



OVARIAN
CANCER
RESEARCH
FOUNDATION

frocktober

Community
Fundraiser

INFORMATION PACK

2019

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Frock up. Raise funds. Frock cancer.

On behalf of the dedicated team at the Ovarian Cancer Research Foundation (OCRF), we would like to thank you for your interest in getting involved with Frocktober. Your support of the important work that we do, including raising community awareness and vital research funds, will contribute to finding an effective early detection method and improving the prognoses for women diagnosed with ovarian cancer.



Thanks
for getting
involved!



Alexandra Nea



what is Frocktober?

Now in its 13th year, Frocktober continues to build momentum year on year, empowering women around Australia to Frock Up, Raise Funds and Frock Cancer.

Ovarian cancer is the most lethal of the gynaecological cancers. Without an early detection test, it claims another life every eight hours.

As one of the most prominent fundraising events on the OCRF calendar, Frocktober 2019 is your chance to get involved, joining the sisterhood of passionate women who proudly frockup throughout October and raise urgently-needed funds for innovative ovarian cancer research.

It's only by funding research that we can find a reliable method to detect ovarian cancer in its early stages and save women's lives



Alexandra Nea



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Why should I 'Frock Up'?

Frocktober empowers women of all backgrounds, lifestyles and fabulous fashion sense to support a common cause: ovarian cancer research. It's a chance to connect with like-minded women, share personal stories, flaunt your fashion style and play a pivotal role in the journey towards an early detection test for ovarian cancer.

Frocktober is an opportunity to:

- Celebrate your own style
- Appreciate the joy in life and make the most of it
- Contribute to an important cause affecting women

How do I get involved?

Frocktober is all about participation, in whichever form that may take. Dedicated supporters might curate a month-long Frocktober wardrobe, uploading a snap of themselves in a different dress each day to their social channels. Others may choose to gather a group of friends to frock up and attend a single event. This guide provides tips, ideas, and detailed information on all the ways you can show your support, as well as specific processes on setting up, promoting and managing your Frocktober fundraising efforts.

The fundraising process is more than just ticking boxes - it's also about creating a positive experience for all involved. Ultimately, our goal is to make the fundraising process simple, fun, and fruitful. We want to help you to help us.





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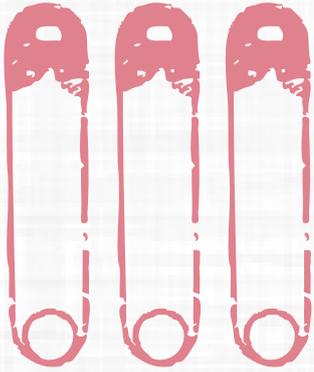
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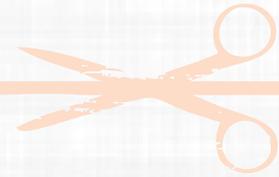
a short history of frocktober

In 2007, ten friends were sitting around a table in a 24-hour diner in Geelong. Their backgrounds spanned business, architecture, health, education and design, but they shared one common concern:- how they could encourage more women to get involved in a cause that impacts every woman, everywhere—ovarian cancer awareness and research.

Their solution was a quirky fundraiser that would empower women to rethink something they used everyday – their wardrobe – and transform it into something special. That’s how Frocktober was born.

The themes this wonderful group imagined would drive interest and participation – creativity, flexibility and diversity – still underpin the campaign to this day.





Creativity:

Rather than spending money on new outfits, Frocktober encourages women to donate that money to the cause and instead get creative with their dresses—sewing their own garments, up cycling older pieces, or swapping with friends to rise up to the challenge.

Flexibility:

The only dress code barrier is that participants wear a frock – a one piece dress. There are no restrictions on how you join in. Whether you want to dress up every day for the whole month of October, hold a one off event, or wear the same dress styled differently each day, the choice is yours.

Diversity:

Ovarian cancer does not discriminate. Frocktober places women's diversity in the spotlight, embracing and celebrating shape, size, colour and style.





your place in the big picture



Alexandra Nea



Our vision:



Every woman, everywhere – free from the threat of ovarian cancer.



Our mission:



Funding innovative ovarian cancer research to save women's lives through early detection and personalised treatment.



Our goals:



The OCRF has three main objectives:



1. Develop and implement an early detection program for ovarian cancer that is non-invasive, highly accurate and widely available.



2. Improve the mortality rate, management and long-term survival of women with ovarian cancer.



3. Attract and fund the most innovative and skilled researchers.



Ovarian Cancer is the most lethal of all gynaecological cancers with 125,000 women diagnosed around the world each year.



In Australia, there will be an estimated 1,600 new cases of ovarian cancer diagnosed annually. Every eight hours, one woman dies from ovarian cancer in Australia alone. Unlike other cancers, there is NO early detection test.



Although it is less common than breast cancer, proportionally more women die from ovarian cancer because of late-stage diagnoses. The only way to definitively diagnose ovarian cancer is by taking a tissue sample during surgery.



Symptoms of ovarian cancer are vague and commonly misdiagnosed, resulting in most women being diagnosed in the advanced stages of the disease. Raising awareness around ovarian cancer and its symptoms won't save lives. Early detection will. Viable research is the answer and early detection is the key.



One woman dies every eight hours in Australia from ovarian cancer.

Frocktober for fiona

"I'd love to say that we were always advocates for the fight against ovarian cancer but we weren't. It wasn't until witnessing ovarian cancer first hand in 2012 that we felt compelled to join the fight.

Our mum, Fiona, was a 53 year old text-book healthy woman. After her kids had flown the coop, she was realising her empty nester's dream of travelling around Europe. Just three weeks before she left I'd seen her happy and healthy, excitedly planning. Cancer always seems to strike at the cruelest times, and for Mum, it was mid-way through that well-deserved trip.

I received a phone call. She said she wasn't okay, and that she was coming back early. That's when I knew something was seriously wrong. When I picked her up from the airport it was a confronting sight, she looked eight months pregnant.

Fast forward to the hospital, initially we were dealing with all sorts of possibilities, even thinking it may be liver problems. We were completely in the dark—nothing was known for certain.

I remember being in that hospital room, waiting for a diagnosis when—after initial tests—they mentioned ovarian cancer. I knew nothing about it.

I quickly learned that ovarian cancer came with a very grim prognosis. She was booked in for a hysterectomy and they removed as much of the cancer as possible—and although I can't recount the entire conversation with her surgeon post-operation, I do remember the word 'excessive'.

The rest is 'history' if you can call it that... multiple rounds of chemo, each with its own sense of false security. I remember acutely the day my mum told me she had relapsed again, and recognising the severity of that. My sister, Kat, had also told me she was pregnant for the second time, and in that moment I knew—one window had opened and another closed. It sounds trite, but I knew.

I won't go into the nitty gritty of our last few months with our mum, but you all know the story. It's not a positive one but it's one that empowers us to carry a message, and one that drives us to create awareness, not only for my sister and I, but for my



gorgeous little nieces and everyone else that may be effected by this insidious cancer that creeps up on the most unassuming, beautiful people."

As told by Liz Archer

"We first became aware of Frocktober in 2013.

It was just after Mum had relapsed, and we were looking at all different ways to support her.

Mum was an avid supporter of the OCRF and—being a brilliant seamstress and designer herself—it was such an appropriate way to help.

Initially we signed up to create awareness. Mum was Stage 3 when her cancer was discovered, and she was so in touch with her health. She never missed a pap smear, mammogram, and even liked to tell us all about how she'd completed her bowel-screening

test she'd received in the mail! It is such a common misconception that a pap smear will pick up ovarian cancer. We wanted to let people know that there wasn't a test and bloody hell there needs to be. So we frocked up for the month of October, and were absolutely blown away by the response.

Six years later, over \$30,000 raised, and now all of our friends and family are fully aware that there is not yet a test, and this is what we frock for."

As told by Kat Archer



Frocktober inspiration

Frocking for a cause

*Who says a frock
a day needs to
break the bank?*



Making their own clothes holds a special place in the hearts of sisters Lauren and Erin Ritchie. Throughout their childhood and teenage years, the two girls spent hours in their Nan's sewing room, cutting patterns, stitching fabrics, and playing dress ups with the hundreds of creations that their Nan had made for them.

Fast forward to 2019, and the girls are now participating in their seventh year of Frocktober, all without a single outfit repeat. Lauren and Erin have complemented their extensive family collection with their own designs, op shop frocks, vintage gowns and swaps from their friends.

The sisters' approach to Frocktober is about having a chance to tell stories through clothing—the history of the fabrics, the memories of shopping with Nan to pick out the patterns, and the adventures had while donned in the finished dresses.

By participating in Frocktober, Lauren and Erin can incorporate their own family traditions into their fundraising and awareness efforts. Ovarian cancer may be a 'silent killer', but together we can raise our voices.

Over the years the sisters have organised afternoon teas, raffles, a gala dinner and an exhibition of the many frocks worn for Frocktober, all to show their support for the research efforts of the OCRF.

"Fortunately, we have not lost a loved one to ovarian cancer, and we hope through the support of OCRF and their mission to find an early detection test, we never will."

the extra mile

In addition to your dress-wearing, going the extra mile to organise a special event or fundraiser might make the month even more special for you and your supporters. Frocktober is all about celebrating the diversity of women while raising awareness and funds to develop an early detection test to save women's lives. While brand new approaches to fundraising are fantastic, we know that coming up with the big idea can be the first stumbling block along the path to a successful fundraising event. To get the cogs turning, we have come up with a few examples that have worked well in the past.



Clothes swap

Host a clothes swap to exchange old dresses for new ones. Your unloved items might be another person's gold mine. A donation either upon entry or per item is an easy way to raise funds that could be done between friends or on a larger community scale.

'Frock' day Friday

The workplace is a great place to begin your fundraising effort. Chat to your boss about hosting a 'Frock' Friday or casual clothes day, with participating employees asked to donate a specified amount to the OCRF. Not only will it raise funds, but it can also serve as an entry point to the ovarian cancer discussion, as well as boosting workplace morale.

High tea or dinner party

Organise a group of friends to join you for a high tea or dinner. You could host the event at your home, asking attendees to make a donation in return for a delicious meal. Alternatively, seek out a local venue that would be willing to make a donation.

Office raffle

Collect some items, wrap them beautifully and put it in the lunch room for your co-workers to buy raffle tickets. You can get creative with the prizes, whether it be a collection of tasty goodies, a gift voucher or maybe even an office perk like a special lunch with the boss.

Fashion show

Organise a fashion show at a local clothing store with an entry fee going to the OCRF. Approach local stores, positioning it as an opportunity to show off their latest styles. Alternatively, you could host one with your girlfriends, crack open the champagne and model your favourite fashions from years gone by.

Charity ball

For an event with a little more glamour, consider hiring out a hall and hosting a ball or cocktail party. Events catered with food and wine could charge hundreds of dollars per ticket, and a photographer may be willing to donate some time to capturing all of the red carpet action.



how to get your frock on Pre-Frocktober preparations



Alexandra Nea

Get a team together

Everything is better in groups, so gather a group of people to start a team for Frocktober. You can all work towards a group fundraising goal, helping each other out with event organisation or frock swapping.

Create your fundraising portal profile

The OCRF have created our very own Frocktober fundraising hub where all donations can be collected. It allows you to create a profile and/or team, add information about your Frocktober journey, and set a fundraising goal that your supporters can follow. Visit www.frocktober.org.au to register.

Collect your frocks

If you're jumping in head first, then it's time to curate your 31 frocks for the 31 days of Frocktober. Think about borrowing, buying second hand, dusting off the old sewing machine or swapping with friends to supplement your own wardrobe. Remember that any frock fits the bill, from a costume to a ball gown, so get creative!

Plan your social media

Think ahead of time about how you are going to post on social media. You might want to consider changing your Facebook cover photo to be the Frocktober logo, or including the link to your Frocktober fundraising page in your Instagram profile. These are small actions that can have a big impact on your campaign success.

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planning your fundraiser

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To give your fundraiser the best chance of success, we have collated a few points to consider in the planning stages of your event.

What

Think about the type of fundraiser you want to hold and what you will need to organise for the event. It should be a fun event for both you and your guests, whether it be an intimate lunch with friends or a large scale movie night.

When

Be aware of any public holidays or key community dates which could clash with your event. Schedule your fundraiser in advance to give yourself enough time to adequately prepare, and your guests enough notice to attend.

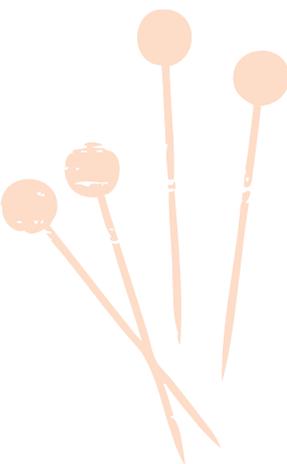
Where

Venues often have discount rates for charity functions, so don't be afraid to mention the cause.

Choose a location that can hold your guests comfortably, and which is easily accessible with parking and public transport.

Who's on your list

Your guest list should be tailored to the type of event you are hosting. Will any businesses be sponsoring the evening? Be sure to curate the event's proceedings around the cause, including introducing your guests to the OCRF and why you are fundraising. Enlist the help of family and friends if you need extra support planning your event.





throughout Frocktober

Posting on social media

Choose a platform that you like using, whether it be Instagram, Facebook, Twitter, Pinterest or even your own blog. Make sure you include the link to your donation page and the hashtags #frocktober2019 and #ocrf.



Posting a photo is one of the most effective ways to get people you know involved with your Frocktober efforts. Are you going to stick to smart phone selfies? Perhaps you have a budding photographer partner who would be willing to be a part of your campaign. Whether it's at home in front of the mirror everyday, or in the office next to all your frocked up co-workers, keep it consistent to help people follow your Frocktober journey.



Accompany your images with a brief caption covering the important cause you are supporting. People will be interested in Frocktober, what you are doing, and the work of the OCRF.

To help you develop your social media captions, we have created a Frocktober fact sheet that you may want to reference throughout the campaign, and can be sent to you upon request. Some of these facts include:

FACT: Every eight hours, one woman dies from ovarian cancer in Australia

FACT: Unlike breast and other more common cancers, there is NO early detection test

FACT: Only around 20-25% of women diagnosed in the advanced stages of the disease, survive beyond 5 years.



You can achieve greater interest in your event by officially partnering with the OCRF.


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**make it
official
get the OCRF
to approve
your event**



This will grant you access to our branding for use in your communications and promotions, as well as the opportunity to partner with our researchers and brand ambassadors.



All that you have to do is seek approval from the OCRF by reading our Fundraising Guidelines and filling out an Authorisation to Fundraise form. Assuming that your event abides by the OCRF's brand values and fundraising guidelines, and it does not pose a high risk, you will receive a letter confirming your Authorisation to Fundraise.



We can grant you access to our branding for use in your communications and promotions, as well as the opportunity to partner with our researchers and brand ambassadors.


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promoting your fundraising event

build a Frocktober following

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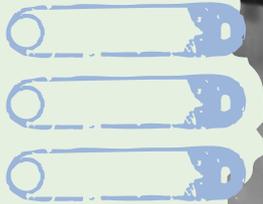
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Effective promotion of your event will ensure that you maximise this opportunity to raise funds and awareness of Frocktober and the OCRF.



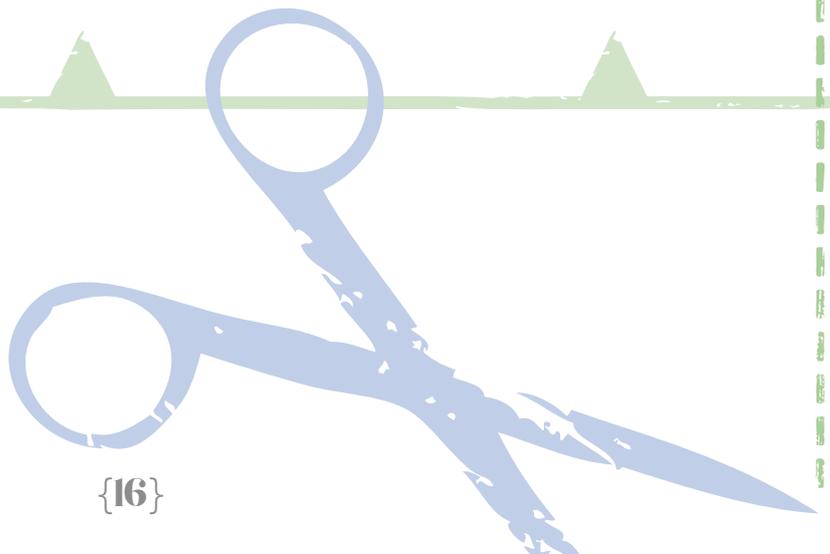
The OCRF has a wide range of ambassadors who may be able to attend your event. We have celebrity ambassadors, researchers and most importantly, passionate survivors willing to tell their stories. Having an OCRF ambassador speak at your event can be a great marketing tool as well as inspiring your supporters to give more on the day.

Social media

Promote an event, invite your family and friends, and encourage them to share it with their own networks. Information can spread quickly on Facebook, and you can easily track the progress of your campaign with popular hashtags on Twitter and Instagram. Don't forget to let the OCRF team know. We can support you via our social media channels. Please contact us on community@ocrf.com.au.

PR opportunities

There is no reason why you can't seek out more traditional means of promotion as well. Local magazines and news crews are often willing to give some publicity to charity events, especially if you have a personal story to tell. Write a press release outlining the key messages and send it out to your network at least a month in advance, and another follow up document detailing the success of the event when it is complete.



Merchandise packs

The Frocktober Fundraiser

You can register as a Frocktober fundraiser at www.frocktober.org.au for just \$25, and you'll receive a supporter pack including all the information and materials you need to kick start your fundraising initiative.

ITEM INCLUSIONS:

- **Fundraising Information Guide**

Your go-to resource for tips, tricks, and general information to help you plan, host and promote your fundraising initiative.

- **Frocktober Poster**

Get your colleagues excited – our poster is a great way to involve your workplace.

- **Frocktober Badges**

Host an event in style, or simply show your support for the cause when you're out and about.

- **Frocktober Cosmetic Bag**

This chic purse will store all your beauty essentials to keep you looking your frocking best.

- **Exclusive Review Offer**

Treat yourself while doing good. Purchase your next frock on us with 25% off full price Review dresses throughout the month of October.*

- **Exclusive Essano Rosehip Oil (20ml)**

Indulge with this deeply moisturising and conditioning body oil – you'll love the way it feels on your skin!

*You can
register as a
frocktober
fundraiser via
www.frocktober.org.au
from just \$25*



Alexandra Nea




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Premium Frocktober Supporter

Those ready to hit the ground running can sign up for a premium Frocktober supporter pack for \$65. You'll receive all the standard gear, as well as some extra special goodies to help you frock up in style and show your support for this fabulous cause.

FROCKING GREAT INCLUSIONS:

- **Frocktober Candy**

Hide these little 'sweeties' – they are just for you!

- **Frocktober Reusable Glass 'Keep Cup'**

Look no further, you now hold the perfect pick-me-up for your morning coffee

- **Essano Rosehip Body Lotion**

(400ml) Keep your skin moisturised and conditioned throughout Frocktober with the proven renewal powers of Rosehip Oil and active natural botanical extracts.

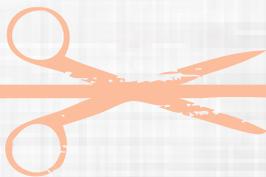
PLUS THESE ITEMS FROM THE CORE PACK:

- **Fundraiser Information Guide**
- **Frocktober Poster**
- **Frocktober Badges**
- **Frocktober Cosmetic Bag**
- **Exclusive Review Offer***

* Participant must present registration email to receive the discount. Excludes Review Romance range. Not in conjunction with any other offer. Discount applicable from 01/10/2019 – 31/10/2019. Available in Review boutique stores only. Not available in Review concessions, outlets and online.



wrapping it up



We love to stay up to date with community success stories, so feel free to hashtag your photos with #ocrf and #frocktober2019.



Post event protocol

You can breathe a big sigh of relief and pat yourself on the back—your event was a hit! Don't forget to get in touch with the OCRF via community@ocrf.com.au or contact a member of the team on 1300 682 742 and share the good news. Start sorting your receipts, because we will be guiding you through the important paperwork and collecting the funds raised. Your event would not have been possible without all of those people that helped you along the way. Be sure to let your sponsors, donors and attendees know that you appreciate their support.

make sure *it's safe* & legal checking all the boxes

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At any event, the safety of all involved should be a top priority. Here are a few tips to take full responsibility for health and safety at your fundraiser.

Fundraising guidelines

Ensure that you have read and understood the Fundraiser Guidelines on the OCRF website, under the 'Support Us' tab. Once your fundraiser has been approved, you will receive a letter confirming your Authorisation to Fundraise, which is your legal authority to undertake fundraising for the OCRF.

Insurance

The OCRF is unable to provide insurance to cover third party community fundraising activities. You may want to consider public liability, venue, or other forms of insurance depending on the location and scale of your event. A local broker will be able to discuss your needs and make the necessary arrangements.

Health and safety

Even for small scale events, safety is a top priority. Have a first aid box on hand, as well as someone who knows the correct procedures. St John's Ambulance can provide support if necessary. For larger scale events, include a safety debrief with helpers covering topics such as emergency procedures, responsibly handling electrical equipment, and food hygiene.

To find out more about the regulations specific to your state or territory, you can contact the relevant local authority. See the following page for details.

Permits, licences & approvals

Laws and regulations relevant to fundraising events vary between states and territories. It is your responsibility as the Authorised Fundraiser to ensure that your event abides by these laws, and that you have obtained the appropriate permits.

Raffles and competitions may require a permit when the prize pool exceeds a certain amount.

Special consideration should also be taken when fundraising in public spaces. You may be required to obtain a permit from the council, and approval from local authorities such as schools or the police.

When collecting money from people you do not know personally, you may be required to wear an identification badge which includes your name, the registered charity (in this case, the OCRF), and where the money will be going.



local authorities

Australian Capital Territory

Fundraising Authority: L19000261
ACT Gambling and Racing Commission
PO Box 214, Civic Square ACT 2608
Phone: 02 6207 0361
www.gamblingandracing.act.gov.au

New South Wales

Fundraising Authority: CFN 13759
Office of Charities
Department of Gaming and Racing
Office of Charities
GPO Box 7060, Sydney NSW 2001
Phone: 02 9995 0300
www.olgr.nsw.gov.au

Northern Territory

Racing, Gaming & Licensing
Division of NT Treasury
PO Box 1154, Darwin NT 0801
Phone: 08 8999 1800
Email: agd.licensingnt@nt.gov.au
www.nt.gov.au/industry/gambling

Queensland

Fundraising Authority: CH1204
Queensland Office of Gaming
Regulation
Locked Bag 180, City East Brisbane
QLD 4002
Phone: 07 3872 0999
Toll free number 1800 064 848
(Queensland only)
www.business.qld.gov.au/industries

South Australia

Fundraising Authority: CCP727
Office of the Liquor and Gambling
Commissioner, Lottery Licensing
GPO Box 1719 Adelaide SA 5001
Phone: 131882
Email: lottery@saugov.sa.gov.au
www.cbs.sa.gov.au

Tasmania

Fundraising Authority: F1A-12
Liquor and Gaming Branch
representing the Tasmanian
Gaming Commission
GPO Box 1374, Hobart TAS 7001
Phone: 03 6233 2475
Email: gaming@treasury.tas.gov.au
www.gaming.tas.gov.au

Victoria

Fundraising Authority: 10429
Victorian Commission for Gambling
Regulation, Minor Gaming Unit
PO Box 1988, Melbourne VIC 3001
Phone: 03 9651 3630
Email: minor.gaming@vcgr.vic.gov.au
www.vcgr.vic.gov.au

Western Australia

Fundraising Authority: 20100
Gaming and Wagering Commission
PO Box 6119, East Perth WA 6892
Phone: 08 9425 1888
Email: rgl@rgl.wa.gov.au
www.rgl.wa.gov.au
www.rgl.wa.gov.au



money matters

depositing your funds

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The easiest way is through our Frocktober Fundraising Hub..



If you have not set up a fundraising page via www.frocktober.org.au, you can gather the funds and transfer them directly to the OCRF via the following ways:

Credit card

Fill out your credit card details on the Fundraising Return Form.

Bank transfer

Complete payment to the OCRF bank account within 14 days of your event.

Bank account details:

Name of Account:

OCRF Donations

BSB: 083-004

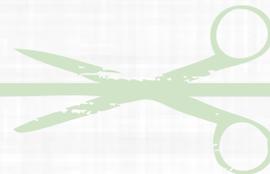
Account Number:

49 087 5036

Cheque

Deliver your cheque, payable to the Ovarian Cancer Research Foundation, to the OCRF office within 14 days of your event.
Administrative Office
Address:
TOK Corporate Centre
Level 1, 459 Toorak Road
Toorak VIC 3142


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Alexandra Nea

Other to ways show your support

As well as hosting your own fundraising event, there are a number of other ways that you can support the OCRF.

Corporate sponsorship

The OCRF embraces corporate partnerships across events, creative, media, legal and more.

We would love to discuss how a corporate sponsorship could be mutually beneficial for the OCRF and your business. Call 1300 682 742 or email us at community@ocrf.com.au for more information.

Regular giving

Giving a small amount each month can be an effective way to support the OCRF without feeling the pinch. Tax deductions are available for donations over \$2. Call 1300 682 742 or email us at community@ocrf.com.au for more information.

Donation in memoriam or celebration

In lieu of flowers, a donation in memory of a lost relative or friend is a meaningful way to show support to the family. Likewise, donating to the OCRF can be a fantastic gift to celebrate a birthday or other special event. More information on making a donation either in memoriam or in celebration can be found under the 'Support us' tab on the OCRF website.

Final Word...
your
support
means
more than
you know


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Thank you for choosing to support the OCRF through your participation in Frocktober. Your time, effort and all important funds will help us to support ongoing research into finding an early detection for ovarian cancer. It takes passionate people such as yourself to fight for our cause, so thank you.

We wish you the best of luck on your Frocktober journey.

Contact us

The Ovarian Cancer
Research Foundation Inc.
TOK Corporate Centre
Level 1, 459 Toorak Road
Toorak VIC 3142

1300 OVARIAN (1300 682 742)

community@ocrf.com.au

ABN: 24 898 129 866

ABRN: 130 949 834

<https://ocrf.com.au/>

Facebook: @OCRFsilver

Instagram: @ocrf

Twitter: @ocrfaustralia



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