



# Annual Report 2013/14

[www.cavcare.org.uk](http://www.cavcare.org.uk)  
Charity registered in England and Wales 1104261  
Company Registered number 5086868



## **Board of Trustees and Staff**

### **Founder and Life President**

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Lady Neill

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Lisa Leighton

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Nick Stratford

Karen Codling

Alan Spier

Maria Vardy

### **Management Team**

Rebecca Allinson joined August 2013

Jane Beatson

Ann Hetherington

Delphine Sayre

### **Reception and Administration Team**

Dallas McDade

Suffreen Sadiq

Claire Stacey-Midgley

### **Fundraising Team**

Jonny Cole

Sally Eustace

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Kerrie Gosney

Suzanne Liversidge

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Harry Gratton

Mike Pye

Chris Waddle

Julietta Patnick

Anthony Hinchcliffe

Paul Blomfield

## Chairman's Report

Last year I was honest in admitting that 2012/13 had been a difficult year for Cavendish Cancer Care but I was confident we were in good shape to face the challenges ahead. I am pleased to say that I was right. Despite the continued funding pressures externally, 2013/14 was a year which brought positive change to Cavendish Cancer Care and an increase in fundraising income which has provided us with the financial stability to be able to look forward to developing and extending our services to ensure we provide care to more cancer patients and their families.

The external climate has not really changed. The economic climate is still relatively harsh, with increasing pressure on statutory funding, and the competition for charitable giving – specifically within Sheffield – and the success of our fundraising team this year is testament to the real and difference we make to the people who inspire us, our clients and their families. Much of our increased support in the year has come from clients, their friends and their families, supporting us through “in aid of” activities and for that we are truly grateful.

It always amazes me the lengths people will go to and the determination of our supporters and volunteers who choose to pay back Cavendish Cancer Care to allow us to pass on the care to future families. Some of these supporters have faced months, sometimes years, of treatment or medical care and still think to spend their valuable spare time raising funds for us.

A special thank you this year has to go to the brave and inspirational people who featured in our People Stories. These are clients and carers who used our services and then been willing to share their most personal thoughts and experiences. By telling their stories, we have really been able to raise awareness of what we do and show the tangible and real difference a service like ours can make.

We continue to provide an enviable service, maintaining our model of care, with high quality and specialist therapies available to more people than ever. We continue to work in outreach in partnership within Sheffield Teaching Hospital's Trust and look forward to developing this service further in coming years to ensure a more equitable service for all cancer patients treated within the Trust.

Our team of Therapists, Assessors and staff remain committed to Cavendish Cancer Care and its ethos and we look forward to developing the service further with their input in the coming months and years. For each and every one of us involved in the charity, the vision remains to improve the quality of life for people living with and beyond cancer by providing emotional and physical support to them and their families where and when they need it most. We believe that Cavendish Cancer Care simply helps families face cancer together.

From a financial perspective, we are not a rich charity and never will be. We exist to provide supportive care to cancer patients and their families and believe that funds are raised to provide these services and to invest and grow to enable more families to access the support they deserve. We are now in a good

position and have secured the necessary reserves to provide us with the stability we need to move to the next exciting phase of our development.


Our fundraising efforts have not diminished and neither will they. We are grateful for the support of Sheffield Clinical Commissioning Group who continues to demonstrate their support and commitment to our work with a contract of just over £30k a year but we are also astute enough to realise that as pressure continues on the public purse, we cannot rely on statutory resources to provide the sustainable funding we need to keep our doors open. We will continue to raise funds through events, trust bids, general donations and continue to work hard to ensure we are no longer Sheffield's best kept secret.

It is worth highlighting one particular fundraising event that exceeded all expectations this year and really showed how social media, local supporters and grit and determination can make a difference. Carlton Palmer 10k was a phenomenal success for us and it all started with a single tweet. With the commitment of one of our Trustees, Karen Codling and a friend of Cavendish Cancer Care, David Turner and the support of local football legend Carlton Palmer this event made a huge contribution to our finances this year. We are thankful for their ongoing support.

We also received continued support from Derbyshire Charity Clay Shoot this year and are proud to be amongst their recipient charities. Without their support, we would not be in the position to look at ways of developing the service to take forward our work to more and more families, with an ever increasing quality of care.

Everyone involved in Cavendish Cancer Care – staff, volunteers, Trustees, patrons, friends and supporters – are looking forward to a bright future. Despite doubtless challenges and change that lie ahead, we have never been in a stronger position to ensure we are here to provide cancer patients and their families in South Yorkshire, Nottinghamshire and N E Derbyshire with the emotional support they need and deserve.

Cavendish Cancer Care is facing 2015 with renewed vigour and looking forward to the challenges and opportunities that lie ahead.

A handwritten signature in black ink, appearing to read 'J. B. ...', written over a horizontal dotted line.

Chairman of the Board of Trustees

## Chief Executive's Report

What a difference a year makes. It has been an exciting, challenging and rewarding year for the charity and reassuringly all the hard work, commitment and dedication of the team has resulted in a strong service, a stable financial outcome and a charity that is well respected and increasingly well-known and understood.

Given the context in which we started the year, and a budgeted deficit position, the focus had to be on driving income and preparing plans to ensure Cavendish Cancer Care ended 2013/2014 on a more stable financial footing in order to enable the charity to move forward and develop.

We have certainly made more friends this year and have been more visible in our community. This is largely thanks to clients and their families who talk about us and champion our cause widely but it is also due to the fact we are talking to people more clearly and consistently about who we are, what we do and why we make a difference. We aren't a secret anymore and that's great news for us and even greater news for the families we support.

Whether you are a cancer patient, caring for someone with cancer or a parent facing cancer diagnosis and treatment and having to go through the difficult journey with your children, Cavendish Cancer Care is here. And thanks to the continued and growing support, we will be here to support more families living with and beyond cancer.

It has been a pleasure working with the team at Cavendish Cancer Care, the staff, the therapists and assessors, the volunteers and our friends and supporters. Their tireless commitment to making sure we provide the best service we can for the families we support and that we have the financial wherewithal to continue to do so, now and for years to come, makes me proud.

Working with clients who are prepared to tell their stories to encourage others to help has been an inspiration and their honesty and clear praise for the support they received is reassurance enough that the daily challenges of running a local, independent charity are easily worth the frustrations that come along.

2013/2014 has been a good year and I know Cavendish Cancer Care has made positive changes in a number of ways. We are not afraid to ask for help. We are not shy at shouting about our successes. We are prepared to develop, grow and make sure we help more families. What has not changed, and never will, is the Cavendish Cancer Care ethos and the patient will always remain at the heart of everything we do. We are here to help families face cancer together – now and in the future.

Rebecca Allinson  
Chief Executive

## Financial Report 1<sup>st</sup> April 2013 – 31<sup>st</sup> March 2014

### Statement of Financial Activities

	Unrestricted Funds	Restricted Funds	Total Funds 2014	Total Funds 2013
<b>Incoming Resources</b>				
Voluntary Income:				
Charitable trusts	26,700	33,500	60,200	50,050
Statutory bodies	50,924		50,924	30,924
Others	104,044	6,445	110,489	110,390
Activities for generating funds:				
Fundraising events	201,071		201,071	143,316
Master Cutler Challenge	50		50	103,290
Room hire	1,799		1,799	1,827
Investment Income:			0	
Bank interest receivable	2,741		2,741	2,865
Incoming resources from charitable activities			0	
Therapy fees	101,495		101,495	120,826
<b>Total incoming resources</b>	<b>488,824</b>	<b>39,945</b>	<b>528,769</b>	<b>563,488</b>
Resources Expended				
Costs of Generating Funds:				
Fundraising costs	116,286		116,286	101,861
Master Cutler Challenge				28,500
Charitable activities	311,869	44,005	355,874	365,221
Governance costs	6,410		6,410	6,910
<b>Total resources expended</b>	<b>434,565</b>	<b>44,005</b>	<b>478,570</b>	<b>502,492</b>
Net income/(expenditure) for the year before transfers	54,259	(4,060)	50,199	60,996
Transfer to new charity RCCC				(36,502)
Total funds brought forward	239,394	13,020	252,414	227,920
Total funds carried forward	£293,653	£8,960	£302,613	£252,414

Balance Sheet at 31 March 2014

	<b>2014</b>	<b>2013</b>
Fixed Assets		
Tangible assets	5,318	4,318
Current assets		
Debtors	14,979	42,091
Cash at bank and on hand	294,771	225,913
Creditors - amounts falling due within one year	12,455	19,908
<b>Net assets</b>	<b>302,613</b>	<b>252,414</b>
The funds of the charity		
Unrestricted income funds:		
General funds	288,831	235,738
Designated funds	4,822	3,656
Total unrestricted funds	293,653	239,394
Restricted funds	8,960	13,020
<b>Total funds</b>	<b>302,613</b>	<b>252,414</b>

This is an abstract from the audited account for 2014.  
A full set of accounts can be supplied upon request.

## Therapy Services Report

In the year from April 2013 to March 2014 Cavendish Cancer Care has continued to consolidate the service provided at the main centre while strengthening existing partnerships and links with the NHS. During this period a total of 1447 new referrals were received and the decrease in numbers, compared to last year, can be accounted for by the conclusion of our service at Ashgate Hospice. Cavendish Cancer Care has continued to offer a service that aims to improve quality of life and promote maximum independence by providing physical, psychological and spiritual support to patients, carers and young people. The Cavendish Model of Care is widely accepted and integrated within mainstream health care.

There has been an increase in the number of people attending our main Centre at Wilkinson Street, with a total of 649 new referrals. At the Centre patients and carers will have an initial consultation which provides an opportunity for them to share thoughts and feelings about their current situation and identify their main concerns. The majority of people will chose to proceed with individual therapy sessions and will then be contacted for review prior to discharge. On reflecting on the care and support received at the Centre and what had been most important, one patient commented -:

*“The blend of physical and healing energies worked really well for me and the fact that everyone at the Centre really knows and understands how cancer treatments can impact on the body and mind.”*

Children and young people under the age of 18 years are assessed and seen at the Centre by specially trained therapists for this part of the service. They also provide the option (if appropriate) for parents to discuss their concerns and explore how they would like to respond to their children’s needs. It is sometimes necessary to liaise and communicate with teachers and other professionals in order to provide the best possible support for children when a parent or relative is very ill or has died.

We continue to run two groups at the Centre which give people the opportunity to have a therapeutic experience in a different setting. The first of these is the relaxation group, which is held weekly and is facilitated by an assessor or therapist experienced in using relaxation techniques. During this time period, 165 people have attended this group and it continues as a valuable resource to be able to offer clients at discharge. It can also provide support for relatives and friends who may not wish to have individual therapy. The second group is our bereavement group which generally takes place twice a year and runs for six sessions in total, spread over 12 weeks. This group is run by a skilled bereavement counsellor and enables clients to share with each other, in a safe environment, both their experiences and their coping strategies. The group provides a different kind of therapeutic experience from the one-to-one bereavement counselling and greatly enhances the bereavement support that the Cavendish can offer.



## **The Outreach Services**

The service at the **Macmillan Palliative Care Unit** at the Northern General Hospital was the first 'outreach' service to be established by Cavendish Cancer Care in 2004. The Cavendish model of care has been adapted to the needs of patients on the unit, enabling the therapists to quickly determine what particular physical and emotional needs the person has and to provide an appropriate therapy at the bedside. Therapists also attend the multi-disciplinary team meeting on a monthly basis where they contribute to case discussions. Our therapists working there can make such a valuable difference and are fully integrated with care on the Unit. As one therapist commented:-

*“The MPCU continues to be a great place to work, with consistently good results and feedback. There is never a shortage of takers and the staff are amongst the best I've encountered with regard to their acceptance, promotion and interaction with us.”*

We continue to provide a service on **Wards 2 and 3 at Weston Park Hospital** and 364 patients were seen for assessment in the last year. One of the Ward Managers commented on how the Cavendish is now viewed as part of the care package offered to all patients on the ward and the service continues to be well received:

*“This is an excellent service which provides an holistic approach to healthcare.”*

At **The Cancer Information and Support Centre** therapists mainly see patients who are undergoing radiotherapy treatment and carers can also access the service there. A therapist or assessor attends the radiotherapy open evenings held monthly at Weston Park Hospital to introduce our service to patients and carers prior to commencing treatment.

Our skilled and experienced assessors and therapists who work in these areas help to keep Cavendish Cancer Care at the frontline of integrated health care.

## **Our Model of Care in Related Areas**

The Cavendish model of care continues to be offered in other areas where funding has been available. Therapists offer support to patients on the **Cystic Fibrosis Ward** at the Northern General Hospital, where they also attend the MDT each month and the service continues to evaluate well as is illustrated by the following quote:

*“Both therapies (healing and massage) helped me relax more and helped improve my mood and generally made me feel less stressed about being in hospital.”*

Since 2008 we have offered our model of care as a form of clinical support to the **staff at St. Luke's Hospice** who are referred at times when they may need extra help. This service is funded by St. Luke's and staff are seen at the Cavendish Centre. Similarly, we also provide support sessions for staff working on the **Macmillan Palliative Care Unit**.

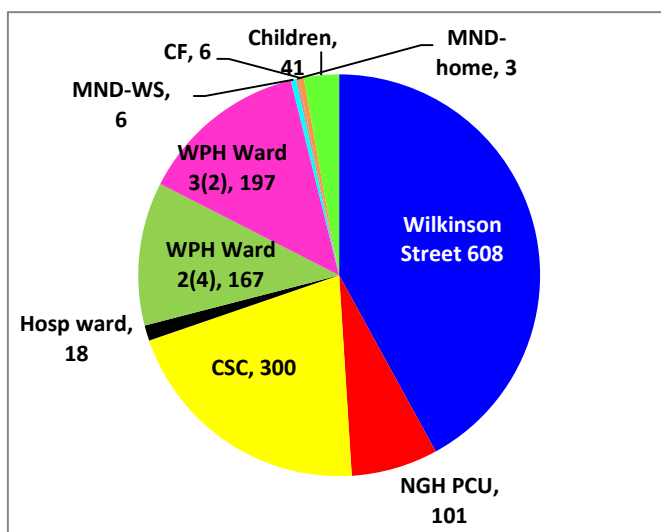
Five years ago we set up a pilot project, funded by the **South Yorkshire Motor Neurone Disease Association**, to offer our full model of care to patients, carers and families affected by this rare and progressive neuro-degenerative disease. The project continues to work with this group of clients, aiming to provide psychological support and help alleviate symptoms associated with this condition. When they are able patients attend at the Centre but we do offer home visits when necessary for this group.

### Education and Training

The Cavendish continues to promote educational activities in a variety of ways. The Medical School, at the University of Sheffield, provides the funding for student doctors choosing to come to the Centre for 6 week SSC placements and, in addition, for the Cavendish to provide a regular three hour taught session at Weston Park for final year medical students during their oncology week. Feedback and attendance from students for both these activities continues to be excellent. We also hold monthly Professional Seminars at the Centre which provide an overview of our service and are open to and attended by a wide range of professionals who are interested in the work of the CCC. We have seen an increase in the number of people attending and the seminars provide a valuable opportunity for information sharing and networking. In September 2013 we successfully ran a training workshop entitled “Supporting Complementary Therapists to Work with Cancer.” We are continuing to develop training that aims to make good use of the expertise and skills that have been developed through the work here and will increase awareness of the service.

### In conclusion:

Cavendish Cancer Care has carefully built up its reputation of excellence by underpinning the work with robust clinical governance and continued audit and research. We wish to express our sincere thanks to each and every member of our dedicated, loyal, enthusiastic and professional team who have made all this possible.



Client Numbers for Year April 2013-2014.

The total number of patients, carers and children seen across all sites being 1,447

Ann Hetherington and Delphine Sayre

## Fundraising and Thanks

During 2013/2014 the ongoing global economic problems continued to impact on all areas of society including hitting all streams of charitable giving. Like all charities we continue to feel the effects of this across all streams of fundraising. An established fundraising department supported by all of the Cavendish Team and volunteers were able to plan and implement a fundraising programme. As has been reflected in previous years the impact on donations and charitable trusts continues to be felt. Ticketed events are in an increasingly competitive environment with other charities and this is reflected in the take up at many events.



The calendar of events delivered by the team at the centre has been popular with those that attended. Events not only generate income but raise our profile and allow us to target messages to our supporters. It is hoped that as people learn more about the importance of the work we do, this will generate additional support and hopefully more 'In Aid Of' events.

The support of Cavendish patron Chris Waddle continued with him leading our Sponsored Walk at Chatsworth House. Our ties with Sheffield Wednesday continued with ex England and Sheffield Wednesday footballer Carlton Palmer leading a 10k run around Ecclesall Woods and later in the year hosting a sportsman's dinner.



### **The core Cavendish events this year were:**

Ladies Lunch at Baldwin's Omega  
Chris Waddle's Celebrity Golf Day  
Waddles Waddle – Sponsored Walk  
The Diamond Ball  
Carlton Palmer 10k  
Sportsman's Dinner with Carlton Palmer  
Christmas Market in Dore  
Christmas Draw

### **In aid of**

"In Aid Of" events are events carried out by the community in support of our work. "In Aid Of" events can vary from those that require no support from us at all, to those that we support with graphic design, organisation, PR, financial or budgetary help. They play a vital role in not only raising funds but also educating the wider community about the work we do and opening up new funding streams.

The most significant contribution of the year was made once again by The Derbyshire Charity Clay Shoot. This event brings together more than 400 clay pigeon shooting enthusiasts from across the country to raise funds for five charities of which we are extremely privileged to be one. We are hugely lucky to be adopted by many organisations as their charity of the year which supports our work with contributions and fundraising throughout the year.

Below is a selection of the diverse range of events that took place this year.

- Former snooker world champion Dennis Taylor was guest of honour at the St Patricks Day lunch hosted by local insolvency specialist Wilson Field.
- Line Dancing Evening, Julie Godhard and family who put on a line dancing pie and pea supper.
- Winter Wonderland from the University of Sheffield Endcliffe village.
- Members of Escafeld Brass Band chose to support us on the run up to Christmas with two performances in Sheffield City Centre.
- Rowers from Nuffield Health Club completed a 3 people in a boat rowing challenge which was equivalent to the length of the river Thames.
- Michelle Oakes and Scott Morris took part in the big fun run.
- Paul Thacker and colleagues Andrew Horne, Pete Shaw and Ian Belton who undertook the Swim Britain challenge.
- Coast to Coast cycling was popular with Phil Walsh and Alan Potts undertaking the challenge. Not content with the usual Coast to Coast cycle challenge Scott Flower and friends decided to make life hard for themselves by making the trip on mountain bikes.



### Student support

We were supported by a number of student bodies during the year.

The School of Health and Wellbeing at Sheffield Hallam University raised funds for us through their "Extra Yard".

Eleven groups of final year students from the Events Management Degree at Sheffield Hallam University delivered fundraising events as part of their dissertation.

For the fifth year the Platform Festival raised funds for us, the weekend long performing arts festival is the culmination of a year of fundraising events which has raised thousands of pounds for us.





### **Sheffield Half Marathon**

Ashley Renshaw's girlfriend Jo Elliott decided that this year, his Christmas present should be more special and entered him into the Sheffield Half Marathon. Although having previously run short distances before, Ashley had never run the full 13 miles. After the initial shock of the present, he quickly warmed to the idea and ran on behalf of Cavendish Cancer Care and in memory of his father.

### **London Marathon**

Huge thanks go to Annie French who supported us with her London Marathon run. Cavendish Cancer Care is a bond holder for the London Marathon but only receive one place every 4 years so are reliant on the kindness of people who are lucky enough to gain a place to fundraise for us. Annie also ran the New York Marathon from 2009 to support our work.



### **Overseas challenges**

Dronfield to Monte Carlo cycle ride. Stephen Travers and sons Sam and Joe all from Dronfield cycled from their home to Monte Carlo. The courageous trio took on the challenge without a supporting vehicle, using only themselves, their bikes and their camping gear.

Three years ago the trio prepared to cycle for charity from Land's End to John O'Groats. The dates were set and preparation was underway when Stephen developed a sore throat. Stephen's sore throat was diagnosed as Non Hodgkin's Lymphoma, and unfortunately the ride had to be cancelled. Stephen and his sons want to give something back for the support his family received so undertook this epic ride.



### **Trek to Mount Kilimanjaro**

Lindsey Gill and her two daughters, Sarah and Eleanor took on the challenge of Mount Kilimanjaro. Lindsey's sister passed away in 2001, leaving behind 3 children, Sophie, 11, and twins Harry and Kat, 7. Only 10 years later, Lindsey then lost her brother in law to bowel cancer and became the guardian of the children. To help them through the difficulties they Cavendish Centre to seek counselling. Lindsey said

*"Kat and I were both very grateful for the kindness and care provided to us. We all want to ensure that this care remains available to people who are affected by cancer, and hope that our Kilimanjaro challenge may inspire people to support this worthy cause."*



### **Corporate Support**

We are grateful to the following companies and organisations who provided sponsorship or gave of their resources or expertise on a free of charge basis.

Irwin Mitchell Solicitors LLP  
Jaywing  
SSB Law  
Crystal Peaks Shopping Centre  
R B Building & Landscaping  
Nilec Electrical

Goodman Sparks Laundry Services  
D P Shutters & Doors  
Hot Metal Press  
Classic Business Forms  
Freemasonry in the Community

### **Cavendish Cancer Care is enormously grateful to the following funding organisations and people who have contributed financially to our work.**

Dixon Pitchfork Charitable Trust  
Zachary Merton & George Woofindin  
The Sir John Osborn Charitable Trust  
St Mary's Lane Trust  
The Marjorie Coote Old People's Charity  
Gilly's Gift  
The James Neill Trust Fund  
Sheffield Town Trust  
The Dorothy Howard Charitable Trust  
Swann Morton Foundation  
The Brelms Trust  
Zachary Merton & George Woofindin  
The Ronald and Kathleen Pryor Charity  
Sheffield Town Trust

The Hugh Neill Charity  
Robert & Josephine Memorial Charitable Trust  
The H M Burdall Charity  
The Montagu Family Charitable Trust  
The Talbot Trusts  
Church Burgesses Trust  
H & L Cantor Trust  
Joseph Sheldon Trust  
The J G Graves Charitable Trust  
The Freshgate Trust Foundation

### **Legacies**

Joan Truelove

## Volunteer Co-ordinator's Report

People volunteer for a variety of reasons, some for purely altruistic purposes, some because they cannot offer financial assistance, some because they have a link or affinity with the organisation, others for actual experience to put on a CV, students are currently being advised to add volunteering experience to University applications. Currently, Cavendish Cancer Care has volunteers for all of these reasons.

There are five main Volunteer teams at the Cavendish Cancer Care Centre:

The Reception Team, who meet and greet clients and visitors to the Centre. They provide a warm welcome, offer refreshments and help the receptionist with clerical duties.

The Speakers Team, who work with community groups, businesses, schools and events in the area to provide information about the work of the Centre and our Fundraising activities.

The Coin Collection Box & Recycling Box Team, who site, collect and replace, count and issue thank you certificates for our coin collection boxes. We also liaise with a company called Clover who re-cycle print cartridges and toner cartridges, sending us a percentage.

The Fundraising Team, who help to organise our events. A volunteer from this team also runs our Christmas Draw, liaising with businesses across the city in order to source prizes.

The Office Team, who help with administration tasks, data entry, as well as writing and issuing our thank you letters.

DIY [Team?] this is actually just one dedicated person! He makes bespoke items, does repairs and gives essential advice as to when to call in the professionals.

We have links with a number of companies and businesses across the city who support us in other ways, offering advice and support.

Special thanks go to all of our volunteers. All your contributions are greatly appreciated.

### **Volunteer Base April 2013-March 2014** *[ have since left]*

Donald Dennison	Terry Howsham	Emma Sweetman
Margaret Dennison	Natalie MacMillan	Maggie Tierney
Dhira	Sue Morley	Margaret Ward
Ann Eley	Sandra Nundy	Pam Wigfield
Margaret Etches	Keith Pascoe	Wendy Woodhead
Elspeth Gaines	Carol Pearson	Gill Hutchinson
Tracy Green	Joanna Pigott	<i>[Ilona Piedaniel]</i>
Charlotte Hetherington	Robyn Postle	<i>[Gabriel Swales]</i>
Linda Heywood	Kath Rhodes	

### **Other Friends:**

Maurice Blackwell-collection box collector	Joan Kersey-table top sales
Peter Eustace-golf day, sportsman's dinner	Josie Paszek-organises station collections

Dallas McDade, Volunteer Co-ordinator

**Cavendish Cancer Care**

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