



HUNTER BREAST CANCER FOUNDATION

IMPACT REPORT

2023-24





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 one of consolidation for the foundation. HBCF is very lucky to have an extremely passionate and dedicated staff who have consistently worked to provide the right support at the right time to Hunter People navigating breast cancer.

Since our last AGM we have added the wonderful Josh Lawler as our Marketing, Fundraising and Events Coordinator. This has led to a huge increase in social-media engagement. Josh has focused on increasing our reach and building community awareness about HBCF and what we do. The networking all out team engage in is beginning to show real impact with increases in both community fundraising events and income and excitingly some significant longer-term partnerships being formed.

We have seen an increase in referrals for Supportive Care. One of the challenges with these increased referrals has been the associated increase in the cost of funding these services. Through the year our fundraising fell as we focused on building connections and online engagement. Thankfully this appears to have been a successful strategy as we are currently seeing a significant increase in funding over July and August compared to the same period last year. Our Pink Race Day was our biggest and best yet and our cash reserves continue to allow us to confidently cover all costs over 12 months of continual low to no income.

The Foundation responded to community requests for greater face-to-face education, running the successful Advanced Breast Cancer Forum with more such forum's planned. HBCF has also grown our Pink Army, without whom we would be unable to function. These dedicated volunteers contribute to the transport, comfort cushions, wigs and head ware, and Mrs. Claus programs and provide invaluable support for our fundraising events. No request is too much for these amazing people and they continue to astonish us all with their generosity and kindness. We are so very lucky that their numbers continue to grow.

We again extend our heartfelt appreciation to our allies at Hunter Melanoma Foundation and note the benefits of working so closely with the many other cancer charities at the Hub. Realising that we are stronger together and supporting each other to help our communities inspires us to look at implementing our Vision and Mission on a broader stage. We are incredibly lucky to live in a community that is so good at supporting its own. Without the ongoing support of all our community and corporate sponsors we would be lost.

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PRESIDENT'S MESSAGE

And finally, to our dedicated, passionate, flexible, empathic staff I say Thank You. You all put in many extra hours of work when the pressure is on, which seems to be always, and you continually look for ways to improve our services and the foundation itself. We believe that you are the best team for the job as evidenced by our representation at the recent 2024 Newcastle Business Club Awards. We had Josh as a finalist for the Individual Award, The Foundation a finalist for the Business Award and Abbey being awarded the Youth Award for 2024. This is wonderful recognition from our local business community. You are a wonderful team and on behalf of the Board and all our Members I thank you. Happy Quarter Century HBCF!

To finish I would especially like to acknowledge the contributions of our greatest supporters. I would like to thank our wonderful life members – without your hard work over the past 25 years we would not be in the strong position we find ourselves in today.

To all our fabulous volunteers - without you we would be unable to provide all the wonderful services, without your kindness and support many many people would have a much harder time navigating cancer.

To my fellow Board members, thanks for being such a great team and for continually working on how we can best support our staff. It would be extremely remiss of me to not acknowledge the huge service provided by our retiring treasurer Lynette Stead. We will miss your wisdom, sage advice and passion for the foundation. We wish you every happiness in the future.

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Happy Quarter Century HBCF!



CATHERINE ADAMS

HBCF President



MEET THE HBCF TEAM

CATHERINE ADAMS

President

JANE HARCHER

Vice President

KATIE HINSELWOOD

Secretary

LYNETTE STEAD

Treasurer

ROSEMARY BREZMEN

Board Member

KIRSTY PORTEOUS

Board Member

ABBAY MCDONELL

General Manager

MARIANNE TIMBRELL-CHAPMAN

Client Care Navigator

EMILY DWYER

Business Support Officer

JOSH LAWLOR

Marketing, Fundraising & Events Coordinator

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
- 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 WENDY

In October 2023, Wendy Lowe's life changed forever when she was diagnosed with terminal breast cancer. At the time, she hadn't heard of Hunter Breast Cancer Foundation (HBCF), but thanks to her social worker, she was introduced to our team and connected with Marianne, our Client Care Navigator. From that moment on, HBCF became an important part of Wendy's journey.

Wendy's first experience with HBCF came through the practical support we offer—Marianne arranged for house cleaning and transportation to her treatments, which eased some of the day-to-day burdens that come with a diagnosis. But it was at our Christmas Supporters Event in December 2023 that Wendy first met the wider HBCF family. Connecting with like-minded people and sharing conversations that weren't focused on cancer gave Wendy a sense of community and belonging.

Wanting to give back to the organisation that had already done so much for her, Wendy soon became a volunteer with HBCF. Volunteering has become her way of saying thank you, and she finds great joy in the role.

"Volunteering is my way of giving back for all the incredible support I've received," says Wendy. "I have a fabulous time, and it feels amazing to be able to help others."

For Wendy, HBCF has made a huge difference not just in practical ways, but emotionally, too.

"Whenever anyone from HBCF speaks to me, they always ask how I'm doing, and that means the world to me,"

Despite her diagnosis, Wendy approaches life with an inspiring attitude. "Even though I'm metastatic, we're still living—live each day as it comes!"

Wendy's story is a testament to the strength, resilience, and community spirit that HBCF aims to foster in every client we support. We are so proud to have Wendy as part of our volunteer family, and her journey reminds us all of the importance of living fully, no matter the circumstances.



KEY FUNDRAISING & GRANTS MILESTONES

- Dedicated Fundraising, Events & Marketing Coordinator, Josh, onboarded.
- October Breast Cancer Awareness Month up by **126%** on previous year.
- Amount of money raised per Community Fundraiser has increased (Avg \$7,725/CFR this year vs \$4,020/CFR last FY).
- Established **multi-year partnerships** for program funding;
 - Wigs & Headwear = 3 year Partnership with The Mutual Bank
 - Lawns = 2 year Partnership with Port of Newcastle

MARKETING & COMMUNITY ENGAGEMENT

- Average increase of **1,090%** in engagement across all social media platforms.
- Increase in community engagement through speaking at events (up significantly from previous FY).
- Our own successful Breast Cancer Education Forum event (Post-event surveys indicated high levels of satisfaction among attendees, particularly regarding the relevance of topics, quality of speakers, and overall event experience).

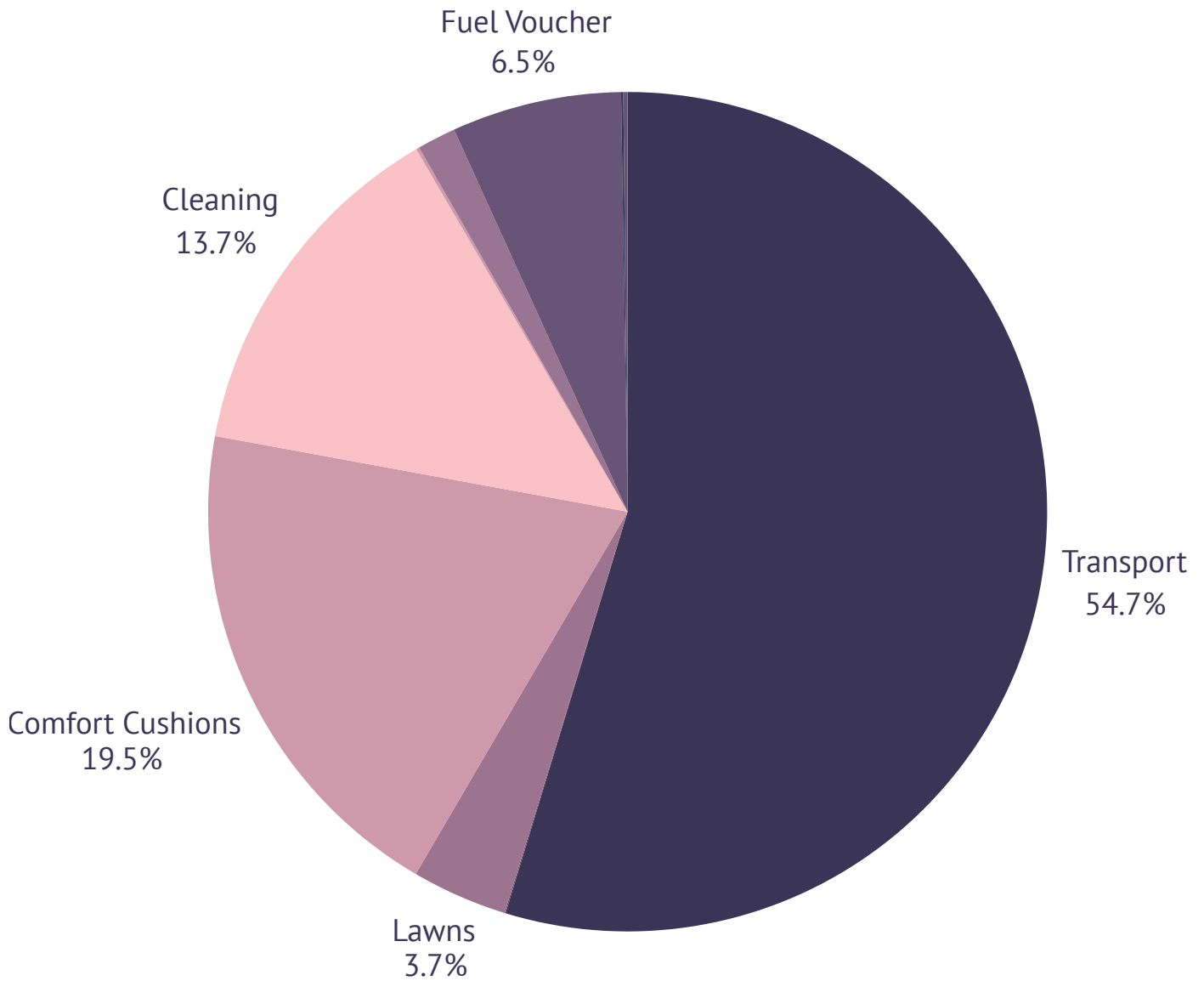
VOLUNTEER ENGAGEMENT

- **154.2%** increase in HBCF's Pink Army of volunteers (Currently 21 active drivers & ad hoc events volunteers).
- **11.1%** increase in volunteer time given (15,399kms driven)
- Partnership established with NGM Group for event volunteers as needed through their staff volunteer days.



SUPPORTIVE CARE

YEARLY BREAKDOWN



YEARLY SUMMARY

230

Number of Clients
Serviced

1962

Number of
Services

of clients
serviced
increased by
26.37%

2023-24 SERVICE FIGURES

SERVICE TYPE	# OF SERVICES
Client Transport	1129
Comfort Cushions	400
Cleaning Services	331
Lawn Care Services	89
Prosthesis Financial Support	2
Children's Book	2
Wig Library	35
Fuel Vouchers	158
Virgina Rigby Scholarship	2
Wellness Hub	1

CLIENT TESTIMONIALS

These pillows truly meant so much to me. They were like a security blanket. I couldn't sleep, rest or drive without it. I will always be so grateful for my gifted pillows. Thank you for helping me be comfortable during my fight and healing journey.

- Tracey R

Hi – Just wanted to send a very big thank you to HBCF. It was such a relief to not have to worry about transport during my radiation treatment. You provide such a wonderful service – I have made a small donation online and am asking my daughters to do the same instead of birthday and Mothers Day presents. Thank you once again.

- Wendy

These pillows were my best friend, they aided sleep, relieved pain and soaked up all my tears and cuddles. Thank you HBCF and your generous vollies.

- Melanie P