



THE BREAST CENTRE APPEAL

Welcome to the 2021 edition of the Breast Centre Appeal newsletter.

Even though fundraising may have slowed down, the care patients receive hasn't!

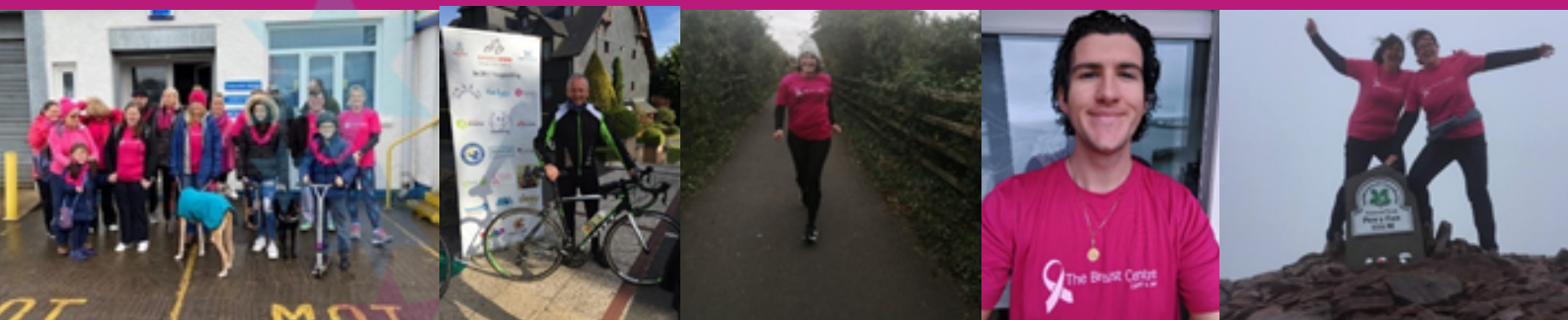
During lockdown, the Breast Centre team have continued to support patients as follows:

- New patient clinics and surgeries at different hospital sites
- Physiotherapy via zoom
- Online Q&A sessions
- Virtual Multi Disciplinary Team meetings
- Virtual clinics
- Exercise videos
- Virtual exercise classes

All of the above has been supported by donations made to the Breast Centre Appeal.

These funds have provided iPads to enable consultants working from home to carry out virtual consultations and meetings and admin staff have received new laptops .

During the pandemic the Breast Centre team worked at Spire Hospital, Breast Test Wales and the Breast Centre to see the new patients. The iPads enabled them to efficiently communicate at multiple sites providing seamless care. The Breast Centre Appeal also funded the purchase of a specialised piece of equipment costing £100,000 that allowed operating to recommence at University Hospital Llandough.



**To get involved with The Breast Centre Appeal please email:
fundraising.cav@wales.nhs.uk or call 02920 715978**

THANK YOU!

Events may have been postponed or cancelled, but there are many ways in which supporters have continued to fundraise throughout the last 12 months.

In March 2020, just before lockdown restrictions began, Alison Harries and her HSBC colleagues completed a 'pink walk' from Barry to Penarth to raise money for the Breast Centre Appeal. The gang 'pinked' it up in style, starting in the rain, but finishing in glorious sunshine!! Pushchairs and pups joined in too. With great support from the HSBC team, family and friends they raised £700.



In April 2020, Llandough Primary School kindly donated sweets, treats and drinks to the Breast Centre Staff at University Hospital Llandough. The treats gave the team a welcome boost and kept them going during challenging times.

In May 2020, some of the team from the Breast Centre set up an expert Breast Cancer Panel giving patients the opportunity to email in and ask any questions they may have so that the panel could answer them for them.

In July 2020, Pete Hall from 'Halls of Llandaff' put a stand full of Father's day cards in his closed shop porch, asking customers to choose what they needed and post the money through the letterbox - a brilliant idea allowing customers to purchase a card in a safe, socially distanced way, and also raising just over £1000 for the Breast Centre Appeal.

In September 2021, long-time supporter Gerry Stacey was due to be taking part in the 54321 – Cycle Challenge 2020, raising funds for the Breast Centre Appeal. Understandably Gerry was hugely disappointed that it was postponed, but is looking forward to completing the popular bike ride, which takes place in Holland, Belgium and France, when he can. Nevertheless the event backers - Newport based Whitehead Building Services and brewer Tiny Rebel Brewing were still committed to match funding up to £500 to every rider's charity.



Thanks to Gerry's fundraising, one of the organisers of the 54321 Cymru Cycle Challenge contacted the team and made a generous £500 donation to the Breast Centre Appeal.

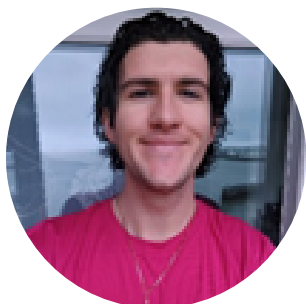
THANK YOU!

In October 2020, during Breast Cancer Awareness Month, Nikki Lacey decided to run 47km to raise funds for the Breast Centre Appeal.



Ten years ago in October 2010, Nikki celebrated her 37th birthday. A few weeks later, she was unfortunately diagnosed with breast cancer. Nikki went on to have a double mastectomy and six months of chemotherapy followed by a number of other operations over the next few years. Nikki said that the care and support she received from the team at the Breast Centre at University Hospital Llandough was excellent and really helped her and her family during a really difficult time.

Ten years on and to celebrate her 47th birthday, the mum of four wanted to give something back to the team who treated her so well. Not being a runner, Nikki set herself a huge challenge, but she finished in style on 27th October 2020 and raised just over £2000 for the Breast Centre Appeal.



Starting off the New Year with a bang, James Joseph decided to set himself a mountain of a challenge during January 2021!

James said: "After a sluggish few months and a very a weird year, I wanted to start 2021 with a new challenge to help get me out of bed! I decided to raise money for the Breast Centre Appeal as they did an amazing job taking care of my mum last year.

"My goal was to raise £500 by repeatedly running up Custom House Hill in Penarth until I reached the equivalent height of Mount Everest (29,029ft), I gave myself the whole of January to tackle this!"

James completed his challenge throughout some awful weather conditions and absolutely smashed his target, raising just over £1000 to support at the Breast Centre Appeal.

The list of thank yous would not be complete without mentioning Irene Hicks and her team of family and friends that help her on a daily basis. The pandemic has not slowed down this machine of a team. They have continued fundraising through their selling sites and online raffles.



The gang had to completely change how they do things to ensure the safety of all those involved, and they have continued to donate money to the Breast Centre Appeal throughout lockdown.

To date, Irene and the team have raised an incredible £166,000 since their fundraising started back in 2014.

10 YEARS OF THE BREAST CENTRE APPEAL!

In December 2020, Cardiff & Vale Health Charity celebrated 10 years of making things better for patients, visitors, staff and the wider community. The Health Charity had planned to hold a 10 year celebration event, but unfortunately, due to Coronavirus these plans were cancelled. Instead, the Health Charity took a look-back at how its fundraisers, donors, volunteers and community partners have helped to change things for the better over the past ten years.

In 2010, the Health Charity financially supported the build and some of the specialist equipment at the Breast Centre at University Hospital Llandough. It was officially opened by Welsh Fashion Designer and Breast Centre Patron, Julian Macdonald OBE.

The Health Charity launched the Breast Centre Appeal to raise funds to support the service with cutting-edge technology and bespoke treatment areas for their patients.

The unit treats all patients with breast problems under one roof. The centre of excellence opened in October 2010, providing essential diagnostic services and outpatient appointments for almost 4,000 people a year.



Sumit Goyal, Consultant Breast Surgeon at Cardiff and Vale University Health Board, said: “Since opening The Breast Centre in 2010 we’ve made a huge difference to the treatment and care that breast cancer patients receive.

“The unit makes everything much more streamlined for patients and a lot easier to understand at a time when they are very anxious. It was designed with the patient as the focus and the services are provided in a more personalised environment.”

The Breast Centre accepts patients who are referred by their GP – 90% of patients are not diagnosed with breast cancer. The service sees some 70 to 100 people, aged 14 upwards every week and up to 5% of the patients are men.

Key developments during ten years at The Breast Centre are:

- A gym – named as the McCarthy Suite, has been installed so that patients can benefit from an exercise prescription service to aid with their recovery
- A physiotherapist and assistant physiotherapist have been funded to assist breast cancer patients with their recovery through exercise, utilising this gym, in addition to private swimming sessions available to anyone that has gone through breast cancer surgery and, during the pandemic, online support exercise videos and zoom classes
- Purchase of IT equipment and app subscriptions to enable online contact with our patients during lockdown
- State-of-the-art equipment such as scanning and mammogram kit has been upgraded and new machinery purchased

EVENTS & FUNDRAISING

In February 2020, a new 'donation station' was installed in the Breast Centre reception area. This provides an easy, safe and secure way for patients and visitors to the Breast Centre to make donations. During the pandemic and up to this date, nearly £700 has been donated from kind-hearted individuals.



The Breast Centre Appeal team have also set up Text Donations - To support the Breast Centre Appeal, text BREASTCENTRE to 70085 to donate £10. Texts cost your donation plus one standard rate message and you'll be opting in to hear more about our work and fundraising via SMS. If you would like to give £10 but do not wish to receive marketing communications text BREASTCENTRENOINFO to 70085.



In March 2020, The Breast Centre Appeal were due to hold their first Afternoon G&Tea event at the Park Inn, Cardiff which was a sell-out. Sadly, it had to be postponed due to the pandemic and lockdown restrictions but the team cannot wait to hold this event as soon as they can.

The Breast Centre Appeal team also had to postpone the annual Strictly Top Dancer Event, which is an incredible fundraising event for the Breast Centre Appeal year on year.



Eight teams of eight people had been rehearsing since January 2020 and were working towards the glitter-filled night in June 2020.

Fundraising had begun and all the teams were on target for a phenomenal night. Even though this event has had to be postponed, the teams will not be defeated and look forward to reinstating this event, hopefully in June 2022.



In October 2020 The Breast Centre Appeal held their first ever Virtual Balloon Race!

The virtual event has all the elements of a real balloon race with real locations and weather data, but uses virtual balloons which can be bought, designed, filled with helium and named and then tracked over a period of seven days!

The first race was so successful, another virtual balloon race was held for Easter 2021 – these two events have raised almost £1000 for the Breast Centre Appeal.

WAYS YOU CAN HELP



Take on the Challenge – Organise your own challenge – perhaps do a skydive, run the London Marathon, climb a mountain – the options are endless! There are so many fundraisers supporting us in many and varied ways. The team can help promote your fundraising, follow your story and celebrate with you at the end!



To get you started, Cardiff & Vale Health Charity are organising a charity Skydive 'The Big NHS Jump' this year, so why not sign up for the experience of a lifetime and support the Breast Centre Appeal in the process!



Donations - By cheque, cash or at <https://www.justgiving.com/campaign/breastcentrecardiff> (Please make cheques payable to The Breast Centre Appeal – Fund 9149).



Charity of the Year - Make the Breast Centre Appeal charity of the year. Why not put the Breast Centre Appeal forward?



Donations (Corporate) - Make a corporate donation, offer a payroll giving scheme, encourage staff to take part in a fundraising activity or event or make a donation of goods in kind.



Legacies and In Memoriam - Remember The Breast Centre Appeal in your will or through donations in memory of someone or instead of flowers at a funeral.



Wedding favours - Know anyone currently planning their big day? We can provide donation envelopes and merchandise for their celebration if they'd like to do something different and donate to the Breast Centre Appeal.



Collection tins - Organise the placement of one of The Breast Centre Appeal collection tins at your local shop or keep a cardboard collection box in your home to put spare change in.



Attend an event or volunteer - Take part or attend a Breast Centre Appeal event, put your name forward for bucket collections, cheer on runners at events – whatever way you can help we would be happy to have you as part of #TeamHealthCharity.



By text - To support the Breast Centre Appeal, text BREASTCENTRE to 70085 to donate £10. Texts cost your donation plus one standard rate message and you'll be opting in to hear more about our work and fundraising via SMS. If you would like to give £10 but do not wish to receive marketing communications text BREASTCENTRENOINFO to 70085.

UPCOMING EVENTS



Please keep up to date by following us on social media on Facebook, Twitter and Instagram and the Health Charity Website <https://healthcharity.wales/events> for information about future events, including a walking coastal marathon later in the year, the annual Pink Tie Gala Dinner, a new date for the afternoon G&Tea and Strictly Top Dancer 2022.

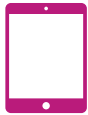
WHAT WE SPEND YOUR DONATIONS ON



A state-of-the-art gym on the first floor of the Breast Centre – The McCarthy Suite.



A new piece of equipment which has enabled breast cancer surgery to restart during Covid-19 at University Hospital Llandough. This machine prevents further visits/appointments to The Breast Centre which is great news for patients.



A Senior Physiotherapist to provide pre-hab and re-hab to all – currently providing virtual support utilising iPads, large interactive screen and specialist IT programmes all funded by the Breast Centre Appeal.



Complimentary therapies.



A lending library with recommended books for patients.



Yoga/Dance/Tai Chi/Mindfulness sessions.

CONGRATULATIONS!

Last year Breast Centre Physiotherapist Victoria (Tor) Collins was nominated for an award by the Health Charity team at the annual Staff Recognition Awards. Tor was crowned joint winner (along with Spiro Pezaros) of the Star of The Year Award. Tor was nominated for her outstanding dedication and enthusiasm in her role.



WE NEED YOU!

Do you have any spare time? Could you join the team at the Breast Centre Appeal and help us work towards our goal of raising funds for patients. If you think you could help, we would be delighted to hear from you. For more details, please contact the charity team at fundraising.cav@wales.nhs.uk

We appreciate any time and help you are able to offer – however big or small!

Want to find out more? Get in touch by emailing fundraising.cav@wales.nhs.uk or calling 02921 836055 or 02920 715978.



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