

Cherry Lodge Cancer Care



ANNUAL
REPORT
2012

Mission Statement

Cherry Lodge Cancer Care (CL) exists to enhance and complement the support offered to people living with cancer, their carers, family and friends, within North London and the surrounding area.

There is no catchment area.

The charity was established by a group of health care professionals and others with personal experience of cancer. The objective is to provide care and comfort for those on their cancer journey, by providing easy access to specialist information, support and complementary therapies. The aim is to improve quality of life, promote well-being and encourage a strong resolve for self-help.

The service is designed to be person-centred, non-judgemental and available to all in need, on request, completely free of charge.

Trustees' Annual Report

For the period January – December 2012

STRUCTURE, GOVERNANCE AND MANAGEMENT

The governing document, the constitution, was adopted on 9th March 1992.

Composition of Board:

Sarah Armitage
(Vice Chairman from May)
Dr Margaret Clark (Chairman)
Dr Katherine Edwards
Graham Fillingham
Pat Findon
Catherine Hart (from November)
Adrian Herzmark
Carole Manning (Hon Treasurer)
Ruth Midgley

Staff Members:

Lorna Berry
(Borehamwood Shop
Manager; Daryl Forster from
July)
Theresa Bowman
(Head of Fundraising; Keith
Everest from November)

Michelle Christie
(Cancer Information and
Support Secretary; Carol Coles
from September)

Anny's Douglas
(Assistant Manager Barnet
Shop)

Terri Forster
(Borehamwood Assistant
Shop Manager)

Lorraine Glenn
(Barnet Shop Manager; Nicole
White from September)

Fiona Kiddle
(Macmillan Cancer
Information Nurse)

Kirsty Mabb
(Macmillan Outreach Cancer
Information Nurse)

Tina Papisavva
(Charity Administrator)

Sue Rose
(Macmillan Home Visiting
and Volunteer Coordinator;
Yvonne Shield from May)

Maria Stylianou
(Assistant to the shop
managers)

Patrons:

Sir Sydney Chapman
Janet Doyle
Lady Pamela Kalms OBE
Dame Helen Mirren
Aubrey Rose, CBE
Julia Somerville
Peter Tether
The Right Hon. Theresa Villiers MP
Dr Kulsum Winship

Medical Patrons:

Mr Muhammed Al-Dubaisi
Dr Philippa Curran
Dr Sian Davies
Dr Rob Glynne-Jones
Dr Andy Nicol
Professor Hilary Thomas
Professor Stephen West
Dr Robert Winter

Those attending CL are known as members, as opposed to patients, clients or users of the service.

Macmillan continue to fund welfare benefits advisors. The self-employed are particularly disadvantaged as, indeed, are the many who have to reduce their working hours or take a total break until treatment is completed. People with cancer have extra expenses, for example, travelling for treatment and the cost of special diets should they be recommended. This extra assistance from welfare benefits advisors can greatly reduce the stress of worrying about financial matters and their professional approach takes away the difficulty of navigating around the complexities of the benefits system when feeling ill.

There are close links with local hospitals, general practices and hospices, as well as several of the teaching and specialist London hospitals. An especially useful contact is that with the Macmillan Information Specialist from Barnet and Chase Farm NHS Trust. Partnership in some fundraising activities has long been established with North London Hospice and the children's hospice Noah's Ark.

All Trustees give their time voluntarily and receive no remuneration or other benefits from the charity.

Objectives and Activities:

As outlined in the Mission Statement, the provision of support and information complementing the treatment and care received from the NHS and other agencies is the major objective. Fortunately, CL is also able to offer support services to the carers and families of people on their cancer journeys as they have their own special needs. In planning activities for the year the Trustees kept in mind the Charity Commission's guidance on public benefit. Accordingly the major focus is to supplement and support people with cancer whenever they require this. Time is a resource which can be readily offered and because of the unpleasant nature of many cancer treatments, the Charity has been able to improve patients' compliance in attending their hospital appointments, treatments and investigations by helping to minimise side effects, by providing access to, for example, acupuncture, and reflexology, as

well as the specialist information and support provided by the CL nurses.

Additional Details of Objectives and Activities:

The diagnosis of cancer is often devastating. CL offers counselling programmes involving emotional and psychological support: those receiving this service have spoken of great benefit being obtained. This is an area highlighted by the Department of Health as an important, and often unfulfilled, need, but unfortunately less available in the community due to financial reduction in funding of counselling services in general. Therefore, CL is able to benefit the community by addressing this issue and has had to recruit extra counsellors and, for the first time ever, has a small waiting list.

Volunteers:

An enormous contribution to the smooth running of CL is made by volunteers who take on a variety of roles, such as reception, attending "drop-in sessions", assisting with financial monitoring, administration, IT, statistics, home visiting and fundraising. Most of those providing complementary therapies at the various drop-ins are volunteers, though some therapists offering long sessions are remunerated. All are qualified and insured. Prospective medical students have been attending CL drop-ins on a regular basis which benefits them as they are able to gain an early insight into what it means to have cancer and benefits our members with their youthful enthusiasm.

Groups:

These provide an opportunity for people with cancer, their carers and families, to meet others in a similar position, exchanging experiences and developing a network of support within a safe environment. These groups include weekly "drop-ins" on Tuesday morning, attended by 20-30 people each week, concluding with a relaxation session and two evening "drop-ins" per month on Thursdays, where between 10-15 people join. The Thursday evening sessions allow people who have returned to work, or wish to bring a partner, the opportunity to be present. Yet again the number of men these sessions has increased.

There are also various exercise

classes, such as Quigong (particularly busy this year) and Yoga. Many people become depressed at being ill and are thus unable to join in physical activities. These classes are a way of regaining not only fitness, but also confidence and gently prepare those attending for their journey back into ordinary life. Recent guidance for prevention of recurrent cancer emphasises the role of exercise. Members are encouraged to join in local walking groups. Michael King, the son of one of our erstwhile members, organises interesting and highly educative group walks around historic London sites. A recent innovation has been the CL Choir consisting of Trustees, staff, members and volunteers, under the leadership of a singing teacher from DaCapo music group in Barnet who are funding the initial sessions. There are well-known social and health benefits, which accrue from singing in a group.

There are three site-specific cancer support groups. They are for lymphoma (under the umbrella of the Lymphoma Association) and ovarian cancer (a quiet year for this group but their dedication and concern for each other is outstanding), and a group for men (Men Down Under) with problems resulting from prostate or testicular cancer. CL is grateful for the support provided by the GU Consultant Surgeon and CNS's at Barnet Hospital. These groups are facilitated by one of our Macmillan information nurses (who says it is a real privilege to be involved in both of these groups, albeit in a small way), aided and abetted by the members themselves who are quite amazing in their (almost professional) reception of new members.

The benefits outlined above confirm that the Charity serves the various needs of people with cancer, their carers and family members.

Howard House, 23 Union Street:

An additional enhancement of the Union Street environment is a small garden created in the memory of Pamela Donn whose uncle left a generous legacy to CL.

Needless to say it does incorporate a cherry tree. The alterations and upgrades completed in 2011 have been much appreciated by both the members and the therapists working in Howard House.

Fundraising:

The recession is, sadly, continuing to affect everyone and charities, especially, lose out because grant-giving Trusts rely on the interest on their invested capital for donating funds, as well as individuals and organisations having less money available to give to charities.

Both the Barnet and Borehamwood CL charity shops have proved to be a great success and in 2012 generated a profit of £42,995. Their situations in the town centres brings CL into close contact with the local community who donate as well as buy goods and are a source of volunteer assistants. These are an additional outlet for our information leaflets and event flyers to be displayed, thereby reaching more people.

Meanwhile fundraising efforts include staging events, sponsorship of athletic endeavours, donations in response to the Chairman's annual appeal and, increasingly, contributions directly to the charity in lieu of Christmas cards, flowers at funerals, birthday and anniversary presents. CL is indebted to organisations, Sports and Rotary Clubs for raising money on the charity's behalf, as well as those individuals who organise and run fundraising events for us.

The past five summers have seen Barnet's answer to Glastonbury in the form of a "Summer Soulstice", held in memory of a young man who died of cancer. This annual event draws in the local community in huge numbers and raises awareness of cancer and CL's services, as well as many thousands of pounds.

Part of last year's Summer Soulstice magnificent fundraising effort has resulted in the leasing by CL of a van which both collects and delivers furniture to the Borehamwood shop, as well as being utilised at most of our own fundraising events. The van proudly displays both the CL and the Summer Soulstice's logos and contact numbers. CL is very grateful indeed for the funds raised by the Soulstice crew.

Helpful links have been forged with the John Lewis Partnership, as well as with Sainsbury and Waitrose supermarkets. Financial support has been obtained as well as goods and in return they have received cancer information sessions and some therapies. Signet, based in Borehamwood, is part of Signet Jewellers.

They support a small number of specific charities, hence the adoption of CL. Among other fundraising events, many of their members of staff participated in a climb of Mount Snowdon, a skydive and a walk over hot coals. The Golders Green Lions Club and the Sebright Arms in Barnet, both nominated CL as their charity for the year.

"Girlies Raising Hope" is a new and exciting voluntary fundraising team which aims to help raise awareness and money for CL by supporting its members. In 2010 a young woman was diagnosed with lymphoma. Following chemotherapy she went into remission and, then, supported by close friends and family founded this team of very enthusiastic and dedicated young women. They produce a pamper pack, full of non toxic body care products which are distributed to both male and female CL members to support them and, essentially "raise their hope" during this difficult time.

Achievement and Performance

Summary of main achievements of the Charity during the year 2012.

Macmillan Home Visiting Befriending and Complementary Therapies

People vary in the part friends play in their everyday life and this can change radically across a cancer journey.

Those working in this field know the enormous benefits that having a befriender can bring to someone who is lonely and isolated. We know that it is making a difference to the person's quality of life.

Cherry Lodge's Macmillan Home Visiting Service currently has 17 volunteer Befrienders and 3 volunteer complementary therapists who over the past year between them visited 14 members on average for two hours a week. During this past year 5 Befrienders have retired and there have been 4 deaths of those being befriended. In order for this service to run smoothly regular support meetings for the Befrienders and these have taken place 4 times a year. In addition to this 3-monthly reviews are set up for both Befrienders and befriended during the duration of their contact.

Volunteering

Twenty eight new volunteers have attended induction programmes: these take place on 2 consecutive Saturdays and are run by the nurses, the Volunteer Coordinator, with brief slots from our most experienced volunteer and a chat from the Chairman. The breakdown of functions is as follows:

7 Befrienders
4 Receptionists
1 Driver
2 Counsellors
2 Hairdressers
(service to start in 2013)
3 drop-in helpers
7 Complementary Therapists
2 Administrative/Fundraising volunteers.

A volunteer driving project has been started for members who are experiencing difficulty in travelling to the Centre.

Macmillan Outreach cancer information nurse:

The Outreach Nurse makes a huge difference in the most deprived area of the Borough of Barnet, which is home to many ethnic minorities, asylum seekers and homeless people. She holds "healthy living" surgeries at nine different community venues. The benefits to this section of the community have been marked, especially through encouraging the uptake of screening tests and appointments. Simple health checks, such as blood pressure measurements and dietary advice help forge links with an improved rapport amongst the more marginalised members of the local community. Better lifestyle and general health result from these interventions.

One thousand and one people (651 women, 350 men) have accessed specialist information and support: 282 of these were seen for the first time at the various sites during 2012, with 719 being follow-up visits.

Breakdown of ethnicity is as follows: Indian 599; Black African 68; Black Caribbean 123; white British 129; Other 82. People with physical disabilities, 438 which includes 154 with sensory disability and 31 with learning disability. As a result of this outreach work 239 referrals to GPs were made and 15 referrals to hospital and 48 to Social Care.

The age break-down of people

being seen is as follows: under 55 – 332; over 65 – 669.

849 patients with medical conditions (not necessarily cancer); 63 carers and 89 from the general public were seen.

Stalls at the Multicultural day held at West Hendon, and a health information day at Sangam, Burnt Oak, generated further enquiries. Talks on the work of CL and cancer awareness have also been given in the Borough, leading to several new members joining CL. The Nurse visits old people's day centres and carries out valuable cancer prevention information sessions. The Outreach Support Group (Sunflower group) continues to meet monthly in Burnt Oak and has proved a great success. Many members at CL are pleased to have somewhere to go nearer to where they live. The ever-popular massage sessions continue to take place at some of the Outreach venues and those benefiting, to show their appreciation, have undertaken their own fundraising to help pay for this service.

Annual General Meeting:

This was held on Tuesday 14th May 2012, when 43 people attended. The annual Report and Financial Statements were presented and questions were taken from the floor. Staff, Trustees and Volunteers were all thanked for their hard work and commitment throughout the year. Following on from the business part

of the meeting the guest speaker was Mr Muhammed Al-Dubaisi, Consultant Breast Surgeon from Barnet and Chase Farm NHS Trust who is one of our patrons. He gave a fascinating talk on Integrated Patient Pathways and the topic that generated most interest and questions was his informed opinion of the value of breast screening and the age groups in which it is most effective.

Overall Statistics for 2012:

Although we sadly said goodbye to some of our therapists, others have been welcomed and since 2009 the number of booked therapies have increased by 30%. This has necessitated the introduction of an electronic booking system for appointments which has made the process much more efficient. New members totalled 225 and, on average, 100-150 people utilise the services of CL each week – this number only includes first visits and existing members, not general visitors to see other members of staff. CL continues to be grateful to the therapists who give their time so generously.

Services:

Below is a list of services offered
Acupuncture; Aromatherapy; Counselling; Emotional and Psychological Programme; Homoeopathy; Hypnotherapy; Indian Head and Neck Massage; Back Massage; Reflexology; Reiki healing, Spiritual healing and manicures .

The Future:

As far back as December 2007 the Department of Health Cancer Reform Strategy stressed that the problem of long-term survival of people with cancer needs to be addressed. CL has always had the policy that "once a member always a member", in other words people from diagnosis through and beyond their treatment are and remain welcome. The benefit to the rest of the community is obvious: it is a huge boost for a newly diagnosed person to meet someone who has lived many years following their initial diagnosis and is, to all intents and purposes, leading a normal, active life. As this is what people overwhelmingly aim for, this is the main and most important advantage to the community.

CL will continue to develop services, both in-house, in members' homes and community centres, as well as "satellite drop-ins".

Declaration:

The Trustees declare that they have approved the Annual Report

Signed on behalf of Trustees

NAME

SIGNATURE

POSITION

DATE

These summarised Accounts may not contain sufficient information for a full understanding of the financial affairs of the charity. A full set of the audited Accounts is available from Cherry Lodge. The Accounts have been given an unqualified audit report.

Cherry Lodge is grateful to those who have provided financial support during the year.

Significant grants have been received from:

**NHS and local authority
London Borough Of Barnet**

Hadley Trust

Macmillan Cancer Support

The charity is largely reliant on its own resources to generate the necessary funds.

Auditors Yianni Neil & Co
Everlast House
1 Cranbrook Lane
New Southgate
London N11 1PF

Solicitors Curry Popeck
380 Kenton Road
Kenton, Harrow
Middlesex HA3 8DP

Bankers CAF Bank Ltd
Kings Hill
West Malling
Kent ME19 4TA

Cherry Lodge Cancer Care Ltd is a charitable company limited by guarantee.
Registered charity number 1011629 Company registration number 2700192

Cherry Lodge Cancer Care

Howard House, 23 Union Street Barnet Hertfordshire EN5 4HY
Telephone: 020 8441 7000 Email: info@cherrylodgecancercare.org.uk

Visit us at www.cherrylodgecancercare.org.uk