



Annual Review | 2010-2011

Beating bowel cancer **together**



400,000 people
picked up the symptoms
awareness leaflets that
you helped us send to
12,300 pharmacies

In 12 months our
nurse advisors handled
2,500 phone
calls and emails
from patients, and
their families

THANKS TO **YOU**

398 people said they
would contact their GP
regarding bowel cancer
symptoms after attending
one of our *Health in the
Workplace* presentations

Thanks to our **6,500** fans on
Facebook and **3,500** followers
on Twitter we directly helped more
people affected by bowel cancer

We are there to help the **40,000** people who are diagnosed with bowel cancer each year

Around **27,000** people visit our website each month and find life-saving information



Our front cover features Judith Pearman, a member of our Patient Voices group, starring in the fashion show at our Beyond Bowel Cancer event in April 2011. Judith and the other models were styled by John Lewis, as part of our Charity of the Year partnership. **Read Judith's story on page 15.**

200 people were able to attend our *Patient Voices* conference – *Beyond Bowel Cancer*

Our *Bowel 1, 2, 3* video was played **1.3** million times on the *The Life Channel* GP surgery TV network

“Thank you very much for your kind words and advice. I think you provide an excellent service and can't say how much of a relief it is to get such a quick, helpful and thoughtful response.” Jenny

patient support

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We forged a successful corporate partnership with John Lewis and raised an incredible **£385,000**



Read our latest news at: www.beatingbowelcancer.org



WHO WE ARE

Beating Bowel Cancer is dedicated to saving lives by working in partnership with individuals, local communities, clinical communities and government to improve public awareness of bowel cancer and to increase the rate of early diagnosis. We help patients access the treatment they need and provide emotional and practical support to improve the lives of everyone affected by bowel cancer. With your support we are working towards our vision – a world where bowel cancer is beaten...

WELCOME

"Thanks for being on Twitter ...when you browse websites, you quite often just skip read them and hope to find something you're looking for ...but what really made the difference for me was that somebody started talking to me, somebody wanted to reach out to me. I am very grateful that you took the time to do that. We've felt very lost ...so thank you Angela"

patient support

A warm welcome to *Beating Bowel Cancer Together* our Annual Review for 2010-2011. We hope you will find it an inspiring testimonial to your generosity and dedication to our cause. Without your support we simply would not be able to carry out our vital work.

Although the statistics are grim – in the UK someone dies of bowel cancer every 30 minutes – we can be positive. Bowel cancer is one of the most treatable cancers – over 90 per cent of patients could be treated successfully if diagnosed early. And so throughout the past year we have used your donations to develop innovative campaigns encouraging greater awareness of the symptoms and greater take up of the screening programmes already in place.

These campaigns include *Bowel 1, 2, 3 – the Bowel Cancer Challenge – three steps to saving lives* fronted by our patron Dr Chris Steele; our *Health in the Workplace* events



BOARD OF TRUSTEES

Nicholas Woolf (Chairman)

John Braddell

John Collard (Appointed 19 July 2010)

Paul Jackson

Sir Christopher Pitchers

Paul Sadler (Resigned 10 May 2010)

Richard Taylor

PATRONS

Professor the Lord Darzi of Denham, KBE

Matt Dawson MBE

Dr Chris Steele MBE

CHIEF EXECUTIVE OFFICERS

Mark Flannagan (Appointed 5 July 2010)

Hilary Whittaker (Resigned 30 June 2010)

MEDICAL ADVISORY BOARD

Professor William P Steward, MB, ChB, PhD, FRCP, FRCP(C) – Chairman

Professor of Oncology, Leicester Royal Infirmary

Tan Arulampalam, MBBS, MD, FRCS

Consultant Laparoscopic Surgeon & Service Director, The ICENI Centre, Colchester General Hospital

Graeme Poston, MB, MS, FRCS(Eng), FRCS(Ed)

Consultant Hepato-biliary Surgeon & Chairman of Surgery, UH Aintree Liverpool

Dr Pawan Randev MRCGP MRCP (UK)

General Practitioner and Primary Care Lead, North West London Cancer Network

Suzie Scaddan, BSc RGN (Adult)

Dorset Bowel Cancer Screening Programme Manager, Poole Hospital NHS Foundation Trust

Dr Mark Saunders, MBBS, MRCP, FRCP, PhD

Consultant Clinical Oncologist, Christie Hospital, Manchester

were, attended by more than 4,500 employees from 105 companies, police forces, local authorities and John Lewis branches across the UK; and *Behind Closed Doors*, launched in partnership with the Royal Pharmaceutical Society, which involved more than 12,000 pharmacies receiving our information packs.

Our expertise continues to be recognised by our colleagues in the Department of Health in England; in the past 12 months we have submitted our recommendations to the government's refresh of the Cancer Reform Strategy – Improving Outcomes: a strategy for cancer – and supported the development of bowel cancer awareness pilots as part of the National Awareness and Early Diagnosis Initiative (NAEDI). As members of the Department of Health Bowel Cancer Screening Advisory Committee, we will be helping to plan the roll out of the government's new flexible sigmoidoscopy screening programme for people aged 55 plus.

LOOKING FORWARD

Throughout the past year we have worked hard on our plans for the future and have developed a strategy that with your help will commit us to:

- reaching everyone affected by bowel cancer
- playing a leading role in shaping health policy as it affects bowel cancer patients

- continually campaigning in pursuit of significantly higher levels of understanding and awareness of bowel cancer.

We hope you will be happy with these goals and will stay with us on our journey as we fight to make bowel cancer a rare cancer killer.



Nicholas Woolf
Chairman



Mark Flannagan
Chief Executive Officer

Professor Sir Mike Richards addresses our Patient Voices conference in April 2011



LEADING CHANGE TAKING ACTION

Bowel cancer is the UK's second biggest cancer killer but public awareness of symptoms is alarmingly poor. Independent research published by Beating Bowel Cancer in April 2011 found that more than half of men and over a quarter of women claimed not to know any of the symptoms of bowel cancer, and less than a third of people were able to name two or more symptoms.

HOW WE HELP

Through our focus on influencing government and high profile campaigning work we are striving to save lives. We raise awareness of bowel cancer symptoms and its treatment amongst members of the public, corporate supporters and the NHS. We use our expertise and membership of government advisory groups to push for consistent approaches to diagnosis and treatment wherever people may live. At the heart of everything we do is the patient; the high quality patient information and support that we provide really can save lives.

"I had bowel cancer symptoms for months, but put off going to the doctor as I didn't think I had anything serious - I put it down to the stress of the wedding, a tummy bug from honeymoon or IBS. If I had known what the signs were, I would have seen my GP much sooner and the cancer might have been diagnosed at an earlier stage when it's easier to treat." Joanne

raising awareness

HOW YOUR DONATIONS HAVE MADE A DIFFERENCE

- With your support we submitted evidence to the Department of Health for their review of the Cancer Reform Strategy – Improving Outcomes and used our expertise and patient experience to make solid proposals for improving the government's bowel cancer policy. We were delighted when the case for a national awareness campaign – something we have long campaigned for – was taken up.
- We strongly supported the Prime Minister's announcement of a flexible sigmoidoscopy programme for adults aged 55 and over in England and will, through our membership of the Department of Health Bowel Cancer Screening Advisory Committee, work in partnership to develop an effective implementation plan. Flexible sigmoidoscopy is a one-off test, which aims to detect bowel polyps and cancers early before any symptoms develop. When the programme is implemented it could prevent 43 per cent of bowel cancer deaths, saving 3,000 lives every year.
- We advised colleagues at the Department of Health in the development of its National Awareness and Early Diagnosis Initiative pilot bowel cancer awareness campaigns. In addition

we have supported Cancer Networks in their bowel cancer awareness campaigns, providing information materials and face-to-face contact with our nurses and *Patient and Relative Voices* in areas including Thames Valley, Nottingham, Bury, East and Coastal Kent, Southampton, Hampshire, the Isle of Wight and Portsmouth, and South East London.

- Three hundred and ninety-eight people consulted their GPs after recognising some of the symptoms described in presentations given by our *Patient Voice* volunteers as part of our *Health in the Workplace* initiative. 217 workplace presentations were given to more than 4,500 people across the UK from Aberdeen to Poole. These presentations were only possible thanks to your support and the dedication of our volunteers.
- During Bowel Cancer Awareness Month in April 2011, our digital campaign *The Bottom Line*, funded by supporter donations to our £3 *Bowel Cancer Challenge*, was named digital campaign of the week by *Third Sector* magazine. This powerful film can be viewed at: www.beatingbowelcancer.org and shows two alternative outcomes as a man discovers he has symptoms of bowel cancer. *The Bottom Line* follows hot on the heels of the success of our first digital campaign *Cheeky Warning* launched in April 2010. *Cheeky Warning* was viewed more than 20,000 times on line and greatly increased our Facebook and Twitter following.

Of the 27,000 people who visit our website every month, two thirds visit the symptoms page.



- Following our successful pharmacy awareness campaign, launched in partnership with the Royal Pharmaceutical Society, *Behind Closed Doors* was rolled out UK wide this year by the Rowlands Pharmacy chain. As well as providing awareness materials for pharmacy customers across its 510 stores, we trained staff in advising customers on the early signs of bowel cancer, and referring those with symptoms to their GP.
- During Be Loud Be Clear 2011 we launched *Bowel 1, 2, 3*, a campaign fronted by our Patron, ITV's Dr Chris Steele, which encouraged those over 60 to participate in the NHS Bowel Cancer Screening Programme. The campaign was rolled out across 70 NHS Trusts in England and the film was played over 1.3 million times.
- At our annual Be Loud Be Clear parliamentary reception, we called for MPs to support our report, *The Bowel Cancer Challenge – three steps to saving lives*. The report sets government targets for screening, awareness and treatment which could save up to 1,279 lives every year in England.



Patient Voice Roger Band meets his MP Nadhim Zahawi

▶ **To find out more about Patient Voices: visit www.beatingbowelcancer.org**

STARTING OVER ANDY'S STORY

“It was great to be able to share my story with my colleagues at the Met Police. I think most people were shocked to learn that bowel cancer is the UK's second biggest cancer killer, but I'm living proof that it can be treated if diagnosed early. That's why it is so important to know the symptoms, and not ignore them.”

When Andy, a diver with the Marine Support Unit of the Metropolitan Police, was diagnosed with bowel cancer at just 41 he felt his whole life had been turned upside down.

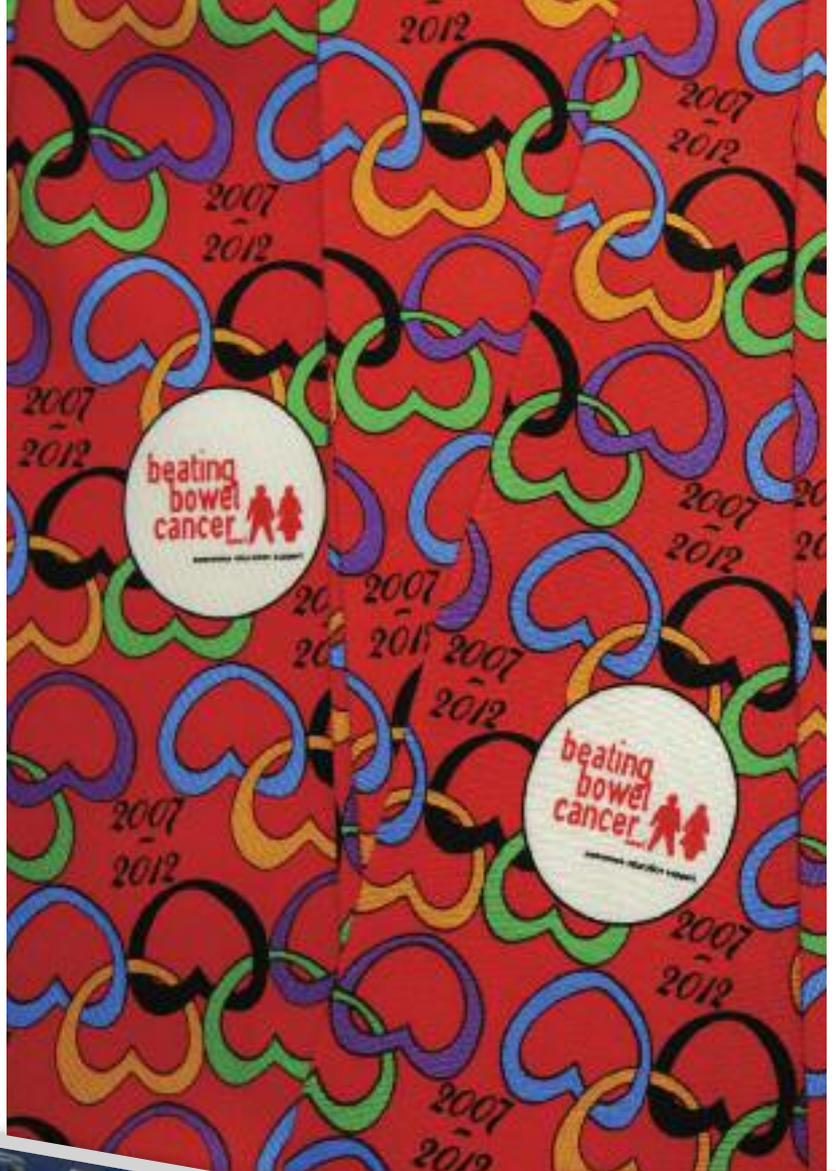
“I felt angry and asked why me? I have always been very fit and healthy, never smoked and don't drink, so I couldn't understand how I could have bowel cancer.”

Andy had surgery in June 2009 to remove part of his bowel and rectum. Five months later he had a reversed ileostomy procedure which allowed him to gradually eat a more normal range of foods again. Although the procedure was successful, Andy initially found it difficult to cope with the changes to his daily life that the surgery involved. He asked us for help and so we put him in touch

HITTING A HIGH NOTE

Our calls for action during the launch of Bowel 1,2,3 got unexpected publicity courtesy of MP for Stratford-upon-Avon Nadhim Zahawi. He accidentally set off his Beating Bowel Cancer musical tie during a parliamentary debate. The incident was broadcast on Parliamentary television, BBC One, Sky News and ITN and was viewed more than 130,000 times online. The misbehaving tie which was later signed by Mr Zahawi raised £255 for us through an eBay auction.

...the misbehaving tie raised **£255**



with Steve, a fire fighter from Gloucestershire who is also one of our Patient Voices.

“Just knowing someone else has had the same problems was a real help. Steve shared his experiences with me and gave me hope that things would get better. I learnt to avoid certain foods and regained the confidence in my body that I lost after the reversal.”

Andy returned to work 18 months ago and even ran the London Marathon this April, raising an incredible £3,000 for our work. As a Patient Voice and a trained Health in the Workplace presenter, he has given talks on his experiences and the importance of not ignoring symptoms to among others construction workers at the 2012 Olympic site and the Metropolitan Police.





SAVING LIVES INSPIRING SUPPORT

When first diagnosed with bowel cancer many patients often feel a sense of hopelessness and despair. They can be uncertain of the questions to ask about their care and treatment and may also have difficulty accessing reliable and understandable information. And all too often patients face wide variations in the treatments available to them depending on where they live.

The Patient Services team – Lilian, Nicola, Annette, Louisa and Holly

THANK YOU

HOW WE HELP

Your support helps us to reach out to bowel cancer patients, their family and friends. Thanks to you we can ease their distress and provide practical support and advice. With your donations we can fund our dedicated nurse helpline and *Patient and Relative Voices* – the UK's first bowel cancer patient-to-patient support group; we can get information where it is needed most and even meet people personally in their workplaces and elsewhere to drive home the message that with early diagnosis bowel cancer can be beaten.

HOW YOUR DONATIONS HAVE MADE A DIFFERENCE...

- Our nurse advisors handled more than 2,500 phone calls and emails from patients and their families.
- Thanks to generous donations from the Lockwood Charitable Foundation, the Freemasons' Grand Charity, the Pilkington Charities Fund and an anonymous donor our nurse advisory line is now open five days a week, during office hours.
- We distributed 623,000 information booklets, leaflets and factsheets throughout the UK.
- More people than ever before are experiencing support and understanding from our *Patient* Voices network. We now have 200 members throughout the UK and have linked 124 bowel cancer patients to those who have had similar experiences.
- During the year we were accredited by the Information Standard, a certification scheme for health and social care information, supported by the Department of Health. This is a significant recognition of the quality and value of our published information. We intend to build on our reputation as a high quality provider of information and support – to reach more people who need us. Thanks to your generosity we



SOMEWHERE TO TURN

LOUISA'S STORY

“Coming to terms with the diagnosis is a process. The patient often needs time to take in the news and understand its implications. They often have questions they want answered – some of which have come up since the initial consultation when they were given the diagnosis. People turn to us because we are here every day and easily reached.”

Louisa Heliard is a Beating Bowel Cancer nurse advisor. Originally from Australia, she moved to the UK in 1997 and worked for a number of years as an endoscopy nurse gaining experience guiding patients through bowel preparation, colonoscopy and other procedures. Her cheerful and reassuring presence is now featured on our new website where she answers the questions most commonly asked by callers to our nurse helpline through a series of short films.

As is the case with our other nurse advisors, Louisa speaks to a number of patients on the phone on a regular basis and sometimes over a long period of time. Consequently, she gets to know her callers well.

“Being at the end of the phone can be emotionally draining, but it is rewarding when a patient says to me: ‘I was so anxious when I first spoke to you. I didn’t know which way to turn, but I feel calmer now and can see a way forward’,” says Louisa.

In 2011 she completed a four-month master’s module in advancing colorectal cancer nursing at the Burdett Institute of Gastrointestinal Nursing at St Mark’s Hospital, Harrow. Your generosity enabled our nurse advisors to develop their knowledge and skills there between 2010-2011.



can send materials out to people in need free of charge.

- Around 200 delegates, plus speakers and exhibitors, attended our *Patient Voices* conference – *Beyond Bowel Cancer: Celebrating Achievement, Sustaining Improvement* – to mark the start of Bowel Cancer Awareness month in April 2011 at the Royal College of Physicians. We honoured four *Patient Voices* and their families with our achievement awards and a host of eminent speakers including National Cancer Director, Professor Sir Mike Richards discussed recent developments in the diagnosis and management of bowel cancer.

“When I found out I had cancer I was desperate for information and found Beating Bowel Cancer on the internet. I saw the section on ‘Patient Voices’ and immediately rang them. I was quickly put in touch with Lester. We had a good chat, and I felt so much better. We spoke about how cancer affects you and your family, about having a stoma and the likely effects of chemotherapy. He told me it was years since his operation and he showed me how successful the treatment could be. Indeed, every time I spoke to someone else who had been diagnosed with cancer, I felt better.” John

patient **support**

With over 16,000 people dying of bowel cancer every year, many of our supporters feel they are in a race against time to fund our vital work. Throughout 2010-2011 they tested themselves in a variety of innovative ways. raising £1,512,000. We can't mention them all but here are some highlights...

MEETING CHALLENGES BEATING CANCER



Military movers

Fifty enthusiastic supporters and charity staff ran, crawled, waded and scrambled their way around the Sandhurst Royal Military Academy training assault course in May 2011. They raised an incredible £15,000.



Road runners

Our Virgin London Marathon team is growing every year. In 2010, 42 runners pounded the streets in soaring temperatures to raise a fantastic £80,000, and in 2011 we had a team of 66 raising an incredible £121,000 and counting.

A big thumbs up to the 235 runners who took to the streets of London and Newcastle throughout 2010 and 2011 for the Run to the Beat, Royal Parks and Great North Run half marathons and BUPA London 10,000 raising a further £87,000.

We are grateful for all of our runners' shin splinting efforts. The money they raised enables us to continue our vital work.



Charity action

During John Lewis's annual Charity Week in 2010, their Partners across the country took on numerous fundraising challenges on our behalf. Baking, sponge throwing, cycling, playing football in our show-stopping 'bum' shorts and even sponsored male leg waxing were just some of the fun activities they carried out.

John Lewis



funding our work

"Since losing my brother Jon at the age of 28 to bowel cancer 3 years ago, over £50,000 has been raised by family and friends for various cancer charities in his memory.

In late 2009, myself, my Dad Rob, my younger brother Dan plus several close friends decided to plan an event which we really felt reflected Jon's personality, his sporting prowess and his willingness to take on any challenge. As a result, we hoped to raise £10K for Beating Bowel Cancer.

The event we planned was a difficult, hilly, 185 km stage of the Tour de France (from Lavanet in the Pyrenees to Narbonne) – we named it the 'Giro RATAlia'. We enlisted the help of the Beating Bowel Cancer team to help us

with logistics, PR, but above all fund-raising ideas. Their help was invaluable as they pointed us in the direction of a farewell barbeque (this raised over £400), sponsorship, gave us all the branded material to help us gain exposure and helped us appear in local newspaper articles. In addition, we were included in many of the charity's newsletters and given exposure on their website.

The result was that we all completed the Giro on 31 July 2010 in blistering heat (no punctures!) and achieved over £20K for Beating Bowel Cancer, way beyond our wildest dreams.

We plan to give all of our sponsors and contributors a well-earned sabbatical (at least until 2012!) before the next challenge...whatever that may be!"

Ian Ratcliffe

Hot Wheels

Clive Hilton and a team of five also took on a cycling challenge in memory of Clive's daughter Carrie who sadly died of bowel cancer in 2008. They pedalled from London to Edinburgh in 10 days, raising £17,000.

In September 2010 a dedicated group of 19 cyclists joined our London to Paris Cycle Ride. Their four-day, 300-mile trip finished with a victory lap of the Eiffel Tower and raised £32,000 for the charity.



Flying sky high

Roz Mallett was just one of 27 skydivers who jumped for us in 2010-2011. Together they have raised a fantastic £10,500 for our work. See Roz jumping on page 2.

Bowling for bowel cancer

A dedicated night of bowling for bowel cancer supported by Tenpin's 38 bowling alleys nationwide raised £11,000 through ticket sales and collections.

An inside job

Members of the Beating Bowel Cancer team did their bit to raise vital funds for the charity. From competing in the Zurich Ironman to climbing England's highest peaks and running the Virgin London Marathon, their dedication to the cause goes above and beyond.

Lone stars

Between them our individual fundraisers, who did their own thing – ranging from cake sales to sponsored walks and cycling challenges – raised more than £232,000. Their commitment, enthusiasm and dedication is inspirational.

Laughing matters

Two evenings of laughter at The Comedy Store in London and Manchester raised £10,000 to help us in our life-saving work.

Climbing high

Fourteen intrepid adventurers trekked Nepal's Annapurna mountain range in ten days and raised an extraordinary £82,000 between them. And another big thank you to our 16-strong team that tackled the Three Peaks Challenge raising £12,000.



BEATING BOWEL CANCER FINANCIAL STATEMENT

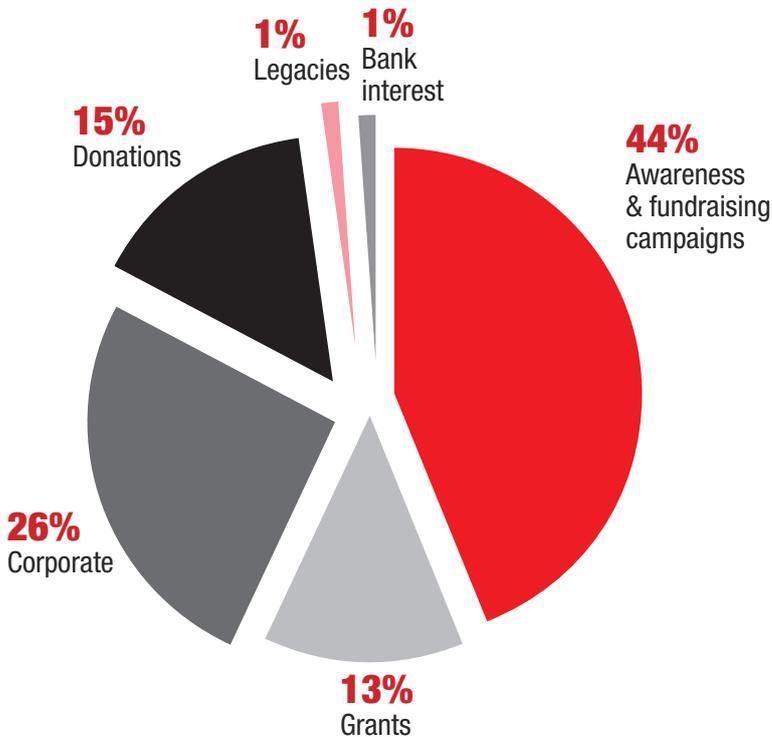
For the year ended 31 March 2011

	Restricted £	Unrestricted £	2011 Total £
Incoming resources			
<i>Income resources from generated funds</i>			
Voluntary income	2,000	783,860	785,860
Activities for generating funds	-	370,023	370,023
Bank interest	-	12,503	12,503
<i>Incoming resources from charitable activities</i>	343,203	613	343,816
Total incoming resources	345,203	1,166,999	1,512,202
Resources expended			
<i>Cost of generating funds</i>			
Costs of generating voluntary income	-	372,668	372,668
<i>Charitable activities</i>	357,369	620,830	978,199
<i>Governance costs</i>	-	22,119	22,119
Total resources expended	357,369	1,015,617	1,372,986
Net incoming resources before transfers	(12,166)	151,382	139,216
Transfers between funds			-
Net movement in funds	(12,166)	151,382	139,216
Funds at 1 April 2010	161,115	1,151,409	1,312,524
Funds at 31 March 2011	148,949	1,302,791	1,451,740

Our full accounts can be viewed at www.beatingbowelcancer.org/annual-reports

FIGHTING BACK JUDITH'S STORY

WHERE THE MONEY CAME FROM: **INCOME**



"I feel that bowel cancer is the poor relation as far as public support is concerned. I had little or no information when I left hospital and consequently felt quite isolated. The help that I received from your nurse advisors was excellent. And Annette keeps in touch by phone, making me feel that new of my progress/health is important."



While caring for her husband Ken, who had advanced bowel cancer, Judith started experiencing symptoms that rang bowel cancer alarm bells with her too. But her doctor dismissed her painful tummy, diarrhoea, nausea, tiredness and loss of appetite as food poisoning, the winter vomiting virus, Irritable Bowel Syndrome and finally even said it could be referred pain resulting from grief over Ken's own cancer.

Shortly after Ken died, Judith was given the bowel cancer diagnosis she had suspected. Surgery confirmed it was in advanced stages and had spread to her lymph nodes. Septic shock followed her operation, leaving Judith with a 50 per cent chance of survival.

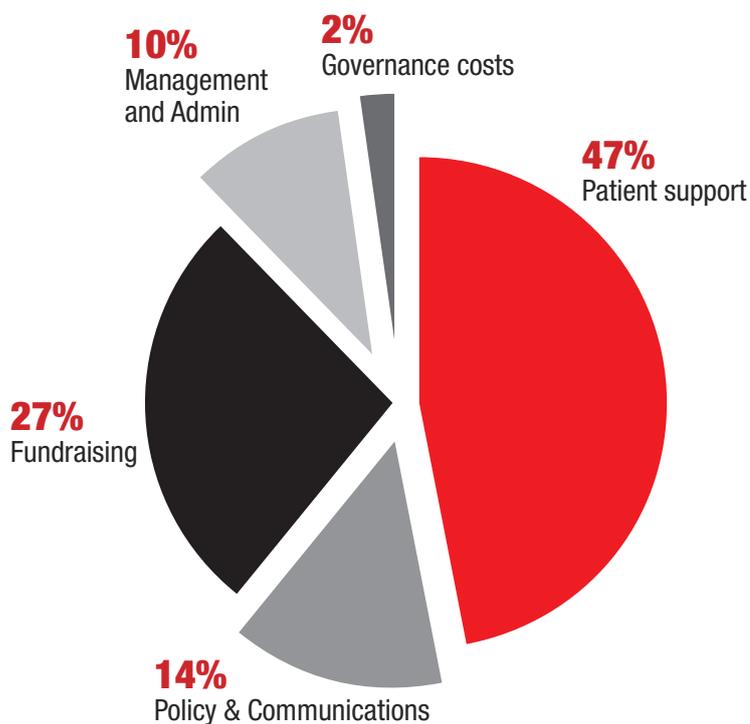
She pulled through but was too weak for chemotherapy for several months and then a scan showed the cancer had spread to her liver.

Although the news was devastating Judith decided to fight back and make the best of the time she had left. After reading a *Daily Mail* article about Beating Bowel Cancer she contacted us for treatment advice.

Today Judith is a fundraiser, campaigner and willingly appears in the media to raise awareness. She is also a keen member of *Patient Voices* giving support to people who are going through experiences similar to hers.

"I was very angry and still am at my late diagnosis," she says. "I believe that because of that delay the operation to remove the tumour was more complicated. I want to use the time I have left to do what I can to raise awareness and stop people dying from this terrible disease."

HOW THE MONEY WAS SPENT: **EXPENDITURE**



Without your support the steps forward we have made in the battle against bowel cancer simply would not have been possible. Together we can beat it...

Trusts, foundations and corporate supporters
We are grateful to all the charitable trusts and foundations that have chosen to support our work.

These include:

[41 Club Ex-Round Tablers](#)

[The Albert Hunt Trust](#)

[The Astor Foundation](#)

[The Balcombe Charitable Trust](#)

[Cecil Pilkington Charitable Trust](#)

[The Dorothy Howard Charitable Trust](#)

[Edward Thomas Mowle Charitable Trust](#)

[Ethicon Endo-Surgery](#)

[The Freemasons' Grand Charity](#)

[The Goldsmiths Company Charity](#)

[Kidani Memorial Trust](#)

[The Lockwood Charitable Foundation](#)

[The Lynn Foundation](#)

[The Marie Helen Luen Charitable Trust](#)

[Marjory Boddy Charitable Trust](#)

[Merck Serono Ltd](#)

[The Michael Shanly Charitable Trust](#)

[Misses Barrie Charitable Trust](#)

[Norgine Pharmaceuticals Ltd](#)

[Olympus Keymed](#)

[Padwa Charitable Foundation](#)

[Pfizer Ltd](#)

[Pilkington Charities Fund](#)

[Reuben Foundation](#)

[Roche Products Ltd](#)

[The Sharon Trust](#)

[Sirtex Medical Europe GmbH](#)

[Thomas Roberts Trust.](#)

MAKING A DIFFERENCE

Thank you to everyone who gives to us in so many different ways, including regular and one off gifts; online donations, buying Christmas cards and supporting us through eBay.

A BRIGHTER FUTURE

We are extremely grateful to everyone who remembers us in their will. Such generosity enables us to ensure that future generations can beat bowel cancer.

IN LOVING MEMORY

Our heartfelt gratitude goes to friends and family members who have made a gift to Beating Bowel Cancer in honour of their loved one.

THANK



BUILDING OUR NETWORK

We would also like to thank our increasing network of dedicated and tireless volunteers, who so generously give their time to speak to the media, campaign on our behalf, join *Patient Voices*, become *Health in the Workplace* speakers, and support us in many other ways.

Our Charity of the Year partnership with John Lewis resulted in more than record-breaking financial benefits. As well as raising £385,000 – 50 per cent more than the target and the highest fundraising total of any previous charity of the year partnership – at least two John Lewis Partners were diagnosed with bowel cancer at an early, treatable stage.

The partnership, which ran for 12 months from February 2010, involved awareness and fundraising

activities targeted at both customers and Partners. These included co-branded posters for the back of toilet doors, large pop-up banners with bowel cancer messages, articles in John Lewis in-house publications and *Health in the Workplace* talks being offered to every store.

We worked with each John Lewis branch to offer fundraising ideas, make the most of fundraising opportunities, ensure the smooth running of each branch's activities, and support each branch in its awareness raising activities.

We also worked closely with John Lewis's press office to raise awareness of the partnership both publicly and amongst John Lewis Partners and were delighted to become the first charity of the year to share in the proceeds of John Lewis charity Christmas card sales.

And thanks to John Lewis's Golden Jubilee Trust, Tara Lyons worked within our fundraising events team on secondment for six months.

YOU



WORKING PARTNERS

BEATING BOWEL CANCER AND JOHN LEWIS – 2010-2011

"I worked with the Beating Bowel Cancer fundraising team on their annual running events by organising gifts in kind, communicating with participants and sending fundraising materials. I was also able to transfer my John Lewis skills by making certificates, newsletters and posters for some of the events. While at Beating Bowel Cancer I learned a lot about 'the other side' of fundraising and it was great to be there when the office received a large cheque from John Lewis!"

Tara Lyons, fundraising events assistant on secondment from John Lewis

**...raising
£385,000 – 50
per cent more
than the target**

LOOKING FORWARD NEW DIRECTIONS

Now more than ever we need your help to beat bowel cancer together.

With your support we are planning to:

- be there for all bowel cancer patients and everyone affected by bowel cancer
- influence the Government's bowel cancer policy at all levels
- work with clinicians using our expert knowledge to improve the experience of bowel cancer patients in their treatment and care
- raise public awareness to increase early diagnosis and save lives.



BEST PRACTICE SAVES LIVES

"When I read Terry's first email, his tone was full of hopelessness, desolation and isolation. He had not been given any choices in how his bowel cancer would be managed. He wanted to understand what to expect and get a sense of how long he had left so that he could keep his dignity and independence, and put his affairs in order before the inevitable happened. ..." Lilian Wiles, Head of Patient Services (pictured right).

A diagnosis of advanced bowel cancer with secondary liver tumours coupled with his wife's death from cancer just three months earlier, led Terry to believe he had nothing to live for. He told his oncologist he didn't want treatment and contacted Beating Bowel Cancer to find out how long he had left. At this stage he felt he had nothing to live for and was considering ending his life at Dignitas.

But Lilian reassured Terry that Stage IV bowel cancer is not a death sentence. She suggested some questions to ask the oncologist and put Terry in touch with a Patient Voice, a bowel cancer survivor with a similar experience, for support.

"One quarter of bowel cancer patients are diagnosed with advanced (Stage IV) cancer; most will have secondary tumours in the liver. According to national guidelines (NICE) bowel cancer patients with liver tumours should be reviewed by a multi-disciplinary team that includes a liver

specialist. Unfortunately not all patients are offered this opportunity," explains Lilian.

Terry's oncologist listened to his questions and submitted his scans to a liver surgeon at another hospital. This surgeon said if the tumours in the liver could be reduced through chemotherapy he would operate; the multidisciplinary team recommended carrying out the liver operation at the same time as removing Terry's primary rectal tumour.

Amazingly after a six-month course of chemotherapy and specialist medication, routine scans revealed that all of Terry's tumours – those in his liver and his primary rectal tumour – had disappeared. For the moment he is cancer free and being closely monitored.

"Stories like Terry's are sadly all too common, and here at Beating Bowel Cancer, we have the advantage of knowing what the best practice for bowel cancer should be, across the whole of the UK, so we can help people to understand what their options might be," says Lilian.

Terry's story shows the value of our direct support services and how Beating Bowel Cancer really does save lives.



Our plans are ambitious, but we believe they are achievable. Bowel cancer is not talked about enough in our society – and there are still barriers to understanding. Too many people fail to take up the offer of a screening test and too many people don't act on the symptoms of bowel cancer. We work in partnership to talk to young and old alike about bowel cancer. We want to unite people around our vision – a world where bowel cancer is beaten.

Expanding our focus to include anyone who is affected by bowel cancer is critical to achieving our Vision and fulfilling our Mission (see back cover). We will concentrate on expanding our services for everyone and reaching even more people – as many as we possibly can.

Talking to those who shape and fund the healthcare services of people with bowel cancer is vital. Bowel cancer patients have specific needs and we are well placed to communicate these. Using our experience – our connection with patients, but also our connection with bowel cancer clinicians, we will seek to help shape healthcare for bowel cancer patients.

In the next 12 months we will:

- Have raised the profile of bowel cancer in society.
- Have started a debate about bowel cancer health policy across the UK.
- Have continued to build relationships with our Supporters
- Have developed and delivered more and better services to all those affected by bowel cancer

Please support us in achieving these aims...



To find out more about how you can help visit

www.beatingbowelcancer.org or call the

Fundraising Team on 08450 719300

TAKING THE RIGHT PATH...

To make stories like Terry's a thing of the past we have worked with experts and professional bodies to develop a new diagnostic tool – a 'pathway' of best practice for medical professionals to follow – to end the alarming variations in the treatment of bowel cancer patients with tumours (metastases) in the liver.

The new pathway, **Treating Liver Metastases: Saving Lives**, which was launched at the Association of Surgeons of Great Britain and Ireland in May 2011, aims to tackle significant local variations in treatment by standardising the procedures for multidisciplinary team assessment and treatment planning for patients with liver metastases. Its development was supported by educational grants from Merck-Serono, Pfizer, Roche and Sirtex.

HOW YOU CAN HELP

Together we can beat bowel cancer and save even more lives like Terry's every year. Knowing we have your support and commitment enables us to effectively plan and continue our work to save the lives of the thousands of people who need our help. There are so many different ways in which you can support us.

MAKE: a regular donation by standing order

TAKE PART: in our fundraising events and challenges

GIVE: as you earn through your company's payroll giving scheme

DONATE: through your tax return

REMEMBER: Beating Bowel Cancer in your will

COLLECT: your change in a home collection boxes

NOMINATE: Beating Bowel Cancer as your company's charity of the year

BECOME: a member of our Patient Voices network.

TELL: your family, friends and colleagues and even your MP about our work

The overriding Vision for Beating Bowel Cancer can be simply stated as:

A world where bowel cancer is beaten

Our Mission Statement reflects what Beating Bowel Cancer currently delivers and is defined as follows:

Beating Bowel Cancer Together

We are dedicated to saving lives by working in partnership with individuals, local communities, clinical communities and government to improve public awareness of bowel cancer and to increase the rate of early diagnosis. We help patients access the treatment they need and provide emotional and practical support to improve the lives of everyone affected by bowel cancer.

WE CAN HELP

If you are worried about any aspect of bowel cancer – whether you have symptoms and you don't know what to do, if you have been diagnosed, or have questions about treatment options – then please call our Nurse Advisory Line, open from 9am to 6pm Monday to Thursday and from 9am to 4pm on Friday: Tel. 08450 719301 (lo call rate) or 020 8973 0011, or email us at: nurse@beatingbowelcancer.org

Writer: Michaela Miller
Design: Eyelevel Design
Printer: Beechgrove Press



Beating Bowel Cancer
Harlequin House
7 High Street
Teddington
TW11 8EE

T: 08450 719300 (Lo Call rate)
E: info@beatingbowelcancer.org
W: www.beatingbowelcancer.org



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