



HUNTER BREAST CANCER FOUNDATION

IMPACT REPORT 2020



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 STATEMENT

This year has been challenging for the Hunter Breast Cancer Foundation, and particularly for our HBCF community. Like everyone, we have had to adapt to the COVID-19 pandemic that has impacted us all – including having to temporarily move away from our traditional face to face support services, in line with specialist health advice provided to the HBCF.

We have used this time to reflect, adapt, and improve our services – and I'm particularly proud of the work that has been undertaken by our loyal and caring staff during this time of significant upheaval. We have not only kept up every support possible to our community – including recently restarting our cleaning services – we have also created and implemented new and dynamic services that provide much needed support to our community,

including our lovely care packages, and fruit and vegetable boxes that enhance the care of those living with breast cancer.

I would like to thank all of you – our community – for the support and understanding that you have given to us during this pandemic, and look forward to seeing you all soon.

KEVIN BAKER

HBCF President

MEET THE HBCF TEAM

KEVIN BAKER

HBCF President

LYNETTE STEAD

HBCF Treasurer

IAN BOURNE

HBCF Secretary

CATH ADAMS

HBCF Board Member

CLAIR COLEMAN

HBCF Board Member

ELLIE WELLS

HBCF General Manager

CATHY WISEMAN

HBCF Supportive Care Coordinator

BIANCA FITZSIMMONS

HBCF Supportive Care Assistant

HBCF LIFE MEMBERS

MILTON RIGBY

JANE HARRIS

BOB JONES

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
- Cancer Care Packages
- Fruit & Vegetable Deliveries
- Comfort Cushions
- House Cleaning
- Lawn Mowing
- Prosthesis & Bras
- Wigs & Headwear
- Virginia Rigby Scholarships
- Memory Boxes
- Lymphoedema Physiotherapy
- Financial Hardship Grants

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

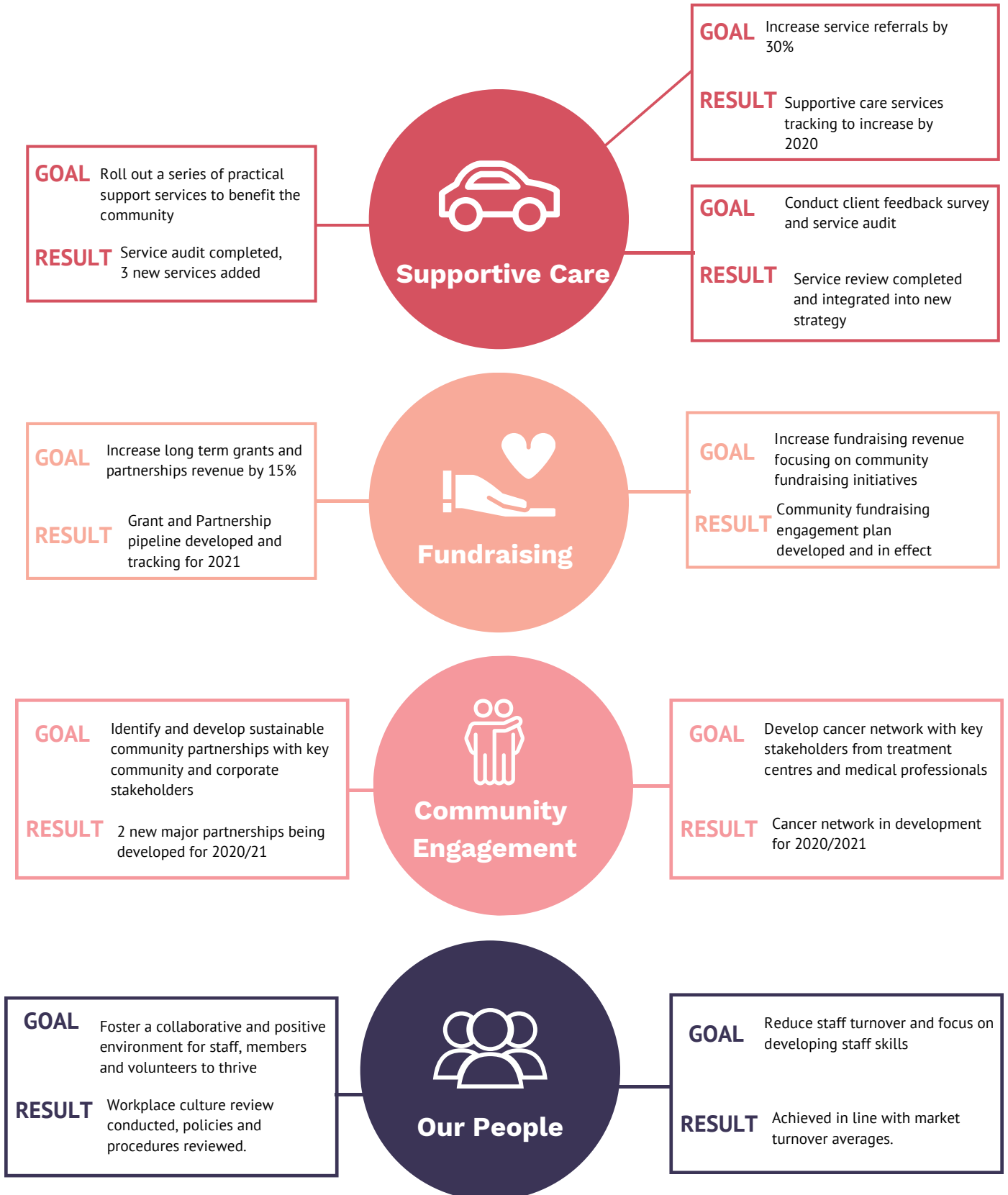
Our supportive care program offers practical and immediate assistance through a holistic suite of services.



HBCF'S STRATEGY

The Hunter Breast Cancer Foundation is committed to providing practical and immediate assistance to as many Hunter families going through breast cancer as possible.

The strategy will support and empower our people to develop their skills and strengthen our financial position so we can deliver this mission across the local region.



MARKETING & FUNDRAISING

OBJECTIVES 2019

- Increased donations
- New long term donor acquisition
- Community fundraising focus and retention
- Raised awareness and reputation in Hunter
- Service promotion and uptake
- Corporate support and partnerships

FUNDRAISING KEY MILESTONES

- Reduce cost per dollar to industry standard of 0.33 cents
- Launch new HBCF branding and website
- Integrate third party fundraising platform and direct mail campaign
- Increase community fundraising by 20%
- Sell down existing merchandise by 50%
- Increase volunteer recruitment by 20%
- Launch fundraising pack
- Increase service referrals and engagement by 20%



MARKETING & FUNDRAISING

0.26 cents

2019 Including Grants

0.19 cents

2019 Community
Fundraising Events

FUNDRAISING STRATEGY 2020/21

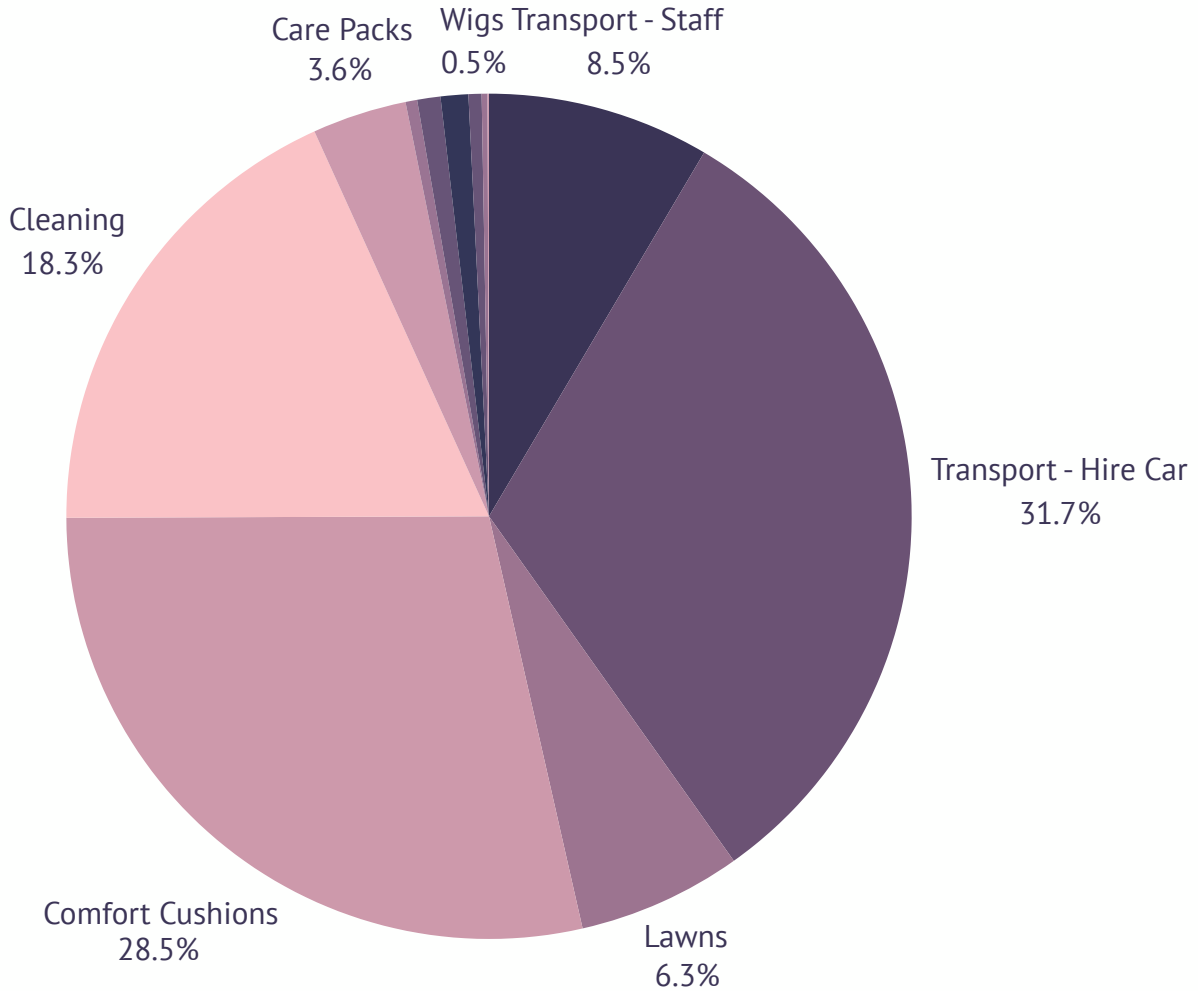
HBCF have refocused the marketing and fundraising strategy for 2020 and beyond towards more sustainable and long term revenue streams.

This new strategy will center around reducing costs significantly, activating community fundraisers and corporate partnerships within the Hunter.



SUPPORTIVE CARE

YEARLY BREAKDOWN



YEARLY SUMMARY

154

Number of Clients
Serviced

1313

Number of Services

731

Number of Transport
Services Provided

SERVICE TYPE

OF SERVICES

Client Transport	731
Comfort Cushions	513
Cleaning Services	329
Lawn Care Services	113
Cancer Care Packages	65
Healthy Food Box	19
Physio & Prosthesis	8
Retreat	16
Wigs	9
Memory Box	1

CLIENT TESTIMONIALS

HBCF is an amazing charity supporting women (with breast cancer) from the Hunter/ Lake Macquarie by providing transport to appointments, help around the home and much needed support and information. HBCF does all of this entirely through fundraising, membership and donations. What a worthy cause!

- Jenny

What a lovely surprise to meet the HBCF representative today delivering my care package. It was so nice to have a little conversation with her, I'd in fact just come home from an appointment with my breast surgeon so the timing of the care package was perfect.

- Anonymous Client

I just wanted to send you a huge THANK YOU for the lovely box of goodies you delivered yesterday. I'm sorry I couldn't make it out to thank you in person - yesterday was a rough day. I am looking forward to using all of the beautiful things. So very much appreciated, and certainly made my day! Thanks again.

- Leigh

You guys are awesome, I don't think I could've got through my treatment without the help and support from your foundation, keep up the great work #cancersux #imasurvivor

- Sandy