



# Five pillars underpin our work

Following on from the end of our last five-year strategy comes our brand new 2024-2029 five-year strategy with five new pillars underpinning the work of Hope for Tomorrow.

## Welcome

Welcome to our latest impact report. This one is a little different from the previous few and will cover not only what we have achieved in the last financial year but also a look back over the past five years, as in April 2024 we came to the end of our first five-year strategy.

When we wrote the 2019 – 2024 strategy, we could never have predicted that within that time we would face a worldwide COVID-19 pandemic and lockdown. However, as a charity we not only carried on working throughout England to provide safe and convenient spaces for patients to receive their cancer treatments, but we also acted immediately to ensure patients could continue their treatment away from the hospital. When NHS Trusts asked us to, we were able to support this vulnerable patient group. This is something the whole team is hugely proud of, and as we move away from the immediate challenges that COVID-19 pandemic had on the health services, we have continued delivering quality services to more patients in line with our strategy.

For our team, one of the proudest moments was seeing our innovation project unit go to Airedale NHS Foundation Trust and working with the people in the West Yorkshire area. This unit was named 'Christine' after our founder and is extremely special within our fleet.

Last year was very much a year of planning, reflecting and putting more foundations in place. In April 2024 we launched our new and ambitious growth strategy which builds on the work we have done in the last five years. Whilst doing so, we also carried on with our fleet replacement cycle and delivered new mobile cancer care units to NHS Trusts in Lincolnshire and Salisbury, to replace the existing units which had been such workhorses and had come to the end of their medical lives!

Our work has been challenging during the past five years and with the financial pressures many have faced throughout this time, we are so grateful for all the support and generosity you have shown us. We do all this work without any statutory funding and rely completely on fundraising.

We hope you find this document of interest and, if you would like to see a copy of the new Growth Strategy which sets out our plans for the future, please contact us (details on the back of this document) and we will happily send you a copy.

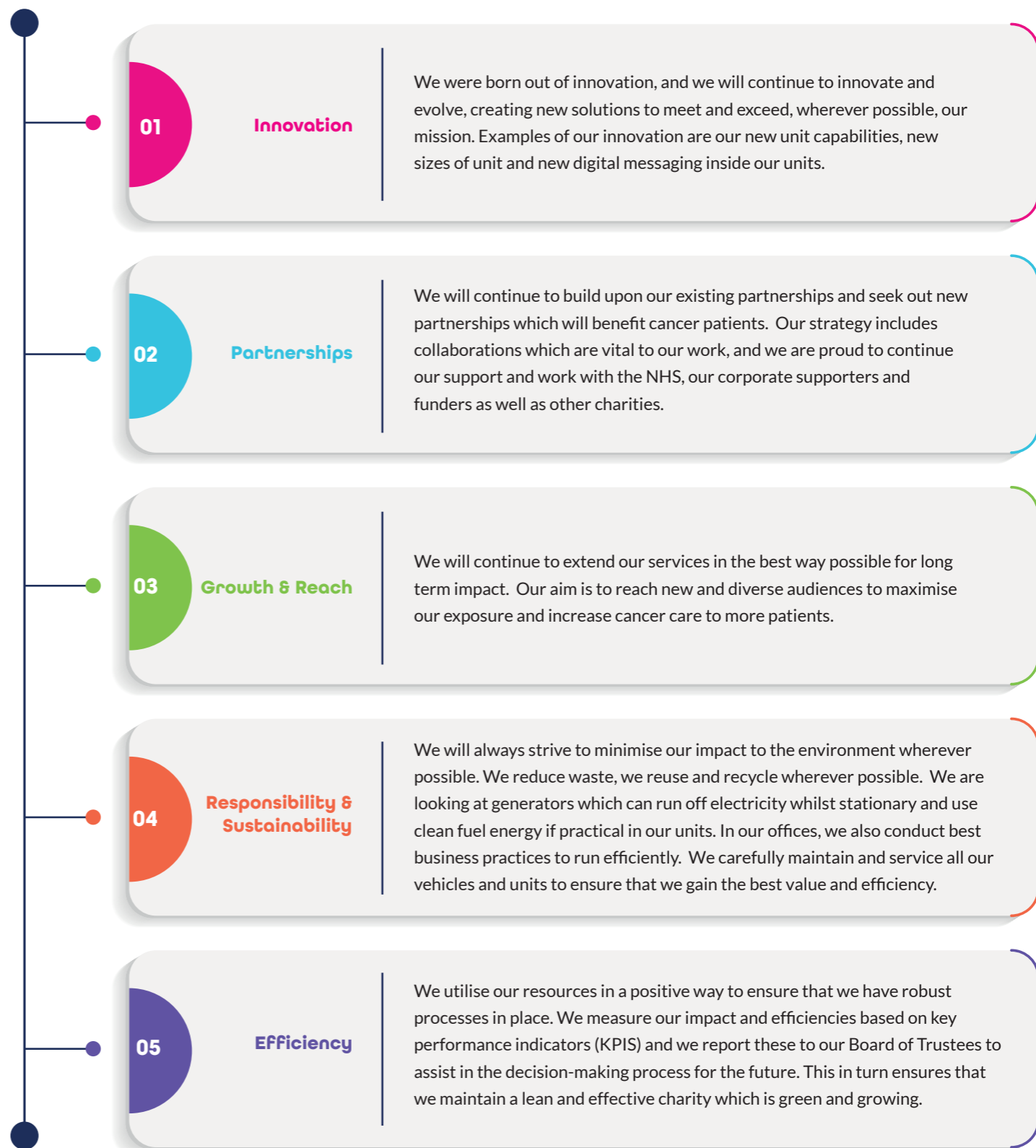
A wholehearted thank you.



**Paul**  
Paul Hooper, Chair



**Tina**  
Tina Seymour, CEO



# Welcoming new faces to the team

In the spring of 2024, we welcomed two distinguished individuals to our existing team of ambassadors. Mark Atkinson and Amanda Stretton have stepped forward to lend their voices and support to our work. Each with their own motivations and connections to the charity, they bring with them experience of their own impressive professional accomplishments.

Our group of charity ambassadors play a crucial role in strengthening our message, raising awareness, and inspiring support from a broader range of people, which is vital for the growth and sustainability of our work, meaning that we can continue to support cancer patients accessing the services they need, closer to where they're needed.

### Our current ambassadors include:

Jamie Chadwick • Jonathan Legard • Lisa Maxwell  
Harry Tincknell • Darren Turner



## Amanda Stretton

Amanda has a unique background that combines professional racing experience and broadcasting expertise. As the UK's foremost female motorsport presenter and an accomplished racing driver, Amanda communicates complex automotive topics in an engaging and accessible manner. She is now a highly sought-after individual for events like the iconic Goodwood Revival and Festival of Speed.

We look forward to working with Amanda to raise awareness of our work and generate greater support for mobile cancer care, utilising her many talents as she brings a wealth of potential to Hope for Tomorrow as one of our newest ambassadors.



## Mark Atkinson

In early 2024, we were thrilled to welcome Gloucester Rugby's former powerhouse centre, Mark Atkinson, as an ambassador for Hope for Tomorrow.

On his new role, Mark said, "I'm delighted to have become a Hope for Tomorrow ambassador. Being able to have treatment closer to home when you're a cancer patient has so many benefits, which is why the mobile units are so important". This is something which resonates with Mark personally, as his mum very sadly passed away from cancer.

With a genuine approach to community engagement, an evolving media presence, and



his dedication to making a difference off the field, we have no doubt Mark will be a key player in amplifying our message and supporting our work as we progress with him as a valued team member.

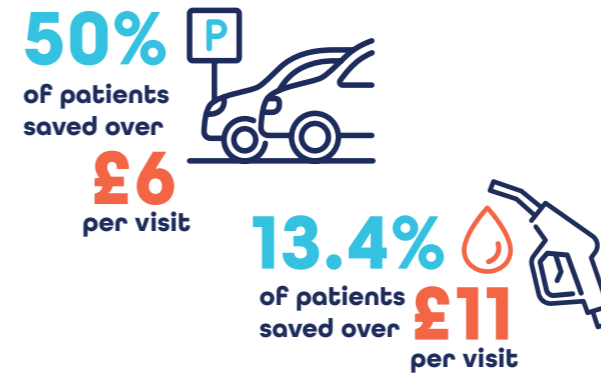
“ It seems pretty logical to me that the more relaxed and the calmer you are before treatment, the more beneficial it is going to be. ”

Kathryn, patient



# Our impact in numbers

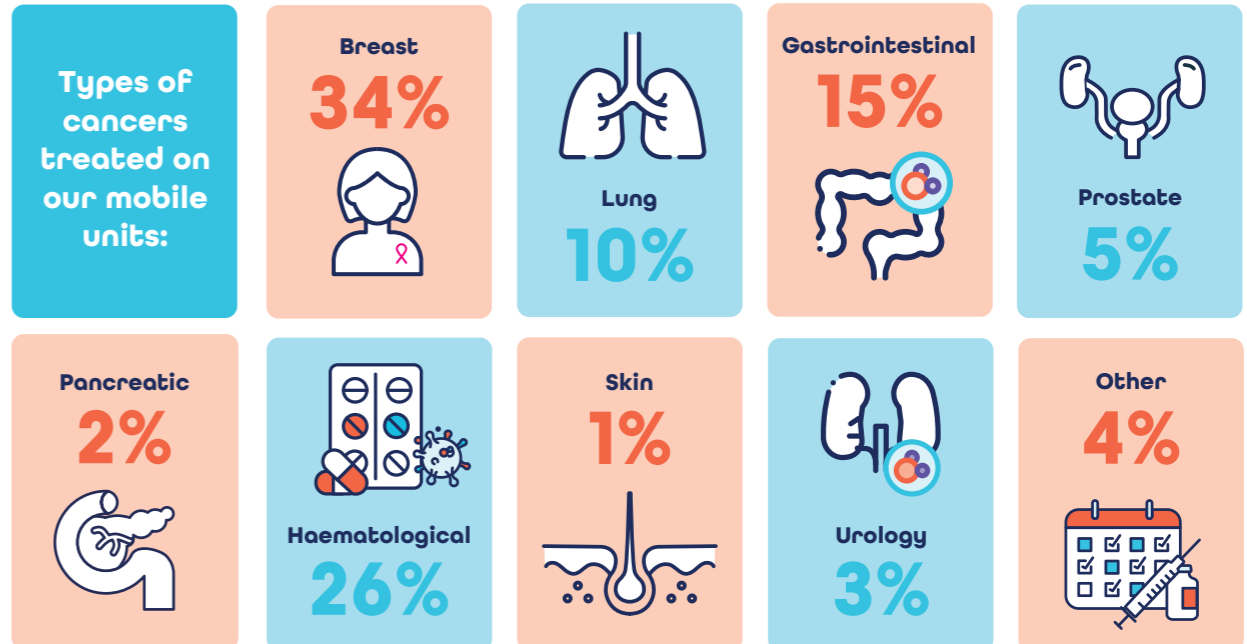
### Money saved on fuel and parking costs:



### How would you rate your experience on board?



### Expected length of treatment





February 2023

## Upgraded mobile cancer care units

In February 2023, we were delighted to deliver a new, upgraded unit to United Lincoln Hospitals NHS Foundation Trust. This unit, which had been serving the local community for over 10 years, was upgraded and received new kit such as improved air-conditioning units, a new generation lift which was easier to use and paved the way for future mobile cancer care units.

Later in the year, in September 2023, we delivered a similar new generation unit to Salisbury NHS Foundation Trust, both of these new units included additional privacy for patients with improved curtain configuration, along with other added benefits such as kit lock security for lockers as well as more storage facilities.

These new benefits also ensure that obsolete equipment and technical features were replaced with new generation upgrades in safety and security for our patients and NHS staff, improving comfortable surroundings for all concerned.

October 2023

In October 2023 we had our first meeting with Cobalt Health, who were to become our partner for a future exciting mobile lung assessment unit. We engaged with the NHS in Manchester, GPs and hospitals, and started a fabulous multi-partnership for a future "first" which then went into development, to be unveiled in 2024.



Average travel miles saved per treatment:



Average time saving:



## Ian's experience

Ian says: "I was diagnosed at West Suffolk hospital in September 2020, right in the middle of lockdown. The only symptom I had was reflux and they initially thought it was a hiatus hernia. An endoscopy soon revealed a tumour in my oesophagus.

"I was given a prognosis of 18 to 24 months, but we're three years in now and I'm well over that one."

It was after his first six months of chemotherapy on the ward in Bury St. Edmunds that Ian first heard about Hope for Tomorrow's mobile cancer care unit nearby. Thanks to his positive response to immunotherapy, Ian was able to transfer and have his treatment on board his local mobile cancer care unit instead.

Reflecting on the benefits of the mobile unit, he sums it up: "It has saved me a lot of time, money and effort as I was traveling every four weeks to hospital which was about an hour round trip, about 14 miles. Now it's about 400 metres from where I live in Thetford. I just run straight across the road and on there. You're talking a two-minute walk and an hour every four weeks as opposed to an hour round trip plus the treatment in the hospital, which prolonged the time with everything that's going on there. I lost half a day whereas now it's only an hour.

Ian finds the unit "friendlier because it's the same people all the time. You get to know the staff, so generally I speak to them if I have an issue rather than phone oncology. I just can't explain how convenient it is. I'm not paying fuel to get to the hospital. I'm not paying parking fees. I'm not stuck in traffic. I'm not having to rely on other people when I can't drive myself. I can't praise the unit highly enough. It's been a godsend."

He describes the other patients on the unit as "in effect your local support network. We all exchange experiences; if something is happening, somebody's suffering from something, or if I've got a problem, or how they dealt with it. It's great for a source of practical advice too!"

93.7% 

of patients found it more convenient to have their cancer care on the

mobile unit



"I was given a prognosis of 18 to 24 months, but we're three years in now and I'm well over that one."

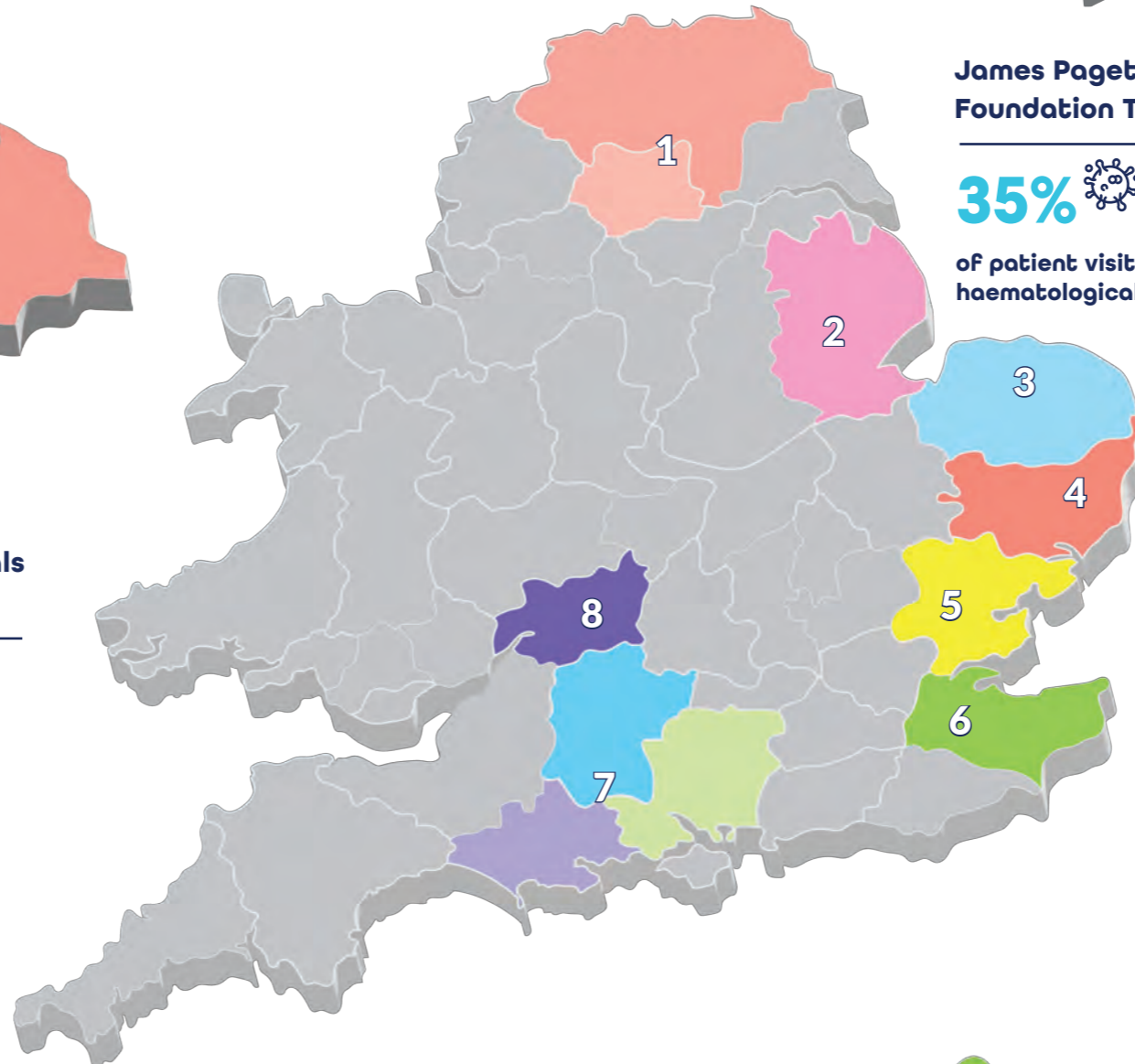
Ian, who is 63, was a Transport Manager for a large building firm, but can no longer work due to the side effects of treatment which can often be very debilitating for him, although he admits he would love to get back to work.

He concludes: "I would have to say socially, financially, and time wise the unit has benefited me. It's fantastic. It's not just me, it's my family as well. I'm now home more than I am stuck in the hospital. They've never even seen the unit or been on it. But them just seeing the change in me tells them everything about the service."



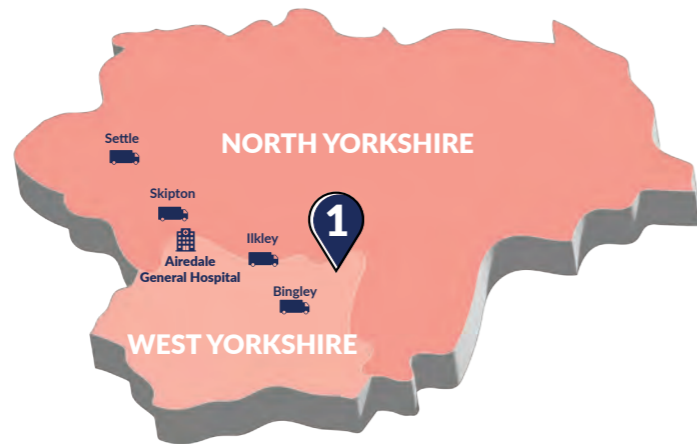
# Mobile cancer care units and NHS trust partners

The maps below highlight our NHS Foundation trust partners, where they deliver mobile cancer care and the number of treatments delivered over the year.



## Airedale NHS Foundation Trust

**7,717**   
patient visits



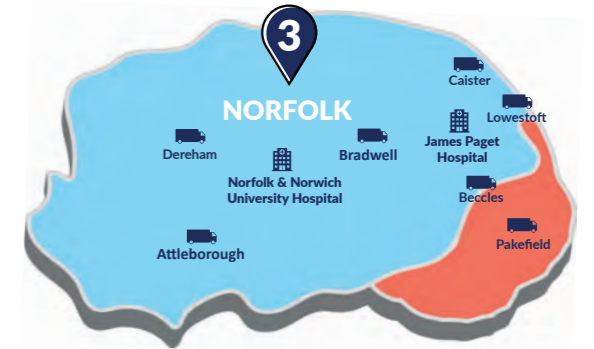
## United Lincolnshire Hospitals NHS Trust

**3,395**   
patient visits to the mobile cancer care unit



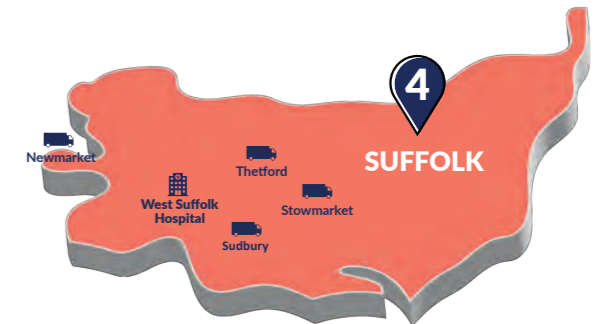
## Norfolk & Norwich University Hospitals NHS Foundation Trust

Spent **154**   
days bringing mobile cancer care into the community




## James Paget NHS Foundation Trust

**35%**   
of patient visits were for haematological cancers

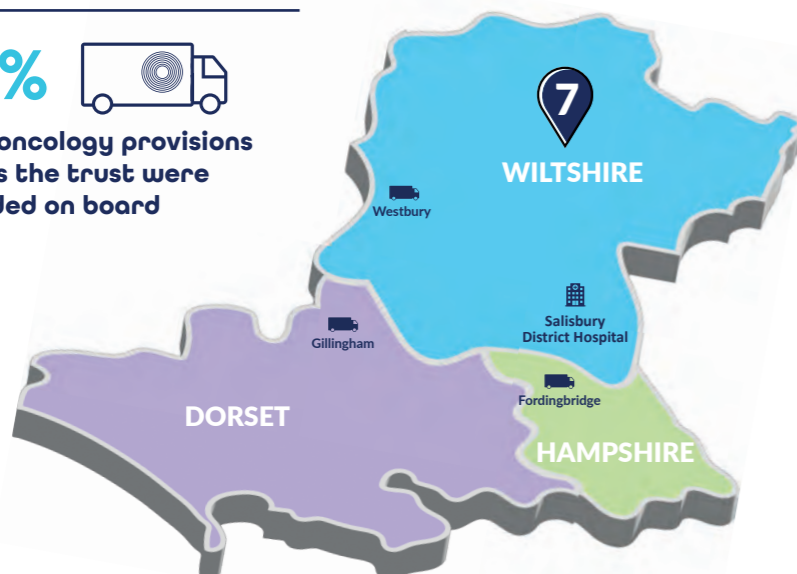


## West Suffolk NHS Foundation Trust

**20%**   
of all oncology provisions across the trust were provided on board

## Salisbury NHS Foundation Trust

**34%**   
of all oncology provisions across the trust were provided on board



## East Kent Hospitals University NHS Foundation Trust

Spent **221**   
days bringing mobile cancer care into the community



## East Suffolk and North Essex NHS Foundation Trust

**4,086**   
patient visits to the mobile cancer care unit

Maps are for visual purposes only and are not to scale.



## Trustees

Our Board of Trustees has seen some recent change. Paul Hooper, bringing extensive financial and corporate experience, has been appointed as our new Chair. Dr. Sean Elyan, our former Chair, will continue to serve as a Trustee, sharing his expertise.

## Team

We have a fabulous, strong, all-female team of staff at our head office in Stonehouse, Gloucestershire. All 15 women are dedicated to bringing cancer care closer to the patients and their families needing our mobile cancer care services.

## Ambassadors

Our ambassadors help spread the word about Hope for Tomorrow and often contribute to our fundraising efforts. They support us in various ways - taking on challenges, representing us at events, or introducing us to their networks. We are as proud of our ambassadors as they are of Hope for Tomorrow.

## Volunteers

We are so fortunate to have patient volunteers, NHS staff volunteers, individuals and corporate volunteers helping us to achieve our mission, and we are continually growing our numbers.

If you are interested in joining us as a volunteer, please contact us at [volunteer@hopefortomorrow.org.uk](mailto:volunteer@hopefortomorrow.org.uk) or on 01666 505055.



“ In a matter of minutes, I’m out of my front door and on the mobile unit having a cup of tea or a coffee. I normally have a chat with the guy on there, he’s very good. They call him the driver but he’s a lot more than that! The service is absolutely brilliant, and I just wish everyone could have access to it. ”

John, patient

**57.7%**

of patients said that they are more likely to complete their

**cancer care**   
on the **mobile unit** 

## Thank you

### Patients and NHS Staff

We are in awe of those cancer patients using our mobile cancer care units, who continue to help and support us during their own journeys. Thank you for sharing your stories, for volunteering, and for your time and donations.

To the NHS staff who deliver the cancer care on our units, we thank you for the care you give to cancer patients and for the support you give to our work through your own efforts.

### Trusts and Foundations

We are fortunate to be supported by many Trusts and Foundations. We are forever grateful for their funding, without which none of this would be possible. Whether the grant is for capital funding, running costs or funds for specific equipment, this funding allows us to bring cancer care closer at a difficult time. Thank you.

### Corporate Supporters

A huge thank you to the many corporate supporters who have helped us throughout the

year, your exciting challenges and events have helped us to build a pathway to the future in your local communities.

### Suppliers

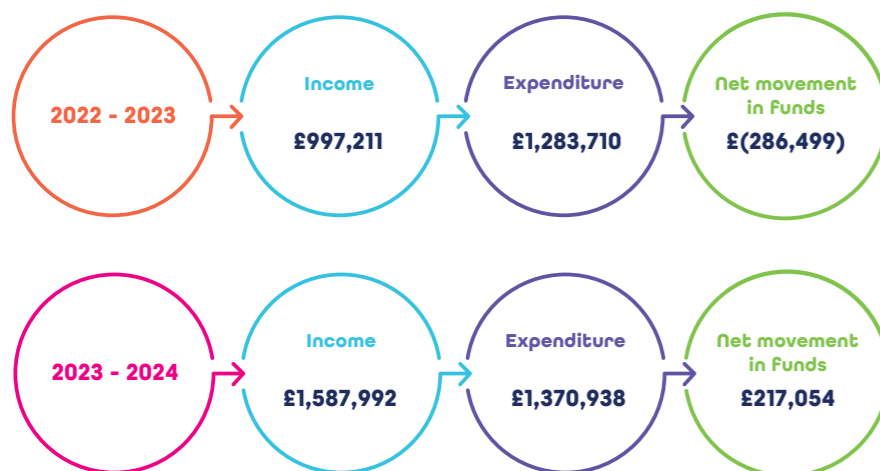
The charity relies on the innovation and collaboration of our preferred suppliers, they play a key role in keeping us at the forefront of mobile cancer care. They bring innovative ideas and products, from bespoke hydraulics to eco-friendly materials. These advances help us operate more efficiently, ultimately improving our services for patients, partners, and other stakeholders.

### Public

Our five-year strategy would not exist without the generosity of the public who continue to give up their time, raise funds and donate towards our mission. We are forever thankful for donations raised in events, sponsorships, donations, regular giving and legacies. Without you, we would not be able to continue our innovative approach to cancer care and work in partnership with the NHS to find new ways of working and treating those in need.

## Financial summary

We are a small charity with big ambition! Here are our financial figures for the year. We have developed a five-year strategy to increase our financial strength and income for the years 2024-2029.



**78.8%**

of patients visited the unit at least

**once a month** 



We hope you have enjoyed reading about our impact and progress over the past 12 months. We couldn't have achieved any of it without our supporters and stakeholders, so we would like to thank them for their invaluable contributions over the past year and beyond.

As a charity that receives no statutory funding, we rely entirely on funds raised or donated to keep our mobile cancer care units on the road, so that they can be there for patients in their communities.

Please consider donating to help us continue to provide convenient and accessible spaces for vital cancer care services to more cancer patients and proceed with our strategy for 2024-2029.



Speak to one of our team, to make your donation over the phone or by post. Every donation, large or small, helps us to drive cancer care forward. Thank you.



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