



## NAMING OPPORTUNITIES

The Hong Kong Breast Cancer Foundation  
Jockey Club Breast Health Centre (Kowloon)

## MESSAGE FROM CHAIRMAN AND FOUNDER

The Hong Kong Breast Cancer Foundation Jockey Club Breast Health Centre (Kowloon) or Kowloon Centre was officially opened on 8 March 2018. Using funds from the Hong Kong Jockey Club Charities Trust, the Kowloon Centre has made remarkable progress in providing free mammography screening for thousands of women from low-income group, and offering much needed care and support services to hundreds of breast cancer patients/survivors.

The funds from the Hong Kong Jockey Club Charities Trust are for a limited period. Raising sufficient funds to sustain the operation of the Kowloon Centre in the years to come will be a major challenge and we are appealing for support. As one of our fundraising initiatives, the naming rights of selected facilities, patient support rooms and other physical assets will be offered as recognition for donations. The asset concerned may be named after the donor or an individual/organisation of the donor's choice.

Please spare some time to read this leaflet for more information about our work in mitigating the threat of breast cancer and the naming opportunities at the Kowloon Centre. We look forward to your favourable response.



**ELIZA FOK**  
Chairman

**DR POLLY CHEUNG**  
Founder



Dr Polly Cheung (left) and Mrs Eliza Fok (right)

## ABOUT US

The Hong Kong Breast Cancer Foundation (HKBCF) was founded on 8 March 2005 by Dr Polly Cheung and a group of breast cancer patients, doctors, and friends who share the vision of mitigating the threat of breast cancer to the local community. The HKBCF is the first charitable, non-governmental organisation which adopts a holistic approach of **breast health education and screening, patient support services** as well as **research and advocacy** in tackling the disease.

The HKBCF is non-profit-making and depends mainly on public donations to fund its operations and services.

## OUR WORK

The HKBCF works mainly on three fronts:

- provides risk assessment and breast screening services, including mammography and ultrasound screening, needle biopsy and consultation with surgeons, through its two **Breast Health Centres**;
- provides counselling, lymphoedema care services, financial assistance for treatment drugs and other support services for breast cancer patients and their families/caregivers through its two **Breast Cancer Support Centres**; and
- analyses data on local breast cancer cases and publishes findings through the **Hong Kong Breast Cancer Registry** (HKBCR) under the **Breast Cancer Research Centre** (BCRC). The BCRC also undertakes other breast cancer researches to facilitate the development and advocacy of better treatment and care for breast cancer as well as more appropriate healthcare policies in Hong Kong.

# THE HKBCF JOCKEY CLUB BREAST HEALTH CENTRE (KOWLOON)

Early detection saves lives. However, according to the research findings of the HKBCR, about 80% of breast cancer patients resided in Kowloon or the New Territories, and 70% of them never had mammography screening before being diagnosed with the disease. The Kowloon Centre was therefore built to provide professional, affordable and accessible breast health and breast cancer support services to women in Kowloon and the New Territories.

The Kowloon Centre houses a Breast Health Centre and a Breast Cancer Support Centre. Services are provided at affordable charges. Furthermore, women from the low-income group may receive free services including free mammography screening and financial assistance for treatment drugs.



# NAMING OPPORTUNITIES

The naming rights of selected facilities, rooms and other physical assets are offered as recognition for donations of specific amounts. The asset concerned may be named after the donor or an individual/organisation of the donor's choice.

## FACILITIES

**(Donation Amount: HK\$800,000 or above for each)**

The selected facilities available for naming include:

- Mammography Room: where 2D or 3D mammography screening is carried out;
- Ultrasound Room: where breast ultrasound imaging is performed;
- Lymphoedema Measurement Room: where breast cancer patients/survivors receive lymphoedema index measurement; and
- Lymphoedema Treatment Room: where breast cancer patients/survivors receive lymphoedema therapies.

## LOBBY AND GARDENS

**(Donation Amount: HK\$600,000 or above for each)**

There is a spacious lobby at the Breast Cancer Support Centre on 1/F for use by breast cancer patients/survivors and their family members and caregivers.

There are two gardens: one on the roof (Roof Garden) and another on the ground floor (Healing Garden) for holding gardening activities and other gatherings for breast cancer patients/survivors.

## PATIENT SUPPORT ROOMS

**(Donation Amount: HK\$300,000 or above for each)**

The Kowloon Centre houses 11 patient support rooms for different usages, including counselling, consultation, rehabilitation, operating a support hotline and holding cooking activities.

## ELEVATOR/GALLERY/GENERAL PURPOSE ROOMS/AREAS

**(Donation Amount: HK\$100,000 or above for each)**

The elevator, gallery, staff offices, reception counters, filing room, store room, laundry room, facility service room and changing rooms are also available for naming.

## TREES

**(Donation Amount: HK\$30,000 each)**

Trees in the Kowloon Centre are also available for naming.

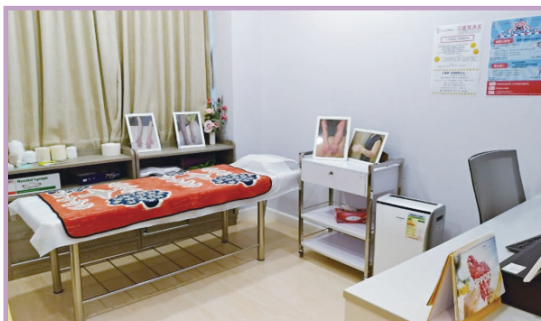




**MAMMOGRAPHY ROOM**



**ULTRASOUND ROOM**



**LYMPHOEDEMA TREATMENT ROOM**



**BREAST CANCER SUPPORT CENTRE LOBBY**



RECEPTION COUNTER



REHABILITATION ROOM



KITCHENETTE



COUNSELLING ROOM



COUNSELLING ROOM

## ACKNOWLEDGMENT

In addition to naming the asset after the donor or an individual/organisation of the donor's choice, the HKBCF will acknowledge the donor on the HKBCF website, newsletter, and annual report in recognition of the donation.



## CONTACT US

Please contact us if you would like to discuss the naming opportunities donation initiative, or explore other donation options.

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