



Hope for Tomorrow

Bringing cancer treatment closer to home

issue 12

November 2013

Our mission is to deliver QUALITY of treatment, which is LOCALLY available, with DIGNITY for patients during their treatment, to give HOPE for tomorrow.

Are you ready for 'The Big Give'?

Last year's Challenge raised over £10m for 350 participating charities... look inside to find out how you can get involved.



The latest from our MCU project

Turn to **Page 3** to find out which new NHS Trusts we're working with.

Keeping the wheels moving

Find out the best way to support our Mobile Chemotherapy Unit project, now and into the future. **Page 4**

Christmas is coming!

We're getting festive on **Page 2** and can give you some handy tips on how to donate this Christmas, without spending a penny!



Dear supporter



Dear Supporter,

What an exciting Autumn we're having in the run up to our 10th Anniversary Gala Dinner on the 3rd December, at Quaglinos in London. Our first ever Badminton 10k Run was a great success and, as you'll read in this edition of our Newsletter, we launched our fifth Mobile Chemotherapy Unit on Monday 14th October, which is being operated by East Kent Hospitals University NHS Foundation Trust. This Unit was named "Caron" in memory of Gloria Hunniford's daughter.

We're now building up to the Big Give Christmas Challenge, which will support our Care Miles fund. With your help, we can make an equally BIG difference.

Best wishes,
Christine Mills MBE
Founder & Trustee

5

Mobile Chemotherapy Units

7

Nurses Support Vehicles

6

Counties of operation

'The Big Give' Christmas Challenge

We are delighted to have been selected to participate in the Big Give Christmas Challenge 2013, which is the UK's biggest online match funding event.

As a supporter of HFT this is a fantastic opportunity for your donation to be matched and make twice the impact for a cause you care about. When?

- Thursday 5th December from 10am
- Friday 6th December from 10am
- Saturday 7th December from 10am

On each of these days there is a fund of money provided by our Big Give Christmas Challenge supporter Candis that could match your donations. The minimum donation you can make is £5 which could be turned into £10 by Candis! But it is a competition to get to those funds quickly - leave it too long and we might miss out, so please go online as soon as you can on the dates and times above.

How?
Simply go to:
<http://new.thebiggive.org.uk/project>

Deck the halls!

With Christmas almost upon us, people are beginning to think about cards, presents, family and their community. We'd like to thank all those who have already kindly pledged to send us a donation, instead of sending cards to friends and family. For those of you who would still like to buy cards, our Christmas range is now available on our website. Some of the designs are shown above.



Give as you Live®

For those of you who shop online, Give as you Live is a fantastic way to raise extra pennies, with no extra cost to you. It is a fundraising gateway, which gives shoppers access to 2,556 leading retailers that will donate a % of every purchase to charity.

To register, go to www.giveasyoulive.com/join/hopefortomorrow or contact us for more information.

"I love the name "Hope for Tomorrow". During her 7 years of battling cancer, my courageous daughter Caron lived by the positivity of hope.

It is such a privilege that this Unit is to be named after Caron and I know how proud she would be that this invaluable work is being carried out."

Gloria Hunniford

Berkshire ~ new MCU

We have great pleasure in announcing that our 6th Mobile Chemotherapy Unit will launch in early 2014, and will be operated by the Royal Berkshire NHS Foundation Trust.

The Unit will operate out of the Royal Berkshire Hospital in Reading with treatment locations to be confirmed shortly.

As with our other Units, the Berkshire Mobile Chemotherapy Unit is owned and maintained by Hope for Tomorrow.



The Royal Berkshire NHS Foundation Trust's main site is based about fifteen minutes' walk from the centre of Reading

Eask Kent Launch

On Monday 14th October, we proudly launched our fifth Mobile Chemotherapy Unit in East Kent, generously supported by ICAP. The latest MCU to join our fleet will service Hythe and other remote parts of the county.

The launch took place at the Kent County Cricket Club in Canterbury and was attended by a range of medical representatives.

The Unit has been named 'Caron', in memory of Gloria Hunniford's daughter Caron Keating, who sadly passed away from cancer. Gloria's son Michael came to cut the ribbon along with local patient Peter Laker MBE, who has undergone chemotherapy himself.

Mr Laker, from Chartham near Canterbury, said it would provide a lifeline to people in their "darkest hour".

"Cancer diagnosis comes like a bolt out of the blue, and chemotherapy hits you hard. It makes you feel down and depressed. I started my treatment during one of the worst winters, when we had eight inches of snow. This unit will benefit people who can't get to hospital for treatment."



Pictured

Top: Christine Mills, Claire Cosgrove and staff from the East Kent Hospitals NHS Foundation Trust

Bottom: Michael Keating and Christine Mills

Southampton

In the coming months we will be piloting a new project in Southampton. The NHS team at University Hospital Southampton currently offer outreach services at local hospices. However, they've had some problems transporting the nurses and drugs, and currently use taxis. To help them continue to bring cancer treatment closer to patient's homes, we will be providing them with a Nurses Support Vehicle.

Keeping the wheels moving

Regular Giving

With our fleet of Mobile Chemotherapy Units growing, and with increasing demand, we are appealing for help to keep them on the road. Giving a gift on a regular basis is one of the best ways in which you can support our work. It's simple to set up, and the payments are collected automatically, which cuts down on administration costs.

After the launch costs, each Mobile Chemotherapy Unit requires £12,000 to keep it maintained on a yearly basis. If all of our current supporters gave just £2 a month, we would raise enough money to fund the maintenance of each operational Mobile Chemotherapy Unit.

How to sign up... it is easier than most people think to set up a regular gift. You can either notify your bank directly or you can log onto our website, click on the yellow 'Donate' button in the top right-hand side of our website and follow the instructions.

"I've just passed the two year mark after my cancer and chemotherapy and have been told it's far less likely to recur now. Since I will be moving from Gloucester to Oakridge next year, I feel personally how beneficial this service must be to folks living in rural communities. I tried to imagine getting to hospital from Oakridge for regular treatment and realised it would not be much fun, especially in Winter. I hope neither my wife nor I ever need it, but I'm happy to give a little regularly in support."

Supporter, Chris Gregg



Making a regular donation towards our Mobile Chemotherapy project means that patients, like Hilary May (pictured), can continue receiving chemotherapy closer to home. Hilary had to travel all of 1 mile, instead of the usual 26 miles, whilst she was undergoing treatment on our MCU and was in fact the first person to use our Somerset Unit 'Bumble'.



Payroll & Pension Giving

The Government has recently tried to make it easier for UK citizens to donate to charities on a monthly basis. Payroll Giving is a scheme that enables employees to give to any UK charity straight from their gross salary before tax is deducted.

You pay tax at the basic rate of 20% and make a monthly donation of £10. That means you save £2 tax (20% of £10). The actual cost of the donation to you is £8.

Our nominated Payroll Giving company is Payroll Giving in Action, which is a professional fundraising organisation whose primary aim is to raise awareness and take up of the pre-tax Payroll Giving scheme.

www.payrollgiving.co.uk



Events 2013/2014

Dates for your diary

Annual Charity Polo Day

Our next annual Chariy Polo Day, sponsored by ARI Fleet UK, will be taking place on Saturday 28th June 2014. We'd love to see you there - whether you're a first timer, or whether you've supported the event since the beginning! If you can't make it, would your company consider sponsoring the event, or even donating an auction prize?

Bunbury Celebrity Cricket Match 2014

We are pleased to announce that we will once again be holding a Celebrity Cricket Match, hosted by the fabulous 'Bunbury's'. The team is headed up by our Patron, Dr David English CBE, and this year we will be at the home of Kent Cricket - the Canterbury Cricket Ground. We're looking forward to revealing which celebrities will be playing for the Bunbury's and who will be representing the Hope for Tomorrow team!



Dr David English and some of the guests and players at our 2012 event at Bath Cricket Club

Clockwise from below: One of our runners recovering with a sports massage, runners lining up at the start, our corporate partners Fidelius playing a giant Connect 4 game and father and daughter runners Ray and Kerri Wilcox outside the MCU



Success at Badminton!

Our 10k run, which was held on 15th September at the Badminton Estate, has proved popular amongst the participants. Over 150 enthusiastic runners (and walkers!) took part, and some even brought along their four legged friends! Although there were a couple of light showers, we seemed to be lucky with the weather and it certainly didn't dampen anyone's spirits. We were also joined by our Bath based Corporate Partners 'Fidelius', who came armed with a magnificent BBQ and ran various additional fundraising initiatives during the event.

We'd like to thank the Duke and Duchess of Beaufort, who kindly allowed us to use the Estate and to our sponsors who made it all possible.

This event will be returning in 2014, so gather your friends, brush off your trainers and get involved!

Company partnerships

Charity of the Year

Why not encourage your company to take on a Charity of the Year (COTY) partnership with Hope for Tomorrow? Working closely with a charity across a 12 month period enables all the staff to get involved. We have had some fantastic feedback from our current COTY partners which range from large national corporations through to regional companies. They have all thrown themselves into the partnerships with huge enthusiasm. But don't let us convince you, here are some quotes from them...

What benefits have you gained as a company from having a Charity of the Year?

Firstly, and most importantly, the satisfaction of helping such a worthy cause. This was particularly helpful throughout our 3 Peaks Challenge training; offering a vital point of focus. It has also presented us with a fantastic PR opportunity. In addition to the regional coverage, our own clients and candidates have been interested to learn about our fundraising.

Why Hope for Tomorrow?

We all truly believed in the cause – it was a very easy decision. Cancer touches so many people and we felt it was appropriate to raise money for a cause that reflected this. You can make such a difference with a charity such as Hope for Tomorrow and you can see how much your donation means to them.



Staff enjoying themselves at a Golf Day organised by one of our partners. The event raised in excess of £6,000 and brought all the employees together

What activities and events have you pursued/held and why?

The 3 Peaks Challenge (in 24 hours), and a fundraising quiz night on a local canal boat. We wanted to do something bigger than our previous fundraisers, something more memorable and that offered a true challenge. We found taking this approach has helped us to raise more money than ever before.

Would you recommend pursuing this type of Corporate Social Responsibility?

Yes, from all aspects. PR, team bonding and the value of supporting charities. As one of the success stories of the South West's financial sector, we firmly believe that with success comes responsibility. Charitable giving within the local community is one of the ways we seek to meet our wider responsibilities and we are proud to raise money for Hope for Tomorrow.

Would companies of all sizes benefit from charitable activity?

Certainly! You can always organise a series of smaller activities. The satisfaction is always there, as are the PR opportunities. Even if it's only a mention on your own website/team notice board.



Fundraisers before they set off on their '3 Peaks Challenge' in aid of Hope for Tomorrow

To discuss corporate partnership opportunities contact Claire Cosgrove, our Trust and Corporate Fundraiser - clairecosgrove@hopefortomorrow.org.uk

Supporters in the spotlight



L-R Adrian James, owner of Cumberwell Park, Steve Adams from BOA Rotary Club, Rosa Woodley, Events and Community Fundraiser at Hope for Tomorrow and Keith Smales, past President of BOA Rotary Club

Golf Day a resounding success!

Earlier this year, the Bradford on Avon Rotary Club held its annual Golf Day and chose to donate funds to Hope for Tomorrow. The event was held at Cumberwell Park in Wiltshire which has been very supportive of us recently. The owners kindly waived the fee for the club to use the course, allowing additional profit to come to us.

In the evening, they held a wonderful dinner along with an auction which was attended by our Chariman, Lord MacLaurin.

In total the event raised £6,500 which was an extremely impressive amount to have raised and our thanks goes to Adrian and Steve James at Cumberwell Park as well as all of the hard-working members of club.

The Coventry in Tetbury continue their support

We'd like to say a huge THANK YOU to the Coventry Building Society team in Tetbury, who have been supporting Hope for Tomorrow since 2010.

They've organised a variety of events to raise money for us and have so far raised £1,541.20 towards our Mobile Chemotherapy Unit expansion project! Due to their success, they've got more events in the pipeline - from raffles, to quizzes and team challenges! So if you're in Tetbury over the coming months, do pop in and show your support.

Pictured below: Le tour de Branch team who cycled to all 70 Coventry branches, covering 550 miles in 5 and a half days!

They set off on 22nd July 2013 and finished on 27th July 2013. They raised over £30,000 for a range of charities, including Hope For Tomorrow.



The Summerfield Charitable Trust

We have also had some amazing support from charitable trusts and grants. They are a vital part of our fundraising and we are very grateful for their enthusiasm. We often arrange for their representatives to visit our Mobile Chemotherapy Unit's, so that they can gain some insight into how their funding makes such a difference.

For example, our Gloucestershire MCU has recently been supported with a grant from The Summerfield Charitable Trust, which has been providing charitable funding in Gloucestershire since 1989. Recently they have given us funding towards some vital equipment. Thank you to all the Trustees and staff!

Meet Jonathan Warren, Senior Healthcare Assistant at Musgrove Park Hospital

How long have you been with the NHS?

4 years.

What did you do before working as a Healthcare Assistant?

I previously worked in the Accident and Emergency department before moving to Oncology/Haematology.

Take us through your responsibilities...

I am responsible for supporting the trained nurse in the administration of chemotherapy and supportive treatments and preparing equipment and patients for treatment on board Bumble.

What do you like to do in your spare time?

I like to do computer design and programming, building networks and systems and of course my games! I enjoy my voluntary work within St John Ambulance giving much needed first aid support to my local community, and also helping the NHS ambulance service during times of great need, such as the tragic M5 incident and the recent weather we've had.



What do you think about the Mobile Chemotherapy Unit service?

I have to say, before joining the MCU team I had never heard of it, but I am so glad to be a part of it. It is so nice to see patients happy that they can be treated much closer to home.

Without Hope for Tomorrow, patients who would otherwise be too unwell to travel to their appointments have the opportunity to receive their treatments. The charity itself does so much for people with cancer and I don't think treatments today would be the same if it wasn't for you guys.

Find out more

Hope for Tomorrow is a national charity dedicated to bringing cancer treatment closer to patient's homes. Our Mobile Chemotherapy Units reduce long distances of travel, waiting times and help avoid the stresses and strains of busy Oncology Centres.

Contact us

There are many ways you can get in touch! We like to keep our supporters up to date with our progress, but we also aim to keep our overheads to a minimum to ensure the majority of donations go towards our Mobile Chemotherapy Unit project.

Phone

01666 505055

Post

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Online

Visit our website at
hopefortomorrow.org.uk