

# Hong Kong Cancer Fund ANNUAL REVIEW

2023-2024



### Dear Donors, Supporters and Friends,

We want to express our heartfelt gratitude for your wonderful support that enables us to provide FREE seamless cancer support and help raise awareness on the importance of detecting cancer early. We offer psychosocial support for anyone touched by cancer and celebrate people surviving.

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 fiscal year we were privileged to serve more than 2,661 new clients with our care services offered by our professional team and provided over 1,000 programmes with nearly 21,000 attendances.

I feel grateful that our 21 Self-Help Groups, Friends of CancerFund, continue to flourish with more than 15,500 members who provide peer support to individuals touched by the same type of cancer.

The demand for our wellness programmes continues to increase and last year we had over 1,800 in-person and live streaming sessions, with a total attendance of over 32,000. Alongside this, our YouTube channel received over 1.2 million video views.

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

Lots of love

Sally Lo, MBE, BBS,

Founder and Chief Executive

#### **Our Service Network**

### **Cancer Fund Support Centres** 1 Wong Tai Sin 2 North Point 3 Kwai Chung 4 Central **Cancer Patient Resources Centres** 5 Princess Margaret Hospital 6 Princess 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 **Centres for Special Needs** 12 Hong Kong Stoma Association 13 New Voice Club

### You Are Our Support

We 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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## We Are Here For You: Our Highlights

At the Hong Kong Cancer Fund we provide **FREE** professional support to anyone touched by cancer. With a network of support spanning the hospitals, the community and home, our mission is to ensure that no one faces cancer alone.

Our practical, emotional and physical care meets the needs from the time of diagnosis, during cancer treatment and through the long road to recovery.

Although more people are being diagnosed with cancer, more are surviving a cancer diagnosis due to earlier detection and improved treatments. People can expect to live healthy and active lives for many years.

Using a holistic, personalised approach that is well coordinated and integrated we are here to ensure that those living with and beyond cancer get the care and support they need.

### 51,407 Attendances Recorded at our 4 Cancer Support Centres

Providing free information, professional counselling and a wide range of rehabilitation workshops and complementary therapies, our Centres are a haven for cancer patients, survivors and their families. Our Centres are located in Kwai Chung, Wong Tai Sin, North Point and Central.



#### 7,096 One-off Consultations

We handled 7,096 one-off consultations regarding emotional support, treatment advice and coping methods of treatment induced symptoms, community resources and family problems. The consultations were managed by members of our professional team including social workers, counsellors, registered nurses, dietitian, clinical psychologist and art therapists.

### 5,131 Calls Managed by Helpline

We offer 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. Our helpline is located in our Cancer Centres network and our team will refer callers, when necessary, for follow up support to our wide-range of programmes and professional assistance.





### 1,024 Nursing and Psychosocial **Therapeautic Programmes**

Our programmes are designed to assist anyone who has been newly diagnosed, in treatment, survivorship and advanced stage cancer. In the fiscal year we provided 1,024 programmes with nearly 2,000 sessions and nearly 21,000 attendances.



#### 1,912 Rainbow Club members

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 help them to release their emotions. Last year, 97 programmes were offered to 1,912 parents and children over 332 sessions.





### 15,595 Friends of CancerFund

Friends of CancerFund is a network of 21 self-help groups funded by the Cancer fund, that provides peer support, important exchange of information, rehabilitation service and encouragement to individuals touched by the same type of cancer. We have a dedicated team that helps provide a networking platform, guidance or programmes offered, and a place to meet for these groups. Last year we had 15.595 members.



30,060 **Accumulative Registered Clients** 



2,661 **New Service Clients** 



1.612 **Counselling Cases Managed** 



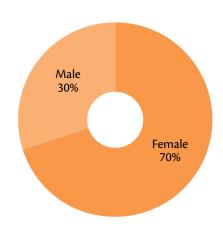
10,250 **Counselling Sessions** 

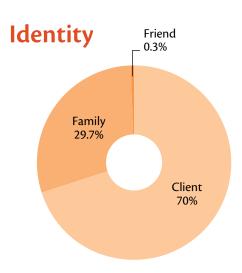
### Who We Are Supporting

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

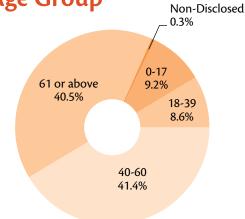


#### Gender

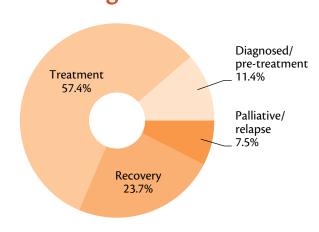




### **Age Group**



### **Cancer Stage**



### **Cancer Type of our new Clients**



45.3% **Breast Cancer** 



11% **Lung Cancer** 



9.5% Gynaecological Cancer



7.9% **Colorectal Cancer** 



5.4% **Prostate Cancer** 



20.9% Others



# Why a Good Stretch Helps

Our wellness programmes cover a vast array of free professional classes to help our clients with the physical, psychological and emotional support that they need while coping with their cancer diagnosis.

We have seen that the physical strength of many or our clients has noticeably decreased over the last few years and have therefore incorporated the use of resistance bands into some of our classes.

Resistance bands are easy and versatile to use for all levels of fitness and recovery whilst having a very low risk of injury. In our classes we use them as an aid to help improve stretching, mobility and rebuilding the muscles in the upper arms and shoulders.

In some of our classes, such as Yoga Stretching with Elastic Bands and Pilates Exercises classes, we encourage participants to use the resistance bands. As 60% of our clients are breast cancer survivors we also have Pink Yoga designed specifically for them.

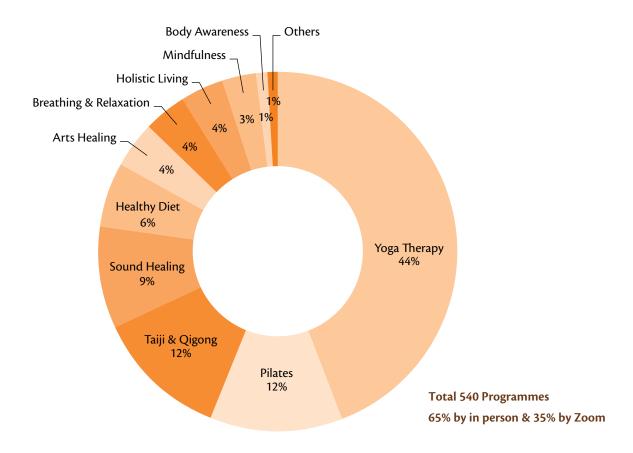
Our wellness programmes are held in many different easy-to access locations and can be found in our Link magazine.

I have just finished a series of treatments that lasted for more than half a year. This programme has successfully helped the participants move from the challenging treatment phase to a recovery period filled with positive energy. The discomfort I was feeling after the radiotherapy has significantly reduced.

~ Participant of Yoga Stretching with Elastic Band

### 11 Types of Mindfulness-based Programme

#### **Type of Wellness Programmes 2023-24**



#### Our users:

Aged between 22 and 93 years old and 51% of them were diagnosed within the last 5 years.



## **Raising Awareness**

At the Cancer Fund we promote early detection for cancer as it is proven to saves lives. Through our campaigns we help build a cancer-smart community in Hong Kong as we educate the public on how to lower their cancer risk and the importance of regularly checking for life-saving early diagnosis.

To measure how many people are reached through our 3 campaigns, we conduct media surveys. These also determine the number of people intending to take action by changing their lifestyle or getting checked after seeing our campaigns.

#### **Colorectal Cancer**



#### **Breast Cancer**



Sept to Oct 2023

#### **Prostate Cancer**



Nov to Dec 2023

### Reach and Response to Call to Action

Campaign	People Reached	Response to Call to Action
Colorectal Cancer	4,091,458	3,270,989
Breast Cancer	3,738,749	3,209,495
Prostate Cancer	3,509,789	3,092,090

#### **Pink Revolution Launch Event**

We're so thrilled to have Mrs Gigi Ma as our new Pink Ambassador for our Pink Revolution campaign. Gigi helped us launch the campaign at Harbour City alongside 16 breast cancer survivors and 60 guests including sponsors, volunteers and media partners.

Our new TVC features Gigi spreading the message to all women in Hong Kong that 'No Matter What Size You Are, Check Regularly'.



Our Executive Committee member Dr Janice Tsang, Founding Convenor of Hong Kong Breast Oncology Group, gave a talk to remind everyone that breast cancer is the most common cancer in Hong Kong and to reinforce our message to check regularly as early detection saves lives.

#### **Publications: Cancer Booklets**

Our latest cancer booklets are available in the public library as well as clinics and hospitals. This year we updated 9 booklets, including Leukaemia; Chemotherapy; Lung Cancer; Coping with Cancer; Cancer Comes to my Family; When a Family Member has Cancer; Radiotherapy; Brain Tumour and Cervix & Corpus Uteri Cancer.







#### **Our Social Media Reach**

癌症基金會 CANCERFUND So no one faces cancer alone		<b>YouTube</b>		facebook.	
Apr 23 - Mar 24		Apr 23 - Mar 24			
No. of Visitors	320,454	Channel Subscribers	31,024	No. of Follows	42,534
Impressions (Page Views)	1,109,757	Total Views	1,940,460	Total Post Impression	6,146,912
		Watch Time (hours)	193,786	Total Post Reach	3,457,267

# Your Gift Makes the World of Difference

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

#### **Pink Revolution**



Pink Revolution is one of our most important fundraising campaigns held between September and October to raise much needed funds and awareness for breast cancer and the FREE professional support and services that we provide.

Our Dress Pink Day was held on Friday 27th October and more than 100 organisations joined us for the day by adding a splash of pink to their wardrobe and donating HK\$150 towards our Pink Recovery Pack and professional services. Throughout October we also ran our 'Shop for Pink' with more than 20 well-known retail brands supporting us with a percentage of their profits being donated towards Pink Revolution. In total we raised HK\$2,663,763.

#### Fine Arts Asia

Fine Art Asia is recognized as one of the most distinguished fine art fairs in the region, displaying museum-quality Asian and Western antiques, modern and contemporary art. Held on 5 - 8th October, 24 talented artists donated their artwork to raise funds to support our free professional support.



#### **ICAP Charity Day**

For the third year running ICAP (H.K.) Limited selected HKCF as one of their beneficiaries for their Charity Day. Held on 7<sup>th</sup> December ICAP invited local celebrity Mr Alex Lam to help their brokers close a few deals. All revenue and commissions on the day are donated to selected charitable organisations. We were thrilled to received HK\$434,903.





### **Langham Place Care Bear Charity Sale**

Langham Place Shopping Mall in Mongkok organised the turning on of their Christmas lights and charity bear sale on 9th November. They generously selected us and our Rainbow Club as their beneficiary for the event. Our Rainbow Club supports children who have a parent who has been diagnosed with cancer. The Care Bear Charity Sale raised HK\$60,000.

#### Stride for a Cure

Stride for a Cure was finally back to an in-person event on 3<sup>rd</sup> December. Our annual hike brings together a diverse group of people all hiking for a great cause for cutting-edge cancer research. We had 1,470 participants including cancer survivors, medical professional, hospital groups, peer support groups, schools, corporations and the general public. This year we raised HK\$2,723,233.59.



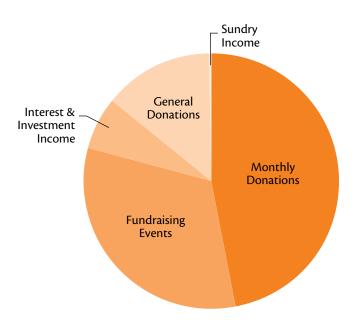
#### Create An Event

If you're looking to create your own fundraising event or would like to make a donation please contact Dan Tan on 3667 6384 or Carol Lau on 3667 6383.

### **Source of Overall Income**

Monthly Donations	47.08%
Fundraising Events	32.23%
Interest & Investment Income	6.76%
General Donations	13.84%
Sundry Income	0.09%

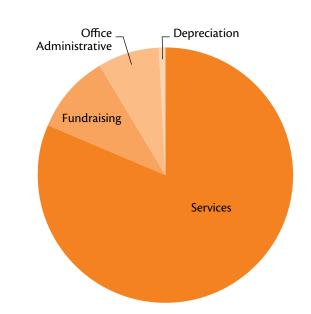
**Total Income** HK\$117,369,780



### **Expenditure Distributions**

Services	81.66%
Fundraising	10.01%
Office Administrative	7.74%
Depreciation	0.60%

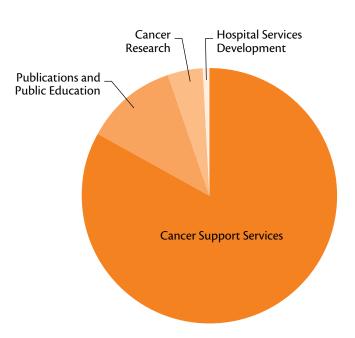
**Total Expenditure** HK\$94,599,759



#### **Service Distributions**

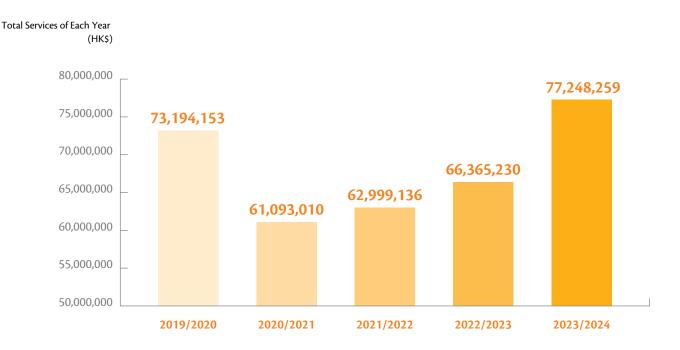
Cancer Support Services	83.09%
Publications and Public Education	11.90%
Cancer Research	4.36%
Hospital Services Development	0.65%

**Total Expenditure** HK\$77,248,259

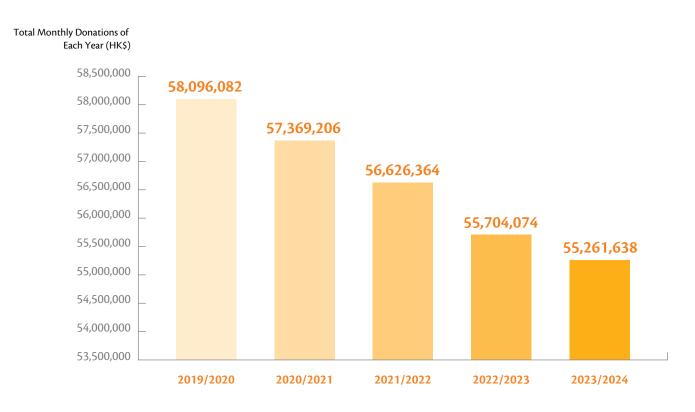


Note: The percentage is rounded up to 2 decimal places

### **Services: 5-Year Development**



### **Monthly Donations Income: 5-Year Development**



Extracted from audited financial statements for the year ended 31 March 2024 Auditors: Chang Leung Hui & Li C.P.A. Limited, Certified Public Accountants

#### Thank You to All Our Supporters

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 offer our FREE services, so no one faces cancer alone. (In arbitrary order)

**CIRCLE OF FRIENDS** 

Regular Donors

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梁海明先生

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笑出健康協會

國際郭林氣功文化研究會有限公司

樂善舞揚

#### **IN MEMORY & LEGACY GIVING**

The Late Mr. Chan Chi Tong
The Late Mr. Chan Kwan
The Late Dr. Vincent Chan
The Late Chan Wah Ching
The Late Mr. Chen Wai Ming
The Late Ms. Cheng Shuk Luen
The Late Chung Wai Ming

The Late Mr. Thomas WuTsz Chung
The Late Mr. William Graham Eckersley

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The Late Mr. Paul Tsang Chi Keung The Late Mr. Tsang Chi Man

Mr. Hubert Tsang & Ms. Tsang Chan Yee Heung

The Late Kon Yuen 吳永昌先生(已故) 吳惠珍女士(已故) 吳燊先生(已故)

李東波先生(已故)

周卓亮先生(已故)

梁明達先生(已故)

梁振興先生(已故)

張素香女士(已故)

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劉翠蘭女士(已故)

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#### MISCELLANEOUS FUNDRAISING EVENTS

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Mr. Jonathan Wong & Friends

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