



# 香港乳癌基金會年報

## Hong Kong Breast Cancer Foundation Annual Report 2012/13

及早發現 治療關鍵  
Early Detection Saves Lives

# 抱負和使命

## Our Vision and Mission

### 抱負

#### Our Vision

香港乳癌基金會於 2005 年 3 月 8 日成立，是本港首間專注乳健教育、患者支援、研究及倡議的非牟利慈善組織，致力消除乳癌在本地的威脅。

The Hong Kong Breast Cancer Foundation, founded on 8 March 2005, is a non-profit charitable organisation dedicated to eliminating the threat of breast cancer to the local community through education, support and research & advocacy.

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### 使命

#### Our Mission

- 提高公眾對乳癌的認識及推廣乳房健康的重要性
  - 支援乳癌患者踏上康復之路
  - 倡議改善本港乳癌防控和醫護方案
- 
- Promote public awareness of breast cancer and the importance of breast health
  - Support breast cancer patients on their road to recovery
  - Advocate better breast cancer care in Hong Kong



香港乳癌基金會是香港稅務局的註冊慈善機構。註冊號碼：91/7226

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# 創會人和主席的話

乳癌並非只為病患者帶來影響，以每年超過 3,000 宗新增個案計算，受影響的其實有 3,000 多個家庭。

在這本年報紀錄的財政年度內，香港乳癌基金會在乳健教育、患者支援、研究及倡議這三方面工作的持續努力，均取得令人鼓舞的成果。我們期望閣下能抽空閱讀此年報，以便對我們過去一年的工作及相關成果有更多認識。

本年度其中一項重點工作，是由 2013 年開始把每年 5 月定為「乳癌康復月」，慶賀所有乳癌康復者的正能量和抗癌精神。這構思獲得廣泛支持。與此同時，我們繼續開拓和發展現有的一系列患者支援服務，確保乳癌患者及康復者在確診那一刻，以至接受治療期間，能獲得專業輔導服務及參與有益身心的活動，紓緩由疾病引發的身體不適及心理壓力。

篇幅所限，本年度的工作未能一一盡錄，但我們仍然有數項令人興奮的發展里程，希望在這裏與各位分享。

撰寫年報之時，基金會的乳健中心自 2011 年 5 月投入服務以來，已向超過 12,000 名女士提供乳健檢查服務。當中超過 5,000 位屬經濟困難人士，獲得豁免檢查費用。在關顧全港婦女乳健方面，照顧低下階層婦女的需要，也是同樣重要。根據乳健中心的數據，整體乳癌檢測率為 1.7%，無癥狀個案的檢測率為 0.5%，與國際標準相同，正好說明乳癌檢測有助本港女性及早發現病症。

與此同時，基金會的香港乳癌資料庫已成為本地最具代表性及最全備的乳癌資料庫，紀錄了超過 11,300 位、年齡界乎 18 至 101 歲的乳癌患者資料。我們收集及分析的數據，對準確了解本港乳癌狀況十分重要。最新研究結果顯示，相對有癥狀才檢測發現的個案，定期乳癌檢測發現的乳癌個案，較少需要進行全乳房切除手術及化療，意味治療成本及所帶來的創傷均較輕。

全球大部分已發展國家及部分亞洲國家和地區，都已實行乳癌普查，並已證明乳癌普查有助降低乳癌死亡率。香港婦女應該認知乳癌檢查有助及早發現病患，也應得到足夠的資訊以便決定是否作定期檢查。我們會繼續收集及分析這方面的數據，向醫療決策者提出倡議乳癌普查的證據。

香港乳癌基金會矢志服務社區。我們將繼續為社區提供專業、及時，以及有質素保證的乳健及乳癌檢查服務，助患者及早發現乳癌，提高生存機會。

要達成我們的目標，你們的支持是不能或缺的。



# Foreword

Breast cancer is not just an illness affecting an individual. With over 3,000 new cases each year, it is affecting more than 3,000 families as well.

The Hong Kong Breast Cancer Foundation (HKBCF)'s continued efforts in breast cancer education, patient support, research and advocacy during the fiscal year covered in this annual report can best be described as encouraging. We hope you will take some time to read this report which could provide a better understanding on the work that we do and our achievements in the past 12 months.

One of the key highlights has been our creation and dedication of the month of May each year, starting in 2013, as Breast Cancer Survivorship Month in celebration of the spirit and positive energy of all survivors. The initiative has been met with an unprecedented level of appreciation and support. Meanwhile, our existing range of patient support services continues to develop and mature, ensuring breast cancer patients and survivors access to professional counselling at the most difficult times of diagnosis and of treatment for breast cancer, as well as health and well being activities designed to alleviate the physical and psychological stresses associated with the disease.

Notwithstanding the volume and details of this report, there are a number of exciting milestones outside its remit that are worthy of sharing.

At the time of writing our Breast Health Centre (BHC) has provided breast screening services to more than 12,000 women (since May 2011). Over 5,000 of them are from financially underprivileged backgrounds, therefore eligible for free screening services. It is as important to address the breast health needs of the financially challenged within our community as it is women at large. The breast cancer detection rate of 1.7% overall (0.5% for asymptomatic cases, which is on par with standard worldwide) at the BHC confirms that breast cancer screening is feasible in Hong Kong for early detection of the disease among women.

At the same time, more than 11,300 breast cancer patients, between the ages of 18 – 101, have registered with the Breast Cancer Registry, making it the most representative and comprehensive local breast cancer database in Hong Kong. The data we collect and analyse is essential in providing an accurate understanding of breast cancer in Hong Kong. So far, it has been shown that screen-detected breast cancer cases involve lower mastectomy rate and less chemotherapy usage, i.e. lower healthcare cost and less emotional trauma, than symptomatic cases.

Population-based breast cancer screening is practised in most developed countries in the world and in some Asian countries. It has also been proven to reduce breast cancer mortality rates. Hong Kong women should know that breast cancer screening enables early detection of the disease and be allowed to make informed decisions on whether or not to undertake regular screening. We will continue to collect and analyse data in this regard and provide evidence for health policy makers.

As we close, our commitment to serve the community remains resolute. The HKBCF will continue to strive to provide our community with professional, timely, quality-assured breast health and breast screening services to facilitate early detection and save lives.

Now, more than ever, your support is imperative to our achieving these goals.



張淑儀醫生  
創會人  
Dr. Polly Cheung  
Founder

霍何綺華  
主席  
Mrs. Eliza Fok  
Chairman

# 年度服務摘要

## Service Highlights of the Year

### 乳健中心 —— 推廣乳房健康和及早檢測

#### Breast Health Centre – Promoting Breast Health and Early Detection

- 8,795 人出席乳健中心舉辦的教育講座、工作坊及展覽
- 5,338 人接受乳房檢查
- 2,879 位低收入婦女受惠於免費乳房 X 光造影計劃
- 189 個乳癌個案獲及早發現 (當中 138 位為自費的服務使用者; 51 位為免收費的服務使用者); 年齡介乎 27-83 歲
- 1.7% 整體檢測率, 無癥狀個案的檢測率為 0.5%, 與國際標準相同
- 8,795 people have attended our educational talks, workshops and exhibitions
- 5,338 people have been screened for breast cancer
- 2,879 low-income women received the screening service for free
- 189 breast cancer cases were detected (138 paying clients; 51 free clients); age range: 27-83 years
- 1.7% overall detection rate, 0.5% for asymptomatic cases, which is on par with standard worldwide



### 患者支援 —— 支援乳癌患者及其家庭

#### Support Service – Supporting Breast Cancer Patients and their Families

- 832 位 (年齡介乎 27-93 歲) 的病友獲香港乳癌基金會的支援服務
- 642 位病友為新確診個案, 83 個案的患者為 40 歲以下
- 165 位病友家人接受家人支援小組服務
- 香港乳癌基金會為全港首間提供淋巴水腫量度服務的非牟利機構, 為 533 位病友提供服務
- 11 位合資格病友受惠於乳癌藥物資助計劃, 資助金額合共達港幣 763,068 元
- 474 位朋友樂意成為香港乳癌基金會會員
- 832 patients (aged 27-93) have received support services from HKBCF
- 642 were newly diagnosed; 83 were under forty years old
- 165 people have been served by our Family Support Group
- HKBCF is the first NGO offering breast cancer-related lymphoedema measurement services, 533 patients were served in the year
- 11 eligible patients received financial assistance for breast cancer medication through our Drug Financial Assistance Programme which accrued a total of HK\$763,068 in reimbursement
- 474 people became members of the HKBCF



## 香港乳癌資料庫——研究及倡議

### The Hong Kong Breast Cancer Registry – Research & Advocacy

- 自 2007 年成立以來，共有 10,689 位患者登記參與香港乳癌資料庫，協助我們搜集和整理本港乳癌實況
- 共有 34 間公立和私家醫院，以及診所參與香港乳癌資料庫
- 年內出版《香港乳癌資料庫第四號報告》，提供本港乳癌患者的數據分析
- 10,689 patients have registered with the Breast Cancer Registry since its establishment in 2007, contributing to the collection and collation of local breast cancer facts
- 34 public and private hospitals and clinics are participating sites
- Published Hong Kong Breast Cancer Registry Report No. 4



#### 《香港乳癌資料庫第四號報告》重點

#### Hong Kong Breast Cancer Registry Report No. 4 Highlights

- 患者確診乳癌的年齡中位數為 48.8 歲，美國婦女確診乳癌的年齡中位數為 61 歲
- 57% 的患者在確診前在職，當中 8.9% 需要夜班工作
- 83.2% 的患者有兩項或以上高危因素，只有 3.2% 患者沒有已知高危因素
- The median age at diagnosis was 48.8 years. By comparison, the median age at diagnosis in US women was 61 years
- Among the 57% of the patients who were working before diagnosis, 8.9% reported that they were required to work night duties
- 83.2% of patients had 2 or more risk factors. Only 3.2% did not have known risk factors



# 本年大事記要

## A Year in Review

首季 (2012 年 7 月 - 9 月)  
Q1 (July – September 2012)

8 月 August

獲李嘉誠基金會「香港仁愛香港」計劃撥款港幣合共 35 萬元，作為「送贈假髮」及提供「淋巴水腫護理服務」予乳癌患者之用。

Awarded a total grant of HK\$350,000 by the Li Ka Shing Foundation's "Love Ideas, Love HK" programme to support our "Wig for the needy" and "Lymphoedema measurement and treatment service" both of which benefit breast cancer patients.

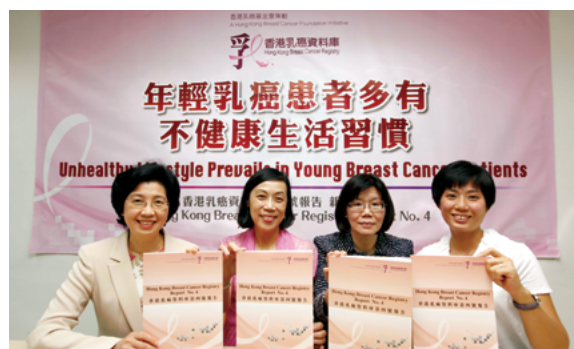
9 月 September

推出「整裝待發、再戰江湖」小組，教導乳癌康復者在工作和生活之間取得平衡，以減輕壓力。

Launched the "Bridging group for resuming work" workshops to equip breast cancer survivors with the skills to maintain a healthy work/life balance to reduce stress.

出版《香港乳癌資料庫第四號報告》，剖析不良生活習慣與患乳癌風險之間的相關性。

Published the Hong Kong Breast Cancer Registry Report No. 4 providing insights on how lifestyle may have correlation to breast cancer risks.



(左起) 香港乳癌基金會創會人張淑儀醫生、主席霍何綺華女士、香港乳癌資料庫督導委員楊明明教授，以及會員譚勵明女士於新聞發佈會上介紹《香港乳癌資料庫第四號報告》內容。  
(From left) Dr. Polly Cheung, Mrs. Eliza Fok, Professor Winnie Yeo and Ms. Teresa Tam at the Hong Kong Breast Cancer Registry Report No. 4 press conference.

第二季 (2012 年 10 月 - 12 月)  
Q2 (October – December 2012)

10 月 October

香港特別行政區行政長官梁振英夫人梁唐青儀女士，以及食物及衛生局局長高永文醫生應允出任香港乳癌基金會名譽贊助人。

Mrs Regina Leung, wife of the Chief Executive of the HKSAR, and Dr Ko Wing-man, Secretary for Food and Health, both accepted our invitation to become Honorary Patrons of the HKBCF.



2012 年度  
HKMA/TVB 傑出  
市場策劃獎  
The HKMA/  
TVB Award  
for Marketing  
Excellence 2012

本會 2011 年為新成立的乳健中心而創作的「乳癌檢測，三缺一不可」推廣計劃，獲 HKMA/TVB 頒發「2012 年度傑出市場策劃獎」銀獎和小預算市場策劃獎，為首間非牟利機構獲此獎項。

Our "Three Steps to Breast Health" advertising campaign for the launch of the Breast Health Centre won the Silver Award and Citations for Outstanding Small Budget Campaign in the HKMA/TVB Award for Marketing Excellence 2012 – a first for NGOs.



於 10 月 28 日舉行的「乳健同行 2012」步行籌款活動吸引逾 2,000 人參加，籌得超過港幣 250 萬元善款，成績斐然。

Over 2,000 participants took part in our Pink Walk for Breast Health 2012 on 28 October raising over HK\$2.5 million and making it our largest and most successful Pink Walk to date.



眾主禮嘉賓為「乳健同行 2012」揭開序幕  
Officials kicking off the HKBCF's Pink Walk for Breast Health 2012 at the Peak

## 第三季 (2013 年 1 月 - 3 月) Q3 (January - March 2013)



基金會大使、著名影星薛家燕女士在會員周年聚會上表演助慶

HKBCF Ambassador Ms. Nancy Sit joining in a dance at the Annual Members' Gathering

### 3 月 March

會員周年聚會讓基金會會員及其家人、朋友、義工、員工、管理委員會及理事會成員，以及基金會大使、著名影星薛家燕女士聚首一堂，現場氣氛溫馨感人。

The Annual Members' Gathering 2013 brought together HKBCF members, their families and friends, volunteers, staff, Management Committee members and Council members as well as our Ambassador Ms. Nancy Sit. A warm and touching occasion was enjoyed by all.

著名歌星葉德嫻小姐及「2013 葉德嫻演唱會」贊助商永明金融，特別撥出演唱會部分門票予基金會作慈善義賣，令人陶醉非常的演唱會共籌得超過港幣 100 萬元。

Local singing legend Ms. Deanie Ip and her "Deanie Sing for Me Concert 2013" sponsor Sun Life Financial supported HKBCF by dedicating seats for us to sell to raise funds. A total of over HK\$1 million was raised thanks to the thoroughly enjoyable concert.



香港乳癌基金會名譽贊助人香港特別行政區行政長官梁振英夫人梁唐青儀女士（右四），與食物及衛生局局長高永文醫生（右二）一同出席「2013 葉德嫻演唱會」

Attendees of the "Deanie Sing for Me Concert 2013", including HKBCF Honorary Patrons Mrs. Regina Leung and Dr. Ko Wing-man (fourth and second from right, respectively)



## 第四季 (2013 年 4 月 - 6 月) Q4 (April – June 2013)



### 4 月 April

舉辦題為《乳癌早期檢測新資訊》研討會，分享有關乳癌的最新資訊，以加強本地社區對乳癌的認知及倡議在本港推行乳癌普查。

Our “Updates on Early Detection of Breast Cancer” seminar was aimed at empowering the local community through sharing of the latest information on breast cancer as well as advocating for a population-wide breast screening programme in HK.

### 5 月 May

香港乳癌基金會把每年 5 月定為「乳癌康復月」，培養乳癌康復者及其家人和朋友，以慶生、感恩、回饋的康復力量消除對乳癌的恐懼。

Officially dedicated the month of May each year as Breast Cancer Survivorship Month to cultivate survivorship by celebrating, appreciating and requiring to manage the fear of breast cancer among breast cancer survivors and their families and friends.



基金會為首屆「乳癌康復月」舉行新聞發佈會  
Press conference for the designation of HKBCF's Breast Cancer Survivorship Month



合唱團在音樂會上表演  
Choral performers at the Pink Ribbon Concert

基金會與香港韓人女性會合辦感動人心的「健活麗人生音樂會」，為「乳癌康復月」籌得超過港幣 100 萬元。

The Pink Ribbon Concert co-organised with the Korean Women's Association of Hong Kong was held to commemorate Breast Cancer Survivorship Month. The moving occasion helped raise over HK\$1 million for us.



「亮麗人生 2013」日營參加者為個人健康里程碑慶祝  
*Attendees celebrate their individual milestones at the "Brighten Up Your Life Survivors' Camp"*

第二屆「亮麗人生」營會主題為「善待自己」，近 100 名康復者出席。

The second "Brighten Up Your Life Survivors' Camp" was held with almost 100 survivors attending. The theme was "Care for Self".

## 6 June

香港愛樂團為香港乳癌基金會舉行「乳你同行音樂會」，超過 2,000 名基金會友好及支持者出席。

The SAR Philharmonic presented the Charity Concert for Hong Kong Breast Cancer Foundation providing a donor recognition opportunity for the HKBCF. More than 2,000 HKBCF friends and supporters attended the concert.



國際著名的施坦威鋼琴家薩考爾博士聯同香港愛樂團於台上演奏

*Dr. Uriel Tsachor and the SAR Philharmonic Orchestra*

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香港乳癌資料庫研究人員正在醫院收集乳癌患者資料

*HKBCF Breast Cancer Registry staff working on-site at one of the hospitals to collect breast cancer patients' information*

香港乳癌資料庫收錄超過一萬個本港乳癌患者及康復者的個案，為本港最大型及最具代表性的同類資料庫。

More than 10,000 local breast cancer patients and survivors registered with the HKBCF Breast Cancer Registry making it the largest and most representative database of its kind in Hong Kong.

# 乳健中心

## Breast Health Centre

「本港女性對乳癌的認知薄弱，源於缺乏對乳癌和坊間乳房檢查的資訊。大部分女性均忽略乳房檢查的重要性，誤以為乳癌是能夠觸摸和察覺得到的。」

“The awareness-action gap is due to the lack of both awareness and accessible screening services in the community. Many women overlook the importance of breast screening as they mistakenly think that breast cancer is palpable and visible.”

香港乳癌基金會乳健中心於 2011 年 5 月成立，提供乳房檢查服務，並將乳健訊息帶進社區。乳健中心為大眾提供專業、優質、收費相宜且輪候時間較短的乳房檢查服務，並為合資格的低收入人士提供免費的乳房檢查服務。

乳健中心的成立及營運目前僅靠香港賽馬會慈善信託基金的時限性資助。

HKBCF's Breast Health Centre (BHC) was established in May 2011 and provides breast screening services as well as breast health education to the local community. Professional, quality-assured breast screening services are provided to clients at affordable fees with minimal advance booking time. Financially underprivileged clients who meet the eligibility criteria are entitled to receive the breast screening services free.

The BHC was established and operates with time-limited funding from the Hong Kong Jockey Club Charities Trust.

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### 免費乳房 X 光造影檢查 Free Mammography Screening

**「我非常幸運！醫生告知一期乳癌是很難察覺得到的，幸而乳房 X 光造影有助偵測」**

乳健中心的「免費乳房 X 光造影檢查計劃」為合資格的低收入人士提供免費、專業及一站式的乳房檢查、診斷及轉介服務。

此項服務確保所有婦女（即使經濟能力有限）均有機會進行乳房檢查，加強香港乳癌基金會的信念：「及早發現 治療關鍵」。

乳健中心於本年度為 2,879 位有經濟困難的婦女提供免費乳房 X 光造影檢查。自 2011 年 5 月成立以來，逾 5,000 人受惠於「免費乳房 X 光造影檢查計劃」。

***“I am so lucky. The doctor said stage I breast cancer is difficult to feel, but mammography screening helped detect it.”***

The BHC's Free Mammography Screening programme is a free-of-charge, one-stop, professional service providing screening, diagnostic and referral services to eligible financially underprivileged individuals.

This service is provided to ensure breast screening is accessible by all and underpins our belief that early detection saves lives. Our free screening programme aims to ensure that all women, even those with limited financial ability, can access potentially life-saving breast screening.

In the July 2012 to June 2013 fiscal year the BHC provided 2,879 free mammography screenings to clients from economically challenged backgrounds. Since inception in May 2011, the BHC has provided more than 5,000 free screenings.





醫護人員於社區乳健教育講座中向參加者講述自我檢查的重要性  
*Medical staff explained the importance of self examination to attendees of a community breast health education workshop*



## 將乳健訊息帶進社區 Community Outreach

**「你無法用觸碰的方式去檢查你的大腸和肝臟，卻可以監察你的乳房狀況，並可以透過乳房X光造影檢查及早發現乳癌。愈早發現，治療的機會愈高。」**

除定期為機構或企業舉辦乳健教育講座外，乳健中心亦提供一系列的社區外展服務，以滿足區議會、婦女團體、教育機構及其他社區組織對乳健教育和臨床乳房檢查服務的需求。

***“You can’t touch your intestines or liver to check but you can monitor your breasts and detect breast cancer through mammography screening before it can be felt. The earlier breast cancer is detected, the easier it is to treat it.”***

The BHC provides regular educational talks in-house in addition to running a comprehensive community outreach programme to meet demand from district councils, women’s health groups, education institutions and other community groups for breast health education and clinical breast examination.

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醫護人員示範自我檢查  
*Breast self-examination demonstration*



## 社區推展乳健教育成效 Community Outreach Efforts and Results

	服務 / 資訊提供次數 Services/ Info provided frequencies	出席人數 Number of attendees
社區組織 Districts	50	1,430
企業 Corporations	13	1,112
學校 Schools	7	510
展覽 Exhibitions	12	5,743
總數 Total	82	8,795

# 患者支援 Support Service



「手術及藥物治療可治癒我的疾病，來自支援小組的關懷卻治癒我的心靈。香港乳癌基金會不但讓我變得更加堅強，我的父母和丈夫更從家人支援小組裡學會從容面對我的疾病。現在，我們的關係變得更加親密。」

“Surgery and medication treat a patient’s illness; the care of the support group cures the heart. The HKBCF has not only made me stronger, but has also helped my parents and husband, through their participation in the Family Support Group, not to be too nervous about my condition. Now that we communicate more our relationship is closer than ever.”

香港乳癌基金會提供全面及專業的支援服務，包括獨有的三向支援小組，即病人支援小組、家人支援小組和治療前準備小組。基金會又為乳癌患者、康復者及其家人提供個別輔導、家庭輔導、興趣班、戶外活動及藥物資助計劃。

透過持續的乳健教育、支援服務和康復者慶祝活動，我們希望乳癌患者和康復者能受到鼓勵及啟發，並具備知識和勇氣以面對未來。

The HKBCF Support Service provides a comprehensive range of support services including our unique 3-pronged support group approach featuring the Patient Support Group, Family Support Group and Treatment Preparation Group. Individual and family counselling, as well as a range of emotional and physical well-being classes and financial assistance for medication are available to lend support to breast cancer survivors and their families.

Through our continued education and support efforts and annual celebrations of Breast Cancer Survivorship we aim to empower, encourage and inspire breast cancer patients and survivors with strength, knowledge and courage to face the future.

## 慶祝「乳」後重生 Celebrating Survivorship

由 2013 年 5 月開始，香港乳癌基金會將每年 5 月定為「乳癌康復月」，以培養乳癌康復者及其家人和朋友，以慶生、感恩、回饋的康復力量消除對乳癌的恐懼；藉此提高公眾關注乳房健康，以及提倡用正面、樂觀的態度支持乳癌康復者。「乳癌康復月」的宗旨，正是表達對生命的頌讚。

本年香港乳癌基金會聯同香港韓人女性會合辦「健活麗人生音樂會」，為首屆「乳癌康復月」揭開序幕。音樂會亮點為著名韓國鋼琴家兼乳癌康復者徐惠京，聯同香港韓人女性會合唱團、韓國乳癌康復者合唱團，以及本會乳癌康復者組成、首次於舞台作公開演出的合唱團「音韻樂心靈」，攜手以優美動人的演出，表達對乳癌患者的支持之餘，也為本會籌款。

「音樂會洋溢著乳癌康復者及其家人、朋友和支持者的自豪、喜悅和生命力」



Starting from 2013, the month of May has become the HKBCF’s annual “Breast Cancer Survivorship Month”. Each May will be dedicated to cultivating survivorship by celebrating, appreciating and requiring to manage the fear of breast cancer among breast cancer survivors and their families and friends. We also aim to raise public awareness of breast health and the importance of positivity and optimism in the support of breast cancer survivors. The focus of “Breast Cancer Survivorship Month” is the celebration of life.

著名韓國鋼琴家徐惠京於「健活麗人生音樂會」中演出  
Ms Suh Hai-Kyung, world renowned Korean pianist, performed at the Pink Ribbon Concert



This first “Breast Cancer Survivorship Month” kicked off with a Pink Ribbon Concert inspired by the Korean Women’s Association of Hong Kong, featuring world renowned Korean pianist Ms Suh Hai-Kyung, herself a breast cancer survivor, together with choral performances by the Korean Women’s Association of Hong Kong Choir, the Korean Breast Cancer Survivor’s Choir and the first public performance by the HKBCF’s very own Melody in Mind. It was a moving occasion bringing tears to many in the audience. It also helped the HKBCF raise funds.

*“... the whole concert was a wonderful display of the pride, joy and inner strength of all the breast cancer survivors, with their ‘joie de vivre’ – and not only of the breast cancer survivors, but of their families, friends and supporters.”*



(左起) 主席霍何綺華女士、名譽會長范麗泰女士及上任主席蔡梁婉薇女士出席「健活麗人生音樂會」

(From left) HKBCF Chairman, Mrs. Eliza Fok, Honorary President, Mrs. Rita Fan and Immediate Past Chairman, Mrs. Joanna Choi at the Pink Ribbon Concert

## 康復者日營 Survivorship Camp

*「對抗乳癌的經歷打開我生命中的一扇窗，讓我學會適時放慢腳步，自我反思……」*

「乳癌康復月」的另一亮點是於 2013 年 5 月 26 日舉行的「亮麗人生」日營，近百名乳癌康復者踴躍參加，部分康復者的家人和朋友更出席當晚的慶祝晚會。

「亮麗人生」日營旨在提供一個平台，讓乳癌康復者慶祝在抗癌路上的成果，以及分享值得感恩的事情。本年度日營以「善待自己」為主題，旨在協助康復者重新專注於照顧一己的身體、情緒及精神健康。

*“My experience with breast cancer opened a window of my life. It gave me a chance to pause and to learn the art of self reflection...”*

The HKBCF’s flagship “Brighten Up Your Life Survivors’ Camp” was held on 26 May 2013 with almost 100 breast cancer survivors attending, some with members of their families and friends joining for the dinner celebrations the same evening.

The Camp provides a chance for breast cancer survivors to celebrate their achievements and share their gratitude for all the positivity and support they have received in their lives. This year’s theme was “Care for Self” and aimed to re-focus breast cancer survivors on the importance of taking care of their own physical, emotional and spiritual well-being.

營會以創作紙船為題，參加者各自以獨特的方式製作紙船，記錄面對乳癌挑戰歷程中最重要的人和事。

Participants of the camp were asked to create origami boats which they each decorated in unique ways, symbolizing the people and things that are most important to them, especially in facing the challenge of breast cancer.



## 推出全新小組 New Workshops Launched

### 「沿途有您－師姐師妹計劃」 Breast Friend Programme

*「我很開心能夠聆聽同路人的經歷，讓我更有信心對抗疾病」*

此計劃招募及培訓已完成治療的乳癌康復者，讓她們透過分享個人的抗癌經歷，指引及支持初確診的乳癌患者。此計劃旨在為剛確診並準備接受治療的乳癌患者「師妹」配對「同路師姐」，透過後者分享有關治療的副作用、護理貼士等經驗，為前者提供支援。此外，計劃亦為曾接受支援的乳癌康復者，提供一個回饋社會的機會。

*"It's good to listen to the experiences of my peers. It helped boost my confidence in fighting the disease."*

This programme recruits and trains breast cancer survivors who have completed their treatments with a view to guiding and supporting newly diagnosed breast cancer patients through personal experience sharing. The objective is to facilitate a personal connection for newly diagnosed breast cancer patients who are about to embark on their treatment, with a breast cancer survivor who has completed a similar course of treatment so there is peer support and experience sharing relating to issues including side effects of treatment, what to expect and how to cope. The Breast Friend Programme also gives breast cancer survivors an opportunity to give back to the community for the support they received by helping others in turn.

### 整裝待發、再戰江湖 Bridging Group for Resuming Work

此小組由專業社工帶領，主要教授談判技巧、減壓方法、訂定目標和規劃未來等，讓已完成治療的乳癌康復者裝備自己，重投工作。

Led by a professional social worker this workshop teaches negotiating skills and provides guidance as to how to reduce stress as well as set goals, plan for the future, and so on, in order to equip women who have completed their treatment to re-enter the workforce.

## 小組及活動 Programmes and Classes

支援小組 Support Group Sessions	總參與人次 (2012 年 7 月至 2013 年 6 月) Total number of attendance (from July 2012 – June 2013)
病友支援小組 Patient Support Groups	1,230
年青病友小組 Young Patient Support Group	479
火鳳凰小組 Advanced Breast Cancer Group	367
家人支援小組 Family Support Group	364
治療前準備小組 Treatment Preparation Group	597
個別輔導 Individual Counselling	1,594
太陽花小組 Sunflower Group	298
整裝待發、再戰江湖 Bridging Group for Resuming Work	137

護理支援服務 Paramedical Support Sessions	總參與人次 (2012 年 7 月至 2013 年 6 月) Total number of attendance (from July 2012 – June 2013)
手術後上肢運動班 Post-Operative Upper Limb Exercise Class	463
淋巴水腫處理小組 Lymphoedema Management Group	459
淋巴按摩技巧及運動班 Lymphatic Massage and Exercise Class	627
淋巴水腫指數測量 Lymphoedema Index Measurement Service	1,914

興趣班 Interactive Interest Classes	總參與人次 (2012 年 7 月至 2013 年 6 月) Total number of attendance (from July 2012 – June 2013)
瑜珈班 Yoga	239
編織班 Knitting	196
普通話班 Putonghua	85
國畫班 Chinese Painting	35
壓力鬆弛小組 Relaxation Class	26
何家易筋經班 Ho's Yijingjing	719
其他活動 Other Activities	1,354
<b>會員活動總參與人次 (包括各類興趣班) Total attendance of all members' activities (including interest classes)</b>	<b>2,654</b>

總參與人次 (包括各類小組、興趣班、講座及活動，但不計輔導電話) Total attendance of all : groups, classes, talks and activities (not including counselling calls)	12,246
總電話輔導次數 (包括護士和社工的電話輔導、同路人電話支援、「沿途有您——師姐師妹計劃」) Total counselling calls (including calls by nurses/social workers/ Peer volunteer supporters/ Breast Friend Programme)	9,647
總活動參與人次 (包括電話輔導) Total attendance of all activities including counselling calls	21,893
會員人數 (截至 2013 年 6 月 30 日) Members (as of 30.6.2013)	1,756

## 經濟支援計劃 Financial Support Programme

計劃名稱 Programme Name	計劃內容 Descriptions	總受惠人數 (2012 年 7 月至 2013 年 6 月) Total number of patients assisted (from July 2012 – June 2013)	總資助金額 (港元) (2012 年 7 月至 2013 年 6 月) Total amount of reimbursement (HK\$) (from July 2012 – June 2013)
藥物資助計劃 Drug Financial Assistance Programme	為合資格申請者提供經濟支援，資助所需的藥物治療費用 Provides financial support to eligible applicants to help cover medication costs of their required drug therapies	11	\$763,068

# 研究及倡議

## Research & Advocacy

### 研究－香港乳癌資料庫 Research - Hong Kong Breast Cancer Registry

「公眾的支持對於香港乳癌資料庫能否有效及全面地協助社區是相當重要的，而教育市民大眾，讓他們明白資料庫工作的意義，也是同樣重要的。」

“Public support is absolutely vital to ensure that the Hong Kong Breast Cancer Registry is effective and comprehensive enough to be of help to the community. It is equally important that the general public is educated on the importance of the Registry so that they would lend support.”

香港乳癌基金會於 2007 年推出香港乳癌資料庫，為本港首個本地乳癌個案的資料收集系統及數據庫。此資料庫旨在：

1. 為受到乳癌影響的人士提供有關本地乳癌個案的資訊及其他患者的治療方法，增強他們對抗乳癌的能力；
2. 為醫護人員提供參考，協助他們為乳癌患者作出適當的治療及護理決定；
3. 促進政策及制度的轉變，改善本港在乳癌防控、檢查、診斷、治療及護理的方案。

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自 2007 年起至今，香港乳癌資料庫已收集、整理、分析和研究逾萬名乳癌患者的資料，包括患者統計資料、生活習慣、健康狀況、乳房檢查習慣及乳癌的癌性特徵和治療方法。每名患者提供超過 300 項資料。

香港乳癌資料庫每年出版年度報告，報告內有關香港乳癌的數據分析及結論成為本會制定工作策略和服務範疇的重要參考，讓我們緊貼社區的需要。報告同時為醫護人員提供本港乳癌的數據及治療趨勢。

When the HKBCF launched the Breast Cancer Registry (BCR) in 2007 it was Hong Kong's first information collection system and database on local breast cancer cases. The BCR was established with specific objectives:

1. To empower those affected by breast cancer with information about local breast cancer and the treatment path of fellow patients.
2. To facilitate medical professionals' decision making process on the treatment and care for breast cancer patients.
3. To inspire policy changes for better prevention, detection, diagnosis and treatment of breast cancer and rehabilitation of patients.

Since 2007 the BCR has collected, collated and analysed information on thousands of breast cancer patients, including demographics, lifestyle, health background, breast screening habit as well as breast cancer characteristics and treatment. Over 300 data items are collected from each patient.

The BCR publishes an annual report on the data analysis and findings on breast cancer in Hong Kong. These findings have influenced and helped shape the focus and services of the HKBCF to best meet the needs of the local community. Additionally this information has provided health care professionals with pertinent data on the disease and treatment trends for breast cancer in Hong Kong.

## 《香港乳癌實況報告》摘要 Hong Kong Breast Cancer Registry Reports – Key Findings

### 報告 Report

#### 《香港乳癌實況 2008 報告》 Breast Cancer Facts in Hong Kong 2008 Report

#### 《香港乳癌實況第二號報告》 Breast Cancer Facts in Hong Kong Report No. 2

#### 《香港乳癌實況第三號報告》 Breast Cancer Facts in Hong Kong Report No. 3

### 摘要 Key Findings

- 乳癌是本港婦女中增長速度最快的癌症  
Breast cancer is the fastest growing cancer among women in Hong Kong.
- 香港的乳癌粗發病率及標準化發病率為亞洲國家及城市之冠  
Hong Kong tops Asian countries / cities in terms of crude and standardized rates of breast cancer.
- 本港女性確診乳癌的年齡中位數為 47.6 歲（相對美國的確診年齡中位數為 61 歲）  
The median age at diagnosis of women included in the study was 47.6 years in Hong Kong (compared to 61 years in the USA).
- 乳癌患者的高危因素為：缺乏運動、從未餵哺母乳、過重/ 肥胖  
Most common risk factors of breast cancer among patients are – lack of exercise, no breast feeding and being overweight/ obese.
- 在香港，乳房檢查習慣並不普及，只有 15.9% 和 11.2% 的女性分別有進行自我檢查和乳房 X 光造影檢查  
Breast screening habit in Hong Kong is not popular with only 15.9% of women conducting self-examination and 11.2% undertaking mammography screening.
- 82.2% 患者的家族沒有乳癌病史  
82.2% of patients do not have a family history of breast cancer.
- 低收入地區確診晚期乳癌個案的比率較高收入地區為高：黃大仙 (17.8%)、北區 (16%) 及深水埗 (15%)  
Compared to higher income districts, the proportion of advanced-stage breast cancers in low-income districts was higher – 17.8% in Wong Tai Sin, 16% in North District and 15% in Sham Shui Po.
- 患者無意中發現的入侵性腫瘤體積較由乳癌檢測方法發現的腫瘤大 50%  
Of invasive breast cancers the median size of self-detected tumour was 50% larger than that of screen-detected tumour.

## 《香港乳癌資料庫第四號報告》揭示更多結果 More Revealing Findings in the BCR's Report No.4



重新定名後的《香港乳癌資料庫第四號報告》於 2012 年 9 月出版，提供 7,241 名在資料庫登記的乳癌患者的數據分析及結論。報告重點如下：

- 本港患者確診乳癌的平均年齡和年齡中位數分別為 50.1 歲和 48.8 歲，相對美國婦女確診乳癌的年齡中位數為 61 歲
- 胸圍尺寸為 34 吋的患者所佔比例最多（26.5%）；最普遍的杯罩尺碼為 B 級或更小（56.3%）
- 57% 的患者在確診前是在職人士，當中 8.9% 需要夜班工作
- 在 10 大乳癌高危因素當中，83.2% 的患者有兩項或以上乳癌高危因素，僅 3.2% 患者沒有已知的高危因素

2012 September marks the publication of the re-named Hong Kong Breast Cancer Registry Report No. 4 which provides data analysis and findings from 7,241 breast cancer patients who have registered with the BCR. Highlights of the report:

- The mean age of the patients at diagnosis was 50.1 years and median age at diagnosis was 48.8 years, compared to the median age at diagnosis of women in the US of 61 years.
- The most common bra size was 34 inches (26.5%) and the most common bra cup size was B or smaller (56.3%).
- Among 57% of patients who were working before diagnosis, 8.9% reported they worked night duties.
- Of the 10 most common risk factors of breast cancer, 83.2% of patients had 2 or more risk factors. Only 3.2% did not have known risk factors.



## 倡議研討會 Empowerment Seminar

### 《乳癌早期檢測新資訊》研討會（2013年4月14日） Updates on Early Detection of Breast Cancer (14 April 2013)

香港乳癌基金會於2013年4月14日舉行《乳癌早期檢測新資訊》研討會，透過提供有關乳癌的最新資訊，加強社區對乳癌的認知。多位醫學專家應邀出席，並於會上闡述全球乳癌的最新統計數據，特別是本港乳癌的發展概況。

是次研討會參與者眾多，包括多位醫學專家、立法會議員、政府代表、本地婦女團體及公眾人士，提供具前瞻性的見解。

香港乳癌基金會於會後發表立場書，突出研究的重要結論，並倡議在本港推行乳癌普查，以消除乳癌對社區的威脅。

根據會上提出有關乳癌早期檢測的研究結果、數據及分析，香港乳癌基金會建議特區政府於制定公共衛生政策時，優先處理有關乳癌的議題，並慎重考慮以下各項：

1. 加強乳健教育，提高公眾對乳癌的認知
2. 為婦女提供方便的途徑以檢查乳房，增設更多乳房檢查中心，以滿足市民對優質乳房檢查服務的殷切需求
3. 仿效已全面推行乳癌普查的鄰近地區，如日本、南韓、新加坡、台灣及中國內地，於本港進行全民乳癌普查的可行性研究
4. 就癌症專家工作小組所提出針對本港乳癌狀況的專業意見及建議，加強對外宣傳工作，讓更多市民有機會接觸。此外，癌症專家工作小組長遠應加強專業醫護人士及社區持份者，在對抗乳癌工作上的參與度

隨着病例個案數字上升，乳癌為本港帶來的威脅與日俱增，基金會深信要有效與它抗衡，研究及倡議工作是必不可少的。本會定必繼續做好相關工作，但同時特區政府必須更積極回應此議題，守護高危市民的乳房健康。

Aimed at empowering the local community with the latest information about breast cancer, the “Updates on Early Detection of Breast Cancer” seminar was held on 14 April 2013. A panel of medical specialists was invited to present the latest facts and statistics on breast cancer around the world with particular reference to their relevance on breast cancer developments in Hong Kong.

The seminar provided valuable insights and was well attended by medical professionals, law-makers, representatives of the HKSAR Government, local women’s group representatives as well as members of the general public.

The HKBCF compiled a position paper after the seminar highlighting key findings and advocated for a population-wide breast screening programme in Hong Kong to mitigate the threat of breast cancer to the local community.

Based on the findings, data and analyses presented during the seminar, the HKBCF recommends the HKSAR Government to give priority to breast cancer in its public health policy and address/ adopt the following:

1. Enhance breast health education and breast cancer awareness in the community.
2. Facilitate access to breast screening for women who choose to undergo screening. Set up more screening centres with quality assured, audited and organised screening programmes to meet the needs of the local population.
3. Conduct local studies on the feasibility of implementing a population-based screening programme akin to the programmes currently operated by our regional neighbours Japan, South Korea, Singapore, Taiwan and Mainland China.
4. Enhance publicity of the Cancer Expert Working Group (CEWG)’s views and recommendations vis-à-vis breast cancer in Hong Kong to reach a broader audience. The CEWG is also encouraged to strengthen professional and community stakeholder engagement on individual projects on an on-going basis.

It is the HKBCF's firm belief that more needs to be done to combat the growing threat of breast cancer in Hong Kong, given the rising trend of the disease. Whilst we have committed our efforts to the same we feel that much more needs to be done by the HKSAR Government in safeguarding the breast health of the high risk local Hong Kong population.



與會者（右圖）及多位醫療專家（左圖）出席《乳癌早期檢測新資訊》研討會

*The audience (at right) and the panel of experts (at left) at the "Updates on Early Detection of Breast Cancer" empowerment seminar*

## 積極參與「記得我們，認識我們，加入我們」國際調查 Involvement in the "Count us, Know us, Join us" Global Survey

由瑞士諾華贊助，名為「記得我們，認識我們，加入我們」的調查於 12 個國家合共訪問了 1,273 位晚期乳癌患者，結果顯示晚期乳癌患者在乳癌關注運動中常被忽略。52 名香港乳癌基金會會員也參與調查，她們的寶貴意見有助基金會制定適切的支援服務，回應乳癌患者在心理和生理支援方面的需要。

Sponsored by Novartis Oncology, the "Count us, Know us, Join us" survey, conducted in 12 countries and including 1,273 women, reveals that women with Advanced Breast Cancer (ABC) feel neglected by the broader breast cancer movement. Of the women interviewed for this survey, 52 are members of the HKBCF. Their input will be most valuable in helping the HKBCF shape our services to address the psychological and physical support needs of ABC patients moving forward.

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## 參與曼谷晚期乳癌倡議會議（2013 年 6 月 29-30 日） Breast Cancer Advocacy Meeting - Bangkok (29-30 June 2013)

香港乳癌基金會服務總監馮月貞女士及高級健康服務主任張春好女士於 2013 年 6 月 29 至 30 日期間，出席於泰國曼谷舉行的晚期乳癌倡議會議。會議為來自不同地區的乳健關注機構提供良機，讓代表們有機會分享及聽取具前瞻性的見解。

HKBCF's Ms. Wendy Fung, Service Director and Ms. Doris Cheung, Senior Health Service Officer, attended an advocacy meeting in Bangkok, Thailand from 29-30 June 2013. The event provided a good opportunity to share and gain insights from well developed breast care organisations from different parts of the world.

香港乳癌基金會服務總監馮月貞女士（前排右三）及高級健康服務主任張春好女士（前排左三）出席於曼谷舉行的晚期乳癌倡議會議

*HKBCF's Ms. Wendy Fung, Service Director and Ms. Doris Cheung, Senior Health Service Officer (front row, third and fourth from right) amongst other delegates at the Breast Cancer Advocacy meeting in Bangkok*



# 傳訊 Communications

## 傳訊：廣傳關注乳健訊息

### Communications: Spreading the Breast Health Awareness Message

著名國際女星安祖蓮娜·祖莉毅然切除雙乳，意圖減低患癌風險一事，令去年全球有關乳癌的話題，從區內舉辦的多項粉紅絲帶籌款活動，擴闊至乳癌基因測試及預防性全乳切除等議題上。

在香港，香港乳癌基金會傳訊部與傳統媒體合作之餘，也嘗試作創新的社交媒體部署，傳播乳健相關的資訊及數據。透過這些渠道，我們除了即時回應全球熱門話題外，同時也藉着向公眾推介基金會的服務、推廣乳健教育運動，以及公佈重要的研究結果和倡議政策改變，引發本港各界就着主要的乳健議題進行討論。

In the last year, worldwide topics on the subject of breast cancer have ranged from genetic testing and preventive mastectomy, the popularity of which can be attributed to world famous actress Angelina Jolie's decision to undergo a preventive double mastectomy, to a myriad of pink ribbon fundraising campaigns.

In Hong Kong, the HKBCF Communications Team has worked closely with the traditional media and attempted to creatively deploy the social media to disseminate information and data about breast health issues. Through these channels we have delivered prompt responses to worldwide breast cancer issues and at the same time generated local discussions on substantial breast health issues by introducing HKBCF's services to the public, promoting breast health education campaigns, disseminating important research findings and advocating policy changes.

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## 多元訊息平台 Multiple Platforms to Suit Stakeholders

### 創會人與主席定期投稿

香港乳癌基金會創會人張淑儀醫生及主席霍何綺華女士分別為《蘋果日報》及《晴報》的專欄作者。此外，霍太太又向《爽報》另一個專欄供稿。年度內合共出版逾百篇專欄文章，向超過 200 萬名讀者傳遞有關乳癌的資訊。

### Our forerunners contributed to press column

HKBCF Founder, Dr. Polly Cheung and Chairman, Mrs. Eliza Fok, are column articles contributors respectively for the Apply Daily and Sky Post. In addition, Mrs.

Fok penned another column in the Sharp Daily. Together more than 100 articles were published to educate and update the public on breast cancer, potentially reaching a local audience of over 2 million.





## 獲獎廣告令乳健檢查普及化

基金會為新成立的乳健中心而創作的「乳癌檢測，三缺一不可」推廣計劃，獲「HKMA/TVB 傑出市場策劃獎 2012」頒發銀獎及小預算市場策劃獎，乃有史以來首次晉身三甲、贏取殊榮的非牟利機構。廣告有助我們把訊息推廣至公眾。

### Award-winning commercial made 'breast health examination' a familiar phrase

HKBCF's "Three Steps to Breast Health" campaign for the launch of its Breast Health Centre won Silver Award and Small Budget Campaign Award in the HKMA/TVB Award for Marketing Excellence 2012. It is the first-ever non-profit organisation to win these top accolades and helped our messages to be recognised by the public.



## 為傳媒提供有用資訊

為協助港台製作紀錄片《癌變解碼 II》，我們提供有關乳癌的研究數據及本會工作的資訊。本會會員及義工賴關裕穠女士分享在抗癌路上，如何得到家人的支持。關女士的分享不但資訊性強，而且感人肺腑，令節目內容更富意義及教育性。

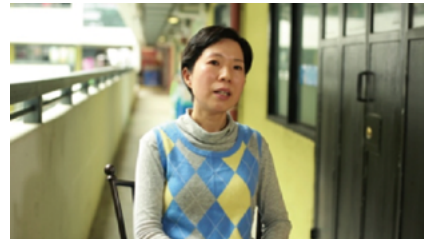
2013 年 6 月，主席霍何綺華女士、理事會成員熊維嘉醫生、服務總監馮月貞女士及大使薛家燕女士，代表本會接受香港電台普通話台的訪問，談及多個課題：本會服務、乳癌成因、治療及預防方法，以及如何從病患中康復等。

### Provided useful content for the media

We provided research data and information on breast cancer and the work of the HKBCF for the production of the RTHK documentary Cancer Series (II).

HKBCF member and volunteer Ms Candy Kuan shared her journey of surviving breast cancer with the support of her family. Her touching and informative personal account renders the programme meaningful and educational to watch.

In June 2013, the HKBCF gave interviews to the RTHK Putonghua Channel. Interviewees included HKBCF Chairman, Mrs. Eliza Fok, our Council Member, Dr. Hung Wai Ka, Service Director, Ms. Wendy Fung and Ambassador, Ms. Nancy Sit. A wide range of topics including HKBCF's services, breast cancer causes, treatments and prevention, breast cancer survivorship and more were discussed.



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## 記者會發放研究結果

2012 年 9 月 14 日，我們就新出版的《香港乳癌資料庫四號報告書》舉行記者招待會，向媒體發放報告書內的研究結果。隨後多家媒體相繼報道，引發公眾討論生活習慣如何提高患上乳癌的風險。

### Press conference to disseminate research findings promptly

On 14 September 2012, we held a press conference to share the findings of the newly published Hong Kong Breast Cancer Registry Report No. 4. Many press articles followed, engaging the public in discussion of how certain lifestyle choices increase the risks of breast cancer.

## 促請政府關注我們的議題

本會會員賴關裕穠女士撰寫公開信，向特首曾蔭權先生表達她對乳癌治療及檢查的觀點。信件隨後於 2012 年 10 月 28 日在《明報》刊登，關女士促請政府撥出資源，在本港推行乳癌普查。

### Engaged the government on issues we care deeply about

HKBCF member Ms. Candy Kuan had previously written an open letter to Mr. Donald Tsang, the then Chief Executive, expressing her views about breast cancer treatment and screening. The article was subsequently published in Ming Pao in October 2012. Candy urged the government to allocate resources to implement population-wide screening for breast cancer.

## 更快速地向大眾傳播訊息

基金會網站及 facebook 的瀏覽人次都有增幅，讓我們以更快速及環保的方法，向廣大社群，特別是年青一代傳遞訊息。

### Faster ways to empower and engage

The HKBCF is proud to report a growing audience for its website [www.hkbcf.org](http://www.hkbcf.org) and Facebook page [www.facebook.com/breasthealthforlife](http://www.facebook.com/breasthealthforlife). These platforms allow us to disseminate information to a wider, likely to be younger, public audience in a timely and environmentally friendly fashion.



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## 支持乳癌康復者分享心路歷程

本會會員譚勵明成功舉行相片展覽，相片盡錄她在抗癌路上的經歷。基金會全力支持是次活動，協助安排傳媒訪問，為展覽盡量爭取媒體曝光。

### Supported breast cancer survivors to share experience

HKBCF member Ms. Teresa Tam successfully held an art exhibition of the photos she took documenting her journey of battling breast cancer. The HKBCF gave its full support to the exhibition and helped line up media interviews to optimize exposure for the event.

## 與會員保持溝通

基金會透過每年出版年報、《乳健同行》通訊、會員通訊，以及定期的電郵推廣，讓會員掌握本會最新發展資訊。此外，我們出版多份有關各種乳癌治療及護理方法的單張，內容兼具教育及資訊性。

### Communicated regularly with members

The HKBCF publishes an annual report, three newsletters per year, as well as a monthly Members' Circular in addition to periodic e-DMs (electronic-direct mail) to keep our members abreast of the latest developments of the organisation. Furthermore, many educational and informational leaflets were published covering topics ranging from treatments to care services.



# 籌款 Fundraising



## 乳健同行 2012 Pink Walk for Breast Health 2012



香港乳癌基金會大使廖碧兒小姐頒發「粉墨登場獎」(小童) 予得獎小朋友  
HKBCF Ambassador, Ms. Bernice Liu, presents a souvenir to the Best Dressed Pink Kid

本會旗艦籌款活動「乳健同行」踏入第八個年頭，活動規模為歷年最大，逾 2,000 人參加，共籌得超過港幣 250 萬元。大部分參加者均穿上粉紅服飾，身體力行，提高大眾對乳癌的關注。基金會在此感謝各位踴躍參與！

2012 marked the 8th Pink Walk for Breast Health since the inception of the HKBCF and was also the largest and most successful event to date. Our signature fundraiser was joined by more than 2,000 supporters and fetched over HK\$2.5 million. The majority of the participants dressed in pink to echo our call to raise breast cancer awareness in the local community. A big thank you to all who participated!

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## 葉德嫻演唱會 Deanie Sing for Me Concert

衷心感謝葉德嫻小姐及大會贊助商永明金融的慷慨支持，送出 3 月 8 日首場演唱會最佳位置的門票予香港乳癌基金會作慈善義賣用途，共籌得超過港幣 100 萬元。此外，葉德嫻小姐亦於演唱會中呼籲公眾關注乳房健康。

Thanks to Ms. Deanie Ip's and concert-sponsor Sun Life Financial's generous support, the HKBCF was allocated the best seats in the house on the opening night of the concert. Through charity ticket sales we were able to raise over HK\$1 million. Additionally, Deanie was vocal about her support of breast health awareness, encouraging the audience to be alert and take action.



主席霍綺華女士獻上花束  
HKBCF's Chairman, Mrs. Eliza Fok, presents Ms. Deanie Ip with a bouquet



香港乳癌基金會的支持者欣賞葉德嫻演唱會  
HKBCF supporters enjoying the Deanie Ip concert

## 健活麗人生音樂會 Pink Ribbon Concert

標誌着首屆「乳癌關注月」，於 2013 年 5 月舉行的「健活麗人生音樂會」，其亮點為著名韓國鋼琴家兼乳癌康復者徐惠京，聯同香港韓女女性會合唱團、韓國乳癌康復者合唱團，以及本會乳癌康復者組成、首次作公開演出的合唱團「音韻樂心靈」，攜手以優美的鋼琴旋律和動人歌聲，表達對乳癌患者的支持。音樂會又為本會支援服務籌得近港幣 120 萬元，為乳癌康復者及其家人提供最適切的服務。

To mark the designation of May as Breast Cancer Survivorship month, a Pink Ribbon concert was organised featuring world renowned Korean pianist Ms. Suh Hai-Kyung, herself a breast cancer survivor, together with choral performances by the Korean Women's Association of Hong Kong Choir, the Korean Breast Cancer Survivor's Choir and the first public performance by the HKBCF's very own Melody in Mind. The concert also raised almost HK\$1.2 million towards HKBCF's Support Service, which provides much needed services to breast cancer survivors and their families.



「健活麗人生音樂會」共籌得近港幣 120 萬元  
A cheque presentation for the HK\$1.2 million raised from the Pink Ribbon Concert



薩考爾博士及香港愛樂樂團傾力演出  
Dr. Uriel Tsachor with the SAR Philharmonic

## 乳你同行音樂會 Charity Concert for Hong Kong Breast Cancer Foundation

國際著名施坦威鋼琴家薩考爾博士聯同香港愛樂團於 2013 年 6 月 23 日舉行「乳你同行音樂會」，演奏貝多芬、孟德爾遜等作曲家的多首作品，逾 2,000 位基金會友好及支持者體驗了一場奇妙的古典音樂之旅，相信這是答謝他們無私奉獻的最佳方法。

On 23 June 2013 the SAR Philharmonic presented a charity concert for the HKBCF with world renowned and award winning concert pianist Dr. Uriel Tsachor, who is also a "Steinway Artist", performing pieces including those by Beethoven and Mendelssohn as well as the talents of the SAR Philharmonic Orchestra.

More than 2,000 HKBCF friends and supporters enjoyed an evening of magical classical music. It was probably the best way to thank them for their unrelenting contribution.

## 粉紅絲帶夥伴 —

2012 年 7 月 1 日至 2013 年 6 月 30 日 (按英文字母次序排列)

Pink Ribbon Partners –1 July 2012- 30 June 2013 (in alphabetical order)

A.S. Watson Group  
Baab Korean Casual Dining  
Beauty Mama  
BEYORG  
Chow Sang Sang Jewellery Company Limited  
CLP Power Hong Kong Limited  
Coach Hong Kong Limited  
Curves  
DB Pink  
David Yurman HK Holdings Limited  
Estée Lauder (Hong Kong) Limited  
Fortress  
Hong Kong Yogathon (Int'l) Company Limited  
Ideal Chef  
Korean Women's Association of Hong Kong  
Ladies' Recreation Club  
Main Plan Limited

Mandarin Oriental Hong Kong  
Mary Kay (Hong Kong) Limited  
Movement Improvement Limited  
Pandora  
Pivot Point (China) Education Fund  
Pure International (Hong Kong) Limited  
Racks Billiards Club  
Ralph Lauren  
Sun Hung Kai Real Estate Agency Limited  
Tayma Fine Jewellery  
The English Schools Foundation – King George V School  
The Ritz-Carlton, Hong Kong  
Victorinox Hong Kong Limited  
Watsons  
Dr. Gary Yeoh  
詠黎園

「粉紅絲帶夥伴」為承諾透過銷售或活動，籌集港幣 20,000 元或以上捐款的機構 / 人士。

Pink Ribbon Partners are supporters who pledge to give a minimum donation of HK\$20,000 raised from their events or sale activities.



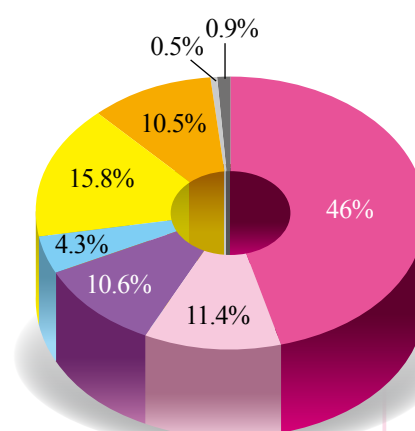
# 財務摘要

## Financial Highlights

2012/13  
HK\$'000

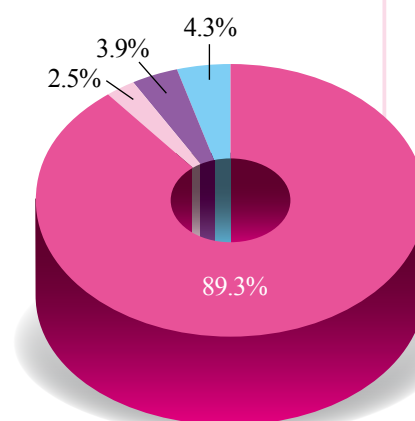
### 收入 Income

捐款 Donation	13,076 (46%)
籌款活動 Fundraising Events <sup>1</sup>	3,231 (11.4%)
籌款音樂會 Pink Concerts <sup>2</sup>	3,021 (10.6%)
公益金撥款 Community Chest	1,218 (4.3%)
香港賽馬會慈善信託基金撥款 The Hong Kong Jockey Club Charities Trust <sup>3</sup>	4,481 (15.8%)
服務收入 Service Income <sup>4</sup>	2,982 (10.5%)
利息收入 Interest Income	153 (0.5%)
其他收入 Other Income <sup>5</sup>	250 (0.9%)
<b>總收入 Total Income</b>	<b>28,412 (100%)</b>



### 支出 Expenditures

服務 Services	16,592 (89.3%)
籌款成本 Fundraising Costs	470 (2.5%)
籌款音樂會成本 Cost of Pink Concerts	729 (3.9%)
行政成本 Administrative Costs	800 (4.3%)
<b>總支出 Total Expenditure</b>	<b>18,591 (100%)</b>

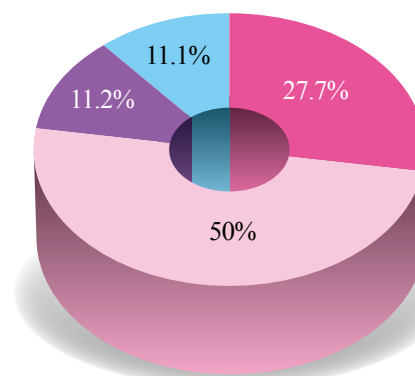


### 本年度盈餘 Surplus for the year

9,821

### 服務開支 Services Expenditures

支援服務 Support Services	4,591 (27.7%)
乳健中心 Breast Health Centre	8,290 (50%)
教育及傳訊 Education & Communication	1,865 (11.2%)
研究 / 倡議 Advocacy & Research	1,846 (11.1%)
<b>服務總開支 Total services expenditures</b>	<b>16,592 (100%)</b>



#### 備註:

1. 一項主要籌款活動: 「乳健同行」
2. 三項籌款音樂會: 「2013 葉德嫻演唱會」、「健活麗人生音樂會」及「乳你同行音樂會」
3. 從 2010 年 10 月開始, 香港乳癌基金會獲香港賽馬會慈善信託基金撥款港幣 1,400 萬元, 以資助成立乳健中心, 藉乳健教育活動提升公眾人士的意識, 明白及早發現乳癌的重要性
4. 淋巴水腫測量服務費: 港幣 289,000 元; 乳房健康檢查費及診斷服務費: 港幣 2,692,850 元
5. 其他收入包括: 雜項收入、活動登記費及會員

#### Notes:

1. One major event held, Pink Walk for Breast Health
2. Three major Pink concerts held, Deanie Ip Concert, Pink Ribbon Concert, Charity Concert for Hong Kong Breast Cancer Foundation.
3. From October 2010, Hong Kong Breast Cancer Foundation received HK\$14 million funding from the Hong Kong Jockey Club Charities Trust over 3 years. The funding is for the set up of the Breast Health Centre and public education to promote awareness in the general public on the importance of early detection of breast cancer.
4. Lymphoedema Assessment Fees: HK\$289,000 & Breast Screening Fees & Assessment Fees: HK\$2,692,850.
5. Other income including sundry income, programme registration fees and membership fees, etc.

# 當年大事記要

## HKBCF Development

### 2005 3 月 March



香港乳癌基金會  
HK Breast Cancer  
Foundation

創會

Inauguration of  
the Hong Kong Breast Cancer Foundation



香港乳癌基金會創會人張淑儀醫生（左二）與眾嘉賓主持剪綵儀式  
*Dr. Polly Cheung, founder of the HKBCF, together with other honourable guests carried out ribbon-cutting ceremony*



### 10 月 October

舉行首屆「乳你同行」慈善步行籌款活動

The first annual Pink Walk for Breast Health

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### 2006 9 月 September

發表有關香港婦女對乳癌檢查的意識及習慣調查結果

Released survey results on Hong Kong women's perception and awareness of breast cancer examination.

### 2007 11 月 November

成立香港乳癌資料庫，為本港最全面和具代表性的乳癌數據收集及監測系統

Established the Breast Cancer Registry – Hong Kong's first and most comprehensive local data collection and monitoring system for breast cancer.

### 2008 9 月 September

推出免費乳房X光造影檢查計劃，為有經濟困難的婦女提供免費乳房檢查服務

Launched of the Mammography Screening Financial Assistance Programme enabling economically disadvantaged women to receive free breast screening services.

### 2009 6 月 June

推出乳癌藥物資助計劃，提供口服標靶藥物資助

Launched of the Breast Cancer Drug Financial Assistance Programme to provide financial support to breast cancer patients on targeted therapy.



## 9 月 September

出版首份《香港乳癌實況報告》，發表香港乳癌資料庫的早期研究

Publication of the first “Breast Cancer Facts in Hong Kong Report” which presents the initial findings of the Breast Cancer Registry.

(左起) 香港乳癌基金會顧問陳婉嫻女士、香港乳癌資料庫督導委員會主席張淑儀醫生及香港癌症資料統計中心總監羅振基醫生於新聞發布會上介紹首份《香港乳癌實況報告》。

(From left) Ms. Yuen-han Chan, Honorary Advisor of the HKBCF, Dr. Polly Cheung, Chairman of the Hong Kong BCR Steering Committee and Dr. Chun-key Law, Director of Hong Kong Cancer Registry presenting the first copy of Breast Cancer Facts in Hong Kong Report at the press conference.



## 2010 11 月 November

引入淋巴水腫護理服務及為 40 歲以下的病友開設支援小組

Young patient (under 40) support group and lymphoedema care services made available

## 2011 5 月 May



獲香港賽馬會慈善信託基金資助的香港乳癌基金會乳健中心投入服務，提供專業和價格相宜的臨床及 X 光造影檢查服務。

Inauguration of HKBCF's Breast Health Centre (BHC), sponsored by the Hong Kong Jockey Club Charities Trust. The BHC offers professional yet affordable clinical breast examination and screening services.

(左起) 香港乳癌基金會主席霍何綺華女士、香港乳癌基金會名譽會長范徐麗泰女士、前馬會董事李國棟醫生及香港乳癌基金會創辦人張淑儀醫生主持乳健中心開幕禮

(From left) Mrs. Eliza Fok, Chairman of the HKBCF, Mrs. Rita Fan, Honorary President of the HKBCF, Dr. Donald Li, the former Steward of Hong Kong Jockey Club and Dr. Polly Cheung, Founder of the HKBCF at the inauguration of the HKBCF Breast Health Centre

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## 2012 10 月 October

本會 2011 年為新成立的乳健中心而創作的「乳癌檢測，三缺一不可」推廣計劃，獲 HKMA/TVB 頒發「2012 年度傑出市場策劃獎」銀獎和小預算市場策劃獎。

Our “Three Steps to Breast Health” advertising campaign for the launch of the Breast Health Centre won the Silver Award and Citations for Outstanding Small Budget Campaign in the HKMA/TVB Award for Marketing Excellence 2012.



## 2013 5 月 May

宣布將 5 月份定名為「乳癌康復月」，培養乳癌康復者及其家人和朋友，以慶生、感恩、回饋的康復力量消除對乳癌的恐懼。

Formal launch of “Breast Cancer Survivorship Month” to cultivate survivorship by celebrating, appreciating and equipping to manage the fear of breast cancer among breast cancer survivors, their families and friends.

(左起) 乳癌康復者李太及其丈夫、香港乳癌基金會主席霍何綺華女士、副主席王天鳳女士於記者會上宣布將 5 月份定名為「乳癌康復月」

(From left) Breast cancer survivor couple Mr. & Mrs. Lee, Mrs. Eliza Fok, Chairman of the HKBCF and Mrs. Mary Hemrajani, Vice Chairman of the HKBCF at the press conference to launch HKBCF's Breast Cancer Survivorship Month

# 機構管治

## Corporate Governance

作為基金會的主要監管組織，管理委員會主要負責制定策略方向、通過每年度的財政預算，以及規管基金會的運作。管理委員會的成員是在每兩年舉行一次的理事會周年大會中選舉產生。理事會每年舉行四次會議，所有職務均屬義務性質。

The Management Committee is the main governing body and is responsible for setting strategic direction, approving the annual budget and regularly reviewing the operations of the organisation. Management Committee members are elected from the Council every two years at the Annual General Meeting. The Council meets four times per year. All members serve on a voluntary basis.

### 名譽贊助人

梁唐青儀女士  
高永文醫生 BBS, JP

### 贊助人

梁紹鴻先生

### 名譽會長

范徐麗泰女士 GBM, GBS, 太平紳士

### 創會人

張淑儀醫生

### 理事會

張淑儀醫生 (創會人)\*  
霍何綺華女士 (主席)\*  
周錦華女士 (副主席)\*  
王天鳳女士 (副主席)\*  
麥黃小珍女士 (副主席)\*  
關許建香女士 (秘書長)\*  
(司庫)  
胡湯文潔女士 (司庫)\*  
蔡梁婉薇女士, BBS (上任主席)\*  
譚婉芳女士\*  
陳姚慧兒女士  
陳英凝教授  
鄭阮培恩女士  
鄭茜女士  
左倩儀教授  
鄧蘊賢女士  
何月明女士  
熊維嘉醫生  
崔裕景女士  
劉麥懿明女士  
劉劉寶芝女士  
李沛基醫生  
潘瑞芬女士  
徐寶珽女士  
黃振權醫生  
黃浪詩女士

\* 管理委員會成員 Management Committee Members

### 香港乳癌基金會大使

廖碧兒女士

### Honorary Patrons

Mrs. Regina Leung  
Dr. Ko Wing-man, BBS, JP

### Patron

Mr. Edwin Leong

### Honorary President

Mrs. Rita Fan Hsu Lai-tai, GBM, GBS, JP

### Founder

Dr. Polly Cheung

### Council

Dr. Polly Cheung (Founder)\*  
Mrs. Eliza Fok (Chairman)\*  
Ms. Brenda Chow (Vice Chairman)\*  
Mrs. Mary Hemrajani (Vice Chairman)\*  
Mrs. Sandra Mak (Vice Chairman)\*  
Mrs. Virginia Kwan\* (Secretary)  
(Treasurer 1.1 - 30.6.2013)  
Mrs. Judy Woo\* (Treasurer 1.7 - 17.12.2012)  
Mrs. Joanna Choi, BBS (Immediate Past Chairman)\*  
Ms. Carven Tam\*  
Mrs. April Chan  
Prof. Emily Chan  
Mrs. Betty Cheng  
Ms. Sharon Cheng  
Prof. Josette Chor  
Mrs. Wendy Tang Connell  
Ms. Alice Ho  
Dr. Hung Wai Ka  
Mrs. Theresa Kwong  
Mrs. Alice Lau  
Mrs. Tammy Lau  
Dr. Lawrence Li  
Ms. Margaret Poon  
Ms. Mabel Tsui  
Dr. Wong Chun Kuen  
Ms. Lorna Wong

### HKBCF Ambassador

Ms. Bernice Liu

## 名譽顧問

陳麗雲教授, JP  
陳婉嫻女士, SBS, JP  
邱吳惠平女士  
Prof. Sian Griffiths  
高靜芝女士, SBS, JP  
關永康醫生  
林貝聿嘉教授, GBS, SBS, JP  
劉麥懿明女士, SBS, JP  
劉燕卿女士, JP  
梁冬陽醫生  
Mrs. Pauline Magnus  
麥懿活醫生  
Dr. Mary Rodrigues  
蕭孫郁標女士, BBS  
王長如小姐  
余葉嘉莉女士  
袁家慧博士

## 名譽法律顧問

蔡映媚律師, 高露雲律師行  
梁新春女士, 梁鄧蔡律師事務所  
莊燕玲女士, 肯尼狄律師行

## 香港乳癌資料庫督導委員會

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陳英凝教授  
陳健慧醫生  
陳志梅醫生  
陳穎懷醫生  
蔡浩強醫生  
左倩儀教授  
蔡映媚律師 (法律顧問)  
傅惠霖醫生  
關智鸞女士  
關永康醫生  
羅振基醫生  
李沛基醫生  
蔣熊楚屏女士  
董煜醫生  
黃浪詩女士  
黃亭亭醫生  
邱振中醫生  
游子覺醫生  
楊明明教授

## 乳健中心顧問委員會

張淑儀醫生  
熊維嘉醫生  
林漢城醫生  
劉寶頌醫生  
譚婉芳女士  
黃振權醫生

## 職員

29 (截至 30.6.2013)

## Honorary Advisors

Prof. Cecilia Chan, JP  
Ms. Chan Yuen Han, SBS, JP  
Mrs. Nancy Chiu  
Prof. Sian Griffiths  
Ms. Sophia Kao, SBS, JP  
Dr. Kwan Wing Hong  
Prof. Peggy Lam, GBS, SBS, JP  
Mrs. Alice Lau, SBS, JP  
Ms. Connie Lau, JP  
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Dr. Mary Rodrigues  
Mrs. Yvonne Siu Sun, BBS  
Ms. Annie Wang  
Mrs. Carrie Yu  
Dr. Rhoda Yuen

## Honorary Legal Advisors

Ms. Yvonne Chua, Wilkinson & Grist  
Ms. Pansy Leung, Pansy Leung Tang & Chua Solicitors  
Ms. Christine Tsang, Kennedys

## Hong Kong Breast Cancer Registry Steering Committee

Dr. Polly Cheung (Chairman)  
Prof. Emily Chan  
Dr. Chan Keeng-Wai  
Dr. Miranda Chan  
Dr. Sharon Chan  
Dr. Peter Choi  
Prof. Josette Chor  
Ms. Yvonne Chua (Legal Advisor)  
Dr. William Foo  
Ms. Doris Kwan  
Dr. Kwan Wing-Hong  
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Dr. Lawrence Li  
Mrs. Cecilia Tseung  
Dr. Tung Yuk  
Ms. Lorna Wong  
Dr. Wong Ting-Ting  
Dr. Yau Chun-Chung  
Dr. Yau Tsz-Kok  
Prof. Winnie Yeo

## Breast Health Centre Advisory Committee

Dr. Polly Cheung  
Dr. Hung Wai Ka  
Dr. Lam Hon Shing  
Dr. Shirley Lau  
Ms. Tam Yuen Fong  
Dr. Wong Chun Kuen

## STAFF

29 (as of 30.6.2013)

# 全賴有你 Acknowledgement

全賴有您的慷慨捐助，讓我們能夠繼續努力不懈地透過乳健教育、患者支援、研究及倡議的三大工作範疇，消除乳癌在本地的威脅。篇幅所限，未能列出所有捐款者的名字，敬請見諒。我們再次衷心感謝每一位支持者！

It is with the generous contributions of our supporters that we are able to pursue our vision and mission to eliminate the threat of breast cancer to the local community through provision of education, support, research and advocacy. Due to limited space, we are unable to list all names but we extend our heartfelt thanks and appreciation to everyone who has supported and contributed to our cause. Thank you.

## 撥款機構 **Funding Entities**

香港公益金 The Community Chest of Hong Kong

香港賽馬會慈善信託基金 Hong Kong Jockey Club Charities Trust

## 團體及個人捐贈額達 20,000 港元或以上

## **Organisations and individuals having made donations of HK\$20,000 or more in cash or in kind:**

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### 企業 / 團體 **Corporations/ Organisations**

100 Women in Hedge Funds Association

A.S. Watson Group

Adler Jewellery Limited

American Community Theater

Angel Face Beauty Creations Limited

Associated International Hotels Limited

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CLP Power Hong Kong Limited

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Diagnostix Group

Dr. Ellen Li Charitable Foundation

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Genomic Health, INC

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Hong Kong Federation of Women

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Hong Kong Yogathon (Int'l) Company Limited

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Ladies' Recreation Club

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過去 5 年持續支持我們的機構 / 人士

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Mrs. Yeung Yu Yee Fan Barbara

過去 3 年持續支持我們的機構 / 人士

**Long standing supporters who have made regular donations over the past three years**

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## 企業 / 團體 Corporations/ Organisations

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BlackRock  
Bonlux (Asia) Limited  
CLP Power Hong Kong Limited  
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Curves  
Diagnostix Group  
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Estée Lauder (Hong Kong) Limited  
Fairmont Health Corporation Limited  
Fook Lam Moon Restaurant Limited  
Genomic Health, INC.  
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Jewish Women's Association of Hong Kong Limited  
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Tai Hung Fai Enterprise Company Limited  
Tayma Fine Jewellery  
The Law Society of Hong Kong  
Ventura International Limited  
Wacoal Hong Kong Company Limited  
Wong's Kong King (Int'l) Holdings Limited  
Zau Foundation

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Dr. Chan Chun Hon Edmond  
Ms. Chan Fung Chu Elsa  
Ms. Chan Ka Pok Helen  
Dr. Chan Kwok Keung Charles  
Ms. Chan Lau Kit Fong Kitty  
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Miss Wong So Mei Vivian  
Ms. Wong Wai Ling Kitty  
Mr. Wong Wing Kwong  
Ms. Wong Yue Tung Wynne  
Dr. Wu Wing Cheung & Dr. Wong Ting Ting  
Mrs. Yeung Yu Yee Fan Barbara  
Ms. Yu Miu Yee Iris  
Ms. Yung Choi Ling  
Ms. Zhao Yu Betty  
許曹玉琮女士

名單按英文字母次序排列

所有捐款均用作發展本會服務及對抗乳癌的項目。香港乳癌基金會運作獨立自主，按我們的專業判斷及嚴格操守為準則營運，沒有也不會受贊助機構左右。

Names are listed in alphabetical order.

All donations received are for the purpose of delivering our services and projects against breast cancer. The HKBCF has sole governance and our decisions are independent based on our professional judgments and integrity. No decision has been or will be affected by the sponsoring companies.





香港賽馬會慈善信託基金  
The Hong Kong Jockey Club Charities Trust

### 香港乳癌基金會 Hong Kong Breast Cancer Foundation

香港北角木星街9號永昇中心22樓 (炮台山港鐵站A出口)  
22/F, Jupiter Tower, 9, Jupiter Street, North Point (Fortress Hill Station Exit A)  
T +852 2525 6033 F +852 2525 6233 [info@hkbcf.org](mailto:info@hkbcf.org)  
[www.hkbcf.org](http://www.hkbcf.org)

### 香港乳癌基金會乳健中心 HKBCF Breast Health Centre

香港北角木星街9號永昇中心21樓  
21/F, Jupiter Tower, 9, Jupiter Street, North Point  
T +852 3143 7333 F +852 2578 2725 [info@hkbcf.org](mailto:info@hkbcf.org)  
[www.hkbhc.org](http://www.hkbhc.org)

### 香港乳癌資料庫 Hong Kong Breast Cancer Registry

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[www.hkbcf.org/breastcancerregistry](http://www.hkbcf.org/breastcancerregistry)



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**Videos** | [www.youtube.com/hkbcf](http://www.youtube.com/hkbcf)



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