



# Hong Kong Cancer Fund ANNUAL REVIEW 2018-2019

So No One Faces Cancer Alone



癌症基金會  
CANCERFUND  
So no one faces cancer alone

## Dear Donors, Supporters and Friends,



We want to express our heartfelt gratitude for your wonderful support that enables us to provide FREE seamless cancer care. Over the last 31 years, we have helped raise awareness on the importance of detecting cancer early to save lives. We have offered psychosocial support for anyone touched by cancer and celebrate people surviving it.

One of the things that inspires me the most is the way Cancer Fund brings so many amazing people together from all walks of life including survivors and their families, social workers, counsellors, nurses, doctors, art therapists, research teams, corporations, schools and donors and more.

In the last year, we were privileged to serve more than 4,200 new clients with our care services. Thanks to our professional team of social workers, dietitians, oncology nurses, clinical psychologists and counsellors and art therapists. We have provided 1,613 programmes for 27,581 people touched by cancer.

I feel grateful that our 21 Self-Help Groups continue to expand with more than 18,000 members who have provided peer support to individuals with the same type of cancer.

We also planned for new programmes at our new Women Support Centre in Central to serve the unmet needs of women facing breast and gynecological cancers.

The demand for our online wellness programmes is increasing and last year we had more than 940,000 views from around the world. We have 66 videos and audio across 12 categories including yoga for wellness, Pilates and chair yoga and more videos will be added to reach people who are unable to make it to our Support Centres.

It has been a very difficult fundraising environment this past year and I want to say a big thank you to our loyal supporters who help sustain our free care services. I sincerely thank all our donors, our Cancer Fund team and volunteers for giving the gift of hope and ensuring no one faces cancer alone.

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



### CANCER FUND SUPPORT CENTRES

- ① Tin Shui Wai
- ② Wong Tai Sin
- ③ North Point
- ④ Kwai Chung
- ⑤ Central

### CANCER PATIENT RESOURCES CENTRES

- ⑥ Princess Margaret Hospital
- ⑦ Prince of Wales Hospital
- ⑧ Queen Elizabeth Hospital
- ⑨ United Christian Hospital
- ⑩ Pamela Youde Nethersole Eastern Hospital
- ⑪ Queen Mary Hospital
- ⑫ Tuen Mun Hospital

## You are Our Support

We are so grateful for the loyal support of our Circle of Friends donors who provide us with the much needed monthly assistance to sustain our FREE services. Since we receive no funding from the government or Community Chest, we rely on the kindness of individuals and companies. Having their regular support gives us the confidence to continue to help more people touched by cancer. To find out more about our Circle of Friends, please call **3667 6332**.

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# How We Help

To fulfil our mission so no one faces cancer alone, Hong Kong Cancer Fund strives to serve the community with comprehensive, professional care. Treating cancer takes more than medicine and for decades, we have been at the forefront of offering psycho-social care and Wellness classes, art

therapy, peer support, dietetic advice, home care and counselling and more to fill the gaps in cancer services. Our core focus has always been to provide professional tailored services to our clients and their families. The services we offer are free.



## Holistic Care

We welcome anyone touched by cancer to drop into our Support Centres to share their concerns and worries during their cancer journey or ask for the latest information on treatment. Some of our users need advice on symptom management and nutritional requirements at each stage of treatment and recovery. Our caring team of social workers, counsellors, oncology nurse and dietitian are available to help.



**5,619**

People received one-off consultations

## 47,303 Attendances Recorded at our 5 Cancer Support Centres

Our five Cancer Support Centres had over 47,000 attendances at our programmes or received advice. That's around 163 visits a day.



**163**

Visits a Day





## Psychosocial Therapeutic and Nursing Care Programmes

Thanks to modern medicine, more people are surviving a cancer diagnosis. The diagnosis and treatment of cancer can be difficult for both patients and their families. To enhance our patients' quality of life, our professional team including counsellors and social workers offered tailored care to those who were in transition from treatment to long-term survivorship. We have provided 1,613 programmes for 27,581 users across 2,756 sessions.



**34,915**  
Attendances

## 50 Dietetic Programmes



**1,210**  
Attendances

Our Registered Dietitian offers nutrition advice to those living with cancer. They help patients deal with treatment side-effects so that they can focus on healing. In the past year, we offered educational programmes on food facts and myths in cancer care and workshops on dietary and nutritional issues that arise during cancer treatment. We have provided 50 programmes across 53 sessions serving 933 clients with 1,210 attendances.



## Healing Arts



**552**  
Attendances

Through the therapeutic arts, we helped our clients release emotions and brought new understanding and perspectives to their cancer journey. Art therapy is also a great way to help improve communication between family members. We have provided 35 programmes for 402 clients across 60 sessions with 552 attendances.



## Finding Hope through Peer Support

Friends of CancerLink (FOC) is a network of 21 self-help groups, funded by the Cancer Fund, that provides peer support, important exchange of information, rehabilitation services and encouragement to individuals touched by the same type of cancer. We provide a networking platform, guidance on programmes offered, and a place to meet for these groups. Last year, we had 18,232 members.



**18,232**

Friends of CancerLink members and other Peer Support Group members





## Our Helpline Offers Confidential Support

We offer confidential support and information on cancer through our Helpline. Cancer patients and their caregivers face a myriad of emotions as they navigate decisions on medical care and changes to their family relationships and career. They may find it difficult to share their concerns directly with loved ones and family members.

In the last year, our registered nurses and trained social workers received 6,844 calls. Cancer Fund has trained a team of professionals including social workers, nurses and counsellors to provide up-to-date information and counselling. Our staff will refer callers, when necessary, for follow up support and to offer a wide-range of programmes and assistance throughout the cancer journey.

In 1997, we launched our helpline at our Wong Tai Sin Support Centre to offer cancer information and emotional support to those touched by cancer. At that time, cancer was still a taboo subject and reliable information was not readily available. Today our helpline is located in our Kwai Chung Support Centre and is automatically linked to all of our Support Centres.

Our helpline provides an immediate, easy access and safe forum for callers to ask questions and share their emotions.



**6,844**

Calls Managed by  
Helpline

“

I am so glad I called the Cancer Fund helpline for emotional support. I was feeling anxious about my recent cancer diagnosis and the counsellor on the phone was very kind and understanding. She knew how to guide me so that I could process my worries and fears and release them. I felt very encouraged and went to the Support Centre in my neighbourhood where I received practical consultations from the nurse and dietitian about my treatment side-effects.

Mary, 47

”

# Our Doors are Always Open to You

Our care services are available to anyone.  
You don't need an appointment or referral to ask for help.

Come to our Support Centre to learn more about our professional services for anyone touched by cancer.

Or you can call our Service Helpline to ask questions about the cancer journey or if you need emotional support. Our helpline caregivers are here to help or can refer you to our experts.

**Call our FREE Service Helpline  
for more information:**

 **3656 0800**



# Caring for Those in Need

The need is growing fast but so too is our passion and commitment to ensure no one faces cancer alone

From the moment of diagnosis, through treatment and into recovery, we have professionally tailored our care services to meet differing needs across all ages and stages of cancer. Our family centred approach extends our support to children and caregivers too to help improve quality of life. Last year, we had over 47,000 attendances recorded at the five Cancer Support centres. Our teams welcomed 4,212 new users to our programmes.



## Our Rainbow Club Support Children 1,045 Attendances at our Rainbow Club Activities

Our Rainbow Club programme offers caring support to children who have a parent or relative who has been diagnosed or in bereavement due to cancer. These programmes address the needs of children and helps them to release their negative emotions. Last year, 52 programmes were offered to 864 users (parents and children) over 76 sessions.

## Counselling Care for our users and their families

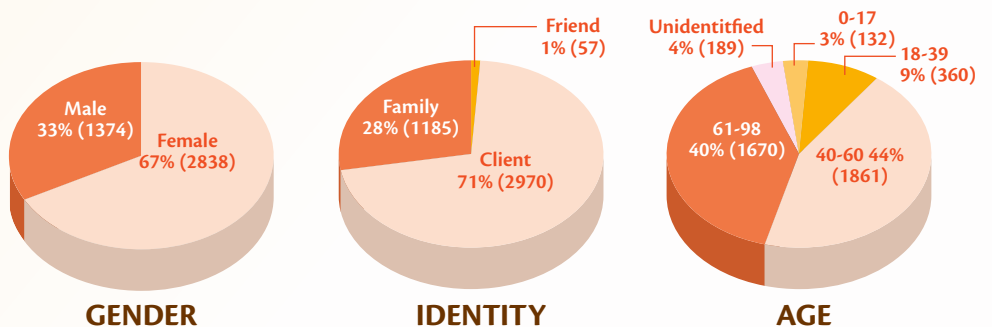
799 Counselling Cases Managed

We offer one-on-one counselling sessions to individuals and their families who are touched by cancer.

Our clinical psychologist and trained social workers provide indepth distress counselling and guidance to our users. Cancer patients and their families have reported reduced psychological distress after receiving our professional support.



### OUR NEW USER PROFILES We had 4,212 new users







## 'You Can': Our Young Adults Programme

Young adults touched by cancer face special challenges. They are in a unique life stage of getting their career established, exploring their identity, forming relationships or even getting married and starting a family. Some young people are still in school and not yet financially independent. They face a lot of social and emotional stresses such as concern over their physical changes (scars from surgery, hair loss, weight gain etc), body image, dating, family planning and fertility issues.

It is essential for young adults to share their concerns with their peers who understand what they're going through in their cancer journey so they do not feel isolated.

To support these young adults, we have organized various cooking courses, clay workshops, night's out and adventure camp to encourage peer support and expand their social circle.



**58 programmes were offered across 112 sessions to 687 young adult users.**

## Relief Fund for a Young Adult User

When David Lee was diagnosed with lung cancer a few years ago he felt shocked. David, 36, does not have a family history of the illness. Nor does he smoke, and he exercises regularly.

A friend told him about Cancer Fund's services. He then went to the Wong Tai Sin Support Centre and met with Ming Wai, one of our case managers. Ming Wai helped arrange meetings for him with a nurse, a dietitian and a peer support group.

While receiving chemotherapy and radiation therapy, David had stopped working for a year. He had used most of his savings to cover the cost of treatments including targeted therapy. During his target therapy his wife had to take a short sabbatical from work to look after him. They experienced difficulties in paying the bills.

He shared his challenges with Ming Wai. Soon after, Ming Wai helped David apply for emergency support from our Relief Fund. After he received help, he was able to purchase nutrition supplements and pay for his living costs. The financial aid was very timely.

"I usually called Ming Wai whenever I was concerned or needed someone to talk to. I want to express my deepest gratitude for her help over the years. She has supported my entire cancer journey by offering advice, listening as I expressed my emotions," David said.

David continues to volunteer to help encourage young adults who have lung cancer.



## Putting the Spotlight on Women: Our Women Support Centre

Our Women Support Centre offers services that specialize exclusively on female cancers such as breast and gynaecological. In the last year, our team tailored care for our users addressing sexual health, positive image building and fertility. Lymphoedema care is also

offered. We use a holistic and family-based approach to guide women through all areas of their life including their physical and emotional well-being. We also provide care for their families and caregivers. When required, we give referrals for specialised counselling.

### We offer professional services and workshops



Our multi-disciplinary team includes an oncology nurse, dietitian, clinical psychologist, social worker, physiotherapist, art therapist and they offer workshops and one-on-one sessions.

Topics covered include managing cancer treatment and its side-effects, lymphoedema assessments, recovery action planning, sexuality and fertility, body image, wig fittings and rehabilitation. Counselling for individuals and the family are also available.

In addition to the tailored support, we offer a range of wellness programmes that cater to our users with women's cancers such as yoga, breathing and relaxation and meditation. Our self-help groups offer a backbone of emotional support and valuable information.



# Caring for Caregivers

Allan Wong's wife, Lisa, was diagnosed with a rare kind of uterine cancer. While Lisa was undergoing chemotherapy, Allan felt very anxious.

Due to the increasing stress and pressure on the family, the couple also began to argue more often. Lisa became hesitant to communicate with her husband especially on matters related to her treatment.

"Allan was overly sensitive and cautious towards my health. He blamed himself for not noticing my swollen stomach before my cancer diagnosis and this led to a lot of conflicts," said Lisa, a manager at an advertising company.

A friend introduced the couple to the Women Support Centre in Central. They immediately had a meeting with our social worker. Lisa was offered nursing consultations and counselling. It was during the first meeting the social worker realized that Allan needed to see our clinical psychologist, Marian Wong.

Marian noted that Allan had high anxiety and a strong fear of his wife's cancer recurrence when she first saw him. He was spending a lot of time searching on the Internet for information about uterine cancer.

His strong conviction that his wife's cancer would return left him unable to make future plans. "I still experienced some fear that Lisa's cancer would relapse, but the fear decreased significantly," said Allan.

Marian helped Allan to assign less attention to his fear of his wife's cancer recurrence, and to develop goals for the future that would give him more life purpose, meaning, and direction. As a result of these meetings, Allan felt optimistic again and had more open communication with his wife. He began planning for a future international trip with Lisa, which was something he was reluctant to do before.

Marian points out that it's widely understood that most patients face fear of cancer recurrence; however, we often neglect the fact that caregivers also have anxiety over potential cancer recurrence in their loved ones. "Spouses are often the primary caregivers to people touched by cancer. As the demands of caregiving increase, spouses experience a myriad of physical, mental, and social consequences, which may exceed those of their partners," said Marian.

We at Cancer Fund offer timely interventions such as counselling to support caregivers.



# Promoting Wellness and Holistic Health to Cancer Patients & Su

“

I learned how to slow down, how to be mindful and how to observe my breath and body sensations. Those practices are very useful in everyday life.

**Joy, participant of Body Mind Workshop**

”

“

I lost significant amounts of muscle in the past. After attending Pilates class and practising at home, I regained muscle mass, increased strength and flexibility of my body, improved my knee pain and I feel more energetic!

**Olivia, participant of Pilates Exercise**

”

Overcoming cancer takes more than just medicine. Cancer survivors who exercise can potentially benefit from reduced levels of fatigue, and improved quality of life, physical function, and maintaining a healthy weight. Our team tailors mindfulness-based programmes according to different phases of cancer survivorship to improve wellbeing and aid recovery during the rehabilitation process.

For instance, our yoga classes tailored to breast cancer survivors help relieve muscle spasms, tightness under arms and in the chest, as well as preventing the occurrence of lymphoedema. Meditation, Qigong, Taiji and Zentangle classes help bring a sense of inner

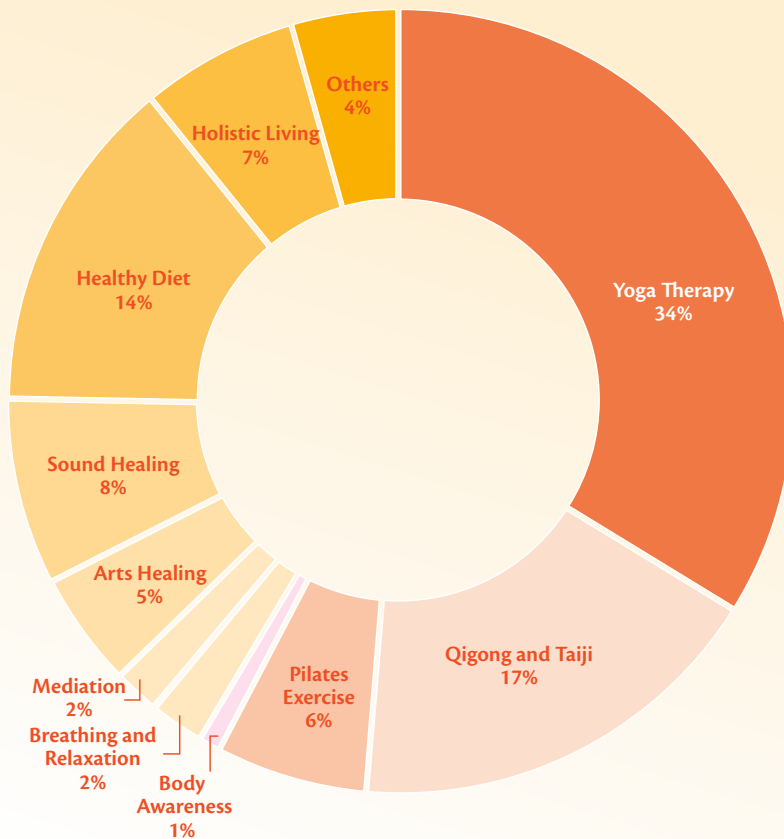
peace with stillness, while relaxing the body and mind. We offered these programmes at more than 35 locations including our five Cancer Fund Support Centres and outreach venues.

We also have a wide range of Wellness videos on our Cancer Fund website and our YouTube channel to allow those who are unable to make it to our classes to participate in our Wellness programmes. A total of 66 videos and audios across 12 programme categories have been viewed more than 940,000 times in the last year. Online classes include: Qi Gong, Yang Style Taiji, Yoga for Wellness, Pink Yoga, Chair Yoga, Pilates, Chanting and more.



Survivors

11 TYPES OF MINDFULNESS-BASED PROGRAMMES

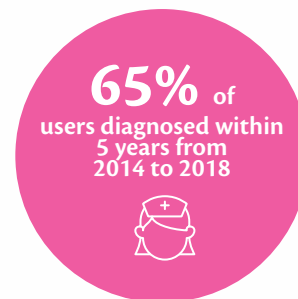
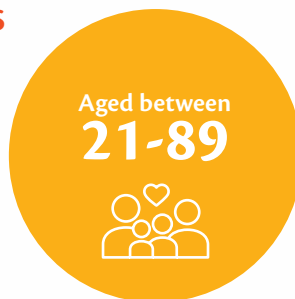


Hong Kong Cancer Fund's website and YouTube channel:

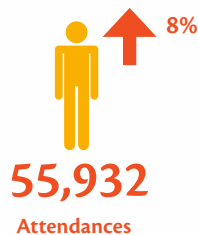
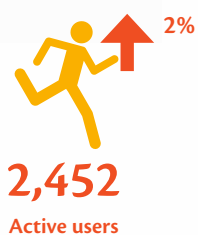
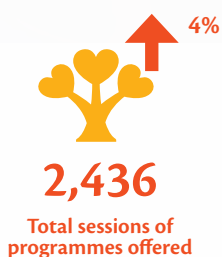
<https://www.cancer-fund.org/en/wellness-online-programmes/>



OUR USERS



SERVICE HIGHLIGHTS IN 2018-2019





# Generous Support Makes Our Work Possible

We are grateful to our loyal donors for sustaining our free professional care. Through the kindness and generosity of our donors and our corporate champions, we can continue to offer life changing services and meet the growing demand for supportive cancer services in the community.

## CPA AUSTRALIA CHARITY RUN

More than 500 runners joined the CPA Australia Charity 10K run at the Peak. The participants included CPA Australia members and corporate teams. They raised HK\$70,000.

## PIZZAEXPRESS PIZZA CHARITY SALES

Throughout the year, PizzaExpress donated HK\$8 from the purchase of every Giardiniera pizza and Trifolata pizza to our free care services. A total of HK\$206,424 was raised.



## DIY Fundraising

Individuals and companies can create a campaign to fundraise for us through our DIY platform. Anyone can design a webpage to invite others to make donations directly to the Hong Kong Cancer Fund. We are grateful for the 18 DIY projects last year.

### A LITTLE RUN AROUND HONG KONG AND MACAO FOR CHARITY

Mr. Tam Chi Keung organised a DIY fundraiser for the third year in a row on 18-24 November 2018. His running event drew cancer survivors, volunteers and supporters from Hong Kong, Taiwan, Mainland China, and Macau to raise funds for Cancer Fund's FREE cancer care services. They raised HK\$210,963.



These are the DIY projects with the highest donations:

<b>A Little Run for Charity</b>	<b>HK\$210,963</b>
<b>San Francisco 1/2 Marathon</b>	<b>HK\$95,752</b>
<b>John Davidson Memorial Cricket Day</b>	<b>HK\$70,500</b>
<b>Opening of KPM Healthcare Centre</b>	<b>HK\$32,800</b>
<b>Ashok's Annapurna Base Camp Trek</b>	<b>HK\$30,600</b>

**Do you want to create your own fundraising campaign?**

**Go to: [www.cancer-fund.org/en/diy](http://www.cancer-fund.org/en/diy)**



## Stride for a Cure

Stride for a Cure is our annual walkathon that brings a diverse group of people together for a great cause: for cutting-edge cancer research. On 25 November 2018, we had 1,966 participants including cancer survivors, medical professionals, hospital groups, peer support groups, schools, corporations and the general public. The funds raised supported the development of a vaccine treatment for cancer linked to the Epstein Barr Virus; a genetic study of NPC and treating liver cancer.



## Pink Revolution

Pink Revolution is Cancer Fund's annual breast cancer awareness and fundraising campaign, held every October. All donations raised through our Pink Revolution go directly towards our FREE breast cancer care services that help provide patients and families with practical, emotional and psychological support. The two main events were Shop for Pink and Dress Pink Day held on 26 October 2018. We had 4,143 participants from 121 corporations join our Dress Pink Day. Our launch event was on September 27 at Festival Walk, to ask all men across Hong Kong to step up and pledge their support for the women in their lives.



“

From 1998 until now, I have participated at every 'Stride for a Cure' event. This fundraising walkathon is like our cancer survivors annual gathering, we are happy to meet our peers together. I hope I can continue to join this annual activity in the future because it proves I am still healthy and living happily.

**Betty, Friends of CancerLink member.**

**Betty has participated at Stride for Cure for more than 20 years.** ”



## November

The annual Movember campaign is a month-long fundraiser that challenges men to grow a moustache and raise awareness and funds for men's health issues. Movember supported our prostate cancer care services in Hong Kong.



**MOVEMBER.COM**

# Making Life Better for People Touched By Cancer

## Be a Monthly Donor and Join Our Circle of Friends

More people than ever are surviving cancer. We are focusing on the future of cancer care to meet the growing demand. Help us provide critical support to anyone and their loved ones touched by cancer by joining our Circle of Friends monthly donor

membership. Your generosity allows us to continue to offer emotional and practical care to those in need. As our regular donor, you'll receive priority access to our health information talks, special donors' gatherings and other events.

“

Being a member of Cancer Fund's Circle of Friends has brought a surprising sense of joy and purpose into my life. It feels good to help others and give back to the community.

– Mary, 44

”



## Legacy Giving

Invest in the future of cancer care in Hong Kong and help secure our future. Your generous gift will ensure that we can help thousands of people. Our oncology nurses, counsellors, dietitian, art therapist, volunteers and cancer care specialists help bridge the gaps in cancer care. From our Helpline to our Support Centres and cancer education booklets, we are doing everything possible to ensure no one faces cancer alone.

“

We donated a legacy gift in our father's name last year and it gave us a deep sense of peace, fulfillment and gratefulness to be able to help many others in great need.

– Frank, 50

”

## Donation hotline: 3667 6333

For more information on joining our Circle of Friends or how to leave a legacy gift to Cancer Fund, please call our donation hotline and speak with a member of our team.

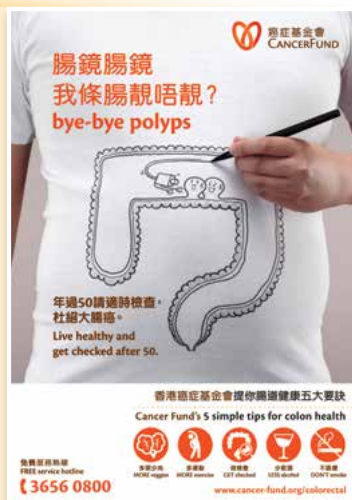


# Transforming Mindsets: Reaching The General Public

Every year, more people are being diagnosed with cancer due to early detection and our aging population. Almost 1 in 4 men and 1 in 5 women may be at risk of getting cancer in their lifetime, by 75. In Hong Kong, we've had more than 33,000 new cancer cases in 2017, that's over 90 cases a day, which is the highest increase in a decade. The most common cancers for men and women combined in order were colorectal, lung, breast, prostate and liver. Colorectal

cancer has been ranked as the top cancer for the fifth consecutive year.

Cancer Fund launched a number of education campaigns this year to raise public awareness of cancer through city-wide promotions. We have helped many people understand more about different cancer types and to become more willing to take measures to lower their risk.



Colorectal cancer 3,871,720 people positively responded to call to action



Skin cancer (SunSmart) 2,569,200 positively responded to call to action



Breast cancer (Pink Revolution) 3,754,589 positively responded to call to action

## Call to Action

We assessed the effectiveness of our education campaigns by measuring how well people responded to our call to action, using post-campaign surveys by Nielsen. We asked respondents if they would take action after seeing our campaign messages, and to remind themselves and their families and friends to adopt a healthier lifestyle to lower cancer risk. Many respondents have responded positively.



[www.facebook.com/hongkongcancerfund](http://www.facebook.com/hongkongcancerfund)

Cancer Fund's Facebook page has:

**34,658** followers.

Produced **183 stories** throughout the year.

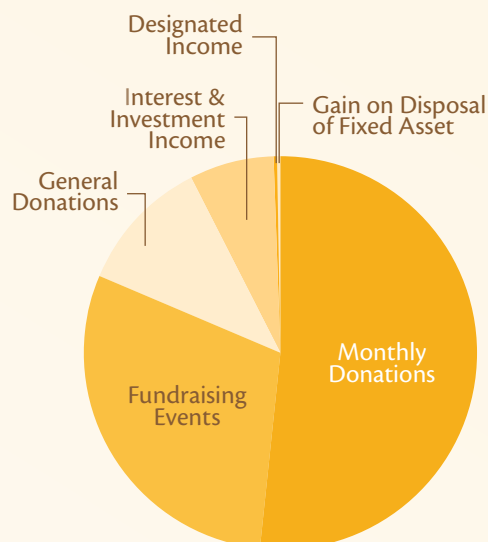
**59 videos** were created.

Each video reached **19,013** people on average.

## Source of Overall Income

Monthly Donations	52.00%
Fundraising Events	30.37%
General Donations	10.55%
Interest & Investment Income	6.65%
Designated Income	0.35%
Gain on Disposal of Fixed Asset	0.09%

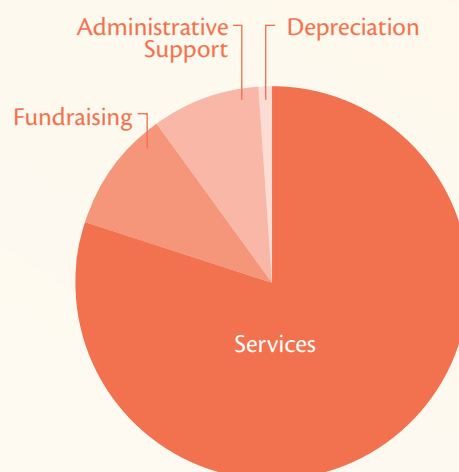
**Total Income** **HK\$111,032,152**



## Expenditure Distributions

Services	80.33%
Fundraising	10.17%
Administrative Support	8.69%
Depreciation	0.81%

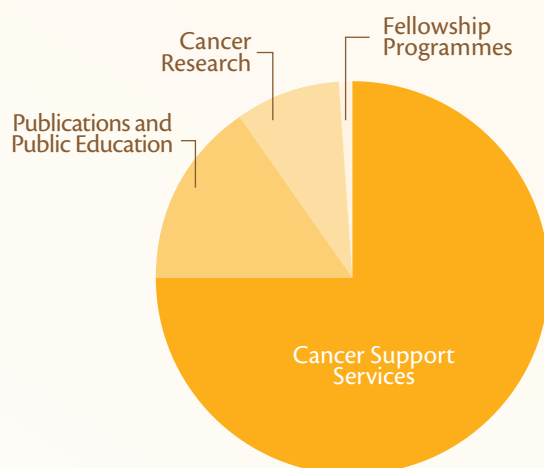
**Total Expenditure** **HK\$99,502,085**



## Service Distributions

Cancer Support Services	73.81%
Publications and Public Education	15.86%
Cancer Research	9.29%
Fellowship Programmes	1.03%

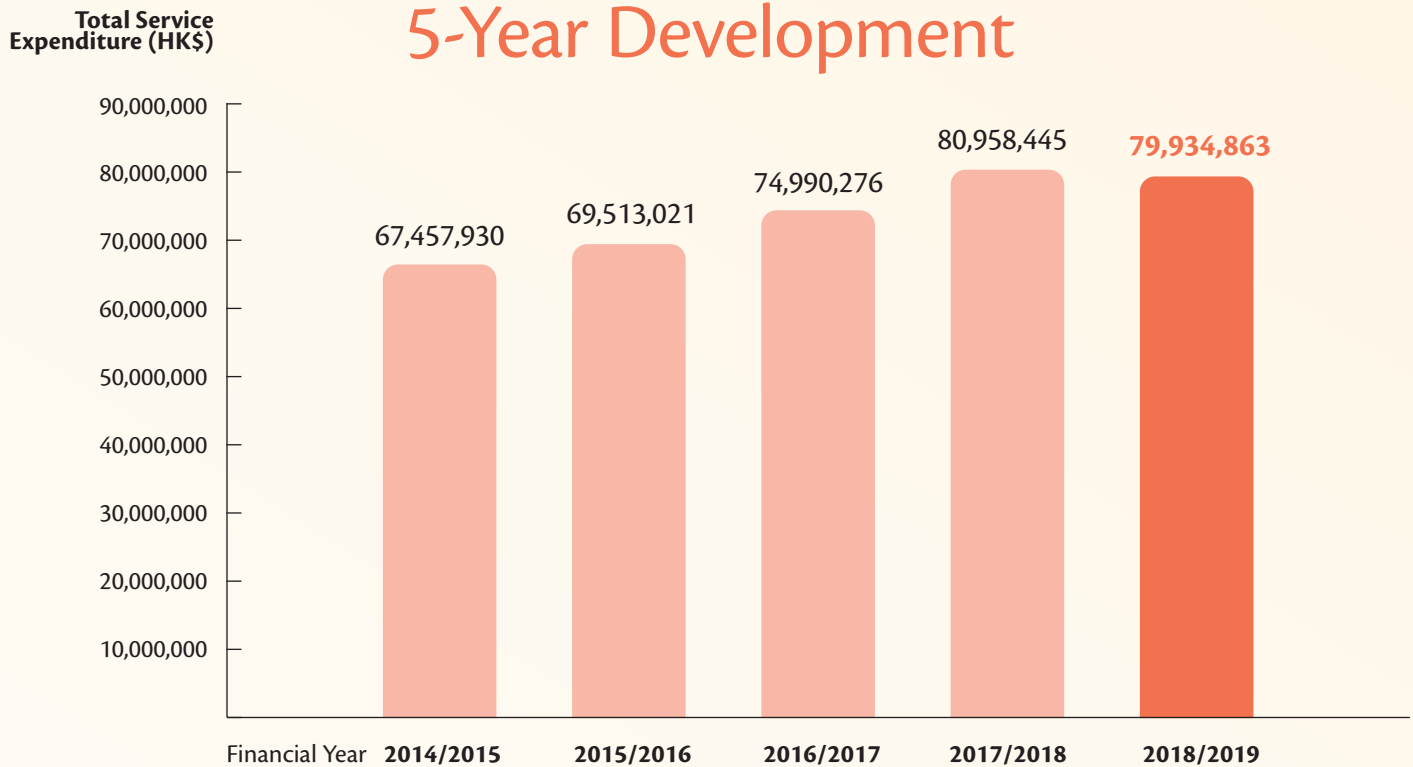
**Total Expenditure** **HK\$79,934,863**



Note: The percentage is rounded up to 2 decimal places.



## Services: 5-Year Development



## Monthly Donations: 5 Year Development



Extracted from audited financial statements for the year ended 31 March 2019  
Auditors: Chang Leung Hui & Li C.P.A. Limited, Certified Public Accountants

# THANK YOU TO ALL OUR SUPPORTERS

We would like to give our heartfelt thanks to the following friends, volunteers, individual donors and Circle of Friends members.

## GALA

### Principal Sponsor

- Satinu Resources Group Limited

### Major Sponsor

- Arte Hong Kong Ltd.
- Macey & Sons Auctioneers and Valuers Ltd.
- Pernod Ricard Hong Kong & Macau

### Diamond Sponsor

- Mrs. Purviz R. Shroff MH and the late Mr. Rusy M. Shroff, BBS, MBE
- The Most Honourable Andrew S. Yuen

### Platinum Sponsor

- Burger Collection

### Gold Sponsor

- Mr. Aron Harilela
- Mr. & Mrs. Hans Michael Jebson
- Mr. Bruce Rockowitz

### Silver Sponsor

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- Mr. Henry and Ms. Angelina Lee
- Ms. Kai-Yin Lo
- Mr. Robert and Mrs. Sally Lo
- Mr. Nick Loup
- Mr. David and Ms. Ning Ratliff
- Rev. Noreen Siu Richards

- Mr. Stephan and Ms. Olga Roh & Friends
- Mr. Alan and Ms. Penny Smith
- Mr. Pegaus Wong
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- Hubert Burda Media Hong Kong Limited
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- Prior Trust
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- #legend
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- Madame Fu - Grand Café Chinois
- Madeleine Thompson
- Mango PR
- Marie France Van Damme
- Maximal Concepts
- Melissa Lo Jewellery
- MGM, Macau
- Mövenpick Resort & Spa Karon Beach Phuket
- Ms B's CAKERY
- Native Union
- Neal's Yard Remedies
- Norwegian Cruise Line (NCL)
- PANDORA
- Paragon International Limited
- Petrie PR
- PizzaExpress (HK) Ltd.
- Red Doors Studio
- Roger Vivier
- Rosa & Daniel Photography
- Royal England
- Salvatore Ferragamo

- Sense of Touch
- sevva
- Shishi-Iwa House, Nagano, Japan
- Suralai, Koh Samui
- tabla
- Ten Feet Tall
- The Aquila, Phuket
- The Fullerton Hotel Singapore
- The Mandarin Oriental Hotels Group
- The Pawn
- The Residence Bintan
- The Siam
- The Swank
- The Upper House
- Theory HK
- Vivienne Tam
- W Hong Kong

### MAJOR GIFT

- Mr. Albert Chor-Wing Chan
- Mr. Calvin Wah-Sun Chan
- Miss Lai-Yung Chau
- The late Miss Lana Suk-Fong Choi
- Mr. James Filmer-Wilson
- Miss Edith Wood-Ling Ip
- Ms. Catherine Kei-Mei Kwan
- Miss Michelle Mi-Kuen Lai
- Ms. Choi-Kam Lee
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- Ms. Sophie Suk-Chun Yee
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