

Hong Fook Mental Health Foundation's Milestones

Updated August 2020

2020

- Due to COVID-19 pandemic, the annual Hong Fook Gala was cancelled. A series of "Together We Thrive" webinars in partnership with Asian Community Psychiatric Clinic and a radiothon fundraising week in partnership with SingTao Media were hosted, raising over \$200,000 in net proceeds.

2018

- Started to participate in the annual Scotiabank Toronto Waterfront Challenge, raising over \$47,000 with 47 Hong Fook runners/walkers.
- Started to exceed \$300,000 in fundraising every year through multiple channels, including the Hong Fook Gala, the Scotiabank Toronto Waterfront Challenge and other major donations.

2017

- In the celebration of the 35th anniversary of the Association, another Hong Fook Movie Night was hosted, featuring "Mad World", to raise public awareness to the needs of family members and caregivers.
- Introduced four levels to recognize major donors and sponsors on an annual basis and hosted donor recognition event at the Movie Night.

2016

- The Annual Hong Fook Golf Tournament discontinued after 2016.
- The Annual Hong Fook Gaia raised over \$300,000 in net proceeds for the first time.

2007

- The 5th Annual Hong Fook Golf Tournament reached a record high, raising over \$50,000 in net proceeds.

2006

- Brought back the Annual Hong Fook Gala and successfully raised over \$200,000 in net proceeds.

