



After 13 years of struggle against breast cancer, we believe that a dedicated Breast Cancer Hospital with state of the art medical equipment is the dire need of today. Approximately 9.8 million women are at a risk of breast cancer in Pakistan. For some women this hospital can mean the difference between life and death. If diagnosed at an early stage, a patient's chances of surviving are higher than 90%.

Millions are donated for cancer treatment every year with minimal impact. If we inject that same funding to early diagnostic facilities and catch the disease at an early stage, this will significantly reduce the funds required for treatment of each patient and will tremendously improve effectiveness of donations.

We need every iota of help and support we can get.

**Omer Aftab**  
CEO Pink Ribbon



## BREAST CANCER

Pakistan has the highest rate of breast cancer in whole of Asia with every **9th** woman at high risk of getting breast cancer at some point in her life. Prevalence of breast cancer is the maximum amongst all the cancers in the country i.e. **38.5%**. Every year **40,000** women are killed with breast cancer in Pakistan and approximately **90,000** new cases are diagnosed, however the number of unreported cases is expected to be much more. Societal and cultural mores combined with poor access to healthcare for females limit the access to the information available on breast cancer and discourage early diagnosis, and treatment among women.



## PINK RIBBON PAKISTAN

Pink Ribbon Pakistan a programme of Women's Empowerment Group is a non-funded, self-sustained campaign, mostly supported by contributions through public philanthropy and driven by a large number of volunteers all over the country.



## VISION

We strive to significantly reduce breast cancer mortality in the country by creating widespread awareness through community engagement on prevention, early detection and increased access to treatment.



## MISSION

We are setting up Pakistan's first dedicated BREAST CANCER HOSPITAL which will include state of the art Diagnostic and Treatment Facilities, Training Institute, Counseling Services, Research Center and Quality Assurance Certification.

## TESTIMONIALS



**DR. JUNAID SARFRAZ**  
VICE CHANCELLOR UNIVERSITY OF HEALTH SCIENCES

Breast cancer is no longer a death sentence, and to get this message across, there must be efforts to dispel fears and infuse optimism into the lives of hundreds of women, their families and the community at large. A dedicated breast cancer hospital is the need of the hour. In Pakistan, recent trends have shown that breast cancer is increasing at an alarming rate. Our country has the highest rate of breast cancer in Asia. I strongly believe that it is the right of every woman to know about fatal diseases and society should support their cause rather than considering the issue a social taboo. I congratulate Mr. Omer Afzal, CEO of Pink Ribbon Pakistan and his team on setting up first dedicated Breast Cancer Hospital in Pakistan.



**PROF. DR. S. SOHAIL H. NAQVI**  
VICE CHANCELLOR LUMS

"We must understand that breast cancer is a problem which is very close to our own homes and it needs to be dealt with in a concerted and consistent manner. We will use all our considerable resources for the success of this programme. Extra efforts will be made for conducting meaningful research in this area. Setting up an institute is a laborious process but it will surely benefit the society at large."

Wish you all the best for your project.



**DR. SAMINA KHOKER**  
HEAD OF SURGICAL UNIT, SERVICES HOSPITAL

Everyday I receive patients referred by Pink Ribbon. By the grace of Allah we have saved thousands of lives because Pink Ribbon referred them to us at an early stage. Early detection is the key, to save someone's life. Pink Ribbon has been doing this job for over a decade now and they are breaking their own records every day.

I strongly support Pink Ribbon.

## ACHIEVEMENTS



Empowered over  
**1,150,000**  
women &  
**650,000**  
female students  
with knowledge  
and techniques  
to detect breast  
cancer at an early  
stage

We have also  
provided free  
clinical examination  
to **29,000**  
symptomatic  
patients through  
expert doctors and  
free mammogram  
screening to over  
**3,700**  
high risk women

There has been a  
**30%**  
increase in patient  
turn-up at breast  
cancer clinics  
nationwide since  
Pink Ribbon first  
started in Pakistan  
(as per statistics of  
Ministry of Health)

## HISTORY OF ORGANIZATION

2004-05

### BREAKING THE TABOO

- Launched Pakistan's first national breast cancer awareness programme
- Initiated bold and open discussions on the sensitive topic of breast cancer and highlighted its importance
- Started establishing linkages with government institutions and corporate sector organizations for assistance and partnerships
- Received Front Line Golden World Award for 2005 by International Public Relations Association - IPRA for outstanding campaigning

2006-08

### ADVOCACY

- Pakistan's Prime Minister's wife supported Pink Ribbon through becoming its chairperson
- Engaged media to sensitize public at large through highlighting the topic at various platforms
- Health Ministry was engaged to setup a cancer registry in Pakistan
- GoP announced a Rs 2.55 billion breast cancer screening program because of our campaign
- Included chapter on breast self-examination in the training manual of Lady Health Workers

**SERVICE DELIVERY**

- Signed MoU with Pakistan Atomic Energy Commission
- Launched the first ever breast cancer mobile mammogram clinic bus to provide free mammograms to women in rural areas at their doorstep
- Launched free national screening program
- 500,000 Pink Ribbon commemorative stamps were issued by Pakistan Post
- Pink Ribbon acknowledged as best 3rd world campaigning organization model at Canadian conference
- Initiated Pink Illumination (Wapda House, Minar-e-Pakistan & Mazar-e-Quaid)
- Initiated Youth Awareness Programme with HEC to reach out to almost 80 Universities & Colleges
- Registered 8,000 volunteers

**PINK RIBBON HOSPITAL PROJECT**

- Increased outreach of youth awareness programme to almost 200 Universities & Colleges
- Announced Pink Ribbon Hospital Project
- Purchased land for hospital in Gulberg Lahore
- Submitted architectural drawings in LDA
- Completed scrutinization of layout plans of hospital

**WHAT WE DO****ADVISORY SERVICES:**

Pink Ribbon provides advisory services that bring convenience for people who seek basic diagnostic information and complex details of breast cancer. Everyday Pink Ribbon routes multiple females to the most suitable medical facilities throughout Pakistan to help arrange appointments with doctors and follow up for further assistance.

**YOUTH AWARENESS PROGRAMME:**

Pink Ribbon has been running Youth Awareness Programme in collaboration with Higher Education Commission HEC since 2012. Every year we reachout to almost 200 Institutes for our cause. Through this programme, young girls are informed about early detection methods, who resultantly prove to be influencers for their mothers and other females in their surroundings to remain conscious and get regular check-ups.

**COMMUNITY OUTREACH PROGRAMME:**

Workshops and community based awareness drives are carried out on regular basis with the support of women groups and community based organizations in order to expand the outreach to the far flung areas and get the message across.

**PUBLIC - SOCIAL - PRIVATE PARTNERSHIP:**

Pink Ribbon Pakistan works on the ideology of Public-Social-Private Partnership (PSPP) where the government and social sector together help each other to form a structure to enhance development strategies for the benefit of public at large.

**NATIONAL SCREENING PROGRAMME:**

Pink Ribbon launched the first ever "Breast Cancer Mobile Mammogram Clinic" in collaboration with INMOL Hospital in 2009. The Mobile unit, for three years, reached out to 3700 poorest of the poor women for free screening at their doorstep. This service would cost no less than Rs. 30 million rupees if delivered by one of the leading health care providers in the country.

Pink Ribbon also ran a Free Breast Screening Programme in 12 cities with the collaboration of 14 partner Hospitals. The objective was to provide free diagnostic facilities to the deprived women of the society.

Capitalizing on comprehensive experience of working on breast cancer in Pakistan since 2004 and having provided services worth more than Rs 70 million in last 7 years only, Pink Ribbon is now setting up **Pakistan's first dedicated Breast Cancer Hospital** in Gulberg Lahore.

The multi story building will provide a holistic breast cancer management solution, diagnostic and treatment facilities to breast cancer patients with latest sophisticated medical equipment. The hospital will have the capacity to facilitate almost 40,000 patients annually. Major working floors will be including the following facilities:

**ONE STOP BREAST CLINIC**  
In order to diagnose breast cancer at an early stage, a well-equipped One Stop Breast Care Clinic will be running under supervision of professional doctors and technicians for best quality diagnosis. To facilitate undiagnosed patients referred from different Hospitals, Pink Ribbon Breast Cancer Hospital will be available for quality screening and proper diagnosis of breast cancer or otherwise.

**RADIOLOGY DEPARTMENT**  
The Hospital will provide complete range of latest radiological imaging like Mammography Machine, MRI System, X-Ray, Doppler Ultrasound Machine for evaluation of tumors, screening and detection of early breast cancer.

**CHEMOTHERAPY WARD**  
The hospital will provide air-conditioned indoor oncological wards along with private rooms where patients are admitted for provision of

supportive medical care through well organized and highly trained nursing staff plus one special shielded isolated room for patients receiving high doses of chemo.

**SURGERY**  
State of the art Operation Theatre specifically designed for breast surgeries by highly experienced surgeons will be available at the hospital followed by complete breast cancer management.

In addition to diagnosis and treatment the hospital will also incorporate following:

- ★ Training Institute
- ★ Counseling Services
- ★ Research Center
- ★ Quality Assurance and Certification
- ★ Mobile Mammogram Unit

**This project will cost no less than Rs. 500 million. We seek strong support to achieve this goal.**



CONSTRUCTION COST	(PKR)
1 Square feet of Construction	3,500/-
1 Room	1,080,000/-
Out Patient Department	25,200,000/-
Radiology Unit	17,280,000/-
Pathology Lab	7,200,000/-
Surgical Unit	24,480,000/-
Chemotherapy Unit	24,480,000/-



\*All donations are tax exempted under section 2(36) of the ITO 2001, read with rule 212 & 220 of the Income Tax Rules 2002  
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