




# 2011 Annual Review

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SECHC aims to give any person affected by cancer an opportunity to explore ways which may help them to cope with their situation. Confidentiality is always maintained. The Centre aims to respect and support them in the choices they make and to provide individual and group support, complementary therapies and information within a friendly, caring environment. These services have local NHS recognition.
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Our policy is to provide time and support in addition to that available from healthcare professionals at no cost to the Member. We give information but not advice about cancer and its treatment.
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Our strategy is to remain a well managed independent charity, staffed predominantly by trained volunteers, with professional guidance and support. We aim to be well known and respected in our community. We seek to retain sufficient financial reserves to cope with fluctuations in fundraising and grant aid.

## What others say about us...

### Sally Hood

Recent statistics show that 1 in 4 of us will be diagnosed with cancer in our lifetime and this number is on the increase. Being told that you or someone you care about has cancer can be a very traumatic experience.



Hospitals can seem both frightening and impersonal and people often talk about their whole lives being taken over by their illness and treatment.

**“...the South East Cancer Help Centre offers a friendly but professional place of safety and security that is so important at this difficult time.”**

In amongst this turmoil the South East Cancer Help Centre offers a friendly but professional place of safety and security that is so important at this difficult time.

Having worked there as a therapist, I am aware of the high standard of holistic care and expertise they offer and was always impressed at how all members of staff, from volunteers to management, take time to listen and offer support.

In my current role as Senior Complementary Therapist at St Christopher's I feel confident in regularly referring people to this wonderful Centre.

*- Sally Hood is a Senior Complementary Therapist at St Christopher's Hospice*

### Richard Ottaway, MP

I am delighted to continue my close association with the South East Cancer Help Centre.



The excellent work being done by the many volunteers who work alongside those in the medical professions, offering support to local cancer sufferers and their families, never fails to impress me.

I regularly refer constituents to the Centre and I know how much they value the marvellous support they receive and the access which they have to complementary therapies and information.

I am most grateful to everyone at the Centre and would like to thank them for their individual contributions in creating a caring and supportive service in such a beautifully peaceful environment.

**“I regularly refer constituents to the Centre and I know how much they value the marvellous support they receive and the access which they have to complementary therapies and information.”**

The Centre is quite rightly well respected and I am delighted that it is continuing to grow and expand its outstanding work.

*- Richard Ottaway is MP for Croydon South and is a Patron of the South East Cancer Help Centre*

# Therapies at the Centre

## Nina Guha Centre Manager

I have been with the SECHC for over two years as the Centre Manager. It has been an absolute joy and pleasure being involved with such a warm, welcoming and supportive environment. From making initial assessments of new Members to overseeing Volunteers and working collaboratively with them towards the same purpose and goal gives a tremendous sense of satisfaction.

The Centre is a very positive, caring and friendly place; it is manned by 20 Therapists, 68 Volunteers and 3 members of Staff. One of the main reasons for our continued success is the team of highly skilled, Volunteers, Therapists and Counsellors who make this a very special place for anyone dealing with cancer. With **Macmillan's help, 46 long-serving Volunteers** were given **special service awards to show SECHC's appreciation of their contribution, commitment and loyalty.**

Every three years we apply for the Investing in Volunteers (iIV) award, which is a UK Quality Standard for good practice in Volunteer Management. I am proud to say SECHC received the iIV award for the third consecutive time this year. This is a huge achievement **and recognises the Centre's work in retaining and supporting committed Volunteers.**



**“One of the main reasons for our continued success is the team of highly skilled, long-serving Volunteers, Therapists and Counsellors who make this a very special place for anyone dealing with cancer.”**

Our Therapists at the Centre are all fully qualified members of their relevant professional associations, which ensures that they meet or exceed agreed standards; they are also all insured to practise. Therapists are also registered with the Complementary and Natural Healthcare Council, which is a new regulatory body endorsed by the NHS. The CNHC acts in the interest of the public and works with the professions to agree and oversee minimum standards.

During my time at the Centre, I have been witness to, and involved in, various changes. These changes have kept the positive energy flowing, the hopes alive and ensured we maintain dynamic progress for all our Members. The Centre is a haven to those going through a difficult time; as well as being a place of true therapeutic support, it is also a place where Members can enjoy the lighter moments in life.

Needless to say, I love my job and feel truly honoured to be a part of the SECHC.



**MASSAGE** is one of the oldest therapies in existence and is a form of structured or therapeutic touch which can be used to relax and relieve muscle pain and tension.



**AROMATHERAPY** involves the use of natural oils extracted from flowers, plants or trees. The oils are used during massage and are believed to have therapeutic properties.



**REFLEXOLOGY** is a specialised form of foot massage. It involves the application of gentle pressure to specific points of the feet known as reflexes.



**SHIATSU** is based on the idea that good health depends on the balanced flow of energy through specific channels (meridians) in the body. Many people find shiatsu relaxing, re-energising and that it eases pain and other symptoms.



**HEALING** is the transference of energy to the patient by the healer allowing the mind and emotions to relax.



**REIKI** is a Japanese word meaning Universal Life Energy. The patient lies on a couch and the practitioner places their hands non-intrusively in a sequence of positions which cover the whole body. The aim of Reiki is to treat the whole person.



**HYPNOTHERAPY** allows a deeply relaxed state and then uses positive suggestion to help deal with whatever problems or symptoms the patient has. The patient is always aware of what is happening and remains in control throughout.



**NUTRITIONAL THERAPY** provides help with the vital nutrients required to support your **body's immune system and repair functions.**



**YOGA** within a group encourages balanced and holistic development through slow gentle movements, particularly suitable for people with or recovering from cancer.



**TAI CHI** is a group activity which is a gentle form of exercise, with movements that flow into one another. It also works with the mind, body and spirit.



**COUNSELLING** helps to deal with the wide range of emotions often experienced following a diagnosis of cancer. Seeing a Counsellor helps bring an objective view to issues and can enable a person to see things more clearly, take control of their life and even discover new strengths and resources within themselves.

# A year in the life

June Whitfield, CBE  
SECHC President



I am very proud to be the President of the South East Cancer Help Centre as the charity continues to stand tall during these gloomy economic times. Acknowledged locally by the medical profession as a haven for anyone diagnosed with cancer, the Centre continues to provide a range of complementary therapies, support and activities in a safe and confidential environment. The services we provide at Croydon University Hospital in partnership with Macmillan continue to expand whilst new workshops and support groups are constantly being organised at our Purley Centre. None of this would be possible without our fantastic army of supporters, volunteers and professionals and I would like to take this opportunity to thank them all for the vital work they do which enables us to continue to support people affected by cancer.

## Cancer Patients Catwalk Debut

In November three cancer patients made their debut on the catwalk at Woodcote Park Golf Club, Coulsdon, to help raise money for SECHC.

No one could believe that Joyce Clark, Joy Anderson, **Angela Huxley** and **SECHC supporter Jill Noble** hadn't been models before as they posed and strutted like real professionals in front of a packed audience.

The evening was a huge success and raised over £1,000 for the Centre.



## Luke's Cycle Ride

14 year old Luke Vaz, from Purley, cycled 600 miles across Spain in August 2010 to raise money for SECHC. The ride was particularly significant to Luke as he did it in memory of his mother, Lesley, who relied on the Centre as she battled a cancerous brain tumour. Luke was only 10 years old when Lesley died leaving him, his brother Chris and father Tom behind.

Luke had to train every weekend for a full 8 months to prepare him for his gruelling trek and was supported the whole way by his father and a family friend, Des Donohoe. The training certainly paid off as the trio returned home triumphant with tales of mountainous terrain and numerous photographs to back their stories.

They received huge support from family, friends, Centre Members and people they met on their journey, finally raising an amazing £9,000.





# of the Centre

## THERAPEUTIC ACTIVITIES

### THERAPIES

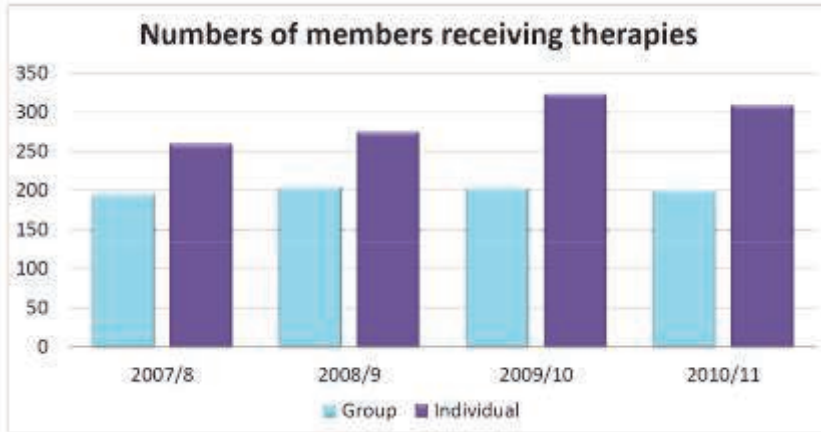
We have maintained our range of one-to-one therapies to provide Counselling, Aromatherapy, Reflexology, Reiki Healing, Massage, Spiritual Healing, Hypnotherapy, Shiatsu and Nutritional Therapy. These are available by appointment at the Centre in Purley.



Therapeutic massage at the Centre



Breast Cancer Support Group



### SUPPORT GROUPS

Our Breast Cancer Support Group meets on the third Tuesday of each month. We also host meetings for other specialist cancer groups including Prostate, Lung, Bowel, Ovarian and Liver cancers.

## Working in Partnership

### Headstrong Service



In the past year, we have worked in partnership with Breast Cancer Care to offer practical support and information on hair loss due to cancer treatment. Headstrong offers suggestions about different hair accessories and scalp treatments.

### Macmillan/Croydon University Hospital Partnership



In conjunction with Macmillan, our therapists provide aromatherapy and reflexology sessions at Croydon University Hospital two days a week.

### Citizens Advice Bureau



Citizens Advice Bureau offer sessions twice a month at the South East Cancer Help Centre (funded by Macmillan).



Anna offers massage therapy at Croydon University Hospital

# Fundraising

We have been affected by the economic downturn but our support remains steadfast.

The past year has seen us face many challenges. Some of our corporate and individual supporters have been unable to donate due to the economic downturn and we have faced intense competition for funds from charitable trusts that have seen a decline in their own income. Despite this, our wonderful supporters continue to do all they can to help us.

In broad terms, our main fundraised income came from:

• Members, friends and the general public	£45,500
• Charitable Trusts (“CT”), Foundations, Companies and other organisations	£42,700
• Fundraising Events	£21,600
• Legacies	£6,100

Charitable Trusts continue to make up a large part of our fundraising income but this income stream remained static due to the continuing upheaval in the stock and property markets. Although the actual amount received in this financial year was down, we did receive pledges of £14,500 which were not received until after the year-end. We are extremely grateful to all Trusts for their continued and loyal support in a very difficult economic climate.

We have continued our strategy of developing diverse income streams, which can be demonstrated by the large increase in income from special events (up by £14,600). We are especially grateful to Tom and Luke Vaz and Des Donohoe for their magnificent achievement in raising £9,000 with the Picos Bike Ride. We are also indebted to Brittany Ferries for sponsoring their return passages to Santander and for so generously providing our main prize for the Grand Spring Raffle.

We were extremely disappointed that the adverse weather led to the cancellation of our Christmas Fair. We had moved it to St. John the Baptist Church Hall as we wanted to make it bigger, better and also to raise more money.

We are very grateful to Cy Voller and her wonderful team of volunteers for putting on an impromptu fair the following week and for all of you who so generously supported our Grand Spring Raffle to help recoup some of the lost funds.

We continue to receive support from individuals, local organisations and our direct mail appeal. Lack of space prevents us mentioning everyone who has helped us although we try to list as many as possible in our regular Focus on Fundraising Newsletter which was launched last year. Please rest assured that all your contributions are absolutely vital to the continuation of the work of the Centre and so very much appreciated.

Thank you all very much indeed.

- Liz French, Fundraiser

Special thanks go to the following organisations and individuals that each gave £500 or more and two other Trusts who wish to remain anonymous one of which has very generously funded our new computerised booking system.

- The Misses Barrie CT
- Brittany Ferries
- The Calleva Foundation
- Jean Coleman - Legacy
- Coutts CT
- The John Cowan Foundation
- The Albert Hunt Trust
- Inman Charitable Trust
- The Lady Eileen Joseph Foundation
- Jennifer Mary Kielsdon - Legacy
- Kathleen Laurence CT
- Raymond and Blanche Lawson CT
- The George John and Sheilah Livanos CT
- The Lynn Foundation
- John Manley (Swimathon)
- Murphy-Neumann Charity Co Ltd
- Provincial Grand Lodge of Surrey
- Rotary Club of Purley
- Sir Cliff Richard CT
- Sir James Roll CT
- The Samuel Sebba CT
- The Souter CT
- Liz and Lionel Young
- The William Allen Young CT
- The Bunce Family
- Gary Coy
- Hilda James
- Margaret Timpson (Legacy)
- Varapong Supachok
- Julian Heslop

**Jennifer Mollett, our Chairman says “We send a big public ‘Thank You’ to everyone whose generosity helped us and especially to all our fundraising Volunteers who tirelessly gave their time, energy and enthusiasm to make our events such a huge success.”**

**We continue to be grateful to Tesco who provide our accommodation at Purley free of rent.**

# Finances

The Centre relies entirely on donations, legacies and fundraising income to provide its services with no funds coming from local or central Government. Income has come from a large number of different sources, which are described below and on page 6.

Our main item of expenditure is on 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.

Both our income and our expenditure include an amount of £20,000 which represents our valuation of the rent that we would pay for our premises if they were not provided rent free by Tesco. This has no impact on our financial performance.

The net assets held by the Centre at 31 March 2011 were £154,900 compared to £208,900 at 31 March 2010. The decrease reflects the net outgo over the year (£53,800) plus a small decrease in the value of our investments (£200).

The Company has no share capital, so all these assets are held as reserves. Part of these reserves, totalling £26,800, is set aside for designated purposes specified by the donors.

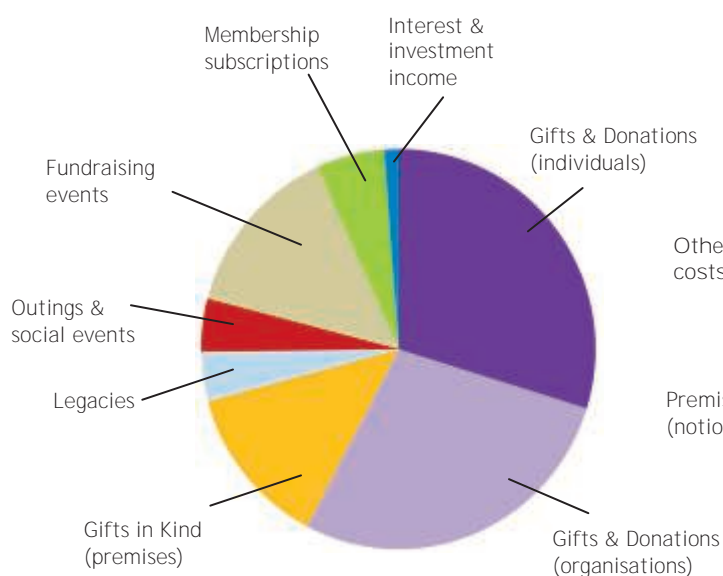
The remaining reserves of £128,000 are required to provide a cushion against adverse future contingencies and to meet anticipated **additional expenditure for actions set out in the Centre's Business Plan. This amount is about 70% of the target in the Centre's Reserves Policy.**

The financial performance for the year reflects a decline in our fundraising income caused by the difficult economic circumstances. Strenuous efforts are being made to improve the position in 2011-12 and future years.

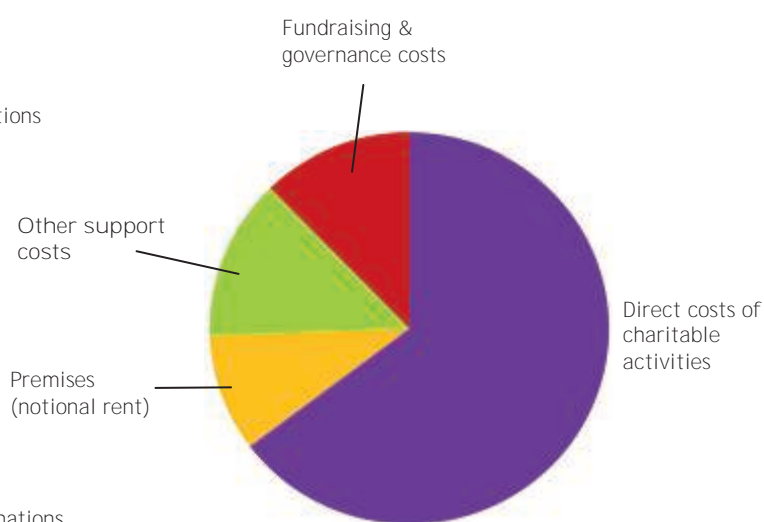
## Financial Performance over the year to 31 March 2011

- Total income           £152,800
- Expenditure           £206,600
- Net Outgo             £53,800

Where the money came from (2010/2011)



How the money was spent (2010/2011)



These figures are based on the audited Financial Statement of the Centre for the year ending 31 March 2011.

The Annual Report and Financial Statement are available on request.



# Our Volunteers

*The Centre is fortunate to have the commitment of over 60 Volunteers, all carrying out different roles, which enables it to continue providing services for the benefit of those with cancer and those close to them.*

*During the last year, Volunteers have provided over 11,000 hours to the Centre. We have an ongoing need for admin volunteers.*

## President

June Whitfield CBE

## Vice President

Malcolm Wicks MP

## Patron

Richard Ottaway MP

## Trustees

Jennifer Mollett, Chairman  
 Sue Taylor, Vice Chairman  
 Mike Jones, Treasurer  
 David Mollett, Company Secretary  
 Graeme Collins (from 21/9/2010)  
 Antonio Barranco  
 Dr Sally Found (from 21/9/2010)  
 Gary Das  
 John Manley  
 Peter Mills (from 21/9/2010)  
 Joy Perkins  
 Eve Smith  
 Michael Tubbs

## Executive Committee

Jennifer Mollett  
 Sue Taylor  
 Mike Jones  
 David Mollett

## Staff

Nina Guha, Centre Manager  
 Liz French, Fundraiser  
 Tom Vaz, IT Officer

South East Cancer Help Centre  
 2 Purley Road (Tesco Development)  
 Purley, CR8 2HA  
 Tel: 020 8668 0974  
 Email info@sechc.org.uk  
 Web: www.sechc.org.uk  
 Registered charity number 1011509



Caroline Budimir

When I was diagnosed with breast cancer, I was stunned, because I did not smoke, ate healthily, and had a healthy lifestyle. Chemotherapy was very difficult. I was almost frozen with fear. So when I was offered Hypnotherapy at the Cancer Help Centre, I hoped it would help. It was the best thing I could have done. Together with relaxation and the techniques I was taught, I sailed through chemotherapy and still use the techniques occasionally.

As I recovered, one of my daughters and I decided to raise money for cancer charities. A colleague showed me the basic techniques of earring-making and we began collecting beads and equipment to make them at home. I learnt more techniques and, since retiring, returned to the Centre to offer classes to members, who made some really lovely things, and taught me a thing or two! The main pleasure is in using and handling lovely beads, combining colours and shapes to make individually designed pieces. When you have experienced such a devastating illness, you need to feed your soul at every opportunity - so rock on!

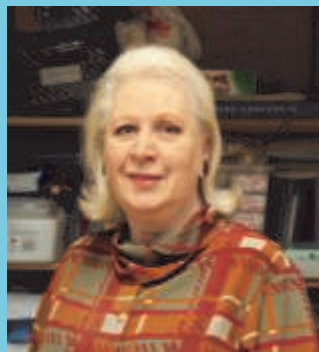
Gary Coy

My initial association with the Centre came through my wife. When Nicola was told that her breast cancer had spread, it was a real knockout blow. We turned to the Centre for support. The Staff and Volunteers were always friendly and attentive and Nicola found the therapies extremely relaxing and helped her cope with her treatment both emotionally and physically. As a carer, it gave me great peace of mind to know that for a couple of hours a week, or longer if she had needed it, Nicola would be in the safe hands of the SECHC.



Unfortunately, Nicola lost her battle against breast cancer in October 2009, aged 44. The Centre has been so supportive of me over the last two years. It might sound dramatic but I don't know how I would have got through it all without the SECHC.

I became a Volunteer at the start of 2011. I am running projects to promote awareness of the Centre amongst cancer patients and to gain support from local businesses as well as helping out on day-to-day things when I can. I like to think that by volunteering, I am helping to make the lives of those going through the difficulties associated with cancer more tolerable just as the team here helped Nicola and me.



Cy Voller

I have been Craft Team Leader at the Centre since July 2010 and I can honestly say it has been a life-changing experience.

After retiring in June last year, I had no idea what to do with my time but a friend suggested I do some voluntary work. The position at the Centre was suggested to me by an agency and I was thrilled, as all forms of craftwork have always been my passion. The only issue for me was that my first husband died of cancer in 1977 and I was unsure whether I would be able to cope with meeting people, all with their own cancer stories. What actually happened was that I have met so many inspiring people, all with a completely positive attitude to life and all so supportive of each other. They have certainly enriched my life.

I lead a team of very talented Volunteers who are completely dedicated and whose input I appreciate. We try to offer as many different types of craftwork as possible and the Members either make items to take home or for sale at the various fairs we hold. We try to suggest something for everyone so that no-one feels left out due to lack of particular skills and I never cease to be amazed by the beautiful work produced. What is special is that there is so much laughter and happy chat. Thursdays are now the highlight of my week.

