



癌症基金會
CANCERFUND
So no one faces cancer alone



Hong Kong Cancer Fund
ANNUAL REVIEW
2020-2021

So No One Faces Cancer Alone

Dear Donors, Supporters and Friends,



We are so thankful for your amazing support during such a turbulent year, which seemed to be dominated by the COVID-19 pandemic. However, at the Cancer Fund we continued to provide the much needed support to those in need.

Our frontline teams acted with speed and dexterity to the constant changing landscape of having to open and close our Centres, they switched seamlessly from face-to-face counselling and help to online consultations, Zoom and warm phone calls.

When restrictions were tightened our Wellness classes were also offered online. To keep everyone moving and to de-stress we provided 400 live-streaming sessions covering yoga, meditation, breathing techniques and mindfulness. Over the year we had a total of 20,000 attendances!

We provided face masks to as many people as we could; when our Centres reopened we ensured that they met the highest levels of cleanliness and hygiene. Temperature checks were taken, hand sanitizers were available and the Leave Home Safe app was utilised. We needed to make certain that everyone felt safe and welcome.

I am truly grateful for our entire team who ensured that anyone touched by cancer did not feel alone and that we have been there regardless of the external forces. A cancer diagnosis affects the entire family and with your support the Cancer Fund has been able to provide much needed free professional care.

With love and thanks,

Sally Lo, BBS, MBE
Founder and Chief Executive

Contents

- P.4 How We Support
- P.6 Caring Support for Children in Need
- P.8 Our Dedicated Volunteers
- P.10 Spotlight on Our Frontline Team Members
- P.12 Wellness
- P.14 Fundraising
- P.16 Public Education
- P.18 Financial Highlights
- P.20 Acknowledgements

OUR SUPPORT NETWORK

CANCER FUND SUPPORT CENTRES

- 1 Wong Tai Sin
- 2 North Point
- 3 Kwai Chung
- 4 Central

CANCER PATIENT RESOURCE CENTRES

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



Your Gift Can Empower Many in Need to Live with Hope

These are uncertain times, but with nearly 100 people being diagnosed with cancer daily, we really need your help! We are facing an extremely difficult fundraising environment, as we have had to cancel many of our events over the last year.

Will you support our free care services with a gift to help so many in desperate need? Consider joining our Circle of Friends monthly donation programme to sustain our life-changing free care services. We would be grateful for your kindness. To give a gift or sign up as a monthly donor, call our Donation Hotline: [3667-6332](tel:3667-6332).



How We Support: Our Highlights

Hong Kong Cancer Fund provides FREE information, professional guidance and peer support to anyone living with or affected by cancer. With a network of support spanning the hospitals, the community and home, our mission is to help make life better for people touched by cancer. Our core focus has always been to offer tailored services such as psychosocial care and wellness classes, oncology nursing consultations, art therapy, relief fund assistance,

dietetic advice, counselling, social work support and more to fill the gaps in cancer services.

Every year, the number of cancer cases are increasing in Hong Kong. Last year, more than 34,000 people were diagnosed with cancer or about 93 city residents a day. Our Support Centres are facing increasing demand every month for our free services. There are many more people who need our care.

Facing Challenges Together

During this fiscal year we experienced COVID-19 which brought with it social distancing regulations, the closing, and opening, of our four Centres and the advent of online Zoom services. But nothing could hinder our dedication to ensure that no one faced cancer alone. Cancer did not stop because of the Coronavirus!

Our frontline teams adjusted with speed and efficiency as each of the four COVID-19 waves impacted Hong Kong. As cancer patients and their families self-isolated we remained with them with warm phone calls, Zoom consultations and online programmes which included: Dietetic Advice; Emotion Management; Exercise / ADL; Relationship and personal growth; Side-effects management to name but a few.



10,794 Service Beneficiaries

Throughout the year we continued to welcome nearly 11,000 cancer patients and their families to the Cancer Fund. We provided them with our much needed professional services through counselling sessions, one-to-one consultations, wig services, relief fund and general cancer care information.



15,272 Warm Calls

Ensuring that no one faces cancer alone is ingrained into our company philosophy. Our teams of oncology nurses, counselors, social workers, clinical psychologist and dietitian reached out to our clients with warm calls to help and guide them through the emotional aspects of self isolation and address any concerns they may feel.



Service



556 programmes for **6,277** Clients

Our four Cancer Support Centres continued to provide a vast selection of programmes to our clients from cancer knowledge, leisure, palliative care, pre- and post-treatment adjustment to TCM both in person and via Zoom. Each of the programmes have been targeted for different stages of the cancer journey from newly diagnosed, to treatment, to survivorship to advanced stage.



1,738 Attendances at Hospital-based Cancer Patient Resource Centres

The hospital is often the first point of support for newly diagnosed cancer patients. Many people will feel lost and overwhelmed when they or their loved ones are told that they have cancer. Recognising the importance of providing timely practical and psychosocial support our Cancer Patient Resource Centres (CPRCs) are hospital-based centres for practical and emotional support.



24,290 Accumulative Registered Clients



14,474 Friends of CancerLink members



1,392 Overall New Service Clients



7,442 One-off Consultations

Caring Support for Children in Need



Our Free Rainbow Club Services Help Children and Families Affected by Cancer.

Cancer affects not only those diagnosed but also their entire family. It is not an easy subject to talk about and many parents avoid the topic out of fear that they will make things worse for their children. However, when someone in the family is diagnosed with cancer and it's not talked about, a child's fear, anxiety or sadness will only increase.

In 2010, Cancer Fund established Rainbow Club to provide care and support to all children aged 5-17 whose family members are affected by cancer. We offer a wide range of services to ensure these children are well cared for and empowered to cope with the changes in the family during the cancer journey.

Our programmes also help parents and children to communicate on their diagnosis and impact to minimise their distress. All the services are provided by our professional team including clinical psychologist, social workers, art and play therapists.

In the past financial year, our Rainbow Club activities were significantly hindered by the COVID-19 pandemic which led to a decrease in programme attendances.

We provided 6 programmes in total with 12 sessions, including 5 programmes that were offered via Zoom, and we served a total of 41 parents and children with 80 attendances.

Johnny's Story

Johnny was 7 years old when his mother was first diagnosed with cancer. He felt great anxiety and went through a depressed period. Our social worker and art therapist worked together to support Johnny and his family on how to cope with changes in their daily life.

Johnny engaged in art therapy to more deeply express his hidden feelings and concerns. Drawing was used in art therapy as a tool to help Johnny identify feelings about his mother's cancer and the rollercoaster of changes during her treatment.

His mother and father have joined our couple workshops on communication and are being guided in how to express feelings in a healthy way. After 8 months of regular sessions, Johnny opened up and was empowered to verbalise his fears surrounding his mother's illness. He was able to smile again and express love towards his parents.

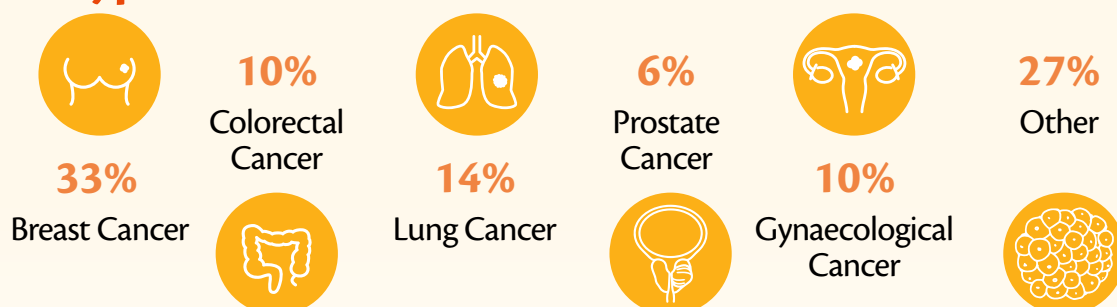


Our Peer Support Groups are a Lifeline

Friends of CancerLink (FOC) is our network of 20 self-help groups that provides peer support, important sharing of information and mutual care for individuals touched by the same type of cancer. Last year, we had 14,474 members.

“ Without my New Voice Self-Help Group, my cancer journey would have been much more challenging, even unbearable. My peer group members gave me faith and courage to keep going when treatments were tough and they shared advice and health tips. – Allan, 51 ”

Cancer Type of our New Clients





Thank You to Our Loyal Friends

Volunteer Training Programme

We are thankful to our medical professional volunteers and cancer survivors who have generously given their time and skills to support our Cancer Fund Support Centres in the community.

We offered training for a total of 659 volunteers including Self-Help Group managers, centre ambassadors, general volunteers and for community service.

Our Volunteers
provided services
to **8,209**
Clients

659
Total
Volunteers

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 to help make life better for people touched by cancer. Having their regular support allows us to plan for and improve our care services. To find out more about our Circle of Friends, please call **3667 6332**.


We're Always Here for 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 holistic services for anyone touched by cancer and their loved ones.

Or you can call our Service Helpline at any time 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**





Service



Spotlight On our Frontline Team Members

Meet Katrina Wu, Centre Manager of our Women Support Centre in Central and Registered Nurse.

Q: What do you find most meaningful about working at our Support Centres?

A: Working at the Support Centre is both challenging and meaningful. I love my work with cancer patients and their families to help them pave the way for better patient outcomes and to support them through a difficult time. It is extremely satisfying for me. As a nurse, we assess the patient situation and suggest care plans to help improve their quality of life.

Through my work, I'm reminded to cherish what I have, my family and my friends. Love yourself, love other people and love life. Our clients inspire me to be more empathetic, compassionate, patient and detail-oriented at all times.

Q: Please tell us what motivated you to become a nurse?

A: When I was a girl, my grandpa was in critical condition in the hospital from a head concussion. I

was very close with him. When I visited him in the hospital, I felt helpless and upset. It was also my first time seeing sick patients. My mother was crying all the time and I desperately wanted to do something to change the situation. I was touched by the caring nurses who were compassionate healers – they not only cared for my grandpa and made him more comfortable, but they also helped support our family in distress.

After receiving their care, I finally saw a smile on my mum's face. By seeing what nurses do, I felt inspired and a sense of mission in my heart to offer the same help to patients to alleviate their suffering.

Caring nurses supporting patients throughout their cancer journey can help enhance their quality of life and reduce their anguish. Even when our clients are at the end-of-life stage, we support them to have a peaceful closure. I do enjoy my work as an oncology nurse providing professional care every day and would love to extend my care to help more vulnerable groups touched by cancer.

Meet Tommy Liang, our Service Officer at North Point Support Centre and Registered Social Worker.



Q: Please tell us what motivated you to become a Social Worker?

A: I was brought up by a maternal aunt who died of throat cancer in 1982. Her illness helped open my eyes to rehabilitation service as my future career. It was witnessing the pain and suffering that touched my heart and led me to the decision of becoming a family social worker. Later, I completed my studies in social work education at the University of Hong Kong.

In 2004, when I was diagnosed with thyroid cancer, I came to realise that life is short and I need to dedicate myself to serve those in need. After recovering from cancer, my wife and I went to India and served as counsellors for 6 years before we came back in 2014.

From the beginning until now, it has been the value-driven nature of the profession that sustains my vocation as a social worker. With the recent completion of my doctoral studies, I am committed to the training of social workers in my workplace as well as in the city.

In 2014, when I moved back to Hong Kong to take care of my mother who was diagnosed with cancer, Professor Cecilia Chan told me about a vacancy for family and men's services at Cancer Fund. I decided to apply for the job since it has always been my mission to help families and men since I became a social worker in 1997.

Q: What do you find most meaningful about working at our Support Centre?

A: First of all, the free holistic professional service we offer is high quality and this support is offered in a timely way whenever our clients are struggling with the effects of cancer treatment.

The nature of our service reminds me of the meaning of life on a daily basis. I not only give my talents and love, but I also receive more than I expect – the lessons I learn from the “transitoriness” of life.

Lastly but not the least, I learn from the sacredness of each human encounter. As life is full of uncertainties, I cherish every moment when meeting with a cancer patient or a family.



A Decade of Wellness Programmes for Those Touched By Cancer

Medicine alone is not enough to treat cancer. For the last 10 years, we have offered holistic health and wellness programmes to help improve the quality of life for our clients.

During the global COVID-19 pandemic, many cancer patients and caregivers were homebound because of social distancing restrictions and a heightened sense of anxiety and fear of contracting the coronavirus. Due to their weakened immune systems, they were afraid to venture outside even to run daily errands when the pandemic worsened.

To help meet the needs of our clients, we began to offer wellness programmes through the Zoom platform from April 2020 to encourage them to exercise regularly at home. While we had suspended our in-person wellness programmes at different periods during the pandemic, we were able to smoothly shift our programmes to an online live-streaming service.

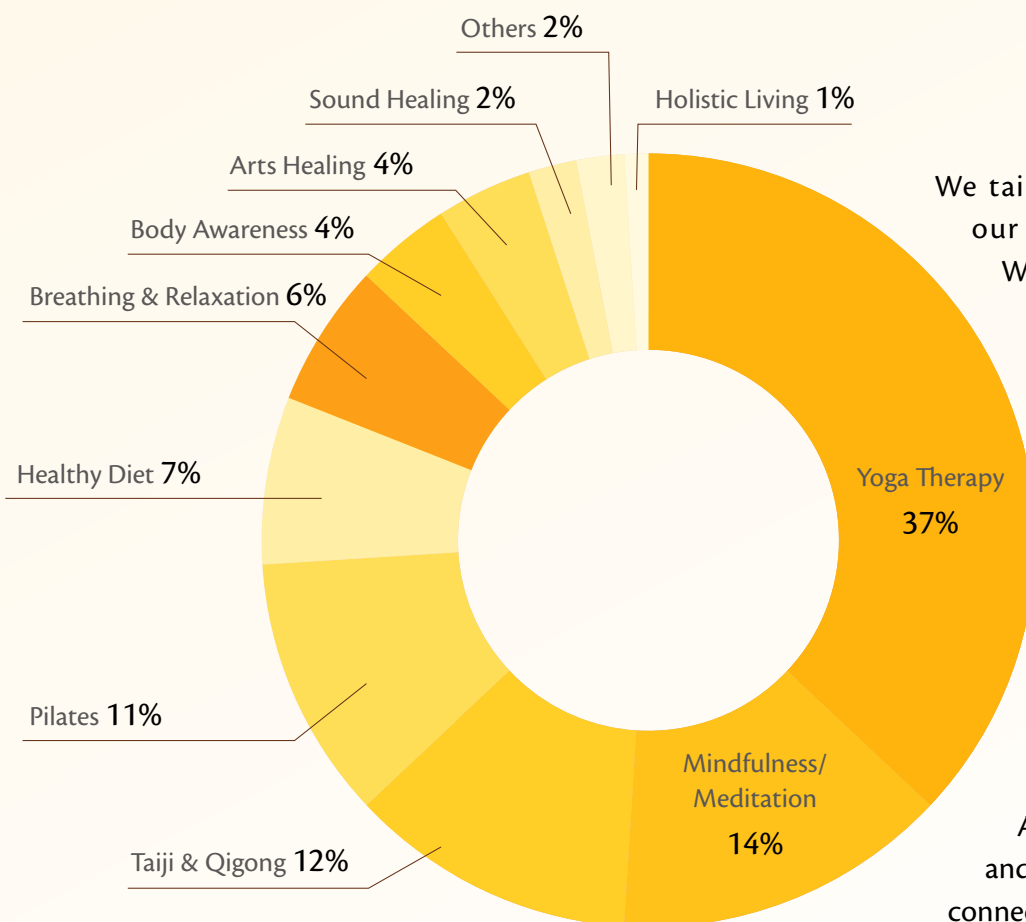
Our wellness instructors have offered more than 400 live-streaming sessions which had more than 20,000 attendances during this reporting period. We have also uploaded more wellness videos and audio classes on our YouTube channel, with a total number of views at more than 1.8 million. These videos and audios helped provide:

- Free access for cancer patients and the general public;
- Sessions to help enhance relaxation and release stress;
- Better coping skills and management of treatment side-effects;
- Peace of mind that fosters a greater sense of overall well-being.

Scan the QR Code for more information about our Wellness Online Programmes:



11 Types of Mindfulness-based Wellness Programmes



We tailor all our programmes for our clients at different stages. We have offered a total of 450 programmes during this year: 87% of these were provided through live-streaming and 13% of these classes were in-person. These ranged from Yoga Therapy, Yoga for Men and Pink Yoga, to Qigong and Taiji, Pilates, Body Awareness including the Feldenkrais Method, Mindfulness-based Cognitive Therapy to Arts healing such as Zentangle and Mandala to Healthy Diet and connecting with Nature Workshop.

We're grateful to the more than 417 people who were engaged as Facilitators, Teaching Assistants and Volunteers in our wellness programmes over the last 10 years.

Wellness Live Streaming Programmes for 2020-2021



Provided over **400** live-streaming sessions



More than **20,000** attendances for this year.



Produced 28 new videos and audios in total for the year. The total number of views was more than **1.8 million** during this reporting period.

Highlights from 10 years of Wellness and Holistic Health Care



Total Programmes **2,844**



Total Sessions **14,321**



Total Attendances **330,136**



Total Views of YouTube **5,525,099**



Your Gift Empowers So Many Cancer Patients

Thank You for Supporting Our Mission So No One Faces Cancer Alone.

Pink Revolution

Cancer Fund's Pink Revolution is Hong Kong's biggest breast cancer awareness campaign, running every October alongside international breast cancer awareness month. As part of Pink Revolution's Dress Pink Day, we encouraged everyone to wear PINK on 23 October to spread awareness and show their care for women with breast cancer.



Elegant Team Development Ltd.

More than 100 organisations and over 3,300 participants generously gave to our Dress Pink Day. A special thanks to AXA Hong Kong and Macau our wonderful Principal Sponsor for their generous gift and the longstanding support from our loyal sponsors like Zojirushi, PizzaExpress, Calvin Klein Underwear, ECCO and Her own words. Thank you to all of our loyal friends! Our Pink Revolution Campaign raised about HK\$2.5 million.



Stride for a Cure (SFC)

A huge thanks to our enthusiastic supporters for our first virtual Stride for a Cure event. We're grateful to our sponsors and everyone who generously donated to vital local cancer research and our free care services. Our participants could choose any time to walk or run in January and raise funds. We had a total of about 900 registered participants including cancer survivors, individuals, families, groups, corporates and hospitals. We raised a total of around HK\$1.7 million.



Fine Art Asia 2020

Fine Art Asia is widely recognised by the international art world as Asia's leading fine art fair. Twenty-three talented artists donated their remarkable artworks for our charity auction from 27-30 November 2020. This year was our most successful to date and we raised a staggering HK\$900,000.

Ralph Lauren Pink Pony Campaign

We're so thankful to Ralph Lauren for their on-going generosity! Celebrating its 20th Anniversary, the Pink Pony Campaign is Ralph Lauren Corporation's worldwide initiative in the fight against cancer, supporting programs for screening, early diagnosis, treatment, education, and patient navigation. The collection is anchored by the "Live/Love" graphic tee and one hundred percent of the purchase price of each tee in the pink colorway in Hong Kong was donated to our services raising an amazing HK\$370,020!



CPA Australia

In these difficult times, we need to be creative. Just look at CPA Australia who have supported us by raising funds with their charity run since 2016. And then came COVID-19, potentially stopping them in their tracks. Not so the persistent CPAs who get out there and run, they simply converted the event into a 'virtual run', creating a website for participants to log on and get inspiration called Love Has No Boundary. The result? HK\$100,000 raised in support of us. Fantastic we say, not virtually but literally!

Movember

Globally, nearly 1.3 million men are diagnosed with prostate cancer each year. Our professional teams at our Support Centres in the community offer comprehensive care services for prostate cancer patients, survivors and their families.

We're so grateful, we'd like to acknowledge Movember for sponsoring our free services to ensure no one faces prostate cancer alone. They raised over HK\$2 million in 2020.

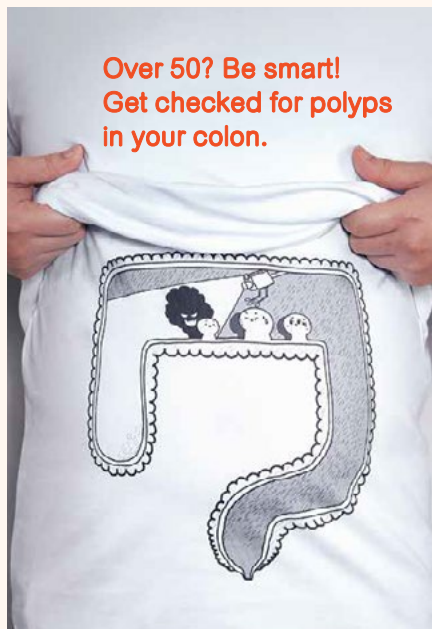


City-wide Cancer Awareness

Our education campaigns are designed to help Hong Kong people to become more cancer-aware and willing to take measures to lower risk. We have launched four campaigns to raise vital public awareness of the top ranked cancers in the city: colorectal cancer, breast cancer, prostate cancer and gynaecological cancer*, during the reporting period.

Our amazing Pink Ambassador Sammi Cheng again called on women to conduct regular breast check-ups with the theme “Be Smart.Self-Check”!

We have received a positive response from the general public. After each campaign, the impact is measured by those taking action through a media survey by Nielsen.



*Digital campaign only for gynaecological cancer.

New Prostate Cancer Visuals

A new set of creatives has been produced to highlight some of the key symptoms of prostate cancer which should not be neglected. We aimed at reminding the public that if they found any symptoms, they should go see their doctor for a check-up immediately.

	People Reached
Colorectal cancer	5,127,469
Breast cancer	5,123,778
Prostate cancer	5,038,241

Note: The results were projected by Nielsen through post-campaign surveys among the general public aged 15-65.

Thanks to Our Pink Revolution Supporters

Last October, we celebrated Pink Revolution’s 20th anniversary. We also hosted a series of public educational and outreach events surrounding breast cancer; they included Dress Pink Day, Shopping for Good and the newly added Pink Yoga Challenge to raise awareness for breast cancer and to show support to survivors.

“Everyone knows someone who has been touched by cancer. Pink Revolution is an opportunity to remind yourself and those you care about the importance of early detection, as well as raise funds to comfort and support women living with breast cancer,” said Sally Lo, BBS, MBE, Founder and Chief Executive of Hong Kong Cancer Fund.



Celebrities and influencers including Alex Lam and Coffee Lam (top), a top local fitness YouTuber, joined our Double Boat Pink Yoga Challenge to help spread breast cancer awareness.

Our Online engagement

We were able to achieve a growth of 8% in the number of Facebook followers, while page impressions also increased by 77% and reached 64% more people than last year.

Total number of Facebook followers:

38,555



Number of Website Visitors:

314,188



Education Videos

Our education videos featured our medical advisors who shared useful cancer-related information on our digital channels to replace our in-person health talks. Of the four education videos, our colorectal campaign education videos had the highest reach.

	Reach
Colorectal cancer	404,302
Breast cancer	89,912
Prostate cancer	107,933
Gynaecological cancer	393,075

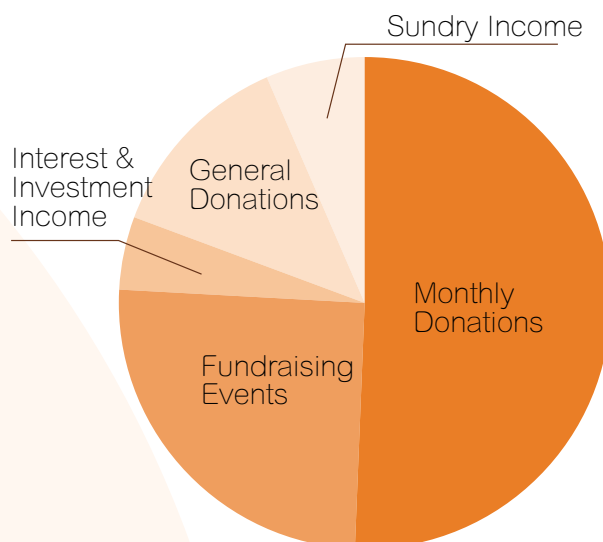
Financial Highlights

Source of Overall Income

Monthly Donations	51.82%
Fundraising Events	25.23%
Interest & Investment Income	4.84%
General Donations	12.82%
Sundry Income *	5.30%

Total Income HK\$110,716,976

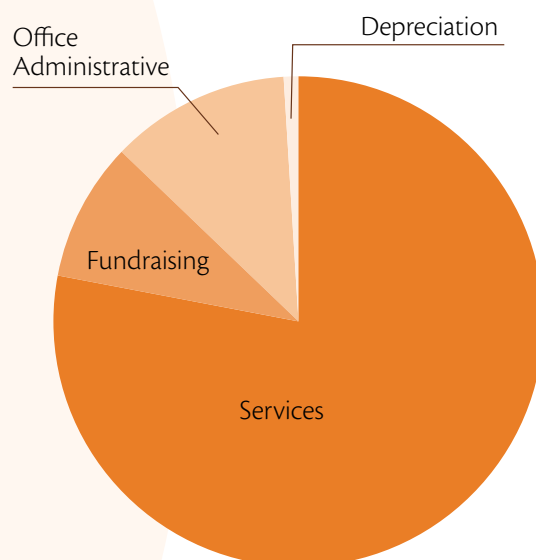
*Sundry Income included subsidies from Hong Kong Government \$5.2 million.



Expenditure Distributions

Services	78.00%
Fundraising	9.16%
Office Administrative	11.87%
Depreciation	0.98%

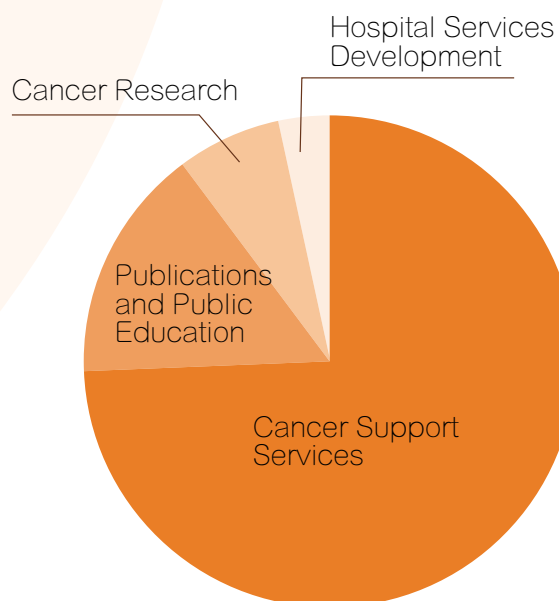
Total Expenditure HK\$78,328,865



Service Distributions

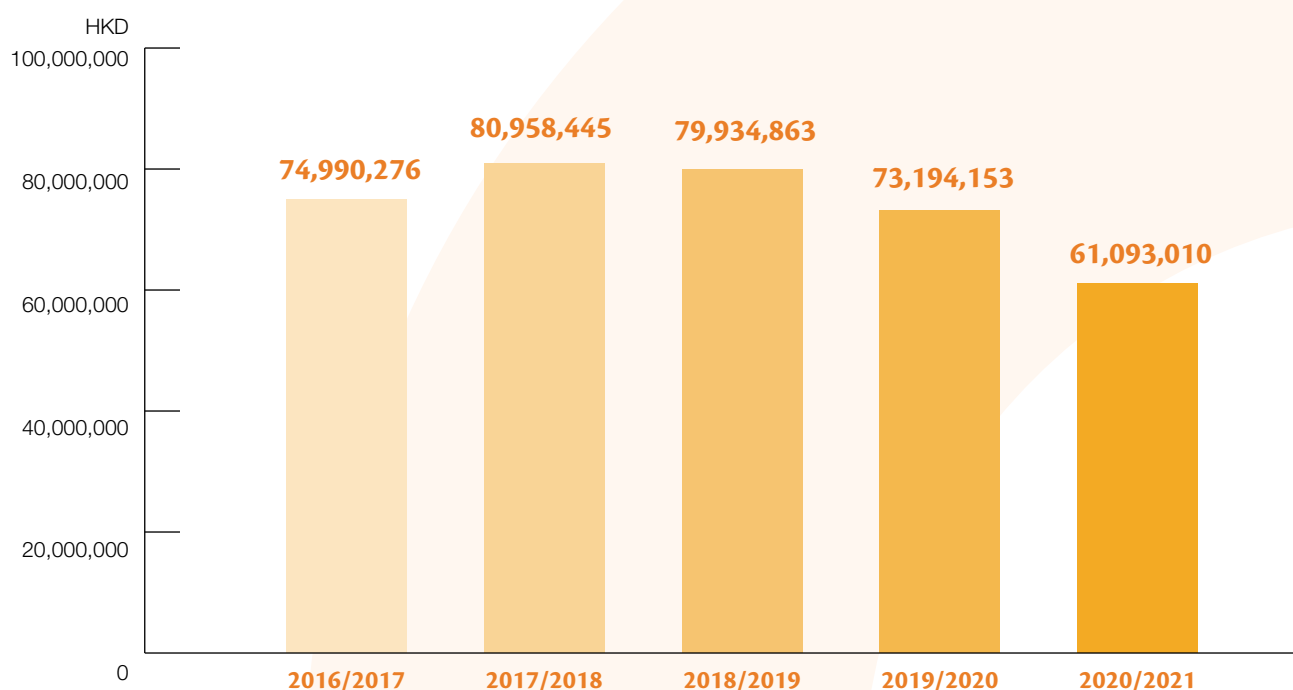
Cancer Support Services	73.53%
Publications and Public Education	16.25%
Cancer Research	6.81%
Hospital Services Development	3.41%

Total Expenditure HK\$61,093,010

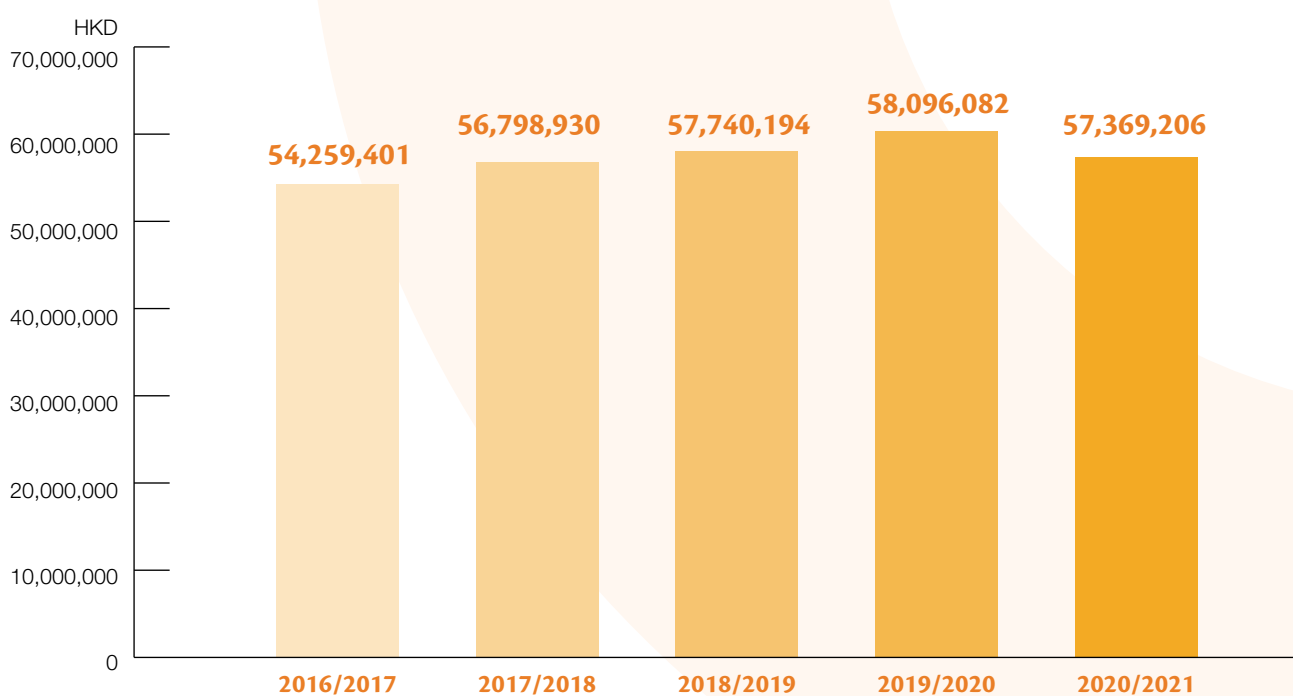


Note: The percentage is rounded up to 2 decimal places

Services: 5-Year Development



Monthly Donations Income: 5-Year Development



Extracted from audited financial statements for the year ended 31 March 2021
Auditors: Chang Leung Hui & Li C.P.A. Limited, Certified Public Accountants

THANK YOU TO ALL OUR WONDERFUL SUPPORTERS

We would like to acknowledge and thank the following friends, volunteers, individual donors and Circle of Friends members. Your generosity and continued support allow us to continue to offer our FREE services, so no one faces cancer alone. (In arbitrary order)

CIRCLE OF FRIENDS

Regular Donors

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Ms. Chan Ming Chu Theresa
Miss Paddy Shok-H Chan
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STRIDE FOR A CURE

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