

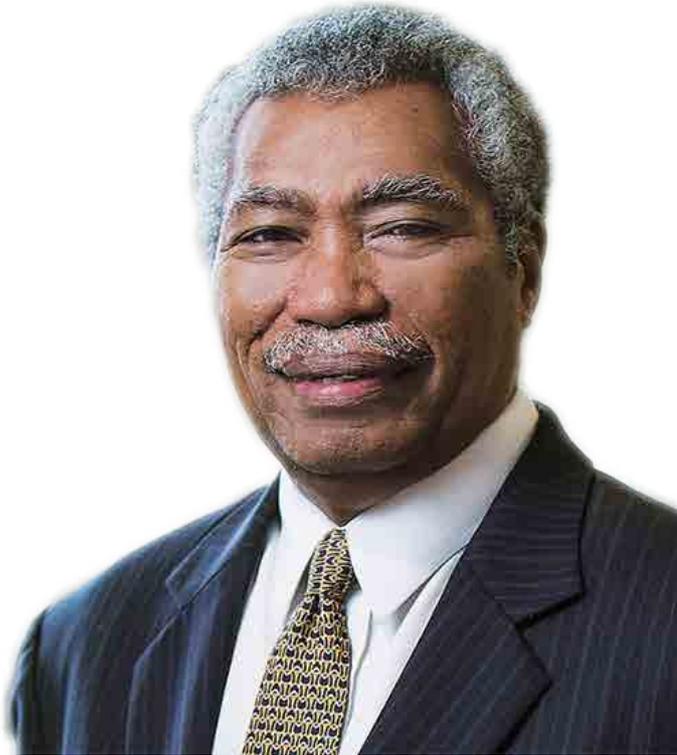


2014

ANNUAL REPORT



**CANCER
FOUNDATION**
Papua New Guinea



The Papua New Guinea Cancer Foundation (PNGCF) was formed in April, 2014 and has so far delivered a strong positive message of cancer prevention in the short time it has been in existence. The foundation has a big task ahead in getting the message across to Papua New Guinea (PNG) that the risk of cancer can be reduced and the earlier we detect cancer the better the chances of treating it.

We have identified through the guidance from partnering health organizations, that simple things - such as drinking less alcohol, not smoking and not chewing betel nut - are all easy ways to the reduce risk of getting cancer.

We just starting on a long yet promising journey of education and awareness to reduce the threat and impact of cancer in PNG. We want people to see the importance of understanding their bodies and to get medical help when they feel something is not right. The way to move forward means that the earlier we detect cancer, the better the chances of treating it.

More importantly, the more we know and share the knowledge on cancer to our family and our friends, we are not only protecting ourselves but also our families and friends from getting cancer.

It is better to prevent than to cure cancer.

Mr. Gereia Aopi

Chairman
PNG Cancer Foundation



In April, 2014 the Papua New Guinea Cancer Foundation (PNGCF) was established with the aim to reduce the threat and impact of cancer in Papua New Guinea (PNG).

In our year of initiation and with the support of corporates and individuals with the same passion to reduce the threat and impact of cancer in PNG, we raised well over K500, 000 through fundraising activities to conducted cancer education and screening to over 5 provinces around PNG.

Our profile, credibility and successful implementation of programs have been acknowledged by the support from the Corporate and business houses and the response to our programs from the communities have been overwhelming.

I would like to commend the founding PNGCF team for your work and assistance.

I also take this opportunity to acknowledge the leadership from our Chairman, Mr Gereia Aopi and Deputy Chairlady, Dr Lynda Sirigoï and esteemed members of our board. Your time, commitment and guidance are invaluable.

I would also like to thank each board member for volunteering your time and support in your respective roles.

In 2014, we achieved incredible numbers in our cancer screening and awareness programs. Our current personnel responded exceptionally well to meet the challenge as we continue to strive towards our objective in reducing the threat and impact of Cancer in Papua New Guinea.

Mr. Dadi Toka Jr

Chief Executive Officer
PNG Cancer Foundation

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Vision

To reduce the threat and impact of cancer in Papua New Guinea through successful education, prevention and clinical support.

Our Mission

To lead a cohesive approach to minimise the impact of cancer. Papua New Guinea Cancer Foundation will work with its partner organisations to create awareness and conduct prevention programs.

Overview

The Papua New Guinea Cancer Foundation (PNGCF) was formed for the purpose of improving coordination of cancer education throughout the country. Together with the burden that this places on an already strained health system, this approach addresses the situation of having multiple uncoordinated cancer activities, and limited information to both patients and health systems on cancer awareness and prevention activities. Our main source of funding is through corporate sponsorship/donations and DFAT Australian Aid grant.

Core activities

- Harmonising stakeholders involved in the delivery of cancer awareness, prevention and early detection in line with NDoH policies.
 - Conduct baseline surveys on cancer at Free-screening programs and cancer awareness workshops throughout the country.
 - Raise funds to advocate our activities to increase the amount of resources available and developing an evidence-based planning strategy to improve the effectiveness of investments.
 - Provide up-to-date evidence-based information to communities on cancer prevention, screening programs and health services available.
 - Provide information to health professionals and stakeholders on the cancer related statistics and treatment options.
 - Assist with the delivery of medicines and supplies through the NDoH.
-

Map 1: Areas impacted by the work of the PNG Cancer Foundation in 2014



Cancer Control Status

Papua New Guinea's existing health system has extremely limited cancer detection and treatment resources. Currently, there is a single radiation treatment facility based in Lae servicing a population of more than 7 million people. The Port Moresby General Hospital, the nation's largest referral hospital is similarly ill equipped and is constantly running out of essential cancer medicines.

The PNG Institute of Medical Research (IMR) estimates that 9.8% of deaths occurring in PNG can be attributed to cancer, which exceeds the estimated number of deaths caused by Tuberculosis, HIV/AIDS, or Malaria. The National Department of Health's National Health Plan 2011-2020 shows that of malignant cancer related hospital admissions, 28% are because of cervical cancer, 15% mouth cancer and 9% breast cancer. The PNG Institute of Medical Research suggests that 1 in 10 deaths in PNG is because of cancer. These numbers are alarming mostly because of lifestyle choices.

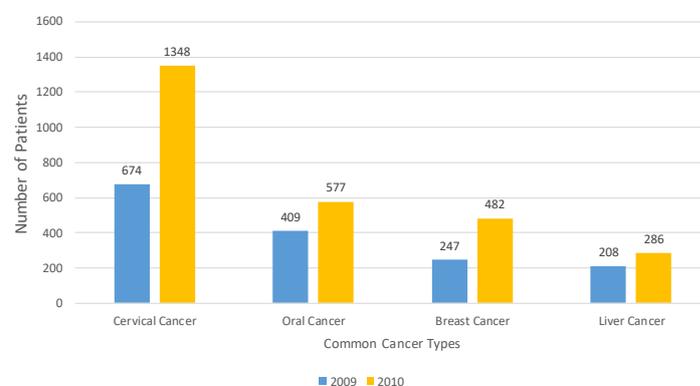
The Cancer Foundation believes that through constant education, lives can be saved.

The Papua New Guinea Cancer Foundation (PNGCF) aims to control cancer in PNG through cancer awareness programs, supporting cancer research, providing cancer information to the public and working with other stakeholders towards reaching the same goal. The PNGCF has three major events that it hosts annually, and four biannual events. In 2014,

most of the Cancer Foundation events were targeted at the corporate community whose show of support has been amazing.

As such the 2014 fundraising events were very successful, overwhelming support was received from the corporate sector, making each event to be a success.

Table 1: Cancer Trend in Two Years 2009 & 2010



Source: National Health Information System (NHIS)



Official Launch Papua New Guinea Cancer Foundation

Papua New Guinea joined the nations of the world in the continued fight against cancer, with the launch of the Papua New Guinea Cancer Foundation Incorporated on the 4th of April 2014.

The PNG Cancer Foundation board combines the talents of the country's most respected doctors, researchers, business executives and stakeholders. The PNG Cancer Foundation aims to improve cancer services in PNG and to educate people on how best to prevent the most common cancers. It is a joint initiative of the National Department of Health and Cancer stakeholders. PNG Cancer Foundation was officiated as a member of the Union of International Cancer Control (UICC) towards the end of 2013, prior to launching in 2014.

Cancer is currently estimated to cause one in every ten deaths in PNG, but the disease is still not well understood and treatment options are limited. The nation's most common cancers are cervical cancer, oral cancer, breast cancer and liver cancer. While there have been many independent health initiatives which deal with cancer, PNG has not had an overarching national entity to specifically target this deadly disease until the launch of the PNG Cancer Foundation.

The new Papua New Guinea Cancer Foundation's message is a positive one, the most common cancers in PNG are of-

ten preventable. "These cancers can be caused by the things we do and the way we live," said Mr Gereia Aopi, Chairman of the Foundation during the launch. "The good news is that we know that some simple things we can do – like drinking less alcohol, not smoking and not chewing betel nut- are all easy ways to reduce the risk of getting cancer." Mr Aopi explained seeing a doctor or nurse and learning about early warning signs are also very important. "We want people to understand their bodies better and get medical help when they feel like something isn't right. The earlier we detect cancer, the better the chances of treating it".

Mr Aopi also thanked all parties involved in the establishment of the NGO, especially Secretary Kase and NDoH, Cancer Council Australia, Oil Search Daffodil Cup Committee, Former staff & Committee of the Port Moresby Cancer Relief Society, and the DFAT Australian Aid.

Papua New Guinea Cancer Foundation began with an education campaign, to help people identify and understand common cancers. The Biggest Morning Tea event during the month of May, followed by numerous programs, activities and events throughout 2014 formed the base of PNGCF key activities.

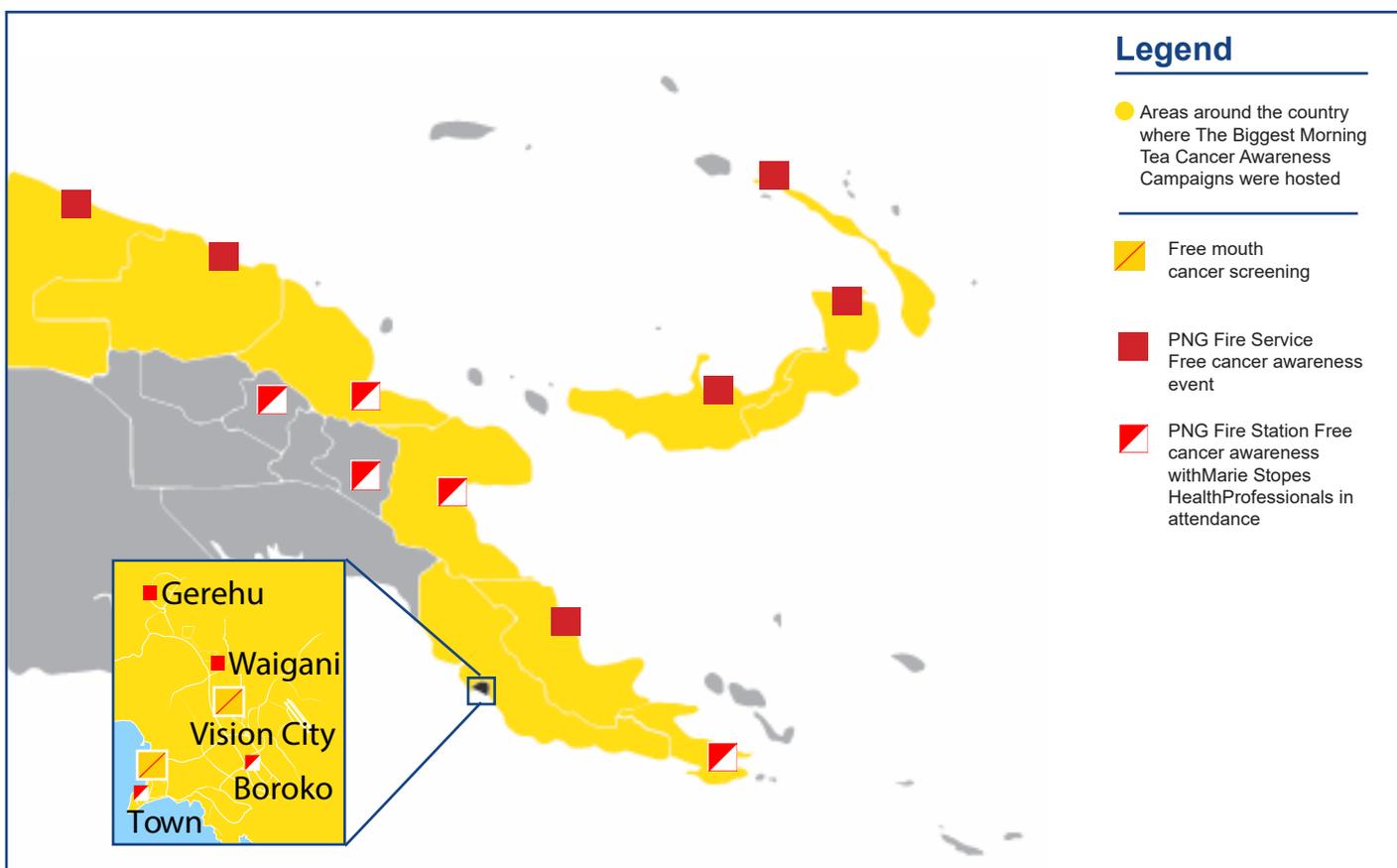


Biggest Morning Tea

During the month of May and June, the Biggest Morning Tea is a fun and easy way to raise funds and awareness for cancer while enjoying a cup of tea with delicious food. Morning Tea is open to the public and anyone can host a morning tea by simply registering with the PNGCF to receive a host pack, invite guests and make a donation.

Papua New Guinea’s Biggest Morning Tea (BMT) was a two-month campaign that ran throughout the months of May and June. It was sponsored by BNG Trading Group with Lipton Tea as the brand sponsor. BMT’s were hosted in thirteen different provinces including NCD and was officially launched with a High Tea hosted by the wife of Prime Minister Peter O’Neill’s, Madam Lynda Babao-O’Neill. The event was held on the 1st of May with an exclusive guest list consisting of 170 sponsor representatives, PNGCF board members, guests and the media.

Approximately forty-two (42) privately organized BMT’s were held all around PNG, and over 2500 individuals participated in these events. Cervical, mouth and breast cancer are the biggest killers in PNG and therefore Biggest Morning Tea’s primary focus was on mouth cancer awareness with its secondary focus being breast cancer. Through these events, over 7,500 cancer information brochures and posters were distributed.



Free Mouth Cancer Screening

The highlight of BMT were the free mouth cancer screening programs held in three different locations. Two mouth screening programs were conducted at two separate locations in Port Moresby. The first free screening was conducted on Saturday 24th May at the Waterfront Foodworld and second program was conducted a week later, Saturday the 31st of May at the Vision City Mega Mall car park, Waigani. The third free screening for biggest morning tea was conducted in the main market of Alotau, Milne Bay Province. This program was organised with the help of the Alotau General Hospital and other business houses in Alotau.

At these events a total of 276 individuals were screened for mouth cancer of which 40% were female and 60% male, and out of the participants 14% of individuals were found to have lesions of some kind (precancerous or malignant) and cancer information materials were distributed to approximately 400 individuals on site. Other events included the 12 public cancer awareness events held throughout the PNGCF partnership with the PNG Fire Service. Marie Stopes partnered in 5 of these provinces with health awareness materials distributed.

In terms of the media campaign, BMT reached out to the public through social media, the newspapers and television. Partnerships with PNGFM, NBC and FM100 enabled free radio advertising and national broadcasts of awareness spots and live crosses, which were held in public events. Biggest Morning Tea also received coverage through EMTV news bulletins, newspaper advertising and editorial coverage mostly through The National newspaper.

Aside from the mass awareness, BMT received cash donations totalling up to K96, 723.00 and in kind donations from corporate sponsors involved in the campaign. The support and dedication of BMT's corporate partners, the media and the general community played a significant role in realizing the success of the Biggest Morning Tea event.



FREE MOUTH CANCER SCREENING RESULTS - MILNE BAY PROVINCE

126 PEOPLE SCREENED

23 PEOPLE FOUND TO HAVE A LESION OF SOME KIND

WHICH IS **18%** OF THOSE SCREENED

THESE LESIONS ARE CLASSIFIED AS PREMALIGNANT BUT UPON FURTHER TESTING SOME MAY BE FOUND TO BE MALIGNANT

THE YOUNGEST PERSON FOUND TO HAVE A LESION WAS TWENTY-FOUR YEARS OLD **24**

32 OR UNDER AT LEAST HALF OF THOSE FOUND TO HAVE A LESION WERE IN THEIR 20s OR EARLY 30s

OF THOSE FOUND TO HAVE A LESION:

100% CHEWED BETEL NUT

43% ALSO USED TOBACCO; AND 56% ALSO USED ALCOHOL

41% OF 39 PARTICIPANTS SURVEYED HAD NEVER HEARD OF CANCER

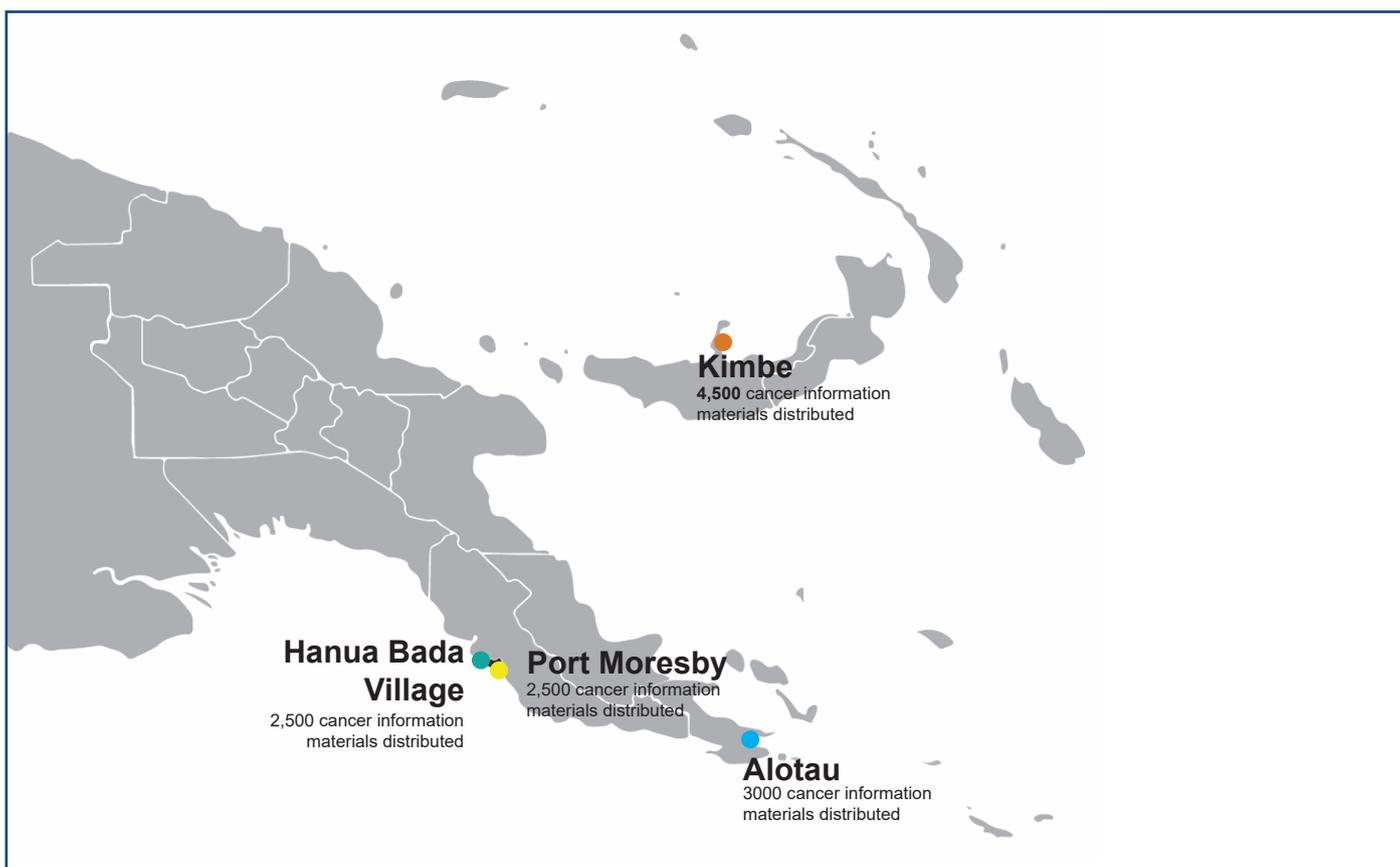
18% OF THOSE SURVEYED HAD HEARD OF CANCER BUT MISUNDERSTOOD CANCER OR ITS CAUSES

THIS HIGHLIGHTS THE NEED FOR CANCER AWARENESS CAMPAIGNS IN PNG, SO THAT PEOPLE CAN PROTECT THEMSELVES AND THEIR FAMILIES FROM CANCER

Free Cancer Screening & Cancer Education



Map 2: Visited provinces for Free Screening & Cancer Education



Alotau Milne Bay Province	Kimbe West New Britain	Port Moresby National Capital District	Hanua Bada Village National Capital District	Hanua Bada Village National Capital District
<ul style="list-style-type: none"> • Wednesday 31st March • Thursday 1st April 	<ul style="list-style-type: none"> • Wednesday 29th April • Thursday 30th April 	<ul style="list-style-type: none"> • Tuesday 18th August • Wednesday 19th August 	<ul style="list-style-type: none"> • Tuesday 18th August • Wednesday 19th August 	<ul style="list-style-type: none"> • Tuesday 18th August • Wednesday 19th August

Daffodil Month

Daffodil Golf Day Challenge

The Papua New Guinea Cancer Foundation’s Daffodil Golf Day Challenge’s primary goal is raising funds to assist the Foundation to continue carrying out awareness programs in its efforts to fight cancer in PNG.

The Golf Challenge was held at the Port Moresby Golf Club on the 22nd of August, Daffodil Day.

The Golf Day Challenge is annually funded by Oil Search Limited and is targeted at the corporate community. Organizations are asked to register a 4 person ambrose team prior to the day of the challenge and pay a registration fee of K3,000.00 or donate in cash or kind towards the event.

With a two-month timeframe to prepare for the event, Cancer Foundation and Oil Search Ltd managed to register forty (40) four-person Ambrose teams with thirty-eight (38) teams participating on the day. Overwhelming support came from many corporate organizations – DHL shopped all merchandise items for the event, food and drinks were sponsored by Stop n Shop and Patricks Transport and many organizations who registered also donated prizes.

Teams were given Cancer Foundation bags to help with the day’s challenge, items such as caps, gold towels, golf balls and cancer information brochures were given to each team player and were required to wear a daffodil pin. Caddies were given Lipton sponsored t-shirts that had a “Join the fight against cancer” message so that onlookers and participants were reminded of the purpose of the event and its cause. Cancer Foundation ambassadors Mrs Lynda Babao-O’Neill and Steven Kari were an influential presence in further strengthening the support of the event as they made time available to take photos with each registered team.

From team registrations and auction sales, the daffodil golf day challenge raised K141,000.00 in cash. However, a considerable amount of sponsorships and in kind donations were received from many corporate houses that allowed the golf day to be a success.

In appreciation of the many companies who took time out to participate, each team and players received a prize at the end of the program. A speech made by Cancer Foundation Chairman and Oil Search Limited Executive General Manager for External Affairs and Sustainability Mr Gereia Aopi and presentation of trophy for the winning team Pacific MMI.

In terms of promotion, a press release and a media conference was held at the Oil Search board room announce the possibility of the golf day and Oil Search’s support towards the fight against cancer, all media personal were invited, an advertisement in The National and made the EMTV news bulletin.



INTO ITS 12TH CONSECUTIVE YEAR, THIS YEAR’S DAFFODIL CUP GOLF CHALLENGE WILL BE RAISING FUNDS FOR THE CANCER FOUNDATION PNG (CFPNG)

Pinktober - Women's Cancer Awareness Month

The Pink Ribbon Brunch

Throughout the month of October the Cancer Foundation focused much of its awareness on women's cancer issues in PNG. Cervical and breast cancer was its primary focus with mouth cancer being its secondary, this is because women's cancer issues are the biggest cancer killers. Pink ribbon registration packs were made available to individuals and organizations willing to support by selling pink ribbons. Registration packs were only available to the Port Moresby community with packs consisting of pink ribbons and free cervical, mouth and breast cancer information. PNGCF cancer information materials were also made available for download and print through a Cancer Foundation link. Although throughout the month of October, only eleven (11) companies registered, there was an increase in the number of requests made for information materials.

Also, during the month of October, the Cancer Foundation hosted its annual Pink Ribbon Brunch, a popular event amongst women in the corporate community; Pacific MMI Insurance came on board as the major sponsor, covering the costs for the venue, food and drinks. They also paid for the Pink Ribbon cancer awareness t-shirts for all the ground staff at the Yacht Club and the volunteers who helped out on the day.

The message of the brunch is very self-explanatory and therefore more time was out into selling out tables rather than promoting the event. The brunch derives its popularity from the seven long years that it has been occurring. The aim was to sell out 17 tables and through email messaging, letter of requests and posters, we managed to achieve our goal. The event was also promoted on our facebook page, however much of the tables sales were generated through emails and phone calls.

The Brunch was held on the 16th of October at the Royal Papua Yacht Club and was an exclusive event. The audience at the brunch consisted of 95% being female and 5% male. The venue was flooded with pink and white, guests were also encouraged to dress in pink, with prizes being given to the best dressed pink table.

The theme was "Join the fight against women's cancer in PNG". The brunch printed materials were sponsored by Moore Printing with a majority of the materials having a cancer prevention messaging. Printing assets included gate tickets, raffle tickets and copies of the program.

The program consisted of a cancer information presentation made by a specialist obstetrician and gynaecologist technical advisor for NCD Health Dr Luty Amos, breast cancer testimonial speech made by Wendy Kalas, sponsor speech made by managing director for Pacific MMI Insurance and thank you speech made by PNGCF deputy chairlady Dr Lynda Sirigoi. There was also entertainment, raffle draws and door prize giveaways presented to winners drawn. The NCD Health provided free breast screening for men and women interested to get themselves checked and used PNGCF as the main form of contact. We received 14 contact information forms from individuals after the brunch and were passed on to the NCD Health. Since then, PNGCF has been following up on the progress of the 14 screenings with NCD Health and are currently still waiting for an update.

Over K40,000 was made from the brunch and an ad was published in The National newspaper thanking the supporters and sponsors.



Corporate Ball

PNG Cancer Foundation Gala Ball

The Cancer Foundation gala night was a huge success, aimed at raising K194,000.00 to fund 6 provincial cancer awareness and screening programs in 2015. Through ticket and auction sales, the events raised over K200,000.

The event was given a three-month preparation time and therefore due to the limited time available, the Cancer Foundation gathered together a few of Port Moresby's socialites, event planners and finance personnel and formed a committee specifically to help organize and coordinate the ball. This event was also targeted at the corporate community.

The ball was promoted through our social media, specifically facebook, newspaper advertisements, posters email requests and phone calls. Overall thirty (30) tables were sold. Immense support was once again received from many corporate houses.

The ball was held at the Gateway Hotel on the 15th November and over 300 guests attended the event. The decorations ball committee beautifully decorated the venue with decorations being donated by the committee members and purchased by PNGCF.

The CEO for the Cancer Council Australia Professor Ian Olver had flown into the country and was the oncology specialist speaking about cancer. Keynote speaker was Prime Minister Hon. Peter O'Neill who spoke positively about the future developments of cancer treatment and services that will be made available in PNG.

Overall, the primary goal was raising funds to assist the Foundation carry on its awareness programs in 2015 and reaching out to the many people living in the rural areas. The ball was organized to also show the guests on the night the work of the Cancer Foundation has been done in the past 11 months. Some of this work was captured through a video presentation, and in 2015 more effort will be put into ensuring that the Cancer Foundation invests into quality video presentations.

Organizing the event required a lot of time, manpower and commitment and without the support from the ball committee, the corporate community, sponsors and donors; the event would not have achieved that success that it did.



BNG Trading - Lipton Tea

PNGCF announce BNG Trading (Lipton) as the Major Sponsor for the 2014 Biggest Morning Tea campaign on the 29th of April 2014 after signing of a three year MOU between CEO of PNGCF Dadi Toka Jr and BNG Trading Group Marketing Manager, Mr Simon Winchester, for Lipton Tea to sponsor the Biggest Morning Tea Cancer Awareness Campaign for three years.

Approximately forty-two (42) privately organized BMT's were held in thirteen different provinces in PNG, including NCD, with over 2500 individuals participating in these events. With the generous support of BNG Trading as the overarching major sponsor, using Lipton Tea as the brand sponsor, each registered group received a Lipton Tea sponsored host pack with essential items they needed to get started, including Betty Crocker Muffin mixes, Lipton tea, sugar & milk as well as plenty of cancer awareness information materials



Moore Printing

Moore Printings generous sponsorship of The PNG Cancer Foundation in 2014 was fundamental in the foundations awareness and fundraising efforts throughout the year. By providing PNGCF with quality printing of all advocacy materials, including cancer awareness brochures & posters and printed fundraising assets such as tickets and programs, Moore Printing was an instrumental supporter of the fight against cancer in PNG.

These brochures were designed specifically for Papua New Guinea, targeting common misconceptions and major risk factors contributing to the spread of cancer within the community. With 22,000 of the 30,000 brochures printed by Moore Printing and distributed by PNGCF, these important printed assets facilitated the circulation of tailored cancer awareness, prevention and early detection information to thousands of people throughout many provinces in the country. Moore Printings branding and sponsorship of the PNGCF was clearly represented on every single one of the 22,000 brochures disseminated.



Pacific MMI Insurance

The Kimbe, West New Britain Provincial Program was a highlight for the Cancer Foundation in 2014

Through partnership with PMMI an important pilot activity, provided valuable learning and experience only made possible with the support of valued sponsors and partners, particularly major sponsor Pacific MMI Insurance.

In addition, PMMI also supported a major fundraiser; The Pink Ribbon Brunch in 2014. Pacific MMI also contributed to the foundation's fundraising and awareness success by sponsoring two teams to participate in the Daffodil Cup Golf Challenge, the major fundraising event staged on Daffodil Day in August



DHL Express

In 2014, DHL's generous sponsorship of the PNG Cancer Foundation played an integral role in the Foundation's national cancer awareness and fundraising efforts. Sponsored prompt and reliable transport of awareness materials, fundraising assets and vital cancer medicines, both nationally and internationally, was provided by DHL throughout the year — services that were vital in the fight against cancer in PNG in 2014, and tremendously appreciated by the PNGCF team.



PNGFM

In 2014, during the months of May and June, the PNGCF Biggest Morning Tea (BMT) campaign promoted cancer awareness and prevention in PNG, with a focus on mouth cancer and its major risk factors — the widespread use and abuse of betel nut, tobacco and alcohol in PNG.

Approximately forty-two (42) privately organized BMT's were held in thirteen different provinces in PNG, including NCD, with over 2500 individuals participating in these events. These registrations, and the subsequent funds and awareness raised were entirely thanks to the radio promotion sponsored by PNGFM and its subsidiaries, YumiFM, NauFM and LegendFM. The 30 second radio advertisements that ran on all 3 stations throughout May and June, enabled the foundation to call out to the public to register to host a morning tea and to also share an important cancer awareness message with the wider community. The popularity of

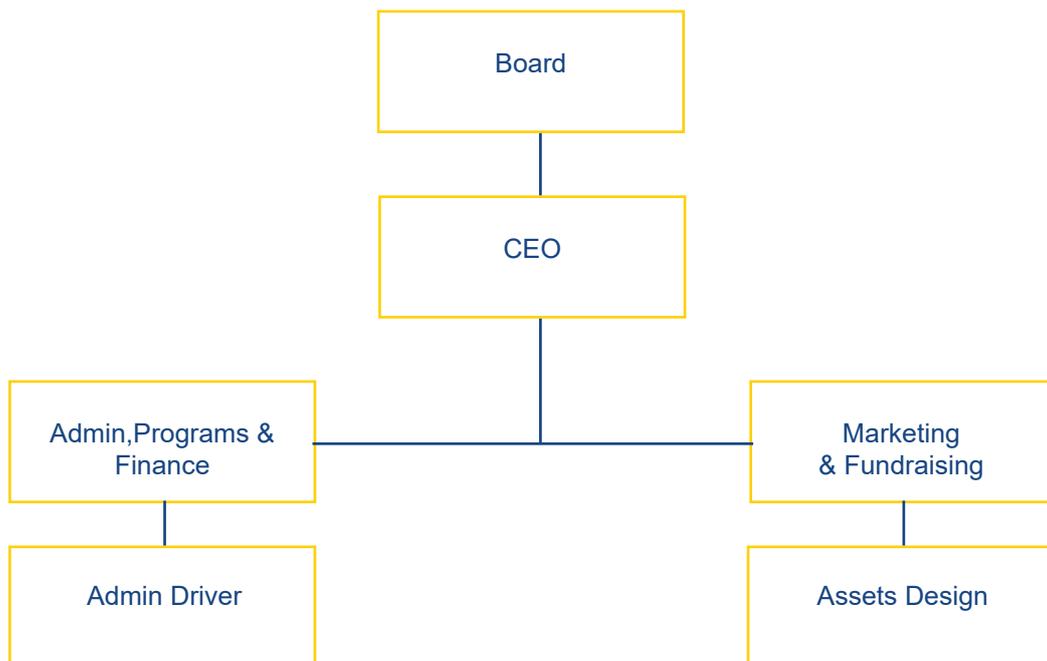
these stations among Papua New Guinean listeners meant that this was a tremendously valuable part of the BMT campaign.



2014 Interim Board Members

Chairman:	Mr. Gereia Aopi Executive General Manager Oil Search Limited	Business Representatives:	Mr. Frank Bouraga Ernst & Young
Deputy Chairman:	Dr. Lynda Sirigoi Womens Doctors Association		Ms. Prue Go City Pharmacy Ltd
Cancer Stakeholder Representatives:	Dr. Priscilla Nad DFAT / Australian Aid	National Department of Health Representative:	Mr. Pascoe Kase Secretary NDoH
	Ms. Deborah Telek Port Moresby Cancer Relief	Consumer Representative:	Ms. Caroline Henao Cancer Survivor
Medical Research Representative:	Dr. Andrew Vallely PNG Institute of Medical Research		
National Cancer Treatment Centre:	Dr. John Niblett Chief Oncologist		

Chart 1 : Organisational Structure



For the year Ended 31 December 2014

Table 2: Capacity Building

	2014	2013
	K	K
Income		
Grant Income - HHISP	375, 211	-
Donation	100, 000	2,290
Fundraising - BMT High Tea	1, 200	-
Biggest Morning Tea Donation	78, 864	-
Sponsorships	99, 500	-
Merchandise Sales	9, 663	-
Fundraising - General	849	-
Daffodil Cup	147, 200	-
Cancer Foundation Ball	333, 750	-
Pink Ribbon Brunch	46, 390	-
	1, 203, 427	2,290
Expenses		
Per Diems	10, 809	-
Salaries & Wages	255, 123	-
Supplies	458	-
Freight, Courier & Postage	100	-
Accommodation	23, 647	-
Insurance	8, 864	-
Other Personal Costs	72, 418	-
Motor Vehicle Expenses	16, 479	-
IT Equipment	24, 284	-
Office Supplies	15, 709	-
Electricity	2, 364	-
Telecommunications	27, 840	-
Rent	7, 000	-
Other Projects Cost	5, 389	-
Bank Fees	1, 036	-
BMT Host Packs	2, 250	-
Fundraising Event – High Tea	3, 564	-
Awareness – Public Events	35, 363	-
Daffodil Cup	34, 940	-
Pink Ribbon Brunch	1, 241	-
PNGCF Ball	100, 659	-
Advertising	8, 036	-
Audit expenses	15, 600	-
	673, 173	-