

From the Chair of The Primrose Foundation

Celebrating 20 Years of Fundraising in the South West



Hello and a warm welcome to this special edition of our newsletter. In many ways, it seems like only yesterday that we set off down the path of what was then the Primrose Appeal, set up 20 years ago to raise £500,000 to help build a one-stop clinic at Derriford Hospital for patients with breast problems.

It was only when I was driving down a country lane looking at banks of primroses that I started to reflect on what we have achieved together in the last two decades. So much has happened since those early days and many of you reading this will have helped in all sorts of ways to make, what is now, The Primrose Foundation a successful charity.

I really hope that you enjoy reading about the vast improvements that have been made to patient care, which we have heavily contributed towards achieving. The outcomes for patients with breast cancer have dramatically improved over the last 20 years and all of your continuous hard work, support and donations are always helping towards making the quality of the experience for patients and their relatives, particularly in the Primrose Breast Care Centre, a lot better.

The newsletter also includes information on forthcoming events and how you can join in to help the foundation continue to grow. If you have a good idea please let us know. I hope you enjoy reading this newsletter and please pass it on to your friends and colleagues.

Sue Hobbs - Chair/Trustee

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Our charity's timeline

1995: The Primrose Foundation was registered as a breast care charity, as suggested by two Derriford Hospital surgeons and a radiologist. The then hospital Chief Executive said that £500,000 needed to be raised before a breast care unit could be provided.

1997: To raise this money, the Primrose Appeal was launched two years later to fund the building of a specialist 'one stop clinic' at Derriford Hospital.

19th April 2001 (Primrose Day):

Through the hard work and generosity shown by fundraisers across the South West and with Plymouth Hospital Trust matching the money raised – the Primrose Breast Care Centre officially opened its doors for the first time.

2001 - 2010: Funding has enabled us to provide cutting edge equipment for the Primrose Centre, including a special x-ray table and biopsy equipment (£145,000) used to diagnose cancer and a Digital Tomosynthesis (£60,000) - which enables us to produce high resolution limited-angle images of breasts without discomfort for patients.

2013: The charity celebrated a major milestone having officially invested £1 million, putting Plymouth at the forefront of breast care in the South West.



Dame Margaret Fry and Dr. Jim Steel

In the beginning...

The Primrose Foundation was launched in 1995 by two surgeons and a radiologist who worked at Derriford Hospital named Colin Teasdale, Roger Watkins and Pam Jones.

At the time, breast clinics were held in the hospital's general outpatients on the ground floor. So when women visited with a breast symptom, they would have to get dressed and undressed on multiple occasions to travel around to different areas of the hospital for their examinations, x-rays and biopsies. During such a difficult time in a person's life, it wasn't right that they had to go through unnecessary added stress, which often resulted in patients feeling anxious and vulnerable.

The trio wanted to open a specialist 'one stop clinic' at Derriford Hospital, which would provide all the facilities needed to offer effective breast screening, biopsy, counselling and nursing support under one roof, whilst ultimately bringing together the surgical, radiology and breast care nursing teams.

To achieve this, the sum of £500,000 needed to be raised in order to fund what is now known as the Primrose Breast Care Centre located on level seven at Derriford Hospital. So in 1997, an appeal was launched by the charity's first Chair of the Trustees, Dame Margaret Fry, to raise the money. Through a highly organised and dedicated fundraising committee, the target was achieved very quickly. Through the hard work and generosity shown by fundraisers across the South West and with Plymouth Hospital Trust matching the money raised – the Primrose Breast Care Centre officially opened its doors for the first time on 19th April 2001 (Primrose Day).

A huge thank you and a special mention needs to go out to all those who were involved in that incredible achievement. The centre wouldn't exist today without their hard work and many people and families across the South West would not have had access to the cutting edge treatment and care that it provides.



Two members of the founding trustees -- Dame Margaret Fry (second to left) and Colin Teasdale (front) ▲

The future of The Primrose Foundation

It's always nice to celebrate and reflect on our achievements, especially at such an important milestone in our history. But it's also imperative that we take this opportunity to look at our future and consider the things we want to achieve in the next 20 years. Where do we want to be in two decades time and how do we make it happen? Listed below are what we see as the key objectives for our charity and we look forward to working with you to achieve them.

1. Building on our history is of utmost importance and continuing to grow the Primrose Foundation as a successful local charity in the 21st century is a key component. The bigger we are - the more money we raise. The more money we raise - the more we invest in breast care services across the South West. The more we invest - the better treatment and care people across the region with breast problems will receive. It's as simple as that!
2. Early detection of a cancer is vital to the chances of it being successfully dealt with for patients. We want to work with the Primrose Breast Care Centre to provide the most cutting edge technology, machinery and techniques available to its staff so they can pick up breast cancer in people as soon as possible. Raising awareness of the disease is also essential, so women are mindful that they need to go for regular screenings. Cancers can't be found and dealt with early and successfully if people aren't going for regular check-ups.
3. We need to continue working in partnership with the NHS to provide the best possible care for patients and their families. Supporting education and research programmes in the management of breast disease will help towards beating it. In 20 years' time, there will likely be significant developments that will dramatically change the treatment landscape of breast cancer even further; we want to provide as much support as we can to help speed up that process.

"We are proud of our history and excited about our future. We won't stop working until we beat breast cancer for good."

Fundraising through the ages

We've been totally dependent on the amazing efforts of our many fundraisers, who have worked tirelessly over the past 20 years to raise huge amounts of money for our cause. We've seen everything from daredevil pensioners jumping out of planes, to brave women shaving their heads, to charity suppers, coffee mornings, raffles, auctions, and so many more inventive, brave and impressive fundraising efforts over the years.

We've listed a few examples below, but there isn't enough space to mention everyone – so we would like to take this opportunity to thank all our incredibly loyal, hardworking and brave fundraisers for their tremendous efforts over the years. We couldn't have done it without you!

1995 – 2005:

- More than £4,800 was raised at the Royal Cornwall Show through a combination of prize draws. Television stars Edward Woodward and Michele Dotrice were even present to pick out the winning tickets.
- Fundraising chairman of the Primrose Appeal, Sarah Lopes, held a charity food auction at her home in Yealmpton and raised more than £4,000.
- Roger Monson took a group of cyclist to Canada and rode 650 miles across the country, raising approximately £10,000.

2005 – 2015:

- Sue and Gemma Burbridge, who were barmaids at the Ship Inn, were incredibly brave and shaved their heads, which raised approximately £3,000.
- A Daredevil pensioner, John Rankin, skydived at the age of 67 and raised £850.
- Sparkwell couple, Eileen Francis and Ken Short organised a charity fundraising night, with guests putting their hands in their pockets to raise £4,750.
- The Warn family held a function at The Duke of Cornwall Hotel, and raised £9,000. They are also planning to hold another event on 28 November.

We would like to thank our past corporate sponsors, including; Princess Yachts, Babcock Marine and the Moorland Garden Hotel.



Fundraising events over the years ▲

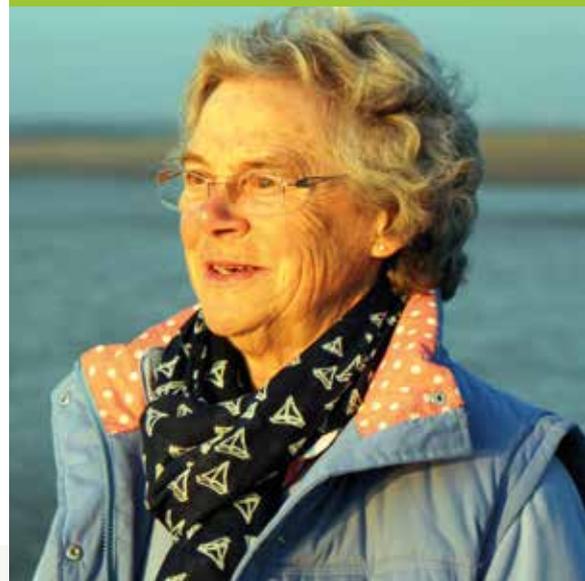
A big thank you goes to our longest serving fundraiser

Helen Huish, aged 69, fought off breast cancer in 1995 at Derriford Hospital and wanted to give back to the nurses and doctors who offered her such kind care and support during her treatment.

Helen started hosting coffee mornings, charity suppers and raffles in her home town of Bideford and went on a fundraising stint that lasted nearly two decades; raising approximately £20,000 for the Primrose Foundation in total - making her the charity's longest and biggest fundraiser to date.

Although Helen's fundraising efforts have come to an end - the vital role she has played in the charity's history will always be remembered. She had breast cancer before the Primrose Breast Care Centre at Derriford Hospital opened in 2001 and the inspirational efforts of Helen, and so many other fundraisers across the region, has played an integral part in the huge improvements that have been made to breast care treatment across the South West.

She said: "I have some wonderful memories from the fundraising events that I hosted and it's always nice to know the money raised went towards such a worthy cause. I have decided to cease organising fundraising events for the charity, but I will always offer my support to the Primrose Foundation when they need it."



The Past, Present and Future of Breast Care.



Dr. Jim Steel, Radiographer, shares his thoughts on how breast care has improved over the years.

Each morning I pass a sign which proudly tells me that in 2001, now more than 14 years ago, the Primrose Breast Care Centre opened.

The centre is now a teenager - what has changed? How will it grow? In breast imaging, the most noticeable thing is the advent of digital mammography. Trials in the last decade demonstrated the benefits of digital mammograms over x-ray film, mirroring a similar change in photography. Digital mammograms are better for women with denser breasts and for younger women.

Mammographic studies are more securely held than ever, and much easier to share with other units almost instantly. Aside from the lack of chemical smells, we see much less of the engineers who used to constantly repair the daylight processors we used, and there are also no staff required to do the mundane task of putting up and taking down films on massive roller viewers: everything appears on screen and organises itself.

The unit was an early adopter of vacuum biopsy, and although we

have seen different machines come and go, we still use vacuum biopsy today to give more accurate results first time for women. Other breast care centres increasingly adopt our practice.

We spend much longer these days looking at MRI scans because that newer tests has become much more routine. Sadly, we no longer have our own ward in the centre, but much of the old ward space is now a much admired waiting-room, a good place to sit when the building is hot since it is air-conditioned. This was financed by the Primrose Foundation.

We have moved to having two different experts reading all images and we have a fully established family history screening programme that we didn't have before. I will also be shortly working with four medically qualified colleagues - a change from the days when there were only two.

Radiographers have in some cases trained to take on some of the roles that we traditionally did, and so we have excellent colleagues helping us out. These days, most patients get biopsy on the day of assessment if required, something we never offered before.

We have always been the centre keen on advancing and that hasn't changed: we are proud of our Tomosynthesis machine currently involved in trials to improve the accuracy of assessment and one day, I hope, to make best screening simpler and more accurate.

The team is different, and aside from me being much older and many faces have changed, the same care and ethos is undoubtedly there.

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. Please 'like' our Facebook page - www.facebook.com/theprimrosefoundation.

Name:

Email:

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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



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