



HUNTER BREAST CANCER FOUNDATION

# IMPACT REPORT



2022-23



# SUPPORTING LOCAL HUNTER FAMILIES THROUGH BREAST CANCER

# OUR MISSION

**Build & shape a better future**

*leave our people & community better off than before we arrived*

**Celebrate authenticity**

*be your genuine self*

**Do what is right, always**

*integrity*

**Drive connection & teamwork**

*team is one*

**Focus on outcomes**

*find the 'so what?'*

**Fuel growth & innovation**

*challenge the status quo*

**Take ownership, get it done**

*personal accountability*





## PRESIDENT'S MESSAGE

The last year has been an exciting one for HBCF as we have reaped the benefits both of our many transitions bought on by the pandemic and more importantly from the fantastic work of our enthusiastic, dedicated and simply amazing staff and volunteers.

We have improved our ability to focus in on necessary and timely service provision through our dedicated Client Care Navigator position with an increase in services provided and locations reached. Our cushions are now making it into Maitland and beyond!

HBCF has a proud tradition of providing the right help to people with breast cancer when they need it most. We continue to grow our services under the excellent leadership of our wonderful general manager, staff and volunteers. They are building our reach and services every day and it has been a pleasure for myself and the Board to watch them develop HBCF's partnerships with many more community and corporate organisations. I cannot thank them enough for all the extra effort they put into the Foundation.

I am thrilled to share that HBCF has become an integral part of the Hunter Cancer Hub, one of eight affiliated charities in the Hunter region. This collaboration represents a significant step forward in our collective mission to provide comprehensive support to individuals and their families. Together, we have created a one-stop location for Hunter residents to access the support they need. By working together, we are determined to close the gaps in support services in our region.

We extend our heartfelt appreciation to our cherished allies at Hunter Melanoma Foundation. Together, we are forging an unbreakable bond as we join hands to make a profound difference in our community. Through our joint fundraising endeavors, not only are we strengthening our mission & sharing resources but we are extending our vital support services to melanoma patients, enhancing the impact of Hunter Melanoma Foundation's cause. This partnership has enabled us to reach and touch the lives of more cancer patients in the Hunter region than ever before, painting a brighter future for all those we serve.

I would like to also thank our generous community and corporate supporters for their donations during the previous year. We are part of an amazing community in the Hunter and have proven again and again that we will care for our own when difficulties arise. Finally, the HBCF is built on the hard work of many past and present members, thank you, especially to our life members, for your ongoing support through the last year.

**CATHERINE ADAMS**

*HBCF President*

# MEET THE HBCF TEAM

**CATHERINE ADAMS**

*President*

**LYNETTE STEAD**

*Treasurer*

**KIRSTY PORTEOUS**

*Secretary*

**ROSEMARY BREZMEN**

*Board Member*

**ABBAY MCDONELL**

*General Manager*

**MARIANNE TIMBRELL-CHAPMAN**

*Client Care Navigator*

**EMILY DWYER**

*Administration Officer & Fundraising Support*

## HBCF LIFE MEMBERS

**MILTON RIGBY**

**BOB JONES**

**JANE HARRIS**

**ROSALIE TAGGART**

# ABOUT HBCF

The Hunter Breast Cancer Foundation is a Newcastle (Hunter) based and founded non-profit organisation, which raises much needed funds to provide information and support for women and men diagnosed with, or being treated for breast cancer in the Hunter, and for their families.

The Foundation is unique as all monies raised are used to support women, men and their families of the Newcastle and Hunter Region only.

## SUPPORTIVE CARE SERVICES

- Transport & Fuel Cards
- Comfort Cushions
- House Cleaning
- Lawn Mowing
- Prosthesis Financial Support
- Wigs & Headwear
- Virginia Rigby Scholarships
- Wellness Hub
- Children's Books

HBCF aims to understand the needs of women and men who are dealing with the effects of breast cancer.

Our supportive care program offers practical and immediate assistance through a holistic suite of services.



# MEET SONYA

Sonia moved to the Hunter area for love, married her husband, gave birth to her beautiful boy and has been living in the Swansea area for 10 years and feeling very blessed to be here.

"I had no lumps, no bumps, I was really well and went for a routine mammogram and discovered I had breast cancer". Sonia's breast cancer was a slow growing lobelia cancer that had been there for a very long time without knowing and had grown quite large. Treatment phase moved very quickly and was an eye-opening experience.

Sonia had a mastectomy followed by an implant surgery and then started her chemotherapy treatment, followed by 5 weeks of daily radiation. Sonia was referred to HBCF to receive support during her treatment.

"Being able to access services for practical assistance like lawn mowing and transport to treatment, especially when my husband was also unwell at the time, the transport getting to daily radiation really helped. The drivers were beautiful and made those trips much nicer, making me feel calm. "That was really helpful." Not having to rely on family eased stresses for Sonia as she does not have any other family in the local area. "I felt really lucky to have support from HBCF that felt like having family around me." she said.

Sonia found the process of booking the services really easy. Just a phone call to Marianne, HBCF's Supportive Care Coordinator, and they took care of the rest.

Sonia was also able to access to wig library when losing her hair throughout chemotherapy treatment. The wigs were delivered right to her door to try on selected styles and then picked back up after 3 days, keeping the one wig selected along with wonderful wig care products and a wig brush. "You just don't realise how cold you can get without hair, I was so pleased to have accessed this service". Sonia said.

Sonia recommends HBCF to anyone in the area going through breast cancer, "They're so supportive and so kind, the services help not just you but your family as well." Sonia feels very grateful to have been directed to HBCF's team and is now giving back to the organisation that helped her by joining HBCF's Pink Army of Volunteers.



## KEY FUNDRAISING & MARKETING MILESTONES

- Direct Fundraising (Events & Community Fundraising) increased by 69%
- Exceeded overall fundraising target by 33%
- Exceeded last years total fundraising by 50%
- Income diversification strategy succeeding - Community fundraising increased by 126%, Corporate sponsorships up by 81% and Grant funding increased by 16%
- Fundraising ROI 148%
- Forecast asset ratio of 15 months operating expenses (a common target for a not-for-profit asset ratio is 15-18 months of expenses).
- Instagram reach increased by 38.5%
- Instagram profile visits increased by 27.2%

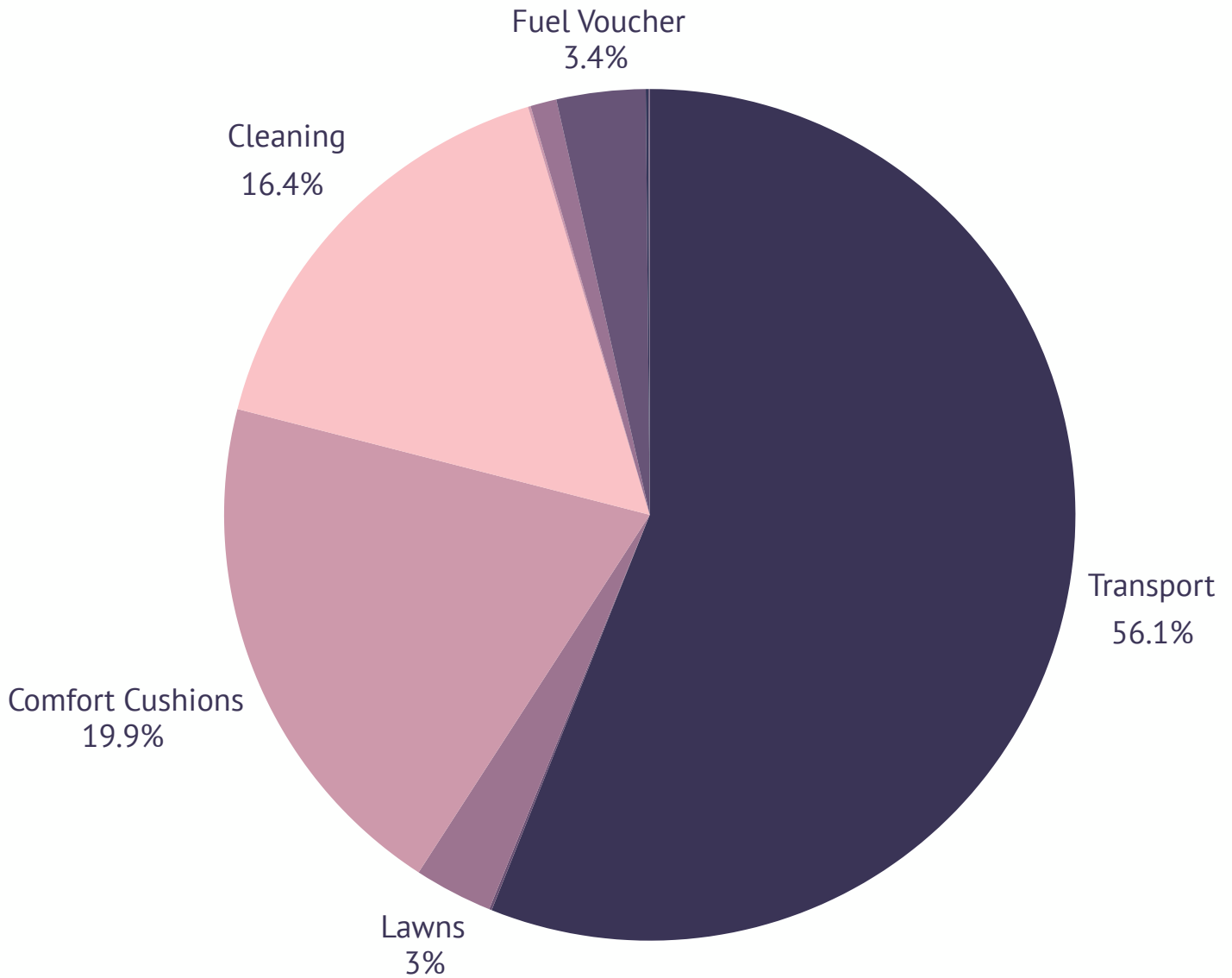
## VOLUNTEER ENGAGEMENT

- 107.1% increase in volunteers joining HBCF's Pink Army
- 52.24% increase in volunteer time given



# SUPPORTIVE CARE

## YEARLY BREAKDOWN



## YEARLY SUMMARY

182

Number of Clients  
Serviced

2014

Number of  
Services

# of Transport  
services provided  
increased by  
34.25%

| SERVICE TYPE                 | # OF SERVICES |
|------------------------------|---------------|
| Client Transport             | 1129          |
| Comfort Cushions             | 400           |
| Cleaning Services            | 330           |
| Lawn Care Services           | 60            |
| Prosthesis Financial Support | 2             |
| Children's Book              | 2             |
| Wig Library                  | 20            |
| Fuel Vouchers                | 68            |
| Virgina Rigby Scholarship    | 2             |
| Wellness Hub                 | 1             |

## CLIENT TESTIMONIALS

I cannot express how grateful I am for the incredible support HBCF has given me during a challenging time in my life. Their assistance with home cleaning, transport and prosthesis financial support, made a world of difference for me. HBCF has truly been a blessing, and we can't thank them enough for their kindness and generosity.

- Sam

I am incredibly thankful to the wonderful team at HBCF for their invaluable support during my weeks of daily radiation therapy and chemotherapy. The transportation service you provided was an absolute lifesaver. I didn't have to stress about scheduling or coordinating rides; your drivers were always punctual and ensured I reached my appointments without any hassle. Their friendly demeanor and engaging conversations made the journey enjoyable and helped alleviate some of the anxiety that comes with treatment. I cannot express how much your assistance meant to me during this challenging period.

- Julie

Thank you for everything you all have done to help my family and myself navigate through this time regarding the transport and cleaning services. It was such a wonderful help so thank you very much.

- Tracey