

20 March 2015

Gratitude & Awareness
Support the Hong Kong Breast Cancer Foundation's 10th Anniversary Campaign

On behalf of the Hong Kong Breast Cancer Foundation (HKBCF, www.hkbcf.org), we write to invite you to lend support to mitigating the threat of breast cancer in Hong Kong.

Breast cancer is the number one cancer for women in Hong Kong. One in 17 women will be diagnosed with breast cancer in her life. Every day, 9 new breast cancer cases are diagnosed.

On 8 March 2005, the HKBCF was inaugurated as a non-profit service organization dedicated to promoting breast health particularly on the following three fronts:

- 1) Breast Cancer Support Centre – offering unique, free psychological advice and support to patients and their family through mentorship and group counseling. Over the past decade, over 62,000 client-services have been provided, helping most clients to learn to cope with the disease and regain confidence in themselves;
- 2) Breast Cancer Registry – established in 2007, this comprehensive and dedicated registry captures the treatment history and psycho-social data (via 300+ questions) of over 14,000 breast cancer patients from 47 public or private hospitals/clinics to date. The data inform and enable studies/analyses to identify risk factors, effectiveness of treatment options etc. In due course, the Registry will hopefully contribute to devising the best healthcare policy to deal with breast cancer in Hong Kong;
- 3) Breast Health Centre – funded by the Hong Kong Jockey Club Charities Trust since 2011, we offer professional, affordable and timely breast cancer screening services to women at large. For those in financial need, the service can be obtained free. So far, we have served in excess of 20,000 clients, with some 8,000 having received the services free. We also reach out and give free breast health talks to arouse awareness and offer tips on healthy living. Nearly 50,000 participants have attended our talks over the years.

We would not have been able to help so many, and to achieve so much in the fight against breast cancer, had it not been for the generous support of a great number of people in the community from all walks of life. For this, and on behalf of those having benefitted from HKBCF's services, we are immensely grateful. As we embark on our second decade, we shall not only continue to serve, but serve on a larger scale.

In view of the fact that most of our clients live or work in Kowloon or the New Territories, we are building a Kowloon Centre to facilitate access. We have secured a modest piece of land from the government, and hope to open the Centre in the second half of 2016.

To fund this substantial development, as well as to mark our 10th anniversary, the HKBCF has planned a campaign with key events as follows (event highlight/details at Annex):

1. 'Pink Sunset' donor recognition dinner and show on board cruise ship Sapphire Princess (24 April 2015)
2. Roving exhibition on breast awareness & breast cancer risks (June 2015 till September 2015)
3. Release of the Hong Kong Breast Cancer Registry Report No. 7 (September 2015)
4. Annual Pink Walk at the Peak (October 2015).

We sincerely invite you to sponsor our 10th Anniversary Campaign and take part in one to all of the activities above, most of which are also good staff/client/community engagement opportunities. Your support will help enlarge the positive force against breast cancer and the wellbeing of women in Hong Kong. Our work would only be possible with your generous giving.



Please find enclosed for your kind consideration for the 10th Anniversary Campaign [sponsorship package](#). We would be most grateful if you could sign up and return the completed [sponsorship form](#) on or before 15 April 2015.

Should you require further information, please contact Ms Vivian Yip, our Head of Communications & Development, at 3143 7349, or via email at vivianyip@hkbcf.org.

Thank you for your kind consideration and support.

Yours sincerely,



Mrs. Eliza Fok
Chairman



Dr. Tam Wing Kun
Chairman
Organising Committee
10th Anniversary Campaign



Ms. Josephine Lee
Co-Chairman
Organising Committee
10th Anniversary

10th Anniversary Organising Committee Members:

Mrs. April Chan
Ms. Janie Fong
Mrs. Sandra Mak
Ms. Mimi Tang

Ms. Eleanor Chan
Mrs. Yvette Ho
Ms. Rita Pang

Ms. Michelle Doo
Ms. Esther Ma
Ms. Winnie Pau

The HKBCF 10th Anniversary Campaign – Event Highlight/Details

‘Pink Sunset’ donor recognition dinner and show on board cruise ship Sapphire Princess

With the generous support of Princess Cruises, the HKBCF is organizing a donor recognition and show on board the cruise ship Sapphire Princess, docked at the Kai Tak Cruise Terminal, on 24 April 2015. With a capacity for 2,670 guests and 1,100 crew members, the Sapphire Princess is one of the world’s largest cruise ships. We are inviting 400 guests including our Pink Ribbon Partners, Pink Walk Partners, Patron/Hon. Patron/Hon President and celebrity friends that evening.

We shall start with a tour around the Sapphire Princess against Hong Kong’s amazing sunset, followed by pre-dinner cocktail then dinner. The evening’s highlight is our after-dinner show featuring celebrated singers Sally Yeh, Hanjin Tan and a mystery singer guaranteed to delight.

Roving exhibition on breast awareness & breast cancer risks

The core programme of our 10th Anniversary Campaign is our interactive exhibition aimed at presenting breast cancer facts and promoting breast health messages to inform and empower the public to care for themselves throughout the territory. Early detection saves life. If breast cancer cannot be prevented, the least we can do is to detect it as early as possible.

Various videos of patient stories, interviews with Dr. Polly Cheung, Founder of the HKBCF, other medical experts and celebrities will be screened at the exhibition. Live chat with guests, from our supporting organizations such as the Wai Yin Association (慧妍雅集) will also be arranged (Details of other supporting organizations are available later). We owe this exhibition to our generous venue sponsors with high-traffic malls in Hong Kong, Kowloon and the New Territories (Detailed locations/schedule to be confirmed and are available later).

Hong Kong Breast Cancer Registry Report No. 7

Through the release of its annual reports, the Hong Kong Breast Cancer Registry has successfully established itself as an integral part of the local breast cancer landscape and is recognized as an authoritative source of information on breast cancer in Hong Kong as well as elsewhere in the world. So far, six reports were published and provided insights into the development and trends of breast cancer as it impacts the Hong Kong population.

Pink Walk 2015

The Pink Walk for Breast Health at the Peak is HKBCF’s annual signature fundraising event, encouraging participants to engage in sports such as walking to reduce the risks of developing breast cancer and to raise awareness of the local community on breast cancer’s threat.

Since the first walkathon in 2005, the cumulative, total number of participants has exceeded 10,000 and helped the HKBCF raise significant funds to support our work in mitigating the threat of breast cancer through screening & education, patient support and research-based advocacy.

As per tradition, the HKBCF encourages all participants – including their pets! – to dress in pink to signal their support for the breast cancer awareness movement. In addition to the walk, the HKBCF will arrange games and entertainment suitable for a fun family day out too. (Ends)

