



HUNTER BREAST CANCER FOUNDATION

# IMPACT REPORT



2021

# 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 continuation and resurgence of the COVID-19 pandemic has continued to present considerable challenges for the Hunter Breast Cancer Foundation. With the rise of the Delta strain of COVID, we again saw widespread disruption and lockdowns - particularly impacting on our HBCF community.

Due to the significant work and changes that we undertook last year, the Foundation was able to adapt quickly to these new conditions, and apply the lessons learned through the first wave of the pandemic.

Unfortunately this again meant having to temporarily move away from our traditional face to face support services, in line with specialist health advice provided to the HBCF. I am pleased to advise that, in line with health advice, we are now able to return to full services to our community.

We've also introduced an exciting new Wellness Hub to support our community on their journey, that will continue to grow and become a significant resource available to those who receive our services.

I would like to take the opportunity to again thank our amazing community - our staff, our volunteers, our community supporters, and our corporate supporters - for their ongoing understanding and support during these difficult times.

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

**KEVIN BAKER**

*HBCF President*

# MEET THE HBCF TEAM

## KEVIN BAKER

*HBCF President*

## CATH ADAMS

*HBCF Vice President*

## LYNETTE STEAD

*HBCF Treasurer*

## IAN BOURNE

*HBCF Secretary*

## HELEN MOORE

*HBCF Board Member*

## KIRSTY PORTEOUS

*HBCF Board Member*

## ELLIE WELLS

*HBCF General Manager*

## CATHY WISEMAN

*HBCF Supportive Care Coordinator*

## ABBIE MCDONELL

*HBCF Admin Officer & Fundraising Assistant*

## GEORGIA HUGHES

*HBCF Marketing & Communications*

## HBCF LIFE MEMBERS

MILTON RIGBY

JANE HARRIS

BOB JONES

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
- Financial Hardship Grants
- Wellness Hub
- Care Packs
- Fruit & Veg Box

**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 Naomi



As her one-year-old son and three-year-old daughter play in the sandpit of a lovely Lake Macquarie home, single mum Naomi Cowper looks to the future with a mixture of trepidation and positivity.

Last year, during maternity leave from her job as a theatre nurse, Naomi found a lump on her breast, which was the start of a cancer journey that continues today. HBCF heard of her plight last December, via by the Breast Care Coordinator at Calvary Mater Newcastle.

"I didn't know anything about the Foundation before they contacted me. I was in shock and going through all the processes," Naomi says. "Since then, they arrange to mow the lawns, which is fantastic because my father looks after the kids a lot. A cleaner comes and the Foundation also sent out a lovely box of organic fruit and vegetables when I returned from hospital."

HBCF was also able to help Naomi select from the Wig & Headwear Library, with door-to-door delivery of a range of options. These are also available for viewing on the HBCF website. HBCF provided Naomi with a children's book explaining breast cancer to the kids.

Naomi's mother, Anne, says the Foundation's support has also lifted a load of her own shoulders. "You never want your kids to go through this and at first I felt like I had to take full responsibility in helping Naomi," Anne says. "So, to know there's such a supportive group out there, it's absolutely wonderful. They know what they're doing, they've been through this before, and I just have to tag along."

Naomi now says she has a totally different mindset on life: "It's a big journey but I feel blessed and lucky to be where I am".



# MARKETING & FUNDRAISING

Direct Cost  
per Dollar

**0.29 cents**

2021 YTD  
Total Fundraising

## FUNDRAISING STRATEGY 2021/22

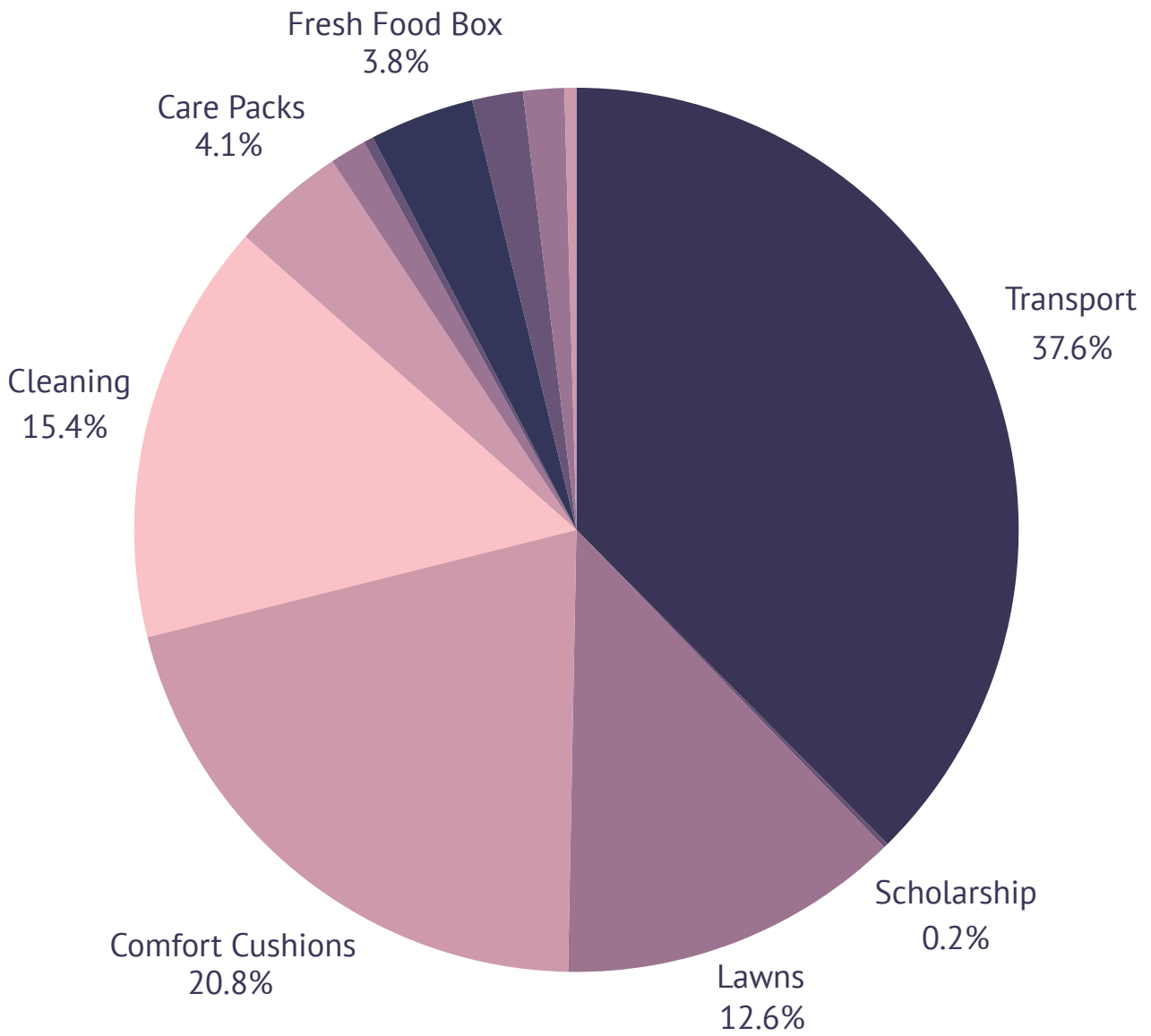
HBCF have refocused the marketing and fundraising strategy for 2021 and beyond towards more sustainable and long term revenue streams.

This new strategy will center around creating long standing corporate sponsorships to ensure the longevity of HBCF's Supportive Care Program.



# SUPPORTIVE CARE

## YEARLY BREAKDOWN



## YEARLY SUMMARY

267

Number of Clients  
Serviced

3666

Number of Services

1377

Number of Transport  
Services Provided

## SERVICE TYPE

## # OF SERVICES

Client Transport	1377
Comfort Cushions	762
Cleaning Services	566
Lawn Care Services	460
Cancer Care Packages	152
Healthy Food Box	140
Physio, Bra & Prosthesis	49
Healthy Food Box	75
Wigs	68
Children's Book	13
Fuel Vouchers	55
Gardening	16
Scholarship	6

## CLIENT TESTIMONIALS

I cannot thank you enough for this scholarship. Having all new uniforms, bag, lunchbox and school supplies made the transition back to school an exciting experience for my son so thank you.

- Jolene

Many many thanks to HBCF for the cleaning sessions. The lovely staff from Escape Cleaning did a fabulous job and it made my recovery so much easier. I can't praise HBCF highly enough for the practical support you offered me and other breast cancer women from the Hunter. At a time when you feel so venerable having your support and help makes a world of difference. Thank you, thank you, thank you.

- Gayle

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 who really need this assistance.

- Margaret

They were just terrific and I'm so grateful for it. These guys want nothing in return either so the more that people can donate to them the better.

- Denise