockx, Executive Manager  
Jürgen Vanpraet, Managing Director



Nela Hasic, president

## Think Pink Europe

### The team is small, the group is huge

Think Pink Europe consists of a team of 2, Managing Director **Jürgen Vanpraet** and Executive Manager **Chantal Blockx**, taking care of the daily management of the organization. They are supported and guided by a board of 5, led by President **Nela Hasic**.

To manage the organization in a cost-effective way, a lot of our work is done by people in our network, who work for the national breast cancer organizations we collaborate with. At Think Pink Europe we coördinate activities and communicate between the organizations under our umbrella.



Once a year we bring together **the group of breast cancer organizations** to exchange best practices, give training, network, and learn from each other. In 2024 we met in Rome, where we celebrated 25 years of Race For The Cure.

These **physical meetings** are important to connect with each other and learn about the many differences in Europe, in culture, and healthcare.

## Social media

[www.instagram.com/thinkpinkeurope](http://www.instagram.com/thinkpinkeurope)

[www.facebook.com/ThinkPinkEurope](http://www.facebook.com/ThinkPinkEurope)

[www.linkedin.com/company/think-pink-europe](http://www.linkedin.com/company/think-pink-europe)

## Website

[www.thinkpinkeurope.org](http://www.thinkpinkeurope.org)

[www.raceforthecure.eu](http://www.raceforthecure.eu)