

Hong Kong Cancer Fund ANNUAL REVIEW

2019-2020

So No One Faces Cancer Alone

Dear Donors, Supporters and Friends,

We are deeply grateful for your loyal support as we look forward with hope, optimism and the promise of new beginnings.



Hong Kong Cancer Fund continues to focus on meeting the practical and emotional needs of anyone touched by cancer. In 2019-2020, we had over 3,000 new clients reach out to us for our much needed free professional services. Our professional teams offered more than 926 specialised programmes, over 2,000 sessions with more than 23,300 attendances throughout our network

During this financial year, we experienced months of city-wide social unrest and the beginnings of the global pandemic. To put the safety of our users and staff first, we partially closed our centres and suspended some of our care services which had a significant impact on the overall number of our users and programme attendances.

We were so grateful to welcome Sammi Cheng as our new Ambassador for Pink Revolution who is taking up this vital role. Over 41% of our users have been diagnosed with breast cancer and our Pink Revolution raises much needed awareness as early detection saves lives.

At the end of this financial year our lease ended at Tin Shui Wai Support Centre and due to renovations we decided to close the venue. However, we were able to integrate all the staff into our Centres at Kwai Chung, Wong Tai Sin, North Point and Central. Our clients and services for the New Territories West continue to be offered.

We could not have offered our programmes without the care and commitment of all of our supporters, professional staff and volunteers. Thank you for helping us to make a lasting impact in the community.

With lots of love,

Sally Lo, BBS, MBE Founder and Chief Executive

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OUR SUPPORT NETWORK

CANCER FUND SUPPORT CENTRES

- 1 Tin Shui Wai (Closed on March 20)
- **2** Wong Tai Sin
- **3** North Point
- 4 Kwai Chung
- 6 Central

CANCER PATIENT RESOURCE CENTRES

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

We Need Your Support

We are so grateful for the loyal support of our Circle of Friends donors who provide us with the much needed monthly donations 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.



Helping People in Need

Hong Kong Cancer Fund extends free cancer support to patients and their families throughout our network of five Support Centres in the community and our seven Cancer Patient Resource Centres in major public hospitals.

During this fiscal year, we experienced several months of city-wide social unrest and the beginnings of the global pandemic. This led to individuals and families stopping attending our programmes due to worries about the chaos caused by frequent protests and later, the fear of contracting coronavirus from gatherings. The safety of our users and staff is paramount, therefore we decided to partially close our centres and suspend some of our care services which had a major impact on the overall number of new users and programme attendances during the financial year.

In order to continue to provide supportive services, we shifted to an online service and use of multimedia in cancer care provision. Our Service team also implemented an emergency protocol to respond to the unstable conditions during the civil disturbances.

38,958 attendances at Hospital-based CPRCs

Cancer Patient Resource Centres (CPRCs) are valuable centres established within the oncology wings of major public hospitals, offering free guidance and practical information to people newly diagnosed with cancer.

Established as an in-hospital resource, CPRCs provide an immediate place of comfort and support to both

3,009 Overall New Service Clients



2,260 patients

patients and their families. There were 260 programmes offered across 2,207 sessions with 38,958 attendances.

These CPRCS are at Princess Margaret Hospital, Prince of Wales Hospital, Pamela Youde Nethersole Eastern Hospital, Queen Elizabeth Hospital, Tuen Mun Hospital and United Christian Hospital.





Core Services

10,725 Helpline Calls

The Cancer Fund Helpline is a free service, offering immediate support and professional information about cancer to the public. The Helpline team is comprised of trained social workers and oncology nurses and they provide the latest information, referral to cancer support services, and alleviate anxieties through emotional support.





23,312 Total Attendances of 926 Nursing and Psychosocial Therapeutic Programmes

The oncology nurses at our Support Centres play a key part in ensuring each cancer patient is educated about their disease, its treatments and expected side effects. They also contribute to monitoring physical and psychosocial symptoms and problems, and provide emotional support and guidance to the whole family. We have provided 926 programmes for 12,138 users across 2,078 sessions.

Over 34,000 attendances were recorded at the five Cancer Fund Support Centres

Providing free information, professional counselling and a wide range of rehabilitation workshops and complementary therapies, our centres welcome cancer patients, survivors, their family or friends to seek help. These Centres are located in Kwai Chung, Wong Tai Sin, Tin Shui Wai, North Point and Central.



Bringing Care and Hope to Those in Need

Rainbow Club: Support for Children

We help children when a parent has cancer. A cancer diagnosis affects the entire family, both adults and children, in many ways.

Those with young families are faced with major challenges when their children have emotional and behavioural issues that arise from not knowing how to respond to their parent's illness.

Our Rainbow Club programme offers psychosocial care such as counselling, group support. We offer skills training to parents to help improve their communication and better respond to their children's emotional needs at home. After joining the programmes, the parents reported an improvement in their relationship and their children became more stable and felt more secure.

Mr 400

We also provided bereavement care to each family when a parent passed away from cancer.

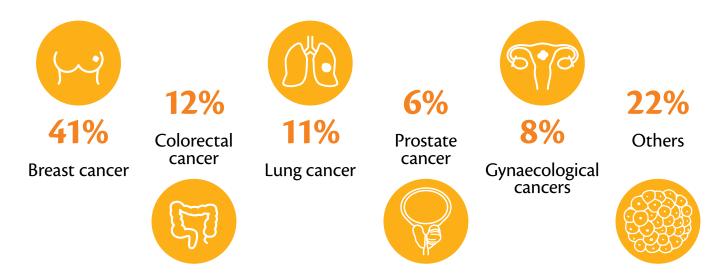
Susan's Story

Susan had a fall that led to an MRI—which revealed a large brain tumour. Single, alone, and terrified, Susan could have crumbled. Instead, she reached out to the Hong Kong Cancer Fund for help; through this caring support network of nurses and specialists she learned about treatments that saved her life.

"I really hope that anyone facing a terrifying diagnosis will find the strength to seek out the assistance they need. Being a survivor means feeling gratitude just for opening my eyes in the morning."

Susan cannot emphasise enough the importance of support. "I won't let cancer define me, but I'll use my journey to help others."

Cancer Type of Our New Clients



YOU CAN: Empowering Young Adults

YOU CAN empowers young adults affected by cancer through innovative programmes and activities. Our aim is to ensure that everyone has age-appropriate support so they can regain their self-confidence and improve their quality of life.

Cancer patients who are diagnosed during early adulthood, under the age of 40, may have special concerns on their self-image and social relationships because of the side-effects from treatment (i.e. hair loss, scarring, extended leave from work and more).

YOU CAN was designed to address the specific needs of young people when it comes to cancer care and support.

Our unique set of services include workshops relating to issues such as relationships, sexuality, body image and employment, a Facebook peer support group and counselling services.

One of our programmes offered was a dance movement therapy workshop for women to help them rebuild a positive self-image and learn to appreciate their body after treatment. We learned from the participants' feedback that their self-confidence and selfunderstanding were strengthened.

In the review period, we had 354 Attendances for YOU CAN during our 22 programmes to 155 young adult users.



"I was 27 when I was diagnosed with stage 2 breast cancer. It was an isolating experience and I felt there wasn't much guidance regarding procedures that were available to me. I think it's harder for young adults to deal with issues that come up during the cancer journey like our career, future marriage and whether we can have children.

I feel so happy that I found Cancer Fund's YOU CAN group. I received comfort and I can talk with the other members deeply and share topics that we cannot discuss with our close friends because they don't understand the cancer experience. We had fun together. I took part in the rock climbing, outdoor activities and received career counselling and image support. Thanks to the care and guidance I received, I feel like myself again. The group helped me overcome cancer."

> Carrie, former YOU CAN member

Your Concern is Our Concern

We're always here for you.

You don't need a 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

Our holistic approach to cancer care ensures people with cancer and their families have free access to life-changing information and professional support as they navigate through their diagnosis, treatment and into survivorship.





Cancer Fund's Peer Support Groups help fill the Gaps in Cancer Care

"Peer support" is a term we use to refer to advice and help received from fellow patients. Learning about someone else's difficult experience may make others feel like they are not alone in their journey and could inspire more confidence to overcome a difficult symptom or treatment side-effect.

We provide a vital platform for our network of 20 'Friends of CancerLink' (FOC) groups with more than 15,000 members who provide peer support, important exchange of information, rehabilitation services and encouragement to individuals touched by the same type of cancer.

We offer training to the volunteers, guidance on programmes offered, funding to sustain their patient care services, and a place to meet for these groups.

To learn more about our Self-Help Groups, call our Helpline 3656 0800 or go to our website by scanning this QR code:



"Soon after I was diagnosed with stage 2 colorectal cancer at age 55, I began attending peer support group meetings for colorectal cancer patients. These new friends gave me tips on how to better cope with the treatment and post-treatment time and they encouraged me in a way that others couldn't. I felt hope and less fearful."

> Alex, member of a colorectal cancer peer group

Empowering cancer patients and survivors to take an active role in their health and well-being

> Cancer care has broadened from not only treating the condition, but healing the individual as a whole. Our Wellness programmes are designed to help cancer patients and survivors live a healthier lifestyle.

We offer mindfulness-based classes to help our clients manage the physical and emotional side effects of cancer treatment. Our goals are to help ease the transition between treatment and daily life; enhance the lives of our clients through specialised exercises that will provide strength, energy and improved mobility. In 2019/2020, we offered 378 programmes with 1,826 sessions for more than 2,300 people.

The impact of the social unrest and the beginning of the COVID-19 pandemic led to a decrease in the sessions offered. We continue to make timely adjustments in order to respond to ongoing changes, we began offering Wellness programmes through Zoom live streaming programmes from April 2020.

Wellness Highlights



offered



Attendances

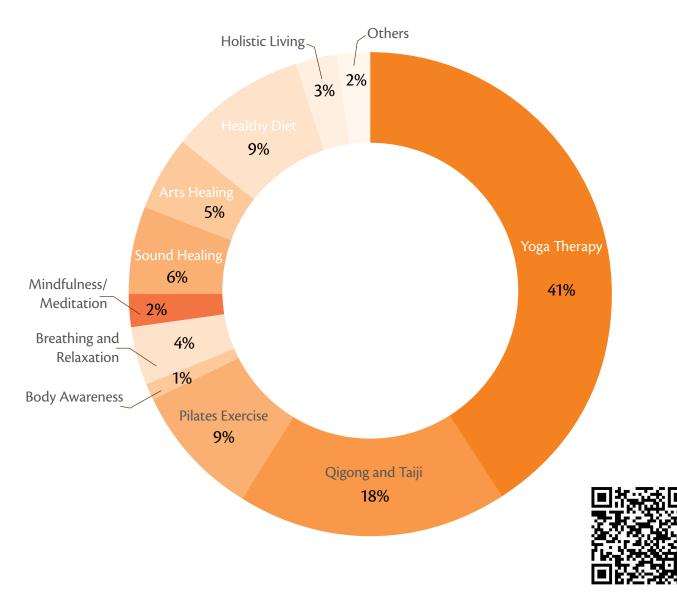
Total sessions of

868.4

Views of 72 Wellness videos programmes offered on our YouTube Channel

I got stronger, have better endurance, and have a higher quality of life with more energy and less depression. After I began exercise, with my doctor's permission, I began to feel less fatigue when going through

Alice, 50,



We offer 11 Types of Mindfulness-based Programmes

Scan the QR code above for Hong Kong Cancer Fund's website and YouTube channel.

Our Online Wellness Classes

We offer a wide range of Wellness videos on our Cancer Fund website and our YouTube channel to allow anyone to participate in our Wellness programmes in the comfort of their living room. A total of 72 videos and audios across 14 programme categories have been viewed 868,458 times in Hong Kong, Taiwan, the United States, Canada and Malaysia and other nations in the last year. Online classes include: Pink Yoga, Pilates, Breathing and Relaxation and more.

Apr - 19	72,543	
May - 19	78,093	
Jun - 19	67,401	
Jul - 19	70,030	
Aug - 19	65,167	
Sep - 19	62,862	
Oct - 19	63,940	
Nov - 19	64,368	
Dec - 19	56,967	
Jan - 19	55,885	
Feb - 20	88,811	
Mar - 20		122,391



You are Our Support: Thank You To our Loyal Supporters

We want to express our heartfelt gratitude to our generous donors for making it possible for us to provide free professional care. It's their kindness that sustains our service.



Poon Choi Charity Dinner

Special thanks to Poon Choi Charity Dinner of Synergy Association International, Glory Chapter for their fundraising event on 11 January 2020 at Whampoa Club One.

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Asianniesto	Pay to: Hong Kong Cancer Fund Hong Kong Doillars TWO HUNDRED AND FIFTY THOUSAND	++	250,000	
	For and on behalf of: Hong Kong Football Club	ACC PAYER ONLY	Authorized Signature	

Mr. Gareth Wilde and Mrs. Sally Lo, CEO of HKCF.

Rugby legends raise funding to "Tackle Cancer" at International Rugby Ten's Tournament

We are grateful to be the official charity of the 34th GFI HKFC 10s International Rugby Ten's Tournament on 3-4 April, 2019. After the star-studded Rugby Legends Tackle Cancer exhibition game at Hong Kong Football Club, HKFC 10s presented a HK\$250,000 cheque to Cancer Fund. It was an inspiring event that helped raise important awareness about cancer and much needed funding for our free cancer services. A very special thanks to Mr. Gareth Wilde, the Chairman of the tournament's Organising Committee.

Movember Campaign

Movember is an annual month-long global fundraising and awareness campaign that challenges men to grow a mustache in support of men's health issues. In Hong Kong, Movember donated more than 2 million dollars to our free services provided to men with prostate cancer. Thank you to all who participated in this important event!





The Power of Art

Fine Art Asia is recognised as one of the most distinguished fine art fairs in the region, displaying museum-quality Asian and Western antiques, modern and contemporary art. Twenty-three talented artists donated their artworks to raise funds at our charity booth. Thank you to Fine Art Asia for sponsoring our charity booth that provided a unique platform to raise funds for our work and celebrate the city's arts community.



Our Pink Ambassador: Sammi Cheng

We're so delighted that Sammi Cheng is our Ambassador for the Pink Revolution campaign. She helped us launch the campaign on 3 September 2019 at Festival Walk in Kowloon Tong alongside 21 breast cancer survivors. Our Pink Revolution motto is "Be Smart, Self-Check."

Sammi filmed a TV commercial for us to spread the message of supporting women with breast cancer and to encourage regular check-ups. The touching commercial that features Sammi with a group of women, including Ms. Queenie Ko, a breast cancer patient undergoing treatment, was broadcast on TVB Jade and Pearl. We want to thank Ms. Queenie Ko for her wonderful support.



Ms. Queenie Ko and Sammi Cheng.



Our Public Education Campaigns

There were more than 34,000 new cancer cases in Hong Kong in 2018, a record high.* Around 93 people were diagnosed with cancer each day. Our education campaigns raise important awareness of the top ranked cancers in the city: colorectal, skin, breast and prostate. We have launched two new campaign visuals for breast and colorectal cancer during this reporting period. The response from the general public was very positive. After each campaign, the impact is measured by those taking action through a media survey by Nielsen.

Reach

	People reached
SunSmart	2,188,754
Colorectal cancer	4,652,334
Breast cancer	4,961,678
Prostate cancer	3,418,345

Note: The results were projected by Nielsen through a survey among the general public aged 15 to 65.





Our Social Media and Website Reach

Our Facebook page has achieved an impressive positive growth with a 45% increase in the number of followers in this year, with a total of over 35,500 followers.

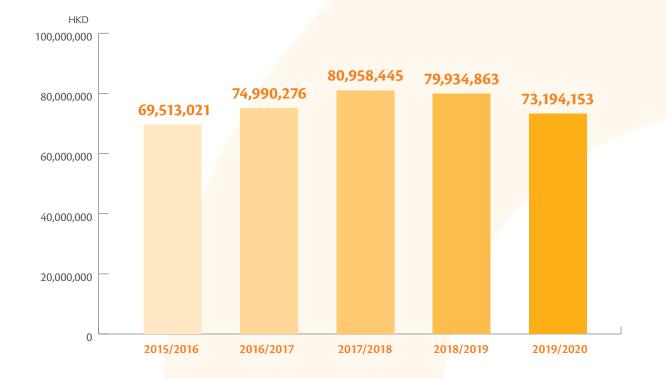
	2019	Compared with 2018
Increase in number of followers	891	+45%
Followers	35,549	+3%

Number of Website Visits 717,281



Source of Overall Income Sundry Income Interest & Investment **Monthly Donations** 60.27% Income General Donations **Fundraising Events** 26.46% Interest & Investment Income * -9.18% **General Donations** Monthly 21.89% Donations **Sundry Income** 0.56% Fundraising **Total Income Events** HK\$96,398,802 * Interest & Investment Income for the year was reduced by unrealised loss arising from marked to market investment as at 31 March 2020 (HK\$11,158,012). Office Depreciation **Expenditure Distributions** Administrative -Services 80.33% Fundraising Fundraising 8.66% **Office Administrative** 9.96% Depreciation 1.04% **Services Total Expenditure** HK\$91,112,174 Hospital Services Development Service Distributions Cancer Research **Cancer Support Services** 71.34% **Publications and Public Education** 16.96% **Publications Cancer Research** 7.78% and Public Education **Hospital Services Development** 3.92% **Cancer Support Total Expenditure** HK\$73,194,153 Services

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



Services: 5-Year Development

Monthly Donations Income: 5-Year Development



Extracted from audited financial statements for the year ended 31 March 2020. Auditors: Chang Leung Hui & Li C.P.A. Limited, Certified Public Accountants.

THANK YOU TO ALL OUR SUPPORTERS

CIRCLE OF FRIENDS Regular Donors

MAJOR GIFT

Mr. Calvin Wah-Sun Chan The late Ms. Camy Cheung Kam Mee Mr. Chong Chung Wah Mr. Mark Chung Miss Fong Hong Yee, Connie Mr. Ho Chi Cheong Miss Ho Pui Sin Miss Law Siu Kuen Mr. & Mrs. Michael Lonergan Miss Agnes Wai-Kuen Tai Mr. Ting Ho Hang Mr. & Mrs. Wang Shui Chung Patrick Dr. Peter Young-Pak Wat Ms. Wu Shuk Yee Mr. Andric Yat-On Yew Ms. Yue Mui Fun Ms. Yuen Siu Wai Amgen Asia Holding Limited Anna Pao Sohmen Foundation Asahi Group Co. Ltd. Barings Asset Management (Asia) Ltd. **Chun Wing Building Materials** Dario Beraha Foundation Ding Kuen Charity Fund Fu Tak Iam Foundation Ltd. Hang Sang (Siu Po) Press Co. Ltd. Jumbo Head Limited Ng Teng Fong Charitable Foundation Limited Provost Estates Ltd. Raymond and Nicette Bera Foundation S.C. Johnson I td. Satinu Resources Group Limited Shui On Centre Company Limited Si Yuan Foundation Snappy Performance Limited Team Harvest Limited The Ohel Leah Synagogue Charity The S. H. Ho Foundation Limited The Wang Family Foundation Thomas H. C. Cheung Foundation Limited United Treasure (Hong Kong) Limited 李 官 春 女 十 呂炳輝先生 岑國麗女士 陳兆欣先生 張斾澤先生 許楚家先生 傅建永先生 傅愛倫小姐 (已故) 楊明標先生 黎金盈女士 劉婉華女士 鍾立夫先生

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PINK REVOLUTION

Dr. Foo Wai Lim, William Dr. Tsang Wing Hang, Janice Mr. Francis Cheng Ms. Sammi Cheng Ms. Queenie Ko #legend AIA International Ltd. AIG Insurance Hong Kong Ltd. Apollo Management Asia Pacific Ltd. Archetype Hong Kong Around DB Atkins China Ltd Australian International School Hong Kong AWA Technical Agencies Ltd. Baker & McKenzie Bank SinoPac Hong Kong Baring Asset Management (Asia) Ltd. **Beauskin Medical** Bebegarten Education Centre Ltd. Beef & Liberty (Hong Kong) Ltd. Bird & Bird BlackRock Hong Kong Ltd. Blue Cross (Asia-Pacific) Insurance Ltd. **BNP Paribas** Securities Services Bright Diva International Ltd Burson Cohn & Wolfe

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STRIDE FOR A CURE

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IN MEMORY & LEGACY GIVING

Mr. Chan Fu Keung The late Ms. Huey Fung Luen, Gertrude The late Miss Lau Ka Yee Mr. Leung Ngai Wa Mr. Luk Cho Yiu Andy Mr. Daniel Woon-Ming Lin The late Miss Sung Jen Chu The late Mr. Tsang Chi Man Miss Tsang Yee Man Tammy Kerry Holdings Ltd 岑秀芳女士 (已故) 何靄雯小姐 (已故) 周慧君女士 郭志輝先生 孫念勇先生

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COLORECTAL CAMPAIGN (JUNE 2019)

Dr. Yuen Siu Tsan Privilege Vida Expat Living Zip Magazine

SUNSMART CAMPAIGN (JULY 2019)

Dr. Shih Tai Cho, Louis Privilege Vida Liv Magazine Zip Magazine

PROSTATE CAMPAIGN (NOV 2019)

Dr. Ho Lap Yin Privilege Vida

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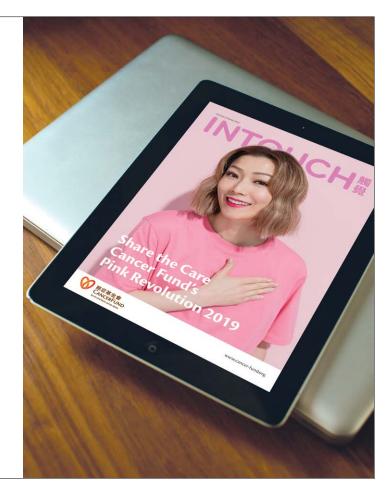
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