



癌症基金會
CANCERFUND

So no one faces cancer alone

Hong Kong Cancer Fund

Annual Review 2015-2016

Dear Donors, Supporters and Friends,

We are encouraged to see that a holistic approach to cancer has become widely accepted as best practice, this makes us proud of the broad range of supportive care services we provide.

In 2015 – 2016, we saw our number of registered clients grow to over 26,000, reflecting the rising cancer incidence and need for more supportive care. We also had a major upturn in people attending wellness programmes, with nearly 40,000 attendances recorded across the year. We know that for every person diagnosed with cancer, there are countless family members and caregivers who are also deeply affected. We're here to make sure that no one facing cancer ever feels alone.

We have also been busy planning and fundraising for the opening of a new CancerLink support centre in Kwai Chung. I wish to thank the many benefactors who have given so generously to make the opening of this centre a reality. A very special mention goes to the Fu Tak lam Foundation Ltd., Satinu Resources Group Limited and the Hong Kong Jockey Club Charities Trust, without whom, we would not be on track to open our doors in the new year to the growing number of people in need.

As we are expanding, we know there are many challenges ahead such as an increasingly difficult fundraising environment and in finding experienced professional frontline caregivers for our centres. Our priority always remains to provide anyone touched by cancer with free cancer support services of the highest quality.

Next year marks our 30th year of providing cancer care, information and support in Hong Kong, a good opportunity to reflect on all we have achieved and learned with the support of the cancer community, our friends and partner foundations.

We remain more committed and energised than ever to positively impact the future of cancer care for years to come.



Sally Lo, MBE
Founder and Chief Executive
Hong Kong Cancer Fund

OUR ONGOING PROGRAMMES



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Cancer Fund is there every step of the way...

Internationally, there is a growing awareness and acceptance of the need for a holistic and multidisciplinary approach to cancer care. The World Health Organization (WHO) outlines the optimal cancer care pathway for patients as encompassing prevention, screening, diagnosis, treatment and palliative care.

Cancer Fund's holistic service model aligns closely along this cancer care pathway with support, funding and education initiatives provided at every stage of cancer.



Prevention

We commit time and resources into educating the general public of Hong Kong on cancer awareness and lifestyle modifications that can lower cancer risk. Our education and media campaigns highlight the importance of keeping a healthy diet with high vegetable and low red meat intake, low alcohol consumption, physical activity, no smoking and sun safety: all controllable factors that can lead to a decreased cancer risk.

Yearly highlight: 3.6 million* people were reached in our colorectal cancer awareness campaign to prevent colorectal cancer.



Screening

We know early detection can lead to more treatment options, less physical and emotional trauma, and a better chance of survival. Cancer Fund promotes the need for screening at appropriate times for breast and colorectal cancers, to ensure cost and accessibility are not prohibitive factors for those at risk. Knowledge about cancer symptoms and how to conduct self-examinations is also vital in encouraging the public to be aware of their own health condition and when to get checked.

Yearly highlight: 645 total registrations for the June 2015 colonoscopy screening programme.

*Nielsen media survey result, population figure projection



Diagnosis

A cancer diagnosis can be confusing, daunting and can trigger a wide range of unexpected concerns and needs for patients and their families. Cancer Fund's support in setting up and funding Cancer Patient Resource Centres in all major public hospitals with an oncology department, ensures anyone diagnosed with cancer has timely access to the support they need.

Yearly highlight: Almost 100,000 attendances at Cancer Patient Resource Centres, across seven public hospitals in Hong Kong.



Treatment

Maintaining a high level of physical and psychological wellbeing provides a patient on treatment with the best chance for a positive outcome. Our multidisciplinary teams are professionally trained to offer practical assistance, psychological counselling, dietetic advice, rehabilitation and wellness programmes to place our clients in the best possible mindset and physical condition during treatment, and support the management of any side-effects, symptoms or pain experienced.

Yearly highlight: Over 4,800 recovery packs (filled with information and essential items to assist patients) were distributed in major hospitals to support clients undergoing treatment for breast, prostate, and nasopharyngeal cancers.



Palliative Care

Palliative care improves the quality of life for cancer patients, their families and caregivers through a non-curative approach to symptom management and addressing the physical, psychosocial and spiritual side effects of cancer. We offer a range of palliative care therapies in our CancerLink support centres, home care visits, rehabilitation and wellness programmes from the moment of diagnosis, through treatment and into recovery or end of life planning. We also provide practical and emotional support to family members during bereavement.

Yearly highlight: Funding provided to a study in pain-related symptoms in post-treatment Chinese cancer patients by the University of Hong Kong.

Our mission is to ensure no one faces cancer alone.



CancerLink support centres

- ① Tin Shu Wai
- ② Wong Tai Sin
- ③ Central
- ★ Coming soon!
Kwai Chung

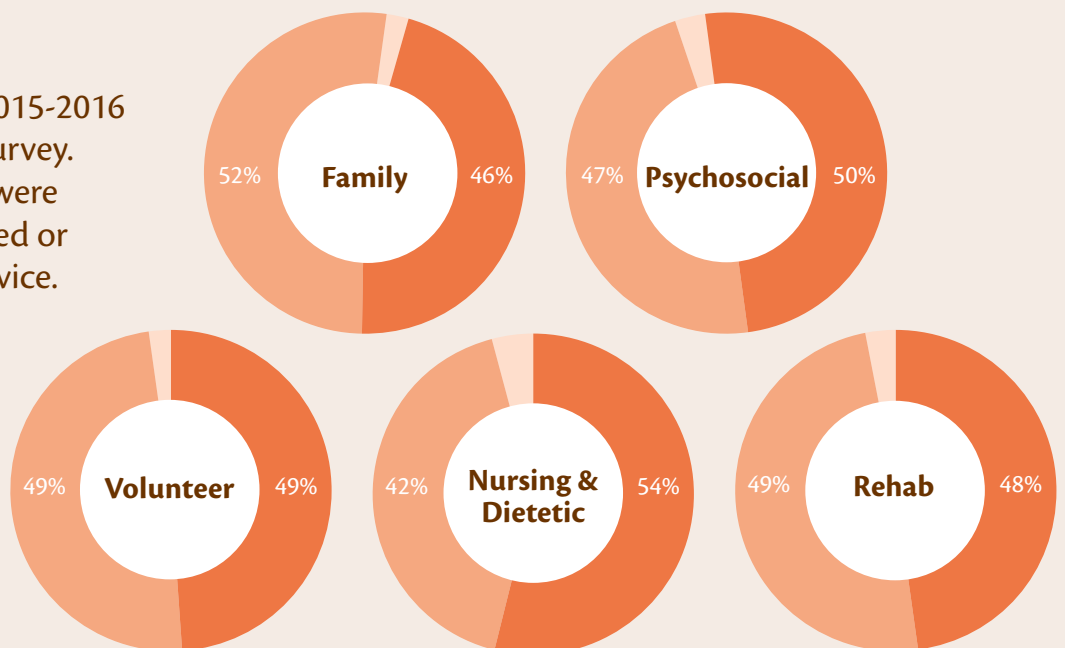
Cancer patient resource centres

- ④ Queen Mary Hospital
- ⑤ Tuen Mun Hospital
- ⑥ Princess Margaret Hospital
- ⑦ Prince of Wales Hospital
- ⑧ Queen Elizabeth Hospital
- ⑨ United Christian Hospital
- ⑩ Pamela Youde Nethersole Eastern Hospital

Service satisfaction

Over 10,000 users participated in our 2015-2016 service satisfaction survey. 97% of respondents were either strongly satisfied or satisfied with our service.

- Strongly satisfied
- Satisfied
- Fair
- Dissatisfied
- Strongly dissatisfied





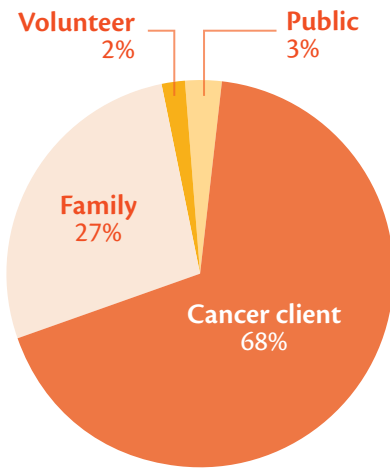
Home Care: we'll come to you

Many Cancer Fund clients in Hong Kong are, due to illness, disability or accessibility, unable to benefit from the services provided at CancerLink support centres to meet their range of cancer support needs. In the last year, over 100 volunteers trained by Cancer Fund's qualified social workers, provided care and support on almost 2,000 occasions through our Home Care Service. No matter where people may be in Hong Kong, we want to ensure they don't face cancer alone.

Who are we supporting?

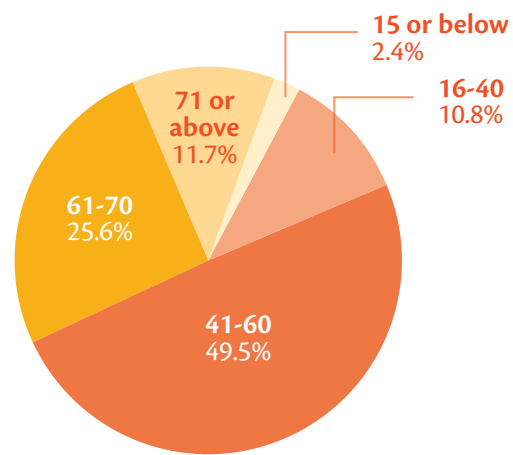
By knowing more about who we support, we are able to constantly evolve and provide relevant services to meet the specific needs of everyone accessing our CancerLink support centres.

User Identity



Our family centered approach extends our support services to not just clients but their families and caregivers too, ensuring everyone benefits from a higher quality of life while coping with cancer.

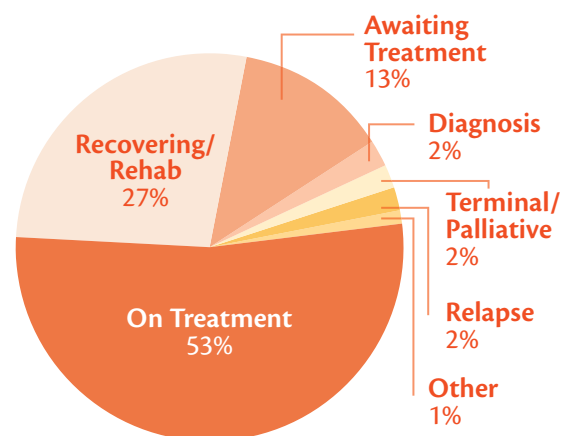
Client Age



Almost half the people we see are aged 41-60 who, due to employment and family commitments, are especially vulnerable; physically, psychologically and financially.



Cancer Stage*



From the moment of diagnosis, through treatment and into recovery, we have professionally tailored support and services to meet differing needs across all stages of cancer.

*newly registered in the 2015-16 year

Cancer in a young person's world

You Can provides tailored programmes to people aged 18 to 39 dealing with cancer. Our You Can member Janet shares her story on facing cancer as a young adult.

Janet's story

Through cancer, I have experienced what it feels like to be approaching death and yet, it is also through cancer that I have realised how blessed my life is with love.

In 2013, at the age of 34, I was diagnosed with breast cancer after discovering a lump in my breast during a self-check. Although I was shocked when I heard the news, I'm an eternal optimist and soon after I was able to pick myself back up. For five years I underwent surgery, radiotherapy and hormone therapy, one after the other. Thankfully I had the support of my loved ones through it all.

During treatment, I had the opportunity to join Cancer Fund's "Adjustment Group for Those Newly Diagnosed with Cancer" organised by CancerLink. Since then, I have been taking part in You Can activities and encouraging other cancer patients

to share their experiences. Participating in these young adult services has really helped me turn a new page in life. You Can activities don't just focus on rehabilitation, they also include adventure courses and arts and craft classes, which have helped me to relax and develop a healthy lifestyle.

I'm so also grateful that I've made a group of friends who know each other so well through You Can. We share in the ups and downs of life together. Being able to support each other fills me with warmth and I enjoy being part of such an open and tight-knit group.

When cancer comes knocking, we have no choice but to face it, so why not face it with a positive mind? By choosing to face cancer with an open heart and mind, I've built a new life with new friends. I am determined on my cancer journey to fight for a good life.



Our frontline support

Our CancerLink centres respond to the practical, psychological, family and peer support needs of all people touched by cancer through consultations, programmes, workshops and supportive services. In the 2015-2016 year we received over 110,000 visits to our three support centres, responded to over 13,000 hotline calls and achieved the following service highlights...

Practical Support

We provide assistance at all stages of cancer to help our clients navigate the many transitions and changes of treatment and recovery, while retaining as much normalcy in their lives as possible.

Our registered dietician provided over 1,300 personal consultations, workshops and ongoing care management sessions, our oncology nursing consultations served over 4,000 and the Cancer Fund spent over HK\$2 million on emergency relief funding and providing practical support for clients such as prostheses and drug funding.

Psychological support

We saw over 43,000 participations at our psychosocial workshops and therapeutic groups and a further 8,600 received individual support and guidance from our trained social workers. Art therapy provided 1,000 clients the opportunity cope with cancer through constructive and creative outlets.

Family Support

The Rainbow Club supports children aged 5 to 15 who have a family member touched by cancer. They received the 2015 Best Practice Award in Social Welfare by the Hong Kong Council of Social Service. Almost 2,000 children accessed the family-centric intervention services of the Rainbow Club in 2015-16.



**CancerLink has over
26,000 registered
users**



Peer Support

Almost 15,000 members received peer support through the Friends of CancerLink network of 22 self-help groups, all backed and funded by Cancer Fund.

Outreach to China

The New Voice Club of Hong Kong promotes self-help and peer support for laryngectomees to assist them in regaining their voice and reintegrating them into the community. For over 20 years, we have funded annual exchange

tours undertaken by the New Voice Club in mainland China. In 2015, they visited Changsha for a week of speech rehabilitation training with local laryngectomees, skills sharing with professionals and established a Mutual Support Group. Through our philosophy of 'training the trainers', the impact of our outreach programme will provide lasting benefits to the laryngectomee community in Chengsha, whom without the training provided, might never be able to speak and communicate again.



“Cancer doesn’t only affect patients but also the entire family. As a result, we adopt a family centered approach to empower and serve the whole family. We believe that with support, families have the potential to recover and grow from this life adversity together.”

**– Chris Ng, Centre Supervisor,
CancerLink Tin Shui Wai**



Part of the bigger picture

The Cancer Fund has again contributed important data, information and funding to the European Organization for Research and Treatment of Cancer (EORTC).

The EORTC aims to improve the standard of cancer treatment through clinical research and ultimately increase cancer survival rates. Working internationally and across multiple disciplines, the EORTC is making exciting developments through the testing of existing and new cancer drugs, surgery and/or radiotherapy for both rare and common tumour types.

For almost 30 years, the Cancer Fund has been an active contributor to the EORTC. Through ongoing collaborations with Cancer Research UK, The Chinese University of Hong Kong and many other leading cancer organisations, we maintain close relationships in the international cancer community.

We hope that by supporting international innovations and breakthroughs in cancer treatment and care, people living with cancer in Hong Kong will benefit as this knowledge is incorporated into local practice.



Patient waiting area, Pamela Youde Nethersole Eastern Hospital

Supporting homegrown research

In 2015, the Cancer Fund purchased medical equipment for the Pamela Youde Nethersole Eastern Hospital, Tuen Mun Hospital and Kwong Wah Hospital to benefit breast cancer, prostate cancer and nasopharyngeal carcinoma patients. The Cancer Patient Resource Centre in the United Christian Hospital also received major refurbishments.

In total, Cancer Fund contributed over HK\$1.25 million on improving hospital conditions and equipment across Hong Kong in the last year.

With ten research studies ongoing or completed in 2015-16, Cancer Fund's commitment to supporting local cancer research initiatives remains an important focus. Through a co-funding partnership with Cancer Fund and Movember, two prostate research studies by the University of Hong Kong were undertaken in the past year:

- Exercise as Medicine for Men with Prostate Cancer in Hong Kong
- Psychometric assessment of the Chinese version of the Abbreviated Expanded Prostate Cancer Index Composite (EPIC-26) and the Clinical practice version (EPIC-CP) in Chinese men with Prostate Cancer, The University of Hong Kong

By supporting local studies we're facilitating Hong Kong's doctors and medical specialists to undertake important and life changing research projects that contribute to improved patient outcomes.



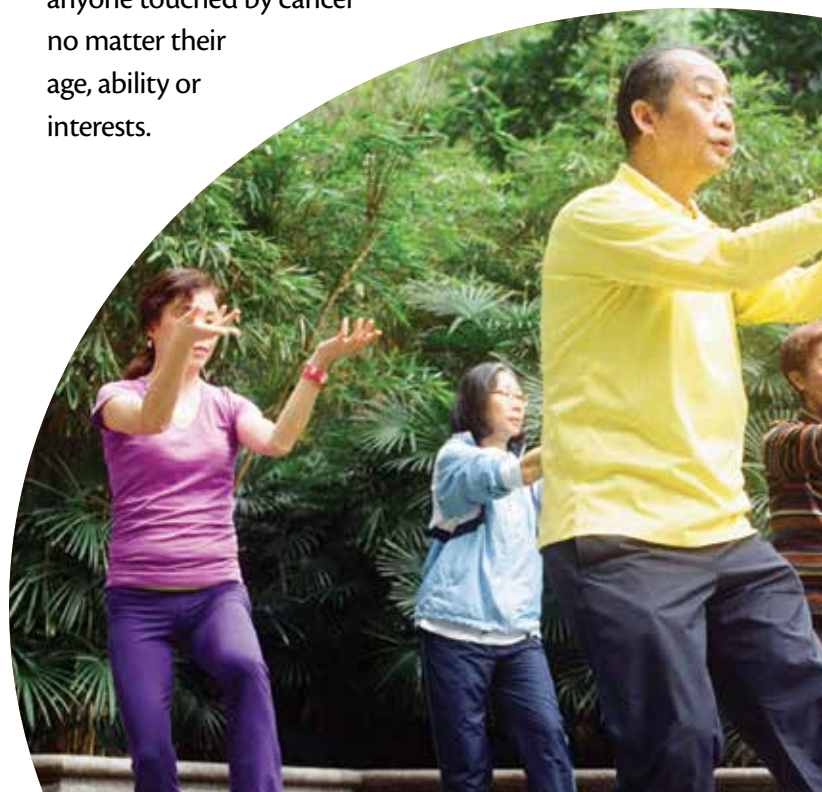
Wellness

Our wellness programmes offer physical, psychological, emotional and spiritual benefits to help our clients take a holistic approach to their wellbeing while coping with cancer. We know that improved wellbeing can positively impact medical outcomes along with quality of life for survivors and their families.

We believe that the integrative therapies we offer can provide our clients with skills and experiences to promote mindfulness, manage pain, overcome feelings of fear and helplessness and enhance inner healing. We regularly consult our users for feedback so we can continually monitor our programmes and make necessary improvements.

Our 1,786 active wellness users in 2015-16 reported improved physical wellbeing and energy levels, improved concentration, sleep quality and positivity,

and an overall healthier lifestyle after participating in wellness programmes. We delivered 50 classes weekly with a total of 40,000 attendances throughout the year. The wide range of our therapies ensures there is a wellness programme to suit the needs of anyone touched by cancer no matter their age, ability or interests.



Our wellness therapies include:

Yoga Therapy

Breathing and Relaxation

Energy Healing

Qigong and Taiji

Meditation

Healthy Diet

Pilates Exercise

Arts Therapy

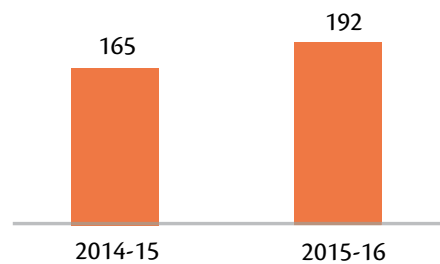
Holistic Living

Body Awareness

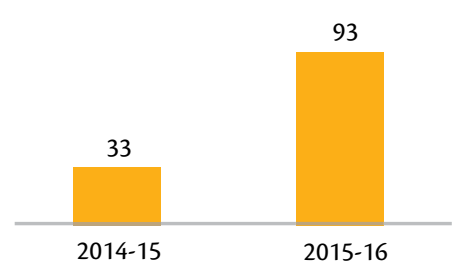
Sound Healing

Yearly comparison

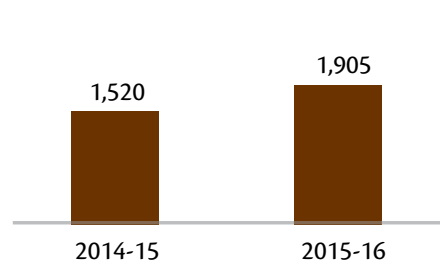
No. of Weekly Classes
Annual Increase 16%



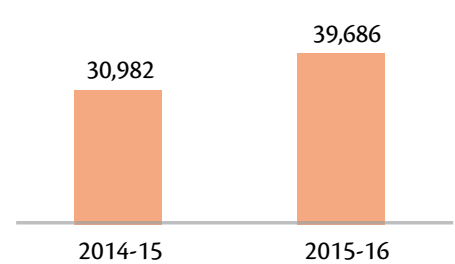
No. of One off Workshops
Annual Increase 182%



No. of Sessions
Annual Increase 25%



Total Attendance
Annual Increase 28%



“The wellness chanting class helped me overcome my struggles with insomnia and I was finally able to sleep soundly. I found that chanting can provide me with relief from my nonstop thinking mind which has given me peace of mind and the ability to rest.”

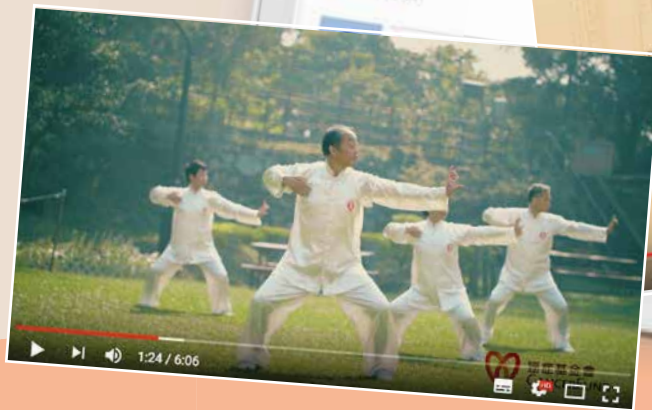
– CK



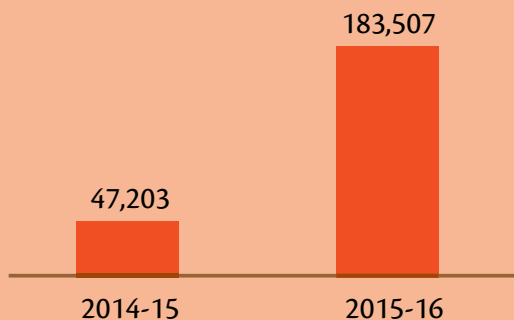
Wellness online

Wellness programmes in the comfort of your home

Our online presence is taking our wellness programmes directly to our clients: anywhere, anytime. The Cancer Fund's YouTube channel provides a series of videos with gentle yoga, chanting practice, Pilates, body awareness training and Ba Duan Jin. We are ensuring that everyone has an opportunity to improve their quality of life through our wellness videos.



No. of video views on YouTube
Annual increase of 289%



Our Wellness YouTube views have increased by 289% in the last year

Expanding our reach

The Cancer Fund website was visited by 1.6 million people in the last year, helping people to access vital information to provide comfort and guidance through treatment and survivorship. The existing website is currently under revamp and the new website will be mobile-focused.

Google offered an annual grant of HK\$935,000 to support Cancer Fund's promotion on Google search engine. This grant will further help Cancer Fund to significantly expand our reach both in Hong Kong and internationally.

178% more visits to the CancerLink service web pages in 2015-16.



We're changing social perception of cancer

More people than ever are hearing our public education messages for early detection and increased cancer awareness. This past year alone we reached over half the population of Hong Kong.

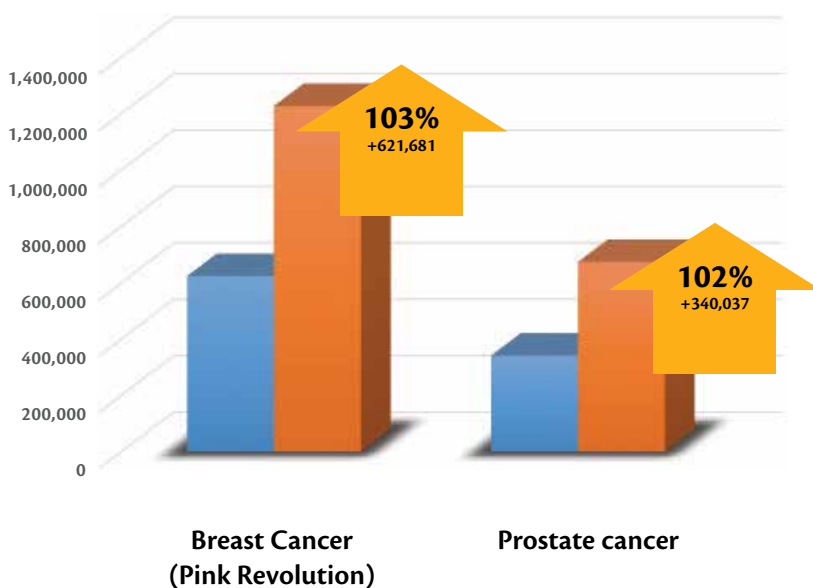
Our campaigns are designed not just to inform the public about reducing the risk for common cancer types; we encourage people to take action and get checked at appropriate times.

We have been measuring responses from the general public to ensure people in Hong Kong are taking initiatives to consult the doctors and

get checked for cancer in response to our calls for action. In 2015-16 we saw the number of people anticipated to be taking early detection measures for breast and prostate cancers increase significantly, with the positive response double the results from last year.

Early detection saves lives!

Awareness campaigns



“Early detection is the key to better patient survival and quality of life. Public education through awareness campaigns plays a pivotal role in changing the public’s health seeking behaviour.”

– Dr. Ho Lap Yin

Urologist and Medical Advisor,
Cancer Fund Education Campaigns



The Wynnners raising awareness

Celebrity pop band The Wynnners volunteered as our spokespeople for the annual Cancer Fund prostate awareness campaign with humorous and highly effective results. The TV commercial alone reached over 2.5 million people and through The Wynnners' international fan base, we reached an audience of thousands more people around the world.



Our Monthly Donors

The main source of income for our service comes from our monthly donors, our dedicated Circle of Friends members who have provided substantial support to Cancer Fund over the years. In the last year alone we have seen over HK\$51million generously donated. We have more than 30,000 Circle of Friends members who are the stabilising force which keeps us operational and able to provide support to the growing number of people requiring cancer care in Hong Kong. Ultimately, our Circle of Friends members are just people giving to people: all monthly donations go directly to our front line services and make a real impact in the lives of our clients.

Throughout the year, we interact with our Circle of Friends members and provide opportunities for them to experience firsthand how their contributions are affecting the lives of our clients. From listening to the stories of people who have benefited from Cancer Fund's services to partaking in our various programmes, we want our donors to feel aligned with our mission to ensure that no one faces cancer alone.



“I have been a monthly donor ever since my brother was diagnosed with cancer. I saw firsthand how Cancer Fund carried my brother and his family through his treatment and recovery. It makes me happy to know my contribution helps other families cope even when it feels like their world is falling apart.”

– Wong Tai-ching

Coming together for a cause

Our events and fundraising campaigns are a way for us to engage our supporters, share our vision and raise money to ensure we can continue to provide our important cancer care services to people in need. In 2015-16 through our Gala, Pink Revolution, Stride for a Cure, Movember, Soberman campaign and DIY fundraising, over HK\$21 million was raised for the Cancer Fund.

Stride for a Cure

Cancer Fund's annual walkathon, Stride for a Cure, saw over 2,600 participants contribute over \$HK3.5 million to cancer research. Families, friends and our amazing volunteers enjoyed a fun day out in Tai Tam filled with exercise and entertainment, and all for a great cause. Every dollar raised went to local research for lifesaving improvements in cancer treatment, screening, prevention and survivorship.

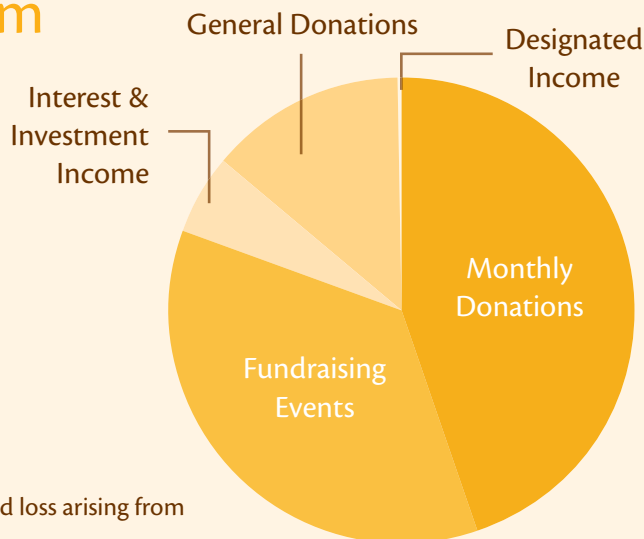


Pink Revolution

Pink Revolution this year celebrated its 15th anniversary and with the help of celebrity ambassadors Fala Chen and Coco Lee, we encouraged women all over Hong Kong to "check check check" themselves for early detection. In addition to promoting health awareness, Pink Revolution raises funds for women living with breast cancer. This year, 145 corporates and schools joined Dress Pink Day and 39 brands contributed to Shop for Pink - a huge show of support from everyone who took part. Over HK\$3 million was raised during Pink Revolution which will make a big difference in the lives of women with breast cancer.

Where our funding came from

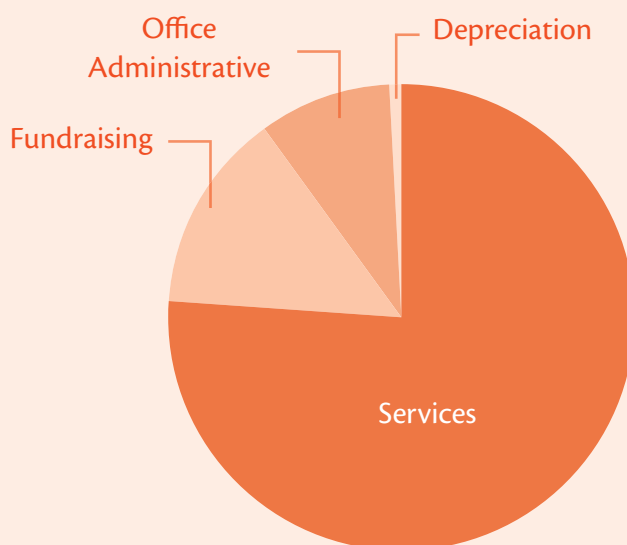
Monthly Donations	50.43%
Fundraising Events	40.24%
Interest & Investment Income*	-6.05%
General Donations	15.10%
Designated Income	0.29%
Total income	HK\$102,424,625



* Interest & Investment Income for the year was reduced by unrealised loss arising from marked to market investment as at 31 March 2016 (HK\$6,869,328)

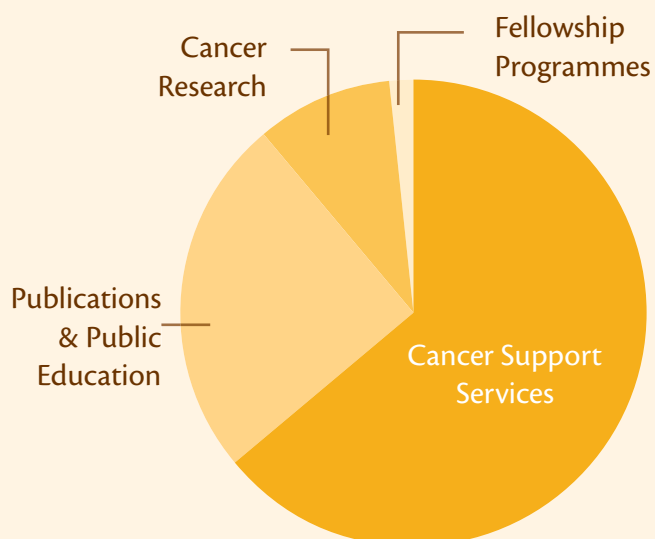
How we spent our funds

Services	76.38%
Fundraising	13.73%
Office Administrative	9.07%
Depreciation	0.83%
Total income	HK\$91,011,910



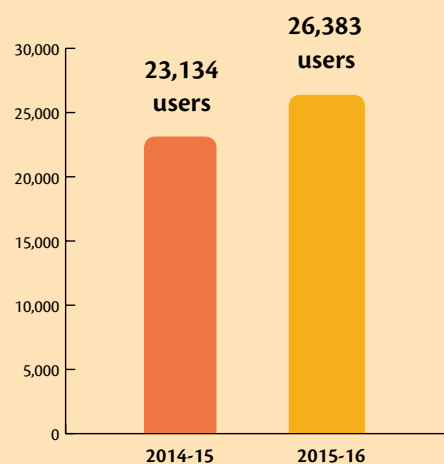
Service distribution

Cancer Support Services	64.04%
Publications and Public Education	25.05%
Cancer Research	9.47%
Fellowship Programmes	1.44%
Total income	HK\$69,513,021

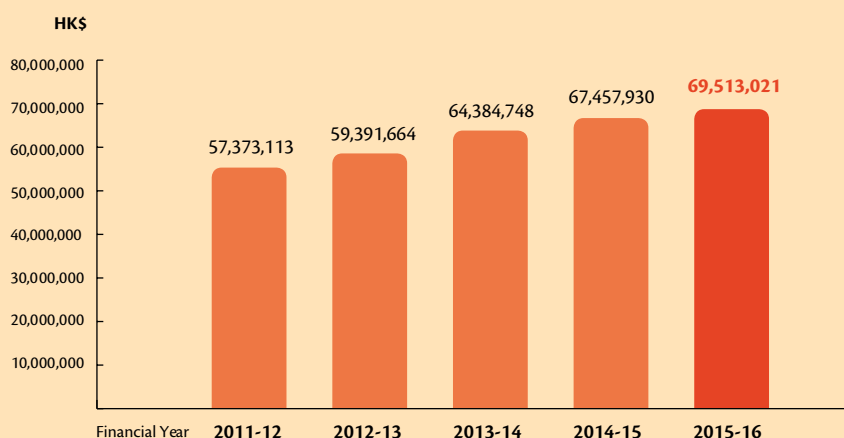


“Cancer Fund’s growth and development mirrors Hong Kong’s increasing cancer incidence and the critical need for more supportive care services in the community.”

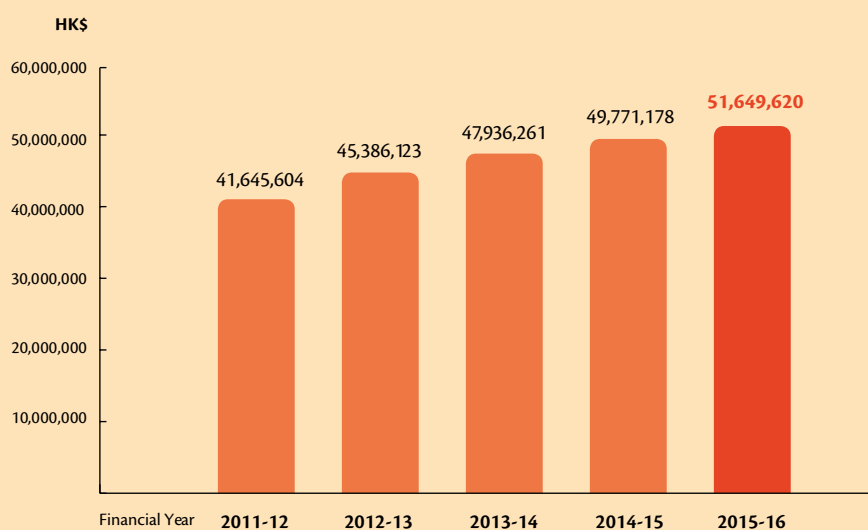
– Mr Alan H. Smith, JP, Executive Committee member



Total Service Expenditure



Total Income From Monthly Donations



(Extracted from audited financial statements for the year ended 31st March 2016)

Auditors: Chang Leung Hui & Li C.P.A. Limited, Certified Public Accountants

THANK YOU TO ALL OUR SUPPORTERS

It is only through the generous support of the following friends, volunteers, sponsors, individual donors and Circle of Friends members that we can make our services available to anyone touched cancer. We thank you all for your support...

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GALA DINNER 2016

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BRUNEBLONDE
CatchOn & Co. Ltd.
Caudalie
Charm In Cell
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Coco Collection
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Dolce & Gabbana
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Heavens Portfolio
Heywood Hill
Hotel Indigo Lijiang Ancient Town
HSBC
Infinite Luxury
InterContinental Hong Kong
Island School
Jenny Packham

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JIN Communications
Kotur Ltd.
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Kowloonbay International Trade &
Exhibition Centre
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Loveramics
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Phuket
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Shangri-la Hotel, Qufu
Shangri-la Hotel, Tokyo
Shangri-la's Far Eastern Plaza Hotel,
Taipei
Shanti Maurice, Mauritius
Sunseeker Asia Limited
Ten Feet Tall
The Ritz-Carlton Hong Kong
The Upper House
TIGI
TOD's
Vitel Int'l Marketing (HK) Ltd.
Vivienne Tam (Hong Kong)
W Hotel

PINK REVOLUTION 2015

CoCo Lee
Fala Chan
Kayley Mak
Dr. Janice Tsang
Josephine Tsang
A. S. Watson Group
Abercrombie & Fitch Hong Kong Ltd.
Able Jewelry Mfg. Ltd.
Agatha Asia Pacific Ltd.
Agnes B. HK Ltd.
AIG Insurance Hong Kong Ltd.
Aikon Int'l Ltd.
Allied Environmental Consultants Ltd.
Alot Enterprise Co. Ltd.
Alpha Appliances Ltd.
Anglo Chinese Florist Ltd.
Ann Taylor Sourcing Far East Ltd.
Anteprima Ltd.
APF Partners Corporate Services
APW CPA Ltd.
ARTÉ Madrid
Asia Financial Holdings Ltd.
Australian Association of Hong Kong
Ltd.
Australian Trade Commission
Baker & McKenzie
Beautique Int'l Ltd.
Beauty Crazy Handmade
Bellanis Ltd.
BNP Paribas Investment Partners Asia
Ltd.
Bouverie Co. Ltd.
Bupa (Asia) Ltd.
Carthy Ltd
Cartus Relocation Hong Kong Ltd.
Casablanca H.K. Ltd.
Cellmax Renewal Specialist
CHI Residences
Chi Sun Properties Agents
China Nuclear Energy Technology
Corporation Ltd.
Chinese Estates Holdings Limited
Chun Wo Construction Holdings Co.
Ltd.
Cido Limited
Cimigo Ltd.
City Super Ltd. - Fenix Group
Citywalk
CO2nnsulting Ltd.
COL Capital Limited
College of Nursing Hong Kong
Conrad Hong Kong
Conrad Macao, Cotai Central
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