

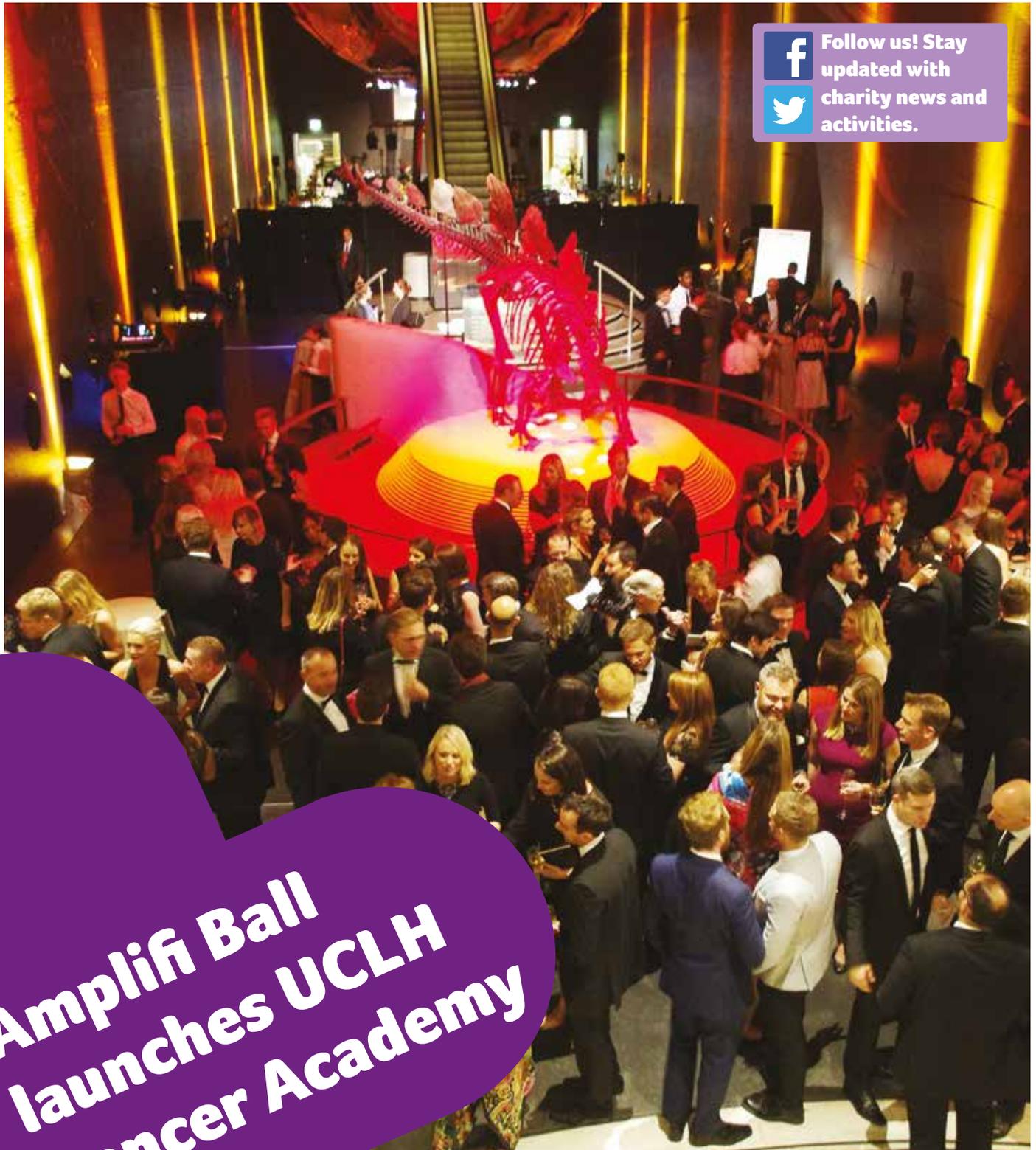
Newsletter for University College Hospital Cancer Fund

# Impact

Summer / Autumn 2017



University College Hospital  
**CANCER FUND**



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**Amplifi Ball  
launches UCLH  
Cancer Academy**

## Dear friends and supporters



Professor Jeffrey Tobias

It's hard to believe that it's now just over five years since we opened the doors of the Cancer Centre. Whether it's top-quality clinical care, support services, information or research, patients are at the centre of all we do – our essential *raison d'être*, as our European colleagues have it. And if it's not too over the top, with spring now upon us we like to think of the UCH Cancer Fund rather like a blossoming flower, one that forms a vital stem of a bigger plant – the UCLH Cancer Division.

The Cancer Fund has only been in operation for three years, yet it is already vigorously involved in many exciting new projects. For example towards the end of last year, the UCLH Cancer Academy was launched, a key part of the far-reaching overall UCLH Cancer Strategy. Why? Well, the central theme of our Academy is to respond to the continuing need to improve patient experience. And more; it both provides programmes, courses and opportunities for people affected by cancer and also educationally helps staff to realise their full potential.

But here's an essential point: the launch was made possible through tremendous philanthropic support from many of our friends, in particular our corporate supporter, Amplifi – a dynamic media firm based just across the road from UCH. Their tireless support for us, from our very beginning, has been outstanding and we are extremely grateful. If you have any family members or friends who work for a company, please ask them to nominate the UCH Cancer Fund to be considered as their company's charity partner. So often, a personal recommendation makes all the difference!

In January, we were delighted to welcome the new Chief Executive for UCLH, Professor Marcel Levi, to the Trust. Within a few months of his arrival, we were thrilled that he made a special point of visiting us at Allianz Park (home of our sporting partner, Saracens) to promote our charitable activities in front of a crowd of 10,000 people! And we look forward to welcoming him to more charity events in the future.

So: continuing our spring-like theme... mighty oak trees from small acorns grow! It's only through philanthropic support that we are able to flourish ourselves, with our ambitious programme, from education to patient support to clinical research.

Thank you so much for your support.

**Professor Jeffrey Tobias MA, MD, FRCP, FRCR**  
Professor of Cancer Medicine, and Chair, UCH Cancer Fund

Jeffrey.tobias@uclh.nhs.uk

## Celebrating five years of excellence

The UCH Cancer Centre is five years old this year, having first opened its doors on 2 April 2012 when Prince Charles cut the ribbon on the building, before stopping for a number of photos including one with nurses on the 2nd floor, pictured below.



To celebrate this special milestone, here's a few facts about the Cancer Centre that you might not know....

- Since completion, the Centre has welcomed more than 640,000 patients through its doors.
- Building the Centre took 1.2 million combined hours of labour – the equivalent of 137 years!
- Since opening the Centre, we've seen a 64% increase in the number of outpatients treated here annually (68k in 2012/13 vs. 112k in 2016/17).
- In 2016/17 the Centre completed nearly 22,000 chemotherapy treatments.
- Also this year, we have recruited over 1,700 patients for trials of new cancer treatments – the highest in the country.



### Win up to £25,000 and support the UCH Cancer Fund with Unity

Unity is a lottery with a difference – for every £1 entry, 50p goes directly to the UCH Cancer Fund which we can then use to support cancer services at the Hospital.

It's really simple to play: sign up from as little as £1 per week and you'll be allocated a six-digit Unity lottery number. A draw then takes place each Saturday, and if you match 3, 4, 5 or 6 digits in the correct place in the sequence, you'll be notified automatically that you've won a cash prize.

#### Want to join in?

Sign up or find out more via our webpage:  
[www.uchcancerfund.org.uk/lottery](http://www.uchcancerfund.org.uk/lottery)

# News from UCH Cancer Fund

## Dr Elizabeth Burns pioneers “Anti Boredom” at UCLH

*Dr Elizabeth Burns is founder of the Anti-Boredom Campaign and has seen her work published in the British Medical Journal as well as The Times. She currently works as a creative specialist as part of the Support and Information Service at UCLH, generously funded by donations made to the UCH Cancer Fund from local business, Amplifi.*

Hospitals are excellent at responding to physical suffering, but what about suffering from boredom? For many there are long waits which can get frustrating for a number of reasons. It may sound trivial or even luxurious doing nothing

Dr Elizabeth Burns and a selection of the work she has helped produce



– but could boredom be a problem that impacts on health outcomes and performance of hospitals?

In my work at University College Hospital, funded by the UCH Cancer Fund, I encourage adults to get creative during cancer treatment. Simple ideas such as doodling and origami help spark conversation, interest, and focus, and the most frequent comment about the



experience is feeling happy. I was curious about why sessions are so appreciated.

Studies from a decade ago suggest that boredom is prevalent in hospitals for over half of patients, and yet this is not being addressed. While you might argue that today, the internet provides limitless opportunities for engagement and interest, a simple survey of fifty oncology patients completed earlier this year suggested the problem of boredom is still widespread: a third felt bored up to half of their awake time, while over a quarter felt intensely bored, in some cases all the time.

We need imaginative research into the impact of boredom, not medication. As such, I am currently working with the UCH Cancer Fund to promote my “Anti-Boredom Campaign” – helping turn waiting into a positive opportunity. In the words of one patient, “a really welcome and joyful distraction from a rather serious business.” The time has come to make the most of precious time in hospital.

**Dr Elizabeth Burns**

## UCH Cancer Fund invests in professional development for UCH staff

We may be biased, but we believe that UCLH employs some of the best staff in the NHS – and to make sure that we’re supporting this, we’re pledging to increase funding available for staff education at all levels.

We’re achieving this by increasing the grants available to staff to enhance their skills, experience and knowledge through external training; as well as investing in the hospital’s internal education programmes. Whether it’s a Consultant Urologist looking to fund a Researcher to investigate a potential new treatment, finding a corporate partner to sponsor the establishment of UCLH’s pioneering new Cancer Academy (see p.10) or even providing a bursary for a Staff Nurse

looking to complete a postgraduate degree in Oncology Nursing.

Georgia Durrant and Christabel Welch from the Hospital’s Head and Neck team, recently attended a Tracheostomy conference hosted by Guy’s Hospital to increase their expertise in this field. They had this to say about their experience:

*“Being able to provide this specialised service to our patients and the hospital means we as health care professionals can work together better as a team. Teamwork is paramount on our ward at T6 North and without the support we get from each other we would struggle with providing the best patient centred care possible. Thank you very much to all UCH Cancer Fund supporters for this funding.”*



Left to right: Staff members Georgia Durrant and Christabel Welch

**If you are interested in supporting staff development at UCH, please contact [owain.rees@uclh.nhs.uk](mailto:owain.rees@uclh.nhs.uk)**

# News from the Hospital

## UCLH Cancer Event

UCLH Cancer held its first ever event for staff on 18 November, sponsored by the UCH Cancer Fund, against the impressive backdrop of Senate House. The day was a chance for colleagues to showcase the exceptional work being done across cancer



Tom Marler-Hausen collects his award from Dr Kirit Ardeshta

services at UCLH, and share findings on how to improve both patient outcomes and experience.

Colleagues also had the opportunity to hear about the pioneering research being undertaken by staff at UCLH, including immunotherapy and proton beam therapy to name but a few. Teams from across the organisation were also invited to submit posters illustrating the broad range of innovation taking place at UCLH in their respective areas.

There was lots of interactivity with the audience voting and submitting questions throughout the day on their smartphones, and everyone attending the event was then given the chance to vote on the day's highlights, with the delighted winners being presented with prizes by Dr Kirit Ardeshta, Divisional Clinical Director.



Professor Jeffrey Tobias opens the event



## 60 seconds with Complementary Therapist, Sharon Findlow

Thanks to support from patients and families, we recently supplied the complementary therapies team with a range of new essential oils for use with younger patients – scents including pear, apricot, coconut, cocoa and strawberry – which can be far more appealing than the smells normally associated with a hospital ward!

Here we speak with complementary therapist, Sharon Findlow to find out more about her role.

### How long have you worked at UCLH?

I've been working at UCLH for around seven and a half years now, and split my time between this hospital and my local hospital, where I work in the NHS Staff Clinic.

**If you'd like to support the complementary therapies team at UCLH, please contact [owain.rees@uclh.nhs.uk](mailto:owain.rees@uclh.nhs.uk)**

### What does your job involve?

I mostly work with younger patients on T11 and T12, in addition to working in the Teenage Cancer Unit on the 3rd floor of the UCH Cancer Centre. During my role I use a variety of complementary treatments to help make patients more comfortable and reduce their anxiety, including aromatherapy, reflexology and massage. In



Sharon Findlow pictured in the UCH Cancer Centre Garden

complementary therapy, new techniques are always emerging so I've actually been studying for over 20 years now!

### What do you enjoy most about being a complementary therapist?

There's something so rewarding about being able to sit down with a young person and their parents, and help them to reduce fears about their environment – which can make a huge difference to the outcome of their treatment. With adolescents my approach is slightly different but equally as rewarding – with these patients my aim is to give them free space to talk and share about their experiences, returning an element of control to the patient.

### What has been the most challenging aspect of your job?

The most challenging part of my job is probably being able to access young patients at a convenient time. You might not know it, but on a children's ward there are school classes, social workers, play therapists – it can be difficult to find an appropriate window.

## Robotic Surgery: UCLH leads the way

In January 2017 our surgeons received global attention while hosting an international symposium at UCLH, showcasing the latest surgical techniques and robotic technology used to treat patients with cancers.

The three-day event, attracted delegates from across the UK, Europe and America, was organised by Professor John Kelly and Senthil Nathan, Consultant Urological Surgeons from UCLH. Professor Kelly remarked: "The symposium is about

experts talking to experts about robotic surgery and discussing tips and tricks in order to reach a consensus about the best way of treating patients with prostate, kidney and bladder cancer."

As part of the programme, medics watched live surgery relayed from an operating theatre at University College Hospital to the Education Centre on the opposite side of Euston Road. Delegates also had the opportunity to try their hand at some impressive new training kit, including the latest DaVinci Xi model which offers added flexibility to treat a wider range of cancers.

Among them was Dan Wood (pictured with the DaVinci X Robot), a Consultant Urological Surgeon who has been working at UCLH for almost nine years. Dan joined the symposium for some hands-on sessions to gain knowledge and practical skills in robotic surgery, which is becoming increasingly popular at UCLH Westmoreland Street.

**The Urology team is currently looking to raise funds for a second surgical robot allowing them to treat even more patients using the new technology. If you are interested in supporting this project, please contact [owain.rees@uclh.nhs.uk](mailto:owain.rees@uclh.nhs.uk)**



*Consultant Surgeon Dan Wood tries his hand at a simulated surgery using the new robot.*

## UCLH supports World Cancer Day

World Cancer Day is a global event that takes place every year on 4 February. Its aim is to unite the world's population in the fight against cancer, raising awareness of the disease and encouraging education, while also pressing governments and individuals across the world to take action.

UCLH marked the day with a series of events across the Trust in the week prior to the event, aimed at educating our staff, patients and visitors about some of the early signs and symptoms. People in the main hospital were invited to look inside a giant inflatable lung in the atrium to learn more about lung cancer and keeping their lungs healthy. Staff from both the UCLH

Cancer Collaborative and the UCH Cancer Fund, were on hand with leaflets to discuss signs and symptoms of different cancer types, and offer advice to people with concerns.

Prof Kathy Pritchard-Jones, Chief Medical Officer for the UCLH Cancer Collaborative, said: "We were delighted to speak to hundreds of people about early signs and symptoms of cancer to mark World Cancer Day."

"Early diagnosis saves lives and the UCLH Cancer Collaborative is at the forefront of trialling new models of care to diagnose cancer earlier and faster, and improve patient outcomes and experience."



*UCLH staff join forces to promote cancer awareness as part of World Cancer Day 2017.*



# News from the Community

## Tackling Cancer Together

This Spring we've been continuing our partnership with Saracens Rugby Club, thanks to the support of our wonderful volunteers from UCLH and UCL RUMS Rugby Club.

Rain, wind or shine, the UCH Cancer Fund can be found at Allianz Park (home of Saracens) entertaining families with games and holding bucket collections – we even got a visit from new UCLH Chief Executive, Professor Marcel Levi who helped us to promote our 'Walk to Wembley' fundraising event.

In December, we were thrilled to receive support from Wolfpack Lager who donated £1 to the UCH Cancer Fund for every pint sold at Allianz Park during the match on the 24 December. Overall they raised an amazing £900!

*We were delighted when our Patrons and Saracens players, Chris Ashton and Chris Wyles came to the Hospital to hand out Christmas presents to the children and young adults on the wards.*



*New UCLH Chief Executive, Professor Marcel Levi with staff, volunteers and Sarrie the mascot!*

## Patients show plenty of heart for staff

Thank you to all those who responded with messages of thanks for UCLH staff as part of our December campaign, all of which were displayed on Christmas trees around the Trust before being typed out by one of our volunteers and shared with staff. In case you missed the chance to view the messages, we've included a selection here:

- For Peter Whitecross. UCH – you have given world class care to my husband to treat his cancer since 2001. Thank you with all my heart. You are amazing. Helen xxx
- Diagnosed with Non-Hodgkin's Lymphoma 2011, I got through a

very difficult time thanks to the care, help and support from UCLH (Tower, Cancer Centre). There's not enough words to describe how grateful, appreciative I am, and most of all, for giving me a second chance at life.

- Thank you to everyone at UCH etc for getting me positively through the other end. Love, Dawn, Benjamin and family xxx
- 11 years ago, everyone had written me off. I then met the inspirational Heather Payne and her delightful team. It's because of them that I am still working and I am watching my 13 grandchildren grow up. Life couldn't be better. Thank you all so very much. David xx
- The best staff with the best option given. Thank you nurses and professors. Nothing is impossible just keep believing.



*Messages from patients and their families were displayed across three locations, including the Cancer Centre.*

## Burns Night Charity Ceilidh

What better way to start the New Year than by dusting off the cobwebs with some Scottish reeling? On Friday 20 January, Maiz Catering hosted a charity Burns night in support of UCLH, complete with a live band, a charity raffle and a selection of food and drink highlighting Scotland's national dishes.

Over 120 guests attended the event, held on Exmouth Market in Farringdon, with a wonderful selection of guests that included staff, patients and friends of the hospital – not to mention a number of members of the general public who couldn't resist joining in the fun.

Event organiser, Sean Griffin, expressed thanks to all the guests attending the event which helped to raise over £400 for the Support and Information Service at the Cancer Centre. He added "we would also like to thank our amazing band,



© Amanda Cannon

*Guests get to grips with the dances – with mixed results!*

Ceilidh Factor, who kindly carried on playing well into the wee hours, as well as photographer Amanda Cannon, who kindly volunteered her services on the night."

"The support we received from the UCH Cancer Fund was fantastic, providing us with collection buckets and branded t-shirts for our staff, as well as a letter of

endorsement that allowed us to secure some fantastic prizes for the raffle. In fact, we had such a great night that we're already planning next year's event – so watch this space!"

**Fancy hosting an event in support of the UCH Cancer Fund? Contact [owain.rees@uclh.nhs.uk](mailto:owain.rees@uclh.nhs.uk)**

## University students get behind the UCH Cancer Fund

We'd like to say a huge thank you to the massive support that we've had from the student community – who have been taking time away from their studies to help raise money for the hospital.

Over the past 6 months there's been support from UCL student sports clubs including the UCL School of Slavonic and East European Studies Football Club, who organised a 5-a-side tournament to raise funds for the Hospital, and the UCL Ladies' Netball squad who kindly organised both a charity gala event and netball tournament. We also had volunteering from the UCL RUMS Rugby Club, who have been helping us with our activities at Allianz Park, and holding fundraising events to boot.

Recently there's been afternoon musical performances at the Cancer Centre courtesy of RUMS close harmony groups, including the ladies choir, Accarhythmia, and the gents' barbershop quartet, Chordiac Arrest, who have been delighting patients with both their music – and their wonderful costumes! Many of the RUMS medical students will actually complete medical attachments here at UCLH in their final year, so it's great to see them supporting patients so early on.

Special mention goes to our four fantastic office volunteers: Kristen Stockdale, Zsofi Dombi from University College London, Lilla Kovács from King's College London and Louiza Kyprianou from the University of Westminster, who kindly volunteer their time, week in, week out, to support the UCH Cancer Fund's work.



*Top to bottom: RUMS close harmony groups Accarhythmia, Chordiac Arrest, and the UCL Ladies' Netball team.*

**If you would like to volunteer your time to support the UCH Cancer Fund, please contact [cancerfund@uclh.nhs.uk](mailto:cancerfund@uclh.nhs.uk)**

## Interview with Ali Daggett, daredevil

**Hi Ali, thanks for supporting UCLH. Can I ask what motivated you to support the UCH Cancer Fund?**

We were browsing the list of charities on the Peterlee skydive centre page as we were ultimately looking to raise money for an overall cancer charity that offered both research and patient care.

We looked into the UCH Cancer Fund online and found it was perfect – we knew the money we could raise for this charity would definitely go to good use, and be used for future research into cancer.

**What made you choose a skydive?**

I proposed to my friend Lucy that I wanted to do something out of the ordinary that could stand out, she then suggested that we take on a skydiving challenge, and we thought 'why not?!?' Then my sister Dee and my friend Louise joined us as well.

**How did you promote your fundraising?**

Mainly through the website JustGiving – continuously reposting our page onto Facebook, Twitter and Instagram was a simple and effective way of reminding family and friends to show their support. We also tried to get in touch with the singer Louis Tomlinson, but so far we've not got anywhere!

In addition to the social media stuff, we also used our links in the local community: getting coverage in a local lifestyle magazine, putting sponsor forms up in our surrounding pubs, and promoting our jump at our university's students union. All in all our activities have been really varied – we even received sponsorship from the auction of two lambs!!

**Not too baaad! Anyway, jokes aside – how do you plan on celebrating after the event?**

We're planning a party on the night of our jump once we get back to solid ground –



Left to right: Dee, Lucy and Ali

to get on the guestlist, all we ask is that you sponsor us. This will hopefully get us even more donations to our JustGiving page and we will be sure to have the UCH money boxes out on the night, with little games to raise extra money for the charity.

**Did you feel fully supported by the UCH Cancer Fund team?**

Yes, Owain, who I have been speaking to has been very helpful and encouraging right from the start – when the four of us signed up with a combined target of £1,400 it was a little daunting, but we've smashed that now, so the sky's the limit. If we get another bright idea for fundraising then we'll definitely be supporting the UCH Cancer Fund again!

## Jason Newsham: Collection Box Champion

In October 2014 Jason was diagnosed with stage four of a rare case of lymphoma, and was fighting for his life in every respect. As he puts himself: "if it wasn't for UCLH I would almost certainly not be here today. All the staff at the hospital are amazing – from the people working on reception and the porters, right through to the nurses and consultants."

While treatment of his lymphoma was successful, Jason suffers from anaemia as a result of the disease, and travels to UCLH from Surrey once a fortnight for blood transfusions and check ups. It's during his



Jason, pictured here before and after his treatment

free hours on those days he chooses to support the UCH Cancer Fund by going into the local area and encouraging businesses to put one of our charity collection boxes by their tills, over the past year he has raised over £200 for the charity.

Jason explains that he had always wanted to give something back to the Hospital, but what spurred him into action was a chance encounter with a young girl several years back. Although she had survived her blood cancer, Jason was upset to learn that she had lost a leg to the disease.

"That's when I realised how many people owe their lives to UCLH, and that everyone's story is complex. So I decided that I wanted to do whatever I could to save other lives in return, and support efforts to improve future treatment."

**Interested in becoming a Box Champion? For more information contact [cancerfund@uclh.nhs.uk](mailto:cancerfund@uclh.nhs.uk)**

## Remembering Lilian Thompson



Lilian Thompson, was a beloved mother of two, grandmother of three and a friend to many, who sadly passed away on 8 October 2016 from a soft-

tissue sarcoma. Her positive, cheerful demeanour will be greatly missed by all who knew her. Her smile lit up any room.

Her daughters wanted to acknowledge the outstanding care she received at UCLH, where she spent her last weeks. As such, they asked those who knew her not to remember her with flowers, but with a donation to the UCH Cancer Fund.

Lilian's family were able to raise over £1,000 in her memory – vital funds that will go towards making patients and visitors as comfortable as possible during their stay. Lilian's family have asked to make a special mention of thanks to Dr Seddon and her Sarcoma team, Dr Isshra, the Palliative Care team and all staff on T14.

## Puja's Kilimanjaro challenge

In 2001, Puja VEDI lost her father following a three month fight against cancer, who spent his last days at Middlesex Hospital – what is now UCLH. Puja remembers that during his time at the hospital, her father received exceptional care from the medical team, and as such she wanted to take on a fundraising challenge in his memory.

In February 2017, she did just that – embarking on an eight day trek to the summit of Kilimanjaro, averaging 6-7 hours of walking a day, through rainforests, glacial conditions, and with night time temperatures plummeting as low as -20 degrees centigrade.

When asked about her experience, Puja said: "it was one of the most challenging things I've done, and there were definitely times when my willpower



*Puja, pictured with her father as a young girl, and at the summit of Kilimanjaro in February this year.*

was running low. However, in those moments I would stop and think about my Dad, the huge amount of support I had received from family and friends for taking on this challenge – and that really helped to keep me going."



In total Puja smashed her original target, raising in excess of £7,000 for her climb, funds which will go directly to helping patients and their loved ones via the Support and Information service here at UCLH.

## TeamBike's second Dolomite Challenge for UCLH Prostate Cancer Research Project



Teambike is a 'collective noun' for a group of cyclists who have been involved in an annual challenge in the high mountains of Europe for many years.

In August 2015 the group set out to climb three of the highest summits in the Dolomites in one day and raised £5,000 for prostate cancer research at UCH. We wanted to raise money for a specific project that would have an impact, so I spoke to Nick Gilbert (Head of Fundraising) about our idea and he subsequently had a conversation with consultant, Anita Mitra who identified

a specific project focussing on the role of imaging in detecting response to treatment.

In 2015 I was recovering from prostate cancer treatment, and so decided to ask friends, family and colleagues for



support. By December 2015 we had raised over £10,000. I thought, 'well why stop there?' so that same December I met with some of my old friends from Teambike, and decided to embark on another challenge in August 2017 with a view to raising another £10,000 for a prostate cancer research project.

So ..... What is this year's challenge? We have decided to initially return to

the Dolomites and spend the first two days climbing in the mountains above Cortina, including the stunning Passo Tre Croci and the Passo di Giau. On the 3rd day we will head off for Austria and climb the highest road in the Alps (the base of the Otztal Glacier) which tops out at 2830 metres!

**Roger Mackenzie**



***If anyone is desperate (or foolhardy) enough to want to join us, please contact Owain Rees at UCLH.***

# News from Companies and Trusts

## Amplifi's Big Bang Ball raises an amazing £88,000 to launch the UCLH Cancer Academy



Last October, Amplifi hosted a glamorous evening at the Natural History Museum attended by over 200 people from the media industry. Eighteen companies attended the Big Bang Ball and guests were treated to great food and entertainment by Kevin Simms, the winner of The Voice in 2016. A very special speaker on the evening was an amazing patient, Varun Mahatme who regaled the crowd not only with his journey of recovery from cancer and how the UCH Cancer Fund helped, but also with his pitch for his YouTube channel, all at the age of 12! The event was compered by comedian, David Morgan and funds were raised through a combination of sponsorship and engaging auction opportunities such as Sky buying Matthew Platts, President of Amplifi, to work at their office for a day!

The establishment of a UCLH Cancer Academy is one part of the Hospital's strategic vision and Amplifi have enabled UCLH to realise their ambition of launching the UCLH Cancer Academy by organising this great event.

In launching the Cancer Academy, UCLH has created four schools which will equip both patients and staff with the tools that they need to respond to the indiscriminate challenges that cancer presents. The new Academy will drive improvements in both patient and staff experience through high quality, targeted programmes to take an important leap on the journey to make the outcomes and experience for patients we serve to be the best in Europe.

Professor Jeffrey Tobias, UCH Cancer Fund Chair said: "Amplifi have been a tower of strength for the UCH Cancer Fund right from the very start. Over the past three years they have shown total commitment to raising funds for the hospital, which we have used in a variety of ways – including most excitingly, the launch of our UCLH Cancer Academy, for which they have raised the magnificent sum of £88,000."

We are delighted Amplifi are already planning their 2017 Big Bang Ball which will go towards growing and scaling the Cancer Academy. Matthew Platts, President of Amplifi said: "After the success of last year, we are extremely excited to be hosting another Big Bang Ball in October this year to raise money for the Cancer Academy. Our ambition is to make this year's bigger and better and surpass the £88k we raised last year for this fantastic cause!"

A big thank you to **Google** for donating £756 in match-funding towards Amplifi's office fundraising activities.

In addition to their Big Bang Ball, Amplifi staff hold regular fundraising events in their office and tap their partners and suppliers to source product donations and additional funding to support the Fund.

### Mattel provide play therapy

Through Amplifi, Mattel very kindly donated a range of toys which the busy elves at Amplifi wrapped and delivered to the Hospital. The Play Specialists team distributed some of the toys to patients in the Hospital over Christmas and they are also given to patients as a distraction to help reduce their anxiety prior to radiotherapy treatment. Thank you Mattel for making a difference.



### Go Matt!



Congratulations to Matt Eagle, Group Account Director at Amplifi who ran the London Marathon in support of the UCH Cancer Fund. Matt said: "I have family members who trained at UCH, so supporting this hospital was extra special for me."

We'd like to thank **Planet Organic** for having supported us as part of World Cancer Day, with a generous donation of goodie bags containing healthy treats for our patients and staff.



## Goodie bags for patients

Thank you to the 25 volunteers from Amplifi and Digital Cinema Media who spent a day in December at UCH to prepare goodie bags to give out to patients of all ages in the Trust's Hospitals over Christmas. 1,080 bags were packed with products provided by UCLH Charity.



## A special memorial ceremony

Thank you to the **Radisson Blu Edwardian Grafton Hotel** on Tottenham Court Road for providing a venue on a complimentary basis and being such great hosts for this special event.



Laura Walter, Radiotherapy Play Specialist said: "In February 2017, the paediatric bereavement held the first-ever memorial ceremony for children and young people treated for cancer at UCLH who have died.

About 20 families came to the ceremony, which was non-religious, and we remembered all the children and young people who have died in the last three years. We read out all the names and lit candles and then put a leaf with each name on a tree. Parents and other family members were encouraged to write memories of their child/young person and these were attached to the leaf hanging on the memory tree. We intend to hold a memorial each year from now on."

Refreshments for this event were funded by the UCH Cancer Fund.

Thank you to **Entertainment One UK** on Warren Street for donating and delivering a range of DVDs and Blue-ray movies for in-patients to watch during their stay in hospital.

## Additional monitor for radiotherapy

With a grant of £11,550 from **DM Thomas Foundation for Young People**, raised through the UCH Cancer Fund, the radiotherapy department were able to purchase an additional ceiling monitor to help with specialist treatment called Molecular-Targeted Radiotherapy for children and young

adults. This is a highly specialist type of treatment and UCLH is one of only two UK sites appropriately equipped to deliver this treatment to a paediatric patient group.

With this additional monitor, the Hospital is able to offer a greater

level of flexibility around planning and carrying out treatments. It will give the patient the flexibility of timings for treatment to fit in better around daily life for families who are already undergoing psychologically, educationally and socially difficult times.

