



# **My Journey To Happiness**

# It all started on Valentines Day



**14<sup>th</sup> Feb 2015**

My name is Lina. A mother of a happy child named Tarek was enjoying a romantic dinner with my loving husband on Valentines day. We had a couple massage, and while laying flat on my stomach, I felt a small lump on my breast.

For someone who just turned 30 years old, breast cancer was out of the question as it's not even common in my family or community.

After few tests and seeing couple of doctors, the fear was confirmed and I was diagnosed with breast cancer with no logical explanation why did this happen.

An emotional rollercoaster, but it was also an eye-opener to real life and how blessed I was to have insurance to cover my treatment.

# Breast Cancer Treatment Cost

## Approximate Estimate

- Chemotherapy:
  - Medicine No. 1: 4 sessions x 35,000 AED = 140,000 AED
  - Medicine No. 2: 12 sessions x 16,000 AED = 192,000 AED
- Hormonal Treatment: 18 sessions x 45,000 = 810,000 AED
- Surgery: average (+/-) 100,000 AED
- Radiotherapy: average (+/-) 80,000 AED
- Pills: Tamoxifen (2 pills a day for 5 or 10 years) 6,000 – 12,000 AED
- **Total 1,334,000 AED**

*\*This does not include PET scans, mammogram, biopsy, ultrasounds, MRI, etc.*

*\*\*This is an average for the treatment plan I went through. But there are other treatments that are way more expensive.*

**We can't just watch other women who deserve a chance to live**



# **Small Actions That Made A Difference**

# Launching Hookin Good in 2015

I wanted to help with my crochet talent in the treatment of other women who can't afford it in UAE.

I came up with the idea to launch my own page which I called **Hookin Good**

Using my crochet **Hook** into making something **Good** that is **Lookin Good** 😊



I started posting my handmade items and offer them for sale in exchange of a donation. All the proceeds went to **Brest Friends – Al Jalila Foundation** which helped uninsured breast cancer fighters in UAE.

Total funds raised from my first batch of products: **over 60,000 AED**

## Links to SM Pages:

- Facebook: [hookingoodae](https://www.facebook.com/hookingoodae)
- Instagram: [hookin\\_good](https://www.instagram.com/hookin_good)





+2 hookin\_good ▾

342 posts 1,052 followers 74 following

Promote Edit Profile

**Hookin Good**  
Community

32-yrs old Breast Cancer Survivor 🍷 living in DXB 🇦🇪 All proceeds of my items go to support Breast Cancer Fighters in UAE 💕  
[www.facebook.com/hookingoodae](http://www.facebook.com/hookingoodae)  
Dubai, United Arab Emirates



**INSPIRE**  
Inspiring interviews

**"I don't count my problems. I count my blessings."**

Lina El-Sharif  
Founder, Hookin' Good

andreaeantal

Email | Directions

Grid of photos showing various items for sale, including teddy bears, stuffed animals, and a baby carriage. One photo has the text 'HAPPY 2 Years Anniversary'.

# In parallel, The Candle Initiative was born

A friend called Elaine also tried to help breast cancer fighters by producing candles and offer them in exchange of 100 AED donation per candle.

Elaine used the word of mouth and support of the community and network surrounding her.



In 2015, Elaine raised: **34,000 AED**

Elaine then had to move to Singapore. She was seeking ways to keep her initiative growing. That's when we both decided to collaborate as we are both having the same mission:

***To help uninsured breast cancer fighters to get sufficient funding and a chance to live***

# In 2016, we started recruiting volunteers

We called them **Candle Fairies**.

Around 10 active ladies who took those candle boxes and did miracles

Elaine was behind her laptop in Singapore connecting people, taking orders, approaching schools, and every opportunity possible to fundraise

Lina was her coordinator on ground, applying for fundraising license, tracking stock, delivering orders, and giving speeches whenever required.

In that year, the Candle Fairies raised

**91,000 AED**



***Things started to get serious now! Bigger team, bigger target***



# 2017, Pink Ribbon Crafters was created

We became more structured and welcomed more handmade items to be part of our big umbrella.

- We continued to have the Candles made by Pure Candles Dubai.
- We also continued to have Hookin Good crochet items
- Bracelets Made With Soul by Gina
- Princess Petals made by Sharon
- Knitted bunnies made by Rekha
- Chanmaya Towels made by Tina
- And many other makes

We recruited over 25 volunteers and had a target of **100,000 AED**

We raised **140,700 AED**

**Links to SM Pages:**

- Facebook: [PinkRibbonCrafters](#)
- Instagram: [PinkRibbonCrafters](#)

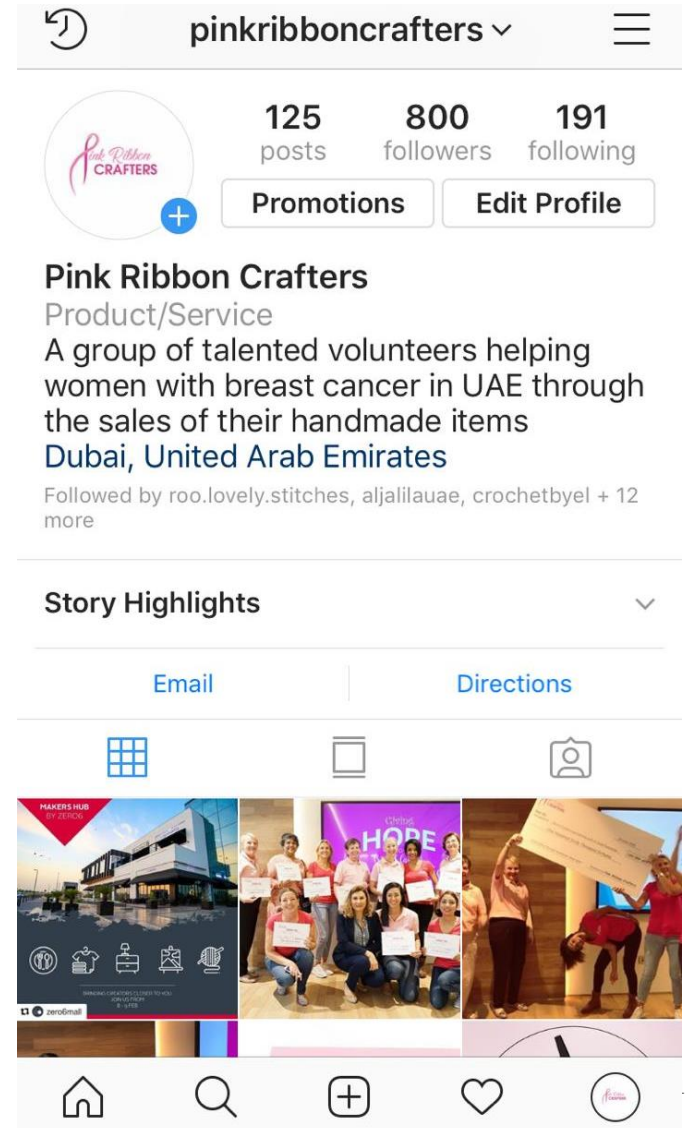


# 2018, we wanted to top up all what has been made

We grew in number of volunteers and also in expectations.

With over 40 volunteers who had a target to reach **150,000 AED** in a year where people became price-sensitive

They raised **160,000 AED** instead!



# More is yet to come for 2019

In the loving memory of one of our core volunteers who passed away earlier this year, we dedicate 2019 activities to honor her efforts and dedication to cause.

At the moment, we are still brainstorming and preparing for 2019 target. Yet, we have some confirmed ideas as of now which we are happy to share.

We are also open for suggestions and tailoring ideas based on your needs.

Towards the end, our 2 main objectives are:

- To spread awareness about breast cancer with a positive approach.
- To maximize each possible opportunity to fundraise.

## Notes:

- All the proceeds of our handmade items and activities go to our selected charity **Brest Friends – Al Jalila Foundation**
- A fundraising license is granted to our group from the Islamic Affairs & Charitable Activities Department (IACAD).
- We are not a company, we are simply a group of volunteers dedicating time, talent, effort, and heart to support other women in need.

# Bracelet Making Workshops

Led by our core volunteer Gina who owns the brand **Bracelets Made with Soul**

Sending our expert volunteer(s) for a 2-hours workshop where attendees get to make a bracelet. The maker then has the choice to either **donate** their handmade item or **purchase** it in exchange of a donation that will be submitted to our selected charity partner (Al Jalila Foundation).

- Beads and crafting materials will be provided by us
- We will ask for a donation of 500 AED per hour to manage the participants and teach them how to make the bracelets
- If the participants wish to purchase their making, it will be 30 to 40 AED per bracelet (depends on beads used).
- Previous booking is required
- Ideal participants capacity from 10-30 pax
- Larger groups can be arranged too given previous planning





# Breast Cancer Awareness Session from a Survivor

A survivor sharing her story followed by a Q&A if required. This will be accompanied by a display of our handmade items if the participants wish to contribute and purchase an item to support the cause.

- Presentation preparation and discussion of the key messages will be done before the session
- The presentation with the Q&A will be for an hour, followed by an hour of being present with our handmade items.
- We will ask for a donation of 500 AED per awareness session which is redeemable for any of our handmade items (whether from the audience or the organizers).
- Previous booking is required to ensure the availability of the speaker & volunteers
- In case of any cancellation, we will appreciate at least 3 days notice.





# Participation in a marketplace

Every year, our group gets invited to participate in markets and bazaars where we display our items in exchange of donations. We'll be happy to setup a display table post agreement & understanding of setup & potential footfall.

Here are some of the markets, schools, and companies that partnered with us every year:

- Ripe Market
- ARTE, the makers Market
- Center of Musical Art
- Mediclinic City Hospital
- Dr Rose Clinic
- Well Woman Clinic
- Arabian Center
  
- **Companies:** Tips & Toes, Du, Emirates Airlines, Informa, Expro, Ansell, BRF, Motorola, MBC, Dell, Emaar, Empower, Oracle, McGettigans, Starcom
  
- **Schools:** DESS, DESC, DBS, Gems Metropole, Dubai College, Ladybird Early Learning Center, Nord Anglia, Gems Wellington AlKhail, Hult International Business School, Australian International School, Jebel Ali School, Kent College

# Check out our media coverage

- MBC – Sabah Elkheir Ya Arab: [TV interview with Co-Founder Lina El-Sharif](#) (Oct 1, 2018)
- Rotana Khalijiyah – Sayidaty: [TV interview with Co-Founder Lina El-Sharif](#) (Oct 28, 2018)
- Pink Ribbon Crafters video: [Calendar Girls Dubai 2019 video](#) (Oct 28, 2018)
- Friday Magazine: [Meet the UAE's Pink Ribbon Crafters](#) (Oct 19, 2017)
- Al Press: [Handmade with love, shared with hope](#) (Oct 5, 2017)
- Pulse 95 Radio: [Interview with our volunteer Emma Rymer representing the group](#) (Oct 8, 2018)
- BritishMums.com: [Supporting breast cancer awareness – the amazing work of the Pink Ribbon Crafters](#) (Oc 1, 2017)
- Health Magazine: [Volunteers once again come together to support those battling breast cancer](#) (Oct 1, 2018)
- Inspire Magazine: [I don't count my problems. I count my blessings](#) (Apr 28, 2016)
- Fustany.com: [Pink Fighters: Lina El-Sharif Shares with Us Her Inspiring Journey with Breast Cancer](#) (Oct 14, 2015)
- Khaleej Times: [Getting a hook on cancer](#) (Jun 16, 2016)
- Ahlan!: [5 Ways to mark breast cancer awareness month in the UAE..](#) (Oct 2, 2018)
- Mums Like Us: [Think Pink This October](#) (Oc 8,2018)

**Are you excited as much as we are??  
So let's talk & start planning 😊**

Email: [pinkribboncrafters@hotmail.com](mailto:pinkribboncrafters@hotmail.com)

Whatsapp only: 055-2693225