



# Hong Kong Cancer Fund Annual Review 2017-2018



### Dear Donors, Supporters and Friends,

We are deeply grateful for your loyal support as we continue to expand our services in the community. This was our 30<sup>th</sup> year and we have reached new major milestones in our mission to provide seamless cancer supportive care.

> We launched the new Cancer Fund Jockey Club Support Centre in Kwai Chung to reach even more people in Kowloon and New Territories West in June 2017, and re-opened our Cancer Fund Support Centre in Central. In the last year, we had more than 112,000 visits at our five support centres.

We were happy to serve 4,086 new clients and offer them a new approach of an array of multi-disciplinary services through our specialists such as Clinical Psychologists, Dietitians and Art Therapists. Our Wellness programmes keep growing with the addition of videos on our YouTube channel and more than 51,000 people attended our classes.

As we look toward the new year, we are excited about our new Women's cancer centre, the first free care centre in Hong Kong that offers services for the needs of women who are experiencing breast and gynaecological cancers and their families.

As we are expanding our services, we face an increasingly challenging fundraising environment. Our clients and their families need your support and care more than ever to sustain our programmes.

I want to say a heartfelt thank you to all of our loyal supporters, staff and volunteers who allow us the privilege of helping more people with free services and to remain leaders in cancer supportive care in Hong Kong. Thank you for helping us make our vision a reality so no one faces cancer alone.

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

#### **OUR SERVICE NETWORK**



#### **Cancer Fund Support Centres**

- Tin Shui Wai
- 2 Wong Tai Sin
- **3** North Point
- 4 Kwai Chung
- 6 Central

#### Cancer Patient Resources Centres

- Princess Margaret Hospital
- Prince of Wales Hospital
- 8 Queen Elizabeth Hospital
- United Christian Hospital
- Pamela Youde Nethersole Eastern Hospital
- Queen Mary Hospital
- 1 Tuen Mun Hospital

#### **Centres for Special Needs**

- Hong Kong Stoma Association
- 19 New Voice Club

## You are Our Support

We receive no funding from the government or Community Chest and rely solely on the support of the generosity of individuals and companies. We are continually surprised by our Circle of Friends who provide us with the much needed guaranteed monthly support. Knowing we have them behind us gives us the opportunity to grow and continue to provide our free professional services. To find out more about our Circle of Friends, please call 3667 6332.

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Cancer I	Fund Users
Going B	eyond

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# **Achieving Our Mission**

As Hong Kong's largest cancer support organisation, our mission is to ensure that no one faces cancer alone. Through our network of free support, spanning the hospital, the home and the community, we're committed to making life better for people touched by cancer. We not only provide vital support to our patients and their families, we also help to improve hospital environments and drive public awareness of cancer.

#### Free Help a Call Away

A total of 9,761 calls were received over the year by our registered nurses and trained social workers. Our hotline offers guidance and

support, referrals to services and aims to alleviate anxiety.





#### 370 Visits a Day

Our five centres saw 112,177 visits, equivalent to 370 a day. Our visitors were warmly welcomed and given free information, professional counselling and recommendations to a range of workshops and holistic therapies.

112,177

visits recorded at our five Cancer Fund Support Centres is an increase by 6%

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#### **Empowering Individuals**

Our centres provide an array of psychosocial workshops and therapeutic groups to rebuild our clients' self-esteem and confidence on the road to recovery. We had 43,334 total attendances with 1,625 programmes.

43.334 total attendances at our psychosocial workshops and therapeutic groups



#### **Centre for Special Needs**

We're proud to support the New Voice Club to help laryngeal cancer patients in regaining their speaking voice again and to reintegrate into the community. Members of this club offer emotional and psychological support to patients and their carers through hospital visits and they offer special vocal trainings. They also run recreational activities such as



#### **The Power of Peer Support**

The Friends of CancerLink (F.O.C.) is a network of 22 self-help groups supported by volunteers who have been touched by cancer. These members provide peer support, rehabilitation services and encouragement to individuals. In the last year, we had a total of 16.236 members.

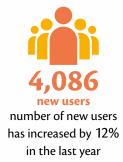


two choirs through their peer support network and volunteer trainings. In the last year, there were 4,259 members. Volunteers from the club also assist those affected by laryngeal cancer in mainland China to regain their voice, to rehabilitate and to reintegrate into the community. It was founded by Frank Greenhalgh in 1984.



# Bringing Hope and Confidence into Young People's Lives

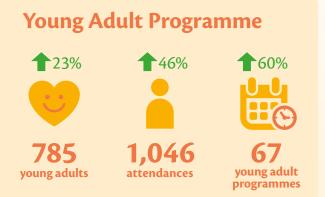
We provide assistance at all stages of cancer to help our clients navigate the many transitions and changes of treatment and recovery. Our five Cancer Fund Support Centres respond to the practical, psychological, family and peer support needs of all people touched by cancer through consultations, programmes, workshops and supportive services. In the 2017-2018 year, we had 112,177 visits at our five centres and saw 4,086 new users.



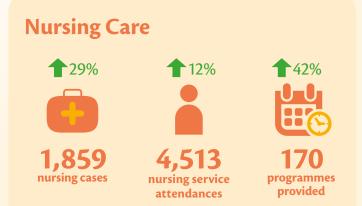


#### Helping Children: Our Rainbow Club Programme

Rainbow Club helps children who have a family member with cancer, or who have lost someone to cancer. The programme takes place at our centres in the community and includes our programme at Tuen Mun Hospital, addressing the needs of bereaved children. Over the last year, we saw an increase in the number of children reached by 11%.



Young adults touched by cancer face unique challenges concerning confidence and self-image issues. Our frontline staff helped 785 young adult clients at our centres (23% increase from last year) through 67 programmes.



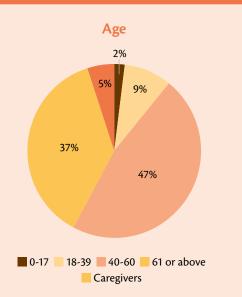
Our oncology nurses provide timely medical and psychosocial support to help traumatised clients, families and caregivers cope with the physical aspects of living with cancer. Our nurses understand the needs of patients and caregivers and work closely with our social workers to ensure that patients have adequate support in their homes.

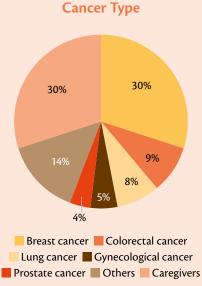
#### **Counselling Care**

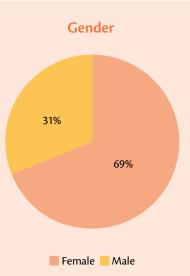
A cancer diagnosis is a traumatic experience for most people and can feel like an emotional roller coaster. For 30 years, the Cancer Fund has been providing psychological, emotional and holistic support to both cancer patients, survivors and their caregivers.



#### **NEW USER PROFILE**







# New Cancer Support Centre Opens in Kwai Chung

To Help Thousands More Families and Ensure No One Faces Cancer Alone



As we celebrated our 30<sup>th</sup> Anniversary, we expanded our ever growing network with the official opening in June 2017 of our CancerLink Jockey Club Support Centre in Kwai Chung. On the opening day, the sound of drumming by cancer survivors and volunteers reverberated through the large space, with officiating guests including Professor John Leong, Chairman of the Hospital Authority, Mr Leong Cheung, Executive Director, Charities and Community, The Hong Kong Jockey Club and Mrs Sally Lo, Founder and Chief Executive of the Hong Kong Cancer Fund.

The Kwai Chung support centre extends our support services to New Territories West. The 7,300 sq.ft new centre is our largest support service centre, providing free and professional services including counselling, family support, diet and nutrition consultation, art therapy, symptoms and side effects management, body-mind-spiritual programmes, financial assistance and so much more.

## International Cancer Research & Collaboration

We support both local and international cutting edge cancer research projects. We help academics, doctors and medical specialists to target cancer research on nasopharynx cancer and cancers of colorectal, ovarian and liver fibrosis. 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.

#### **RESEARCH AND SCREENING PROJECTS**

#### Local

Translational application of tree bark extracts for the treatment of human liver fibrosis by The Chinese University of Hong Kong.

Hereditary Gastrointestinal Cancer Programme by The University of Hong Kong and St. Paul's Hospital.

Clinical Trial of the MVA EBV (Epstein-Barr virus) vaccine in NPC patients in Hong Kong by Prince of Wales Hospital and Chinese University of Hong Kong. (This has been funded since 2005).

Affordable Multi-gene Mutation-Drug Matching for Chemo-refractory Ovarian Cancer Patients in Hong Kong by the Chinese University of Hong Kong.

#### International

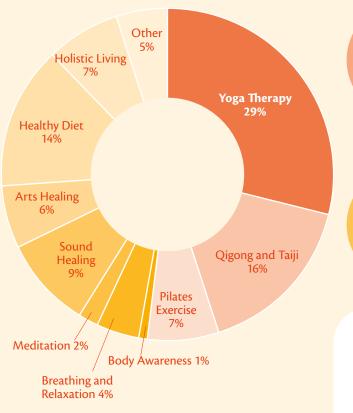
European Organization for Research and Treatment of Cancer (EORTC)

We have contributed important data and funding to the European Organization for Research and Treatment of Cancer (EORTC). The EORTC works internationally and across multiple disciplines to improve the standard of cancer treatment through clinical research and ultimately improve cancer survival rates.

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. We have supported this international research for almost 30 years.

# Wellness Programmes

#### WELLNESS PROGRAMME ON SERVICE TYPES 2017-18





I feel very content when I see the participants admire their artwork and feel satisfied with their handiwork. Through practicing Zentangle, participants can feel more focused, less anxious and have better concentration.

- Mr. Dick Yu, Facilitator

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#### **SERVICE HIGHLIGHTS IN 2017-2018**







Hong Kong Cancer Fund's website and YouTube channel: www.cancer-fund.org/en/ wellness-online-programmes

I am very fortunate to learn Pilates after being diagnosed with cancer. It improves my sleeping quality, quiets down the mind, and reduces stress. I feel more relaxed, happier, and vital over all.

- Participant of Pilates Exercise

I could taste how the food was prepared and cooked by heart. I enjoyed all elements of the food gracefully during mindful eating. It inspired me to reflect that I should slow down my pace and enjoy daily life. – Participant of Healthy Diet Workshop

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The mindfulness-based wellness programmes help our clients and their families to understand the deep connection between body and mind, to cultivate a state of inner peace and harmony, and to promote selfhealing to enhance quality of life.

Since 2011, we began to offer wellness programmes. Over the last 7 years, we have seen increasing demand. Our wellness programmes are taught by 96 facilitators and 61 teaching assistants and programme volunteers. The most popular programmes included yoga therapy, pilates, taiji, qigong, sound healing and healthy diet programmes. We offered these programmes at more than 30 locations including the five Cancer Fund Support Centres and outreach venues.

The feedback from the users was very encouraging and indicated positive changes in their body, mind and spirit after they attended the programmes.

## Proud to Support Friends of CancerLink: Important Partners in the Cancer Journey

Peers serve as important sources of encouragement and vital information to those touched by cancer. We provide a networking platform for 22 volunteer selfhelp groups called Friends of CancerLink (F.O.C.), which we fund. These support groups specialize in different types of cancer for members to share their experiences, gain much needed emotional support from fellow survivors and engage in activities. Many of the F.O.C. groups meet at the Cancer Fund Support Centres while receiving full support and guidance on needs-specific programmes from our social workers.

"Friends of CancerLink are the sunshine after the rain". This is the winning catchphrase in the Tagline Competition that we organized recently, and is the work by Wai Ngor, Chairperson of the Sunflower Network, a self-help group for survivors of breast and female cancers. The Sunflower Network is one of 22 volunteer support groups under F.O.C. that have formed a close partnership with us to provide seamless care and support to patients and their families.

"This is what I truly feel about the collaboration with Cancer Fund over the years," Wai Ngor said.

This one-of-a-kind volunteer-based network in Hong Kong has a strong membership of 16,236 people, including cancer patients and survivors, who offer peer support to one another. Their invaluable firsthand experience continues to make a big difference in many.

Wai Ngor is an active participant in the Sunflower Network and a cancer survivor. In 2004, when Wai Ngor was diagnosed with breast cancer, she had no idea where to find help. She felt very alone. She was devastated when more cancer cells were found after her first partial mastectomy which required a second surgery.

"I found it difficult to take in this diagnosis and I was so grateful to the nurse who referred me to the Sunflower Network," she explained.

It was a turning point for Wai Ngor when she received a timely phone call from a volunteer of the Sunflower Network. It was reassuring to hear from a survivor.

Now, Wai Ngor shares her experiences with other patients, helping to lift their spirits. After she no longer needed chemotherapy, she wore her wig to go visit others in the hospital.

> Volunteering is such a meaningful thing. – Wai Ngor

ALLES.

# Our doors are always open to you

Our services are available to anyone. You don't need an appointment or referral to ask for help. Our caregivers will be here to answer your questions about the cancer journey. They can refer you to our experts in the field.

> Call our Service Hotline for more information: 3656 0800



# **DIY Fundraising**

We launched our DIY fundraising platform in 2010 and it keeps expanding each year.

Last year, our supporters raised HK\$932,627 through 16 DIY projects during 2017-18 through their own initiatives (taking part in activities such as running marathons and cycling challenges). DIY fundraising gives individuals and companies an opportunity to create a personalised webpage to promote their fundraising activity on our online and social media platforms. Anyone can design a unique webpage for a special event or activity, and invite friends or colleagues to make a donation directly to Hong Kong Cancer Fund.

#### HK\$932,627 was raised through 16 DIY projects during 2017-18, a 578% increase in donations from last year

The highest donations were generated through the following DIY projects:

- A Little Run around Hong Kong: HK\$297,173
- Mount Everest Base Camp Charity Hike: HK\$148,038
- Run to Beijing: HK\$99,550
- John Davidson Memorial Cricket Day: HK\$65,000

#### A Little Run Around Hong Kong: Compelled to make a difference for those touched by cancer

For 37 years, Tam Chi-keung worked as a social worker on the frontlines. He has come into contact with at least 1,000 cancer patients while working at the oncology department of a hospital for 4 years. He often referred clients to the Hong Kong Cancer Fund to receive holistic services including emotional and mental health support.

Tam, 64, later learned the Cancer Fund relied solely on the generosity of donors with no government funding.

After Tam retired in 2014, he began to envision combining his passion for giving back to the community with his love for running marathons to fundraise for our Cancer Fund's free services. He first organized a 7 day marathon called "A Little Run Around Hong Kong" to bring people together to make a difference on December 3 to 9, 2017. To his surprise, Tam and his fellow marathoners exceeded expectations and raised HK\$297,173.

"One life can bring light to another life. Everyone has the power to help others," said Tam, a slim athleticlooking man with kind eyes.

The seven day marathon drew 120 people, around half of the participants were cancer survivors and several people from Taiwan flew in. Each day, runners covered 20 kilometres throughout Hong Kong starting from Tsim Sha Tsui's clock tower to Sham Tseng, then on to Yuen Long and running to places like Stanley and the end point was Sun Yat Sen Memorial Park. The entire journey spanned 150 kilometres.

Tam encourages all cancer patients to run for health and to gain inspiration from fellow runners. He personally designed a special route for cancer patients that had stable low pathways. "The cancer patients



More information on how to create your own fundraising campaign, go to: www.cancer-fund.org/ en/diy

were happy to be running with us. They said they could only run 2 to 3 kilometres on their own, but could run longer distances when running together," he said.

He describes it as a labour of love when he recounts that the entire marathon was organized over 12 months which included recruiting runners, booking hotels for runners from Taiwan to arranging car rides and obtaining permission from the police. "I feel I've benefited the most. I'm very happy," he said, tearing up. In 2018, Tam organized another 7 day marathon called "A Little Run Around Hong Kong and Macau" and raised more than \$200,000.

#### Stride for a Cure

Stride for a Cure is our annual walkathon that brings medical professionals, hospital groups, peers support groups, corporations and the general public together at Tai Tam Country Park to raise funds to support local cancer research projects. After the half day walk, during the coldest walkathon we have ever had on 17 December 2017, we enjoyed lively entertainment by many of our cancer survivors and volunteers. The Cancer Fund also organises Run for a Cure at the same time to provide flexibility for people who want to raise funds on their own schedule and run in their own preferred locations.

#### 66

'Stride for a Cure' is a very meaningful activity and I have joined this walkathon for ten years straight. In addition to fundraising to support local cancer research, it also shows our peer support power that reflects how to move forward together in our cancer journey. I am going to take part in 'Stride for a Cure' every year in the future.

- Wai Yee, Friends of CancerLink member



energy of the en

#### **Pink Revolution**

Pink Revolution is our important fundraising campaign held between September and October to raise funds for our breast cancer services. The main events were Shop for Pink and Dress Pink Day held on 27 October in 2017. For the Shop for Pink campaign, 27 high street brands joined in to raise funding for the cause. During Dress Pink Day, there were 3,691 participants including staff from 122 corporations.

Our Pink Revolution campaign kick-off event took place on 15 September 2017 at The ONE shopping mall in Tsim Sha Tsui. Celebrities Joyce Cheng, 鄭欣宜, singer and actress; international model Kathy Chow 周汶錡 and film director Kearen Pang 彭秀慧 brought their star power to help raise awareness.



#### Movember

Movember is a global organisation that raises awareness of men's health and supports men's health related projects. In Hong Kong, Movember supported our holistic services for men with prostate cancer.

# **Building a Cancer Smart City**

**Colorectal cancer** 

More than 31,400 new cancer cases were diagnosed in Hong Kong in 2016, an all-time record high with 1,150 more cases compared with the year before.\* Our education campaigns are designed to change the mindsets of the Hong Kong people to become more canceraware and willing to take measures to lower risk.

Our four public health education campaigns reached more than 3.8 million people in Hong Kong and raised awareness of the top ranked cancers in the city: colorectal, skin, breast and prostate. There was an increasing positive response from the general public as we reached more people through more outdoor and online campaigns. After each campaign, the impact is measured by those taking action through a media survey by Nielsen.

\* Hong Kong Cancer Registry, Hospital Authority 2018 (figures from 2016)

# <complex-block><text>

#### Skin cancer



#### **Breast cancer**





**1,350,679** Total number of unique visitors to our website

34,032 followers
3,284,912 people reached
Produced 231 stories last year
67 videos were created, increase by 43% from last year

Cancer Fund's Facebook page:

www.facebook.com/

hongkongcancerfund/

In the digital era, social media has reshaped patient and health care professional interactions and has transformed public health education messaging. Accurate information is more important than ever. Our bilingual website had a total number of 1,862,885 page views (total of unique visitors was 1,350,679).

## Source of Overall Income

Monthly Donations
Fundraising Events
Interest & Investment Income
General Donations
Designated Income

**Total Income** 

HK\$121,744,823

46.65% 28.85%

14.10%

10.01%

0.39%

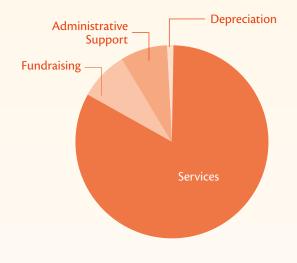


## **Expenditure** Distributions

Services	79.53%
Fundraising	10.56%
Administrative Support	9.10%
Depreciation	0.81%

**Total Expenditure** 

HK\$101,797,347

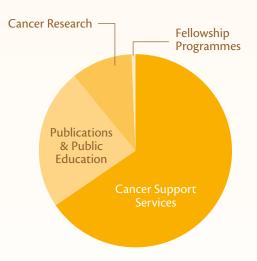


## Service Distributions

Cancer Support Services	68.13%
Publications and Public Education	21.93%
Cancer Research	9.23%
Fellowship Programmes	0.71%

**Total Expenditure** 

HK\$80,958,445



Note: The percentage is rounded up to 2 decimal places



Monthly Donations: 5 Year Development



Extracted from audited financial statements for the year ended 31 March 2018 Auditors: Chang Leung Hui & Li C.P.A. Limited, Certified Public Accountants We would like to acknowledge and thank the following friends, volunteers, individual donors and Circle of Friends members. Your generosity and continued support allows us to expand our reach, so no one faces cancer alone. (In arbitrary order)

Mandy d'Abo

Marc Jacobs

Jimbaran Bali

Native Union

THE SWANK)

Quintessentially

Rock Media

Sam's Tailor

Shanghai Tang

• Shangri-La Hotel, Bangkok

• Shangri-La International

Hotel Management Ltd.

Shangri-La's Boracay Resort

Ruinart

SEVVA

& Spa

Suralai

• ten feet tall

Singapore

Hotels Group

• The Upper House

THE SWANK

• Vivienne Tam

• W Hong Kong

Ms. Coco Lee

• Ms. Fala Chen

Ms. Akina Fong

• Ms. Chrissie Chow

**PINK REVOLUTION** 

Versace

VITEI

2017

Shatin College

Sonya Madden

Susanna Soo Atelier

• Tayma Fine Jewellery

• The Aquila Phuket

The Fullerton Hotel

• The Mandarin Oriental

Kong

MGM

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Mövenpick Resort & Spa

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Kowloonbay International

Trade & Exhibition Centre

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• Lotus Arts De Vivre

Madeleine Thompson

• Lindt & Sprüngli (Asia-

• Louis Vuitton Asia Pacific

• Mandarin Oriental, Hong

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- Mr. Simon Powell and Dr. Edrington Hong Kong **Brigitte E Schlaikier**
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- Hong Kong Football Club
- Hong Kong Hive Limited-Wan Chai
- Hopeful Rubber Mfg. Co. Ltd.
- Howse Williams Bowers
- Hung Hon Ind'l. Co. Ltd.
- HW Bridal
  - Hyatt Int'l Asia Pacific Ltd.
  - ICE-WATCH Interior Contract
  - International (HK) Ltd. • Invesco Hong Kong Ltd.
  - IP Global Ltd.

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  - Laserfiche Int'l Ltd. • Li & Fung (Trading) Ltd.
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  - Links Int'l. Ltd.
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  - London and Capital Asia Ltd.
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  - Memoriki Ltd.
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    - Minter Ellison
    - Miss Runner
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    - Kong
    - Kong) Ltd.
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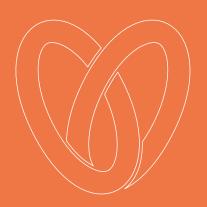
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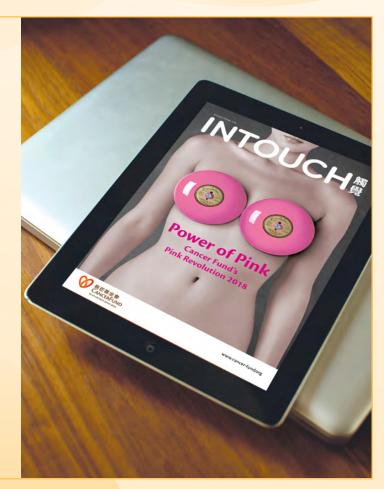
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