

# South East Cancer Help Centre

Annual Review

April 2018-March 2019



Helping people cope with cancer

# Chairman's Statement

It has been another extremely busy year for the Centre. We are now the first point of call for many residents who have been diagnosed with cancer and their families. It remains our priority to ensure that we support all who call at our door whether they want to take part in our complementary therapies, talking therapies, support groups, other therapeutic activities or just have a cup of tea and a chat. We are here to help everyone affected by cancer in a caring and friendly environment.

The essential support that we give to our ever-increasing membership is funded entirely from donations, grants, trusts and support from local councillors, the community and business. Whilst this year has been extremely challenging, the help of our many amazing volunteers and the local community means we have managed a balanced budget with a small contingency.

Our Paint Purley Purple (PPP) event was once again a great success. Raising awareness and raising funds is extremely important and our team of part-time fundraisers excelled themselves. It was all hands-on deck to make sure that all in Purley had a great time. I am sure you have noticed the purple trees in their knitting – they always cause a lot of interest and raise questions.

Other challenges included the introduction of GDPR together with Health and Safety upgrades, as well as an evaluation of our IT booking system. The team worked flat out to ensure we were compliant. Well done to all.

Our special thanks to Tesco who for several years have provided our premises and car parking. We are very grateful for all they do.

Looking forward you will note from our aims and ambitions that we are aligning our services alongside our health partners and aspire to further develop our services in the community. It is extremely important to us that nobody remains isolated and vulnerable when they are ill.

Of course, none of our work is possible without the dedication and commitment of the community. Thank you for all your support over the year. We are

grateful for all your hard work and enthusiasm that help us provide the best possible non-clinical services for the people of Croydon and its surrounds.

We are greatly saddened by the death of June Whitfield, our President. June joined the Centre initially as Vice president in 1992 and then, in 2007, was elected President, a position that she held until she died.

Jennifer Mollett, Chairman



# Vision

To be the leading independent provider of cancer support services in our area and to be known to all new patients diagnosed with cancer, in order that they and their families get the support they need.

# Mission

To provide support groups, complementary therapies, counselling and other therapeutic activities, within a caring friendly environment, which helps anyone affected by cancer cope with their situation.

# Values

We offer a caring, supportive and friendly environment.

Everyone is welcome, no-one is discriminated against.

Everyone is treated with dignity and their views and choices are respected.

We aim for the highest standards in all we do: all our therapies and counselling services are delivered by professionally qualified practitioners.

The welfare of our members is paramount, and confidentiality is always maintained.



# Objectives

We consider it important to remain a progressive organisation that develops and adapts to the needs of our members.

## Our key objectives:

- To continue to review, develop and improve the range of services offered at Purley and Croydon University Hospital and look at opportunities in the centre of Croydon for the benefit of our members.
- To increase the number of members we support.
- To work closely with GP hubs and social prescribing boards to increase knowledge of our support and range of activities.
- To increase our outreach service to include difficult to reach residents who may be in care homes or bed bound, who might feel socially isolated.
- To align our services with Croydon's diverse community and be fully inclusive working with faith groups, BME Forums, LGBTQ+ groups and other organisations here in Croydon.
- To fully engage with the Council's localities programme to ensure we reach all residents in the borough.
- To fully engage with all GPs, hospital staff, CCG Boards, SW London Partnership, SLAM, Healthwatch, Croydon Carers' Centre and all major health partners. To work in collaboration with like-minded organisations like Macmillan, Maggie's Centres, St Christopher's Hospice, Duffus Cancer Foundation and Penny Brohn.
- To increase our marketing and public relations activity along with improved social media to engage with a wider audience.

## Continue as a leading independent provider of cancer support services:

- To offer an unrivalled service for all residents.
- To recruit new trustees, patrons, ambassadors and a new President.
- To ensure all service providers work to the highest standards.
- To ensure that all staff and volunteers are fully supported and receive training and support as required or requested.

## Attract adequate regular funding to allow for growth and development:

- To support our current Trust donors and work to identify new avenues of Trust income.
- To work closely with local government initiatives, councillors and key health partners to identify sources of income.
- To develop sound relationships with local business and corporates, community groups and other organisations and affiliates.

## Infrastructure projects:

- The Member Management and Booking System is currently a work-in-progress for replacement or upgrading to a current generation of software.
- As a part of IT improvements and thus efficiency, select and implement an integrated fundraising software package.
- Increase our working space in Purley and Croydon University Hospital and look at opportunities in central Croydon to facilitate a broader agenda.
- Improve and enhance our front door approach and estate.

# President

## **Dame June Whitfield DBE President (Deceased 29 December 2018)**

June joined the Centre initially as Vice president in 1992 and then, in 2007 was elected President: a position that she held until she died. During the past 27 years supporting the Centre, June has been a constant source of inspiration, has provided financial support to the Centre, has attended many special events and taken every opportunity to promote the services we provide.

June always enthusiastically joined in with our events, including her contribution to a 'Celebrity Cook Book' issued by the Centre and joining in with Tai Chi demonstrations. She last attended the Centre for our 35th Anniversary on 5th July 2018 and was, as ever, the centre of attention.



# Therapeutic Services and Activities

## One to One Activities

### Aromatherapy Massage



Aromatherapy treats mind and body together. The scent of the essential oils used can have a powerful effect on the emotions, whilst the oils' chemistry affects the body: soothing aches, pains and imbalance.

### Emotional Freedom Technique (EFT)



EFT is a technique taught to help release blocked energy and so reduce the effects of stress and anxiety.

### Face, Neck and Shoulders (Facial)



A deluxe facial using beautiful skin-friendly cleansing, soothing and hydrating products combined with a relaxing massage to encourage blood flow and oxygen to the underlying facial muscles. You will emerge glowing and relaxed.

### Hairdressing



Practical support includes haircuts and styles for your own hair, as well as clipper cutting, shaping and care of wigs. Ask for advice on scarf-tying and hair regrowth.



### Hypnotherapy

Uses a state of deep relaxation and positive suggestion that enables changes to thinking and behaviour.



### Massage Therapy

Massage is a natural way to help you relax and cope with stress. Studies suggest that it can help to reduce symptoms such as pain, nausea, anxiety and fatigue.

### Manicures and Pedicures



These will not only leave your nails beautifully shaped and perfectly polished, but they are also a great way to relax and unwind. It's amazing how a little bit of TLC can help increase your confidence and self-esteem. It is also a great time for you to chat, read a magazine or sit quietly whilst being pampered by one of our beauty therapists.

### Nutritional therapy



A visit to the nutritionist is an opportunity to find out which foods are best for you to improve energy, reduce symptoms, cope with treatment, and help reduce the chances of a recurrence.

### Reflexology



A specialised form of foot massage using gentle pressure on specific points on the feet to relieve a range of symptoms.

### Reiki



A gentle hands-on technique which releases energy flow to help relax, reduce stress and support the body's healing processes.

### Talking Therapies (counselling)



If you are feeling anxious about the idea of receiving counselling, that simply means you are human. We offer a safe, confidential and non-judgemental place to help members explore issues which are troubling them. Those unable to come to the Centre due to illness or inaccessibility can talk to a counsellor over the phone.

### Couple Talking Therapy



This offers help in improving communication and resolving those differences in a relationship that arise as a result of cancer.

### Young Persons Talking Therapy (over 12 years of age)



Provides an opportunity for young people over 12 years of age to meet a counsellor on their own, to share and resolve issues that arise as a result of cancer. These sessions are arranged with parental consent.

# Therapeutic Services and Activities

In 2018 -19 we continued to offer a wide range of activities to new and existing members:

- **258** new members joined the Centre during the period 1st April 2018 to 31st March 2019
- As of 31st March 2019, we had **665** members.
- We provided **4,441** one-to-one counselling/therapy sessions and **592** group sessions.

## Group Activities

### Arts & Crafts

A very popular and social programme catering for a variety of interests, followed by a social lunch.

### Creative Writing

Find inspiration, encouragement and a chance to share thoughts and observations in the written word.

### Dance

A great way to work up a sweat and keep fit. A fun class to meet new people and learn dance steps and routines to many different styles of music.

### Drama

Discover and transform yourself by becoming someone new for a while.

### Joyful Spirit

In a supportive and uplifting environment, you will have the opportunity to learn and explore various techniques for relaxation, meditation and healing. Through guided meditations and other creative and light-hearted exercises, you will be encouraged to listen to your inner-self, thus promote confidence and personal growth.

### Mindfulness

Helps us to find peace and calm in the midst of our challenges. Come along and give it a try – we are a friendly bunch. The classes are structured so that they are suitable for everyone, whether you're a complete beginner, have a committed daily practice or if you feel you are somewhere in between.

### Pilates

Our Pilates classes are aimed at giving you the time to breathe, stretch and strengthen in a fun, relaxed and encouraging environment. Remember, it is progression not perfection that is important.

### Relaxation and Meditation

Group courses to learn how to face stressful situations calmly and promote a peaceful mind.

### Singing

Singing is so much more than what you do in the shower. Learn how your whole body works together to produce beautiful sounds and how people can work together to create beautiful harmonies in these fun group singing sessions.

### Tai Chi

Gentle flowing movements to strengthen the body, relax the mind and lift the spirit.

### The Tuesday Club

A small friendly social group to enjoy a chat, planned activities or a monthly cinema club followed by a homemade soup lunch.

### Yoga

Breathing exercises, movement and relaxation to create holistic harmony. Gentle (seated) Yoga is also available.

# Janice Stephenson

## Member of the South East Cancer Help Centre

Last summer I was diagnosed with Peritoneal Mesothelioma, a rare cancer that started under my diaphragm and spread through my abdomen. I had extensive surgery to remove several organs and, understandably, was left feeling overwhelmed by the whole thing. My GP referred me to counselling but the NHS was unable to give me an appointment for several months, so recommended SECHC.

From my initial talk with the Centre Manager about my circumstances and how the Centre could help me, I have found everyone friendly, professional and compassionate.

I started counselling at the Centre as soon as I was well enough. It gave me the opportunity to say things I couldn't say to friends and family. Slowly, I came to terms with what had happened to me and started to adjust to my new normal life.

By chance, my counselling was on a Thursday when the arts and crafts group meets. The members were all so welcoming that soon I was knitting and doing cross stitch – things I haven't done in years. Having felt isolated at home, it was great to be part of a social group having normal conversations. If I have any worries about my health there is usually someone in the group who has been through something similar, who understands and can offer me good practical advice. Usually I join in the conversations and some days I only want to sit and listen, but that's fine too. I've also enjoyed learning new skills in flower arranging, card making and jewellery making at the occasional workshops.

The counselling helped me to feel more positive about the future and, when I was ready, I went on to attend a Joyful Spirit Course: a small group of us experienced techniques to promote relaxation and healing. The guided meditations left me feeling very calm.

There are opportunities to go on outings too. I particularly enjoyed going to see Hairspray performed by Croydon High School and I had a fantastic time on a trip to Eastbourne in August.

Having cancer can be a dreadful experience, but there are some positives – which for me are SECHC and the friendships I have made there.



# Monthly Cancer Support Groups

## **Bowel Cancer Support Group**

The group meets on the first Wednesday of each month, 7pm– 9pm.

We provide mutual support and information to patients, their families and carers affected by bowel cancer. This includes the effects and after-effects of treatment and how and where to get help. We work with health care professionals many of whom come to our meetings to talk and discuss issues with our Group. Patients find that the friendly and understanding mutual support provided can reassure and benefit them particularly from sharing experiences.

## **Breast Cancer Support Group**

The group meets on the third Tuesday of each month, 6.30pm – 8.30pm.

Our aim is to support those affected by breast cancer and their carers with information about treatments and their side effects. We give members an opportunity to discuss their health issues and problems with others similarly affected in a private confidential environment.

In the past year we have had talks and workshops by health professionals: our group is recognised by local hospitals.

## **Oesophagus and Gastric Cancer Support Group**

The group meets on the third Wednesday of each month, 6.30pm – 8.30pm.

We provide mutual support, help and advice for people who have been diagnosed with, are being treated for, or are recovering from oesophageal and gastric cancer, together with their carers. We also try to support our members in managing the long-term consequences of this illness (physical, emotional and practical).

We are a small group that is very new, having only started in September 2018. Our meetings are friendly and informal with plenty of opportunity to chat and share experiences. We usually have an equal number of patients and carers.

## **Ovarian Cancer Support Group**

The group meets on the second Wednesday of every month, 6.30pm – 8.30pm.

Each month the group members share their stories with each other, giving an update on how they are feeling and whether there have been any changes in their health situation, how treatment is going, hints and tips on dealing with chemotherapy, treatments and medical professionals. Members of the group also support each other by visiting members who are hospitalised.

## **Prostate Cancer Support Group**

The group meets on the first working Monday of each month, 10.30am – 12.30pm.

Our aims are to help those affected by prostate cancer by providing information and the opportunity to speak to others similarly affected in a safe, confidential environment.

The group is recognised by local hospitals, healthcare professionals, is attended by a Macmillan prostate cancer support worker, and is an affiliate member of Prostate Cancer UK.

# Community Fundraising



Community fundraising is an important part of our income and brings much needed funds to the Centre and raises awareness in the community.

This year we have had some very successful events -- Ladies Fashion Show, Fish and Chips Quiz Night, Grand Spring Raffle, Chari-Tea, Obia Meal and our annual

awareness drive, Paint Purley Purple, which included our Gala Dinner. The Gala dinner was particularly spectacular and benefitted from being sponsored by Hawke and Power Bespoke.



The Paint Purley Purple Campaign goes from strength to strength and in October 2018 raised an incredible £20,444. We collected at Tesco for a week and were lucky enough to benefit from Santander's match funding scheme in its last year. We are especially grateful to our supporters who joined in with collections and to Tesco for their support including allowing us to have collections for our awareness month and letting us decorate the outside of their building with purple knitting and banners. We encouraged local schools to run purple mufti days whilst local groups and shops ran a range of coffee mornings and bake sales.

We also had great fundraising efforts from our supporters last year -- we had entrants in the 3 Peaks Challenge, the Purley Swimathon, the Selsdon Half Marathon and the Pat Mayer Golf Day.



## Charitable Trust Income

Charitable Trust income has always played a significant role in keeping the Centre going and is vital in funding special projects. This year, our Fire System required a substantial upgrade: such projects can be hard to fund as people prefer to finance initiatives that have a direct impact on our members. Therefore, we are indebted to two trusts that recognised the importance of this work and donated a total of £7,000 to keep us safe.

Thank you to all the trusts that have supported us. Your commitment and generosity are so very much appreciated.

# Our Fundraising Team

## Joan Davies - Volunteer

I joined SECHC in September 2000 as an employee helping Kathleen Behan, the then Centre Manager. My duties were varied as there is always so much to do to keep the Centre running smoothly. At the end of 2003, I became a volunteer as one of the Monday receptionists: I didn't want to lose touch with the Centre and all the marvellous people I have met and worked with over the years. I now help maintain the Centre database and statistics and have the delightful role of arranging our fresh flowers every Friday. The Centre has certainly changed over the years since I have been here. But one thing remains unaltered: it has always been a friendly, happy and positive place to work which has helped many members.



## Amy Rogers - Volunteer

I started volunteering at the Centre in 2015 because of the amount of physical and emotional support that my Mum received. I wanted to give something back to such a wonderful place. I help with the fundraising team, especially the Trust research, and teach the Pilates classes. I love being involved with the Centre as it is such a great community.



## Keith Savigar - Volunteer

Before I retired in September 2009, I had already decided that I wanted to volunteer in some capacity. As I had been in administration all my working life, I was immediately attracted to apply for an administration post at the Centre which I saw advertised in the Sutton Voluntary Sector. I was delighted to be accepted for the position which involves sending out monthly letters to local people who regularly donate to the Centre. I also used to apply the Gift Aid on those donations but eventually this became too much for one person. However, I still enjoy operating the database – the vehicle for generating the monthly letters. The Centre is a very happy place and I feel privileged to do my bit to help those unfortunate people who are suffering from the effects of cancer.



## Rishma Alladina - Volunteer

I first came to know about the Centre a few years ago and was rather surprised to learn that this tranquil haven existed in the heart of Purley. When I first started volunteering at the Centre, the inaugural Paint Purley Purple event was in full flow under the stewardship of Carol Hunt, who was the Community Fundraiser at the time. Over the years, this event has grown and continued to raise awareness of the Centre and the complementary services available to the local community who are facing the challenges associated with cancer. As the Centre relies solely on donations, our fundraisers are always thinking up fun ways to generate support and I help keep track of the fundraising income streams. I also help with Trust administration. It is a wonderful opportunity to contribute in any way to the work of the Centre and support the delivery of its much-appreciated services to members.



## Liz French - Fundraiser

I joined the Centre ten years ago as a part-time Fundraiser with responsibility for income from Charitable Trusts, Gift Aid and our Direct Mail campaign. The year was 2009 and we were in the grip of recession – not the best time to start a new job as a Fundraiser! Income from Charitable Trusts was badly affected, and I decided to make up this lost income with events such as the Grand Spring Raffle, Tree of Light, Tours and Dinners at the Palace of Westminster and Fashion Shows. By 2015, it was apparent that my role had become too big for one person and it was decided to appoint a second part-time Fundraiser to take over Community and events fundraising, and I reverted to my original role. The Centre is a very special place to work and I am very fortunate to have a wonderful team of volunteers who work tirelessly to support me.



# Our Community Fundraising Team

The Community Fundraising team Natalie, Wendy and Teri are all part-time fundraisers.

## **Natalie Mulcahy**

### **Community Fundraiser**

I joined the centre in 2018 as part of the community fundraising team having previously worked in marketing. Together, we have developed the Paint Purley Purple Awareness Campaign, identified new streams of income and created new fundraising events. My role is to increase the Centre's profile, fundraising and awareness both online and locally.



## **Wendy Ager**

### **Community Fundraiser**

I started working at the Centre in 2018. I helped progress our Paint Purley Purple campaign and promote the Centre and our fundraising both online and locally. I present to groups, schools and businesses to explain what is on offer at the Centre, encouraging people to engage with the Centre and support all our fundraising activities.



## **Teri Gate**

### **Community Fundraiser**

Having previously worked in events management, I started my role as a community fundraiser in 2018. I focus on the logistics of events as well as the operation of events themselves. I have also been working on IT support within the Centre.



# Members' Quotes

Thank you for all the love, support and informative care I have experienced here. I had breast cancer first in 1989. I felt so alone and frightened then, as I was not involved in the Centre. It has made such a difference to be able to express myself emotionally, creatively and physically. Thank you so much.

A very welcome place, always calm and supportive. Thank you so much for all the support I have received and the wonderful gift of being listened to without judgement, it has been a revelation and greatly valued.

The SECHC is a wonderful place that offers comfort, friendship, and support, especially for people living on their own. I am a long-serving member of the prostate group. It's nice to meet other men with the same problem.

This Centre is such a special place and to me it means so much "A Sanctuary", I think we are so very fortunate to have here to come to when life is hard. The team here are excellent and the treatments I have are just wonderful. This is a place where if you can't put your best side forward, you don't have to, and the support is appreciated.

When my Mum was diagnosed with Breast Cancer, I quickly spiralled back into depression that I had previously suffered, and knew I'd need some friendly support. I got that from SECHC. No judgement, just a friendly word, or a treatment to de-stress. This place is amazing, as are the staff and volunteers.

The Centre feels like a lifeline to me. Support and kindness and profound understanding about much more than the physical impact of cancer and the treatments. This is quite literally a safety net.

# Finances

The Centre relies entirely on donations, legacies and fundraising income to provide its services with no funds coming from central Government, with the exception of some small donations from local councillors. Income has come from a large number of different sources which are described below.

The Centre enjoyed a surplus for the year of £9,300. Our income was lower than the high level achieved last year largely due to an absence of legacy income and a decline in donations from Charitable Trusts, though offset, in part, by a record result on our Paint Purley Purple campaign. Our expenditure was also higher than last year mostly due to increases in the cost of IT support services and also to upgrades to our fire safety and electrical systems.

Both our income and our expenditure include a notional amount of £20,000 which represents our valuation of the rent that we would pay for our premises in Purley if they were not provided rent free by Tesco on a long-term lease.

Our main item of expenditure is direct costs of our charitable activities. This includes salaries and related costs for our staff, fees paid to therapists, counsellors and group leaders for the services they provide and costs of drama, outings and other events. 77% (2017/18: 78%) of our total cost is attributable to charitable activities.

The net assets held by the Centre at 31 March 2019 were £244,900 compared with £235,600 at 31 March 2018. The increase reflects the surplus for the year.

The Company has no share capital, so all these assets are held as reserves. A part of these reserves, totalling £25,000, is set aside for designated purposes as specified by the donors of these funds.

The remaining reserves of £219,900 are intended to provide a cushion against adverse future contingencies and to meet anticipated additional expenditure for actions set out in the Centre's Business Plan. The amount is well within the target range in the Centre's Reserves Policy.

The Centre is committed to maintain and expand, where beneficial to its members, its overall level of services. The financial position of the Centre is satisfactory, having again strengthened during this past year.

## Financial performance over the year to 31 March 2019

Total income **£264,500**

Expenditure **£255,200**

Net surplus **£9,300**

Where the money has come from		
Donations and gifts	- individuals	22%
	- organisations	24%
Gifts in kind		8%
Outings and socials		3%
Events income		22%
Memberships subscriptions		8%
Membership contributions		12%
Legacies		0%
Interest & investment income		1%

How the money was spent	
Direct costs	51%
Premises	8%
Other support costs	18%
Fundraising costs	21%
Governance	2%

These figures are taken from the audited Financial Statements of the Company for the year ended 31 March 2019

**The Annual Report and Financial Statements are available on request.**

# Trustees and Staff

## President

Dame June Whitfield DBE President (Deceased 29 December 2018)

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## Patron

Rt Hon Sir Richard Ottaway

Mr Gary Das MS, FRCS, FRCSUrol (retired)

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## Staff

Lizzie Grashion Hewitt

Full-time Centre Manager

Liz French

Part-time Fundraiser

Natalie Mulcahy

Part-time Fundraiser

Wendy Ager

Part-time Fundraiser

Teri Gate

Part-time Fundraiser

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## Trustees

Mrs Jennifer Mollett\*

Chair

Cllr Yvette Hopley\*

Vice Chair

Mr David Mollett\*

Company Secretary

Mr Peter W J Mills\*

Treasurer

Mr Antonio Barranco

Mr Michael Tubbs

Mrs Catherine Rees

Mr Richard Waller

Mrs Zahura Sultana Hossain

\*These trustees are also members of the Executive Committee



# South East Cancer Help Centre

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Open weekdays 9am-5pm

Tuesdays 9am-8pm

Saturdays 9am-1pm



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Instagram @SECHC\_Purley



Charity No: 1011509

**Talk to us -we're here to help**

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