



From the Chair of The Primrose Foundation

Hello and welcome to the second edition of the Primrose Foundation newsletter



We received very positive feedback from readers of our first newsletter and additionally some of that feedback sparked some new and rewarding networking opportunities. I've enjoyed speaking to members of Rotary Clubs and Women's Institutions over the last year about the charity, which for many listeners was the first time they had heard about the Primrose Foundation. If you're interested in supporting us, please ask me any questions you might have, I'd love to tell you more about us.

In June, we were delighted to be involved in a Charity Awareness week at Derriford Hospital. The five day event was the first of its kind locally and enabled the hospital's in-house charities to meet each other, share experiences and explore common ground. It also gave us a wonderful opportunity to engage directly with the hospital's staff and the public on their way in and out of the building. Like many of the other charities, I also had the opportunity to speak on hospital radio about the Primrose Foundation, which was great – we hope that a similar event will be held next year.

I'm also delighted to have recruited two new Trustees to the charity in Lynne Smith and Sue Benjamin. Together, Lynne and Sue have excellent and varied experiences in the health and voluntary sectors and will be fantastic additions to the board of Trustees. Information about Lynne and Sue's backgrounds can be found on the website: www.primrosefoundation.co.uk

Finally, I repeat, without you we would not be able to continue to contribute so positively to make the Primrose Centre, based at Derriford Hospital, and all the services that it supports, such a success story. Thank you for your support and please spread the word.

Sue Hobbs - Chair/Trustee

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The Moorland Garden Hotel

We would like to give a big thank you to the team at the Moorland Garden Hotel for nominating us as their chosen charity in 2014. The hotel has hosted many events throughout the year and has raised a significant amount of money for us.

This year, the hotel celebrated its 80th birthday in vintage fashion by hosting a 'Sparkles and Spitfire' dinner dance in August. Guests wore 1930s and 1940s themed outfits and really got into the swing of the evening, raising nearly £500.

Earlier in the year General Manager, Andrew Tucker, didn't just brave the contents of one freezing cold ice bucket, but four, and after all the water was finally emptied over his head the final figure raised for completing the challenge was £70.

With events, collection tins and brave challenges combined - over £1000 has been raised by the hotel so far, which has been gratefully received by the Primrose Foundation.



Celebration of Christmas *Friday 19th December 2014*



The annual Christmas chorus performance, which has been held in Buckfast Abbey for seventeen years, will take place once again this festive season. The high ceiling in the Abbey results in beautiful acoustic sounds and the Stanborough Chorus will take full advantage of the atmospheric surroundings to impress the crowd.

Entry is free, but donations will be gratefully received. Please note that you do not need to book tickets in advance. For directions to the performance please see the Buckfast Abbey website:

www.buckfast.org.uk/maps-and-directions_161.html

Fundraising ideas...

The Primrose Foundation is simply unable to continue without your support. The more donations we receive the more people we can help; whether that's through buying new equipment or supporting our breast care nurses.

If you would like to support us but need a little inspiration, here are a few fun fundraising ideas:

Individuals and friends

- **Having a clear out?** We all have things laying around the house that we don't want or need, why not sell your unwanted items on eBay and donate the money that you earn to charity?
- **Milk and one sugar please.** Coffee mornings have been hosted by many of our fundraisers over the years, with each one raising a lot of money for our charity. Why don't you give it a go yourself and donate the money raised to the Primrose Foundation?

Corporate fundraising

- **You shall go to the ball Cinderella.** What woman doesn't love pulling on a beautiful dress and what man doesn't love putting on a dashing suit and heading off to a night of dancing? You could organise a charity ball for all your staff and friends.
- **Why don't you appoint us your charity of the year?** From having donation tins in prominent places to organising fundraising events, any proceeds would be gratefully received.

People Power

This year, we have used some of our valuable donations to support the professional development of the team at the Primrose Breast Care Centre enabling staff to access the very best educational opportunities, which has undoubted benefits for our patients in the longer term.

- Three specialist breast care nurses were funded to attend post graduate study at the Royal Marsden Hospital in Caring for Patients with Breast Cancer, giving them highly effective skills and knowledge that will be beneficial to patients.
- One Advanced Radiographer Practitioner, two Radiographers and one Assistant Practitioner were funded to attend the biennial 17th Symposium Mammographicum held in July. The conference included important lectures, trial and research reports and the chance to learn and share important information with fellow professionals.
- Consultant Surgeon, Mr Sa'ed Ramzi, was funded to attend a course on the Principles of Breast Reconstruction (level two) run by the Royal College of Surgeons. Mr Ramzi stated that the course has had an extremely positive impact on his practice.

Diane Burkhalter, Acting Superintendent Radiographer at the Primrose Breast Care Centre, said: "Staff members of the Primrose Breast Care Centre are indebted to the Primrose Foundation, for supporting their Professional Development by funding attendance at specialised courses and conferences in all aspects of Breast Cancer Care and Treatment.

"All the courses are informative and beneficial to team members but more importantly, of benefit to patients."



Marathon Zumba session led by Lisa Wood

Our amazing fundraisers!

During 2014, we have had some brave and heart-warming fundraising efforts from the people of the South West – collectively raising a fantastic amount of money for The Primrose Foundation.

Here is a snapshot of a few examples of the fundraising efforts we have benefited from over the past year. Many of these donors have received support from The Primrose Breast Care Centre or their loved ones have:

Other fantastic fundraising efforts include:

- Helen Huish, from Bideford, has run an annual coffee morning for over ten years alongside additional choral concerts and events – in full she has raised a staggering £15,000.
- Julie Barribal, in total, raised £2230 for running the London marathon at the age of 48. She ran a fantastic time of 4 hours and 22 minutes.
- Led by Lisa Wood, 70 women in Bude danced for two hours in a marathon Zumba session, raising over £2000 split between our charity and Cancer Research UK.
- Breast care nurse, Pat Coghill, organised a lovely meal at The Horn of Plenty restaurant near Gunnislake in Devon, which raised over £1400. There was even a special appearance from actress Rula Lenska.
- A series of events organised by the staff at The Co-operative Funeralcare in the Plymouth area raised over £1660, which was presented at a fun 80's themed fancy dressed quiz night.



Julie Barribal ▲



Sparkles and Spitfire dinner dance event at the Moorland Garden Hotel ▲

My Primrose journey...

Jane Smith, now 47-years-old, was diagnosed with breast cancer in 2009 and underwent two operations, chemotherapy and radiotherapy at the Primrose Breast Care Centre at Derriford Hospital – the treatment was successful and since then her yearly mammograms have come back all clear.

Jane explained that the Primrose Foundation's funding for the Breast Care Centre at the hospital is essential for both men and women with breast cancer in the South West.

Jane said: "My mother-in-law and I were both treated for breast cancer at Derriford Hospital and we both agreed that having all our appointments, surgery and treatment in one single place made things a lot more comfortable for us. The charity raises money for people that really need it."

Jane and her husband, Rob, continued to cycle during the period of Jane's illness and used the activity as a diversion to take their minds off the situation. Jane also used cycling as a form of physical rehabilitation to help her recover from the illness. The pair rode on a tandem bike competing in the 100 Mile Prudential Ride London event and raised over £2000 for the charity.



Making sense of breast cancer in the news.



Jim Steel

I am Dr Jim Steel, a Breast Radiologist at the Primrose Breast Care Centre and Trustee of the Primrose Foundation. Over the last year, we have made many improvements to breast care services across the South West of England and we want to share with you all the things that have been happening.

Smart clinics

Increased demand has resulted in a busy six months for breast care clinics across the country, including ours. The campaign 'Be Clear on Cancer', alongside TV soaps running stories about cancer in families, enhanced awareness to the extent that we saw demand for screening mammograms double. We introduced evening and weekend clinics, but it still looked as though we would not be able to stick to our timetable. Smart clinics were then introduced by the National programme, which changed the way that bookings are made. Now the number of bookings placed in each day is influenced by the chance of a woman attending their appointment. After 25 years of the screening programme, we have a very shrewd idea of

the probability of attendance of a woman based on whether she has ever come for screening before, how old she is, what the uptake in the area is and many other factors. We can therefore make sure that the vans run at the same manageable work rate every day and factor in these variables easily. As a result of our unit being a pilot in the UK, we have seen major benefits which have helped us cope with the surge in demand. Having a little wriggle room also gives women who need to change their appointment more choice.

New research

Funded by the Primrose Foundation, the Primrose Centre is among the first in the country to use breast Tomosynthesis. This is a new way of taking breast x-rays that allows examination of the breast layer by layer as opposed to all at once helping us find cancers that would have otherwise been hidden amongst overlapping tissue. The Primrose Foundation has provided £55,000, to buy the new equipment, made by Siemens, and has had it installed. The studies are going well; we hope that within the next year it will be possible for us to routinely use Tomosynthesis in breast screening assessment clinics for women who come to the clinic worrying about a lump. Nobody has yet looked into the possibility of using Tomosynthesis at the very beginning of screening, where we think it would have most benefit. We were excited to learn recently that this research has started at King's Hospital in London, under the leadership of Mike Michell and we await developments with interest. Early in the New Year, Consultant Radiologists and Senior Film Readers from the Primrose Centre, will be heading to Germany on behalf of the National Health Service breast screening programme to provide evidence of the value of the Seimens Tomosynthesis equipment in breast screening assessment.

Making a donation to The Primrose Foundation is easy.

Online

You can visit our website (www.primrosefoundation.co.uk) and click on the 'Donate' button. Or go directly to our Just Giving page www.justgiving.com/primrosefoundation

By post

Please complete the section to the right and tear it off to accompany your cheque. Your cheque should be made payable to 'The Primrose Foundation' and posted to: The Primrose Foundation, The Primrose Breast Care Centre, Derriford Hospital, Level 7, Plymouth, Devon, PL6 8DH.

Keeping in touch

Thank you for reading this newsletter, we would like to keep in touch with you about our future events and news.

Please fill out the below and post it back to us.

Name:

Email:

Address:

By providing your email address you consent to receiving emails from us about our work. If you prefer not to receive such information please tick here

Get in touch

If we can help you with anything or you are keen to get involved in our charity, please feel free to make contact. Phone: 01566 773078 | email: info@primrosefoundation.org | Charity Number: 1064277



Primrose, Breast Care Centre, Derriford Hospital, Plymouth, PL6 8DH
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