



HUNTER BREAST CANCER FOUNDATION

# IMPACT REPORT



2022



# **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 continued to present challenges for our HBCF community as we have continued to navigate the COVID-19 pandemic.

Due to the amazing work of our staff and service providers, we have been able to continue – and grow – our support service offerings, which has resulted in over 250 people receiving nearly 2,400 support services over the last year.

As COVID restrictions have eased, we have been again able to come together to raise money and awareness for our important cause. It has been wonderful to see so many people in our community come together once again to support people and families in our region through their breast cancer journey.

I would like to again thank our amazing community, staff, volunteers, community supporters, and corporate supporters for their ongoing support during the last year. Without the support of our Hunter community, we could not provide the support services that are so desperately needed.

A handwritten signature in dark blue ink, appearing to read 'Kevin Baker', written in a cursive style.

**KEVIN BAKER**

*HBCF President*

# MEET THE HBCF TEAM

## KEVIN BAKER

*President*

## CATH ADAMS

*Vice President*

## LYNETTE STEAD

*Treasurer*

## IAN BOURNE

*Secretary*

## KIRSTY PORTEOUS

*Board Member*

## ABBIE MCDONELL

*General Manager*

## MARIANNE TIMBRELL-CHAPMAN

*Supportive Care Coordinator*

## EMILY DWYER

*Admin Officer & Fundraising Assistant*

## GEORGIA HUGHES

*Marketing & Communications Consultant*

## 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**

**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 hollistic suite of services.**



# MEET MARGARET

"I'm the mother of two beautiful sons, grandmother to five grand-children, and a great-grandmother to one beautiful great-granddaughter," explains Margaret Parkes, sitting comfortably in the lounge room of her Belmont home. But this idyllic life was threatened in June last year when a breast test returned positive results.

"My whole world just fell apart and I didn't know where to go or what to do," Margaret adds. "Luckily, one of my daughters-in-law knew Ellie Wells, the current General Manager of Hunter Breast Cancer Foundation at the time. Ellie got in touch with me, reassured me, and then walked me through everything they could offer. It was a weight off my mind."

Margaret's husband of 54 years, Wayne, was due to have a heart operation at the same time. This meant he couldn't drive or even work in his yard, so HBCF's offer of a hire car and a lawn mowing service were doubly appreciated.

"Being a male, you don't fully understand what breast cancer is all about. When it hits home, it's a very difficult situation," he says. "It's hard to describe what the support means. To go outside and see mown lawns, and to know Margaret was in good hands with the driving, also helped me 100 per cent."

Margaret was most appreciative of the transport support – not only the ability to get to her appointments, but the companionship offered by the HBCF including the drivers. A package of personal care items was also delivered.

Since receiving the services, Margaret has become a HBCF donor and is keen to become a volunteer in the future.

"They care, they understand, they're very compassionate and they provide reassurance. There's lots of women like me in Newcastle, Lake Macquarie and the Hunter Region who really need this assistance," she says.



# MARKETING & FUNDRAISING

## 2021/22 FUNDRAISING KEY MILESTONES

- Diversification of income - shown greater resilience to pandemic disruptions. Shift towards even and sustainable income streams with higher ROI (increase in sponsorships, grants, community fundraisers and partnerships)
- Forecast asset ratio of 17 months operating expenses (a common target for a not-for-profit asset ratio is 15-18 months of expenses).
- Partnership Packages and Stewardship Milestone Reporting introduced for sponsors.
- New Community Fundraising Packs created and rolled out
- Increased new community fundraisers by 36% (16% above KPI target)
- New donor acquisition 42% (22% above KPI target)
- Merchandise campaign launched

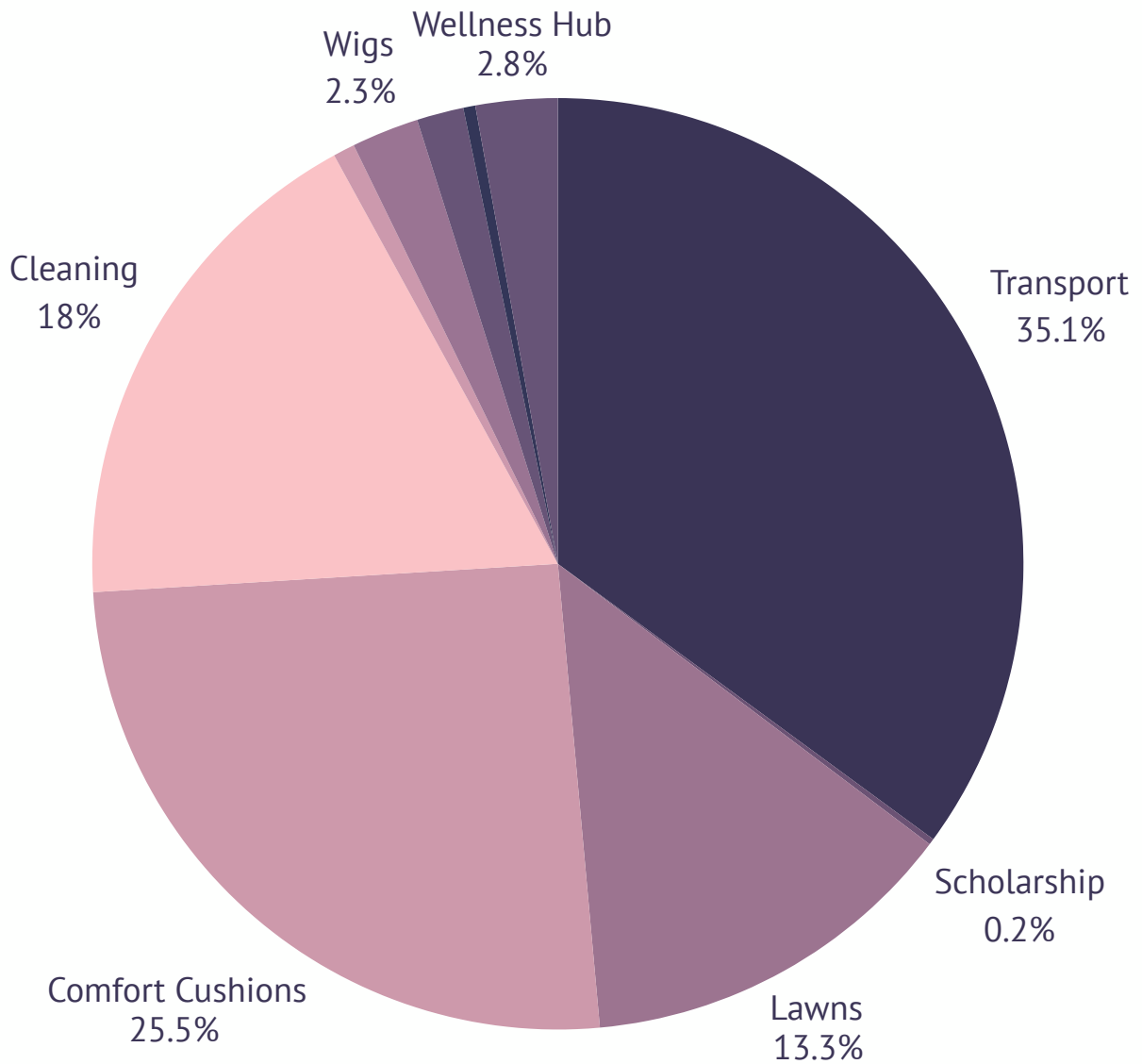
Direct Cost  
per Dollar

**\$0.20 cents**

2022 YTD  
Total Fundraising

# SUPPORTIVE CARE

## YEARLY BREAKDOWN



## YEARLY SUMMARY

251

Number of Clients  
Serviced

2399

Number of  
Services

HBCF conducted a Supportive Care Service review & after a 160% increase in services we have now stabilised our cost increase by rolling out new program policies. This allows HBCF to continue to support as many local families as possible throughout their active treatment phase.

SERVICE TYPE	# OF SERVICES
Client Transport	840
Comfort Cushions	610
Cleaning Services	431
Lawn Care Services	318
Prosthesis Financial Support	10
Children's Book	18
Wig Library	56
Fuel Vouchers	39
Virgina Rigby Scholarship	5
Wellness Hub	68

## CLIENT TESTIMONIALS

I want to express my gratitude and thanks for the incredible support HBCF has provided my family and I. We had house cleans which was such a help, the lawn mowed and the lift to my chemo was so helpful as it allowed my husband to be able to go to work. I'm overwhelmed with the generosity of your organisation and thank you from the bottom of my heart for the help provided. With no local family near us to help out our young family, the extra support from HBCF has taken a little bit of stress away while we navigate my treatment. Thank you so much.

- Keely

I have completed by 3 weeks of daily radiation and would like to say a big thank you for organising my transport, it was effortless, I didn't have to arrange or chase nor worry, they turned up every day and I got to my appointments without any problems at all, always on time. I felt so happy travelling with the hire car drivers, having a chat, it made my 3 weeks go fast. Thank you once again I appreciate what your organisation has done for me so much.

- Jenelle

I would like to express my gratitude and thank the organisation for the amazing support that they have provided to me and my family during the chemotherapy journey. HBCF has been instrumental for us especially with regards to the cleaner and transport services to and from the hospital. This amazing support in the time of need has given me the peace of mind needed to face the long treatment months and retain valuable energy to look after my baby. If I managed to successfully overcome this challenge I also owe it to you and the HBCF; and I will be forever grateful.

- Angelica