



Annual Review

2017-18

Our 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.

Our Mission

To provide complementary therapies, counselling and other therapeutic activities within a caring, friendly, environment, resourced predominantly by volunteers, which will help anyone affected by cancer cope with their situation.

Our Values

Friendly and welcoming

Respectful and compassionate

Professional and confidential

What others say about us

Laura Hamilton

I've been really touched by what I experienced when I visited the Centre, which is very close to where I live. They offer an incredible amount of help for those affected by cancer, and their family members and carers. I will be fully supporting South East Cancer Help Centre both personally and through my business, The Lord Roberts on the Green.



support everyone affected by cancer in a way that suits them. We will be organising some events at the Lord Roberts on the Green especially for the South East Cancer Centre's Paint Purley Purple week to raise awareness of the good work they do here in Purley and raise the much needed funds to continue to support more people affected by cancer.

Following her visit to the Centre in 2018, Laura offered to present and host at our Charity Ball.

Having visited the Centre I can see how much the variety of support they offer means they can

Laura is a TV Presenter, most recently known for Channel 4's A Place in the Sun.

Gary Das

My association with the Purley Cancer Help Centre goes back to 1990 when I first came to Croydon as a specialist urology consultant surgeon. The NHS was different then, with less available treatments and only the beginnings of integrated cancer care.

It has been gratifying to see the Centre provide complementary and ancillary therapies that have been shown to enhance the patient's overall care and well-being. Moreover, the psychological support felt as soon as you open the door cannot be over-estimated.



My own special love child is the Prostate Group that meets at the Centre every month. It is a valuable resource for men, as well as their spouses and partners.

As a former Trustee-Director, and present patron of our wonderful Purley Centre, I wish the friendly and dedicated staff all success in the marvellous work they do for our community.

Gary Das is the South East Cancer Centre's patron and until his retirement in 2016, was Consultant Urological Surgeon in Croydon and also a Pelvic Cancer Surgeon at St George's Hospital, London.

Therapeutic services and activities

In 2017-18 we continued to offer a wide range of activities to new and existing members:

- 228 new members joined the Centre in the 12-month period; as of 31st March 2018 we had 639 members.
- There were 46 different therapies and activities offered during this period.
- We provided 4,698 one-to-one therapy and counselling sessions and 571 group sessions.

The value of complementary therapies and counselling in cancer care is now widely acknowledged and the Centre is proud to have local NHS recognition. We believe that by using our services, people can improve their health and well-being during a difficult time in their lives. The services we provide are listed below.



Aromatherapy

Therapeutic, calming massage with essential oils to help reduce tension.



Beauty Therapies

A range of beauty treatments to help improve self-esteem by looking good.



Counselling

Provides a safe environment to talk through concerns and find solutions. We offer individual counselling, one-to-one bereavement counselling, telephone counselling for those unable to come to the Centre. We also provide couple counselling, family counselling, young person counselling and facilitated bereavement counselling in a group setting.



Emotional Freedom Technique

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



Face, Neck and Shoulders

Relaxing massage using cleansing and hydrating extracts to create a feeling of wellbeing.



Hair Advice

Practical support including clipper cutting, shaping and care of wigs and advice on scarf-tying and hair regrowth.



Hypnotherapy

Using a state of deep relaxation and positive suggestion to enable changes to thinking and behaviour.



Massage

Structured or therapeutic touch designed to relax and relieve muscle pain and tension.



Mindfulness Meditation and Relaxation

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



Nutritional Therapy

Advice about the correct nutrients required for the body to achieve the optimal health.



Pilates

A range of exercises focussing on balance, posture, strength and flexibility.



Reflexology

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



Reiki

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



Spiritual Healing

The transference of energy which relaxes the mind and body to activate natural healing.



Tai Chi

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



Yoga

Breathing exercises, movement and relaxation to create holistic harmony. Seated classes also available.

Therapeutic Arts

The growing 'Arts in Health' movement fully endorses the provision of the Therapeutic Arts in organisations providing health care, thus validating the long-standing provision of such activities at the Centre.

The weekly Drama, Art and Crafts Groups continue to be popular, along with the monthly Creative Writing group, the varied activities of the Wellbeing Café and the Cinema Club.

Workshops

We offer a regular series of Nutrition workshops covering healthy eating, the digestive system and the immune system and this year there was also a workshop on weight loss.

We offer regular workshops on jewellery making, creative art and Christmas decorations, as well as ad hoc workshops which this year included skincare, work/life balance, family trees and a summer walk.

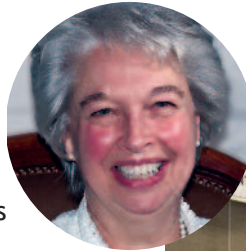
Dame June Whitfield DBE President

The Centre relies heavily on the generosity of its supporters and I am pleased to say that our team of fundraisers has recently really put the fun back into fundraising. The past year has seen people take part in a variety of events from fire walking to sitting down to a sumptuous chari-tea. These events not only bring people together but are a vital way of ensuring the Centre has enough funds to continue supporting people affected by cancer. Having fun has never been so important so please join us and make a huge difference.



Jennifer Mollett Chairman

I am delighted the Centre has not only been able to increase both the number of group and individual sessions provided to our Members, but also continues to move forward with creative ideas to increase the range of in-house activities to around 40 different services on offer. This includes our complementary outreach service provided to Croydon University Hospital to support those in the north of the borough.



Our Paint Purley Purple (PPP) a local fundraising event held in 2017 was the third year of operation and continues to grow each year by attracting many more local businesses, schools and individuals to join. This fourth year, starting in October will be another frantic PPP week with all hands on deck to ensure everybody in Purley has a great time.

Without the most generous donations and support received from the public, Trusts and local business, together with our 80 amazing volunteers and Tesco who provide our accommodation at Purley rent free, none of this would be possible.



Fundraising Income

	2017/18	2016/17
Members, Friends and General	£53,800	£33,700
Charitable Trusts and other Organisations	£83,200	£62,600
Fundraising Events	£64,000	£35,300

Charitable Trust income

SEHC has always relied heavily on donations from Charitable Trusts to help keep the Centre going and this year was no exception. The generosity of the trusts has been exceptional and we are so appreciative of the continued support of many loyal trusts as well as a number of new ones. New trust income achieved **£24,141** and this financed major projects such as the upgrade of our IT system and the redecoration of the Centre. We were also able to run special projects such as **Bereavement Support Groups, Nutrition Workshops and Family Counselling.** A big thank-you to all the trusts for their kindness in helping us.

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. We had a **Dickensian Walk** in London and a spectacular **Fire Walk**, a fun **Bollywood** event at the Centre with a sari-tying competition and runners in the **Selsdon Half Marathon** amongst other events.

Our annual, week-long **Paint Purley Purple Campaign** goes from strength to strength and in September 2017 raised an incredible **£20,000.** We made more of an impact in the community, collecting each day at Tesco as well as encouraging local businesses, shops and schools to decorate their premises and fundraise for us. The whole extravaganza was brought to an end with a wonderful **Gala Dinner at Farleigh Golf Club.** A huge thank-you to everyone who took part and helped us raise such an extraordinary amount. We are especially grateful to **Tesco** for their support, allowing us to have collections for Paint Purley Purple at the store, and at other times as well.

Many more groups have supported us, choosing us as their **Charity of the Year** and we thank everyone who took part in any way for making our events and campaigns successful.



Monthly Cancer Support Groups



SECHC's monthly support groups provide mutual support and information to patients, their families and carers affected by a specific cancer.

Bowel Cancer: The Group meets on the first Wednesday of each month; there are over 60 people on email circulation and around 14 members attending each meeting. We have worked with the Royal Marsden Hospital and Sheffield University to contribute the patient's views and experiences for their research.

Ovarian Cancer: The Group meets on the second Wednesday of each month; there are 18 people on the register and around 12 attend meetings regularly. We have attended events at the Royal Marsden Hospital, Ovarian Cancer Action and worked with the Target Ovarian Cancer charity.

Breast Cancer: The Group meets on the first Tuesday of each month; there are 50 individuals on e-mail circulation and around 12 regularly attend meetings. We have attended different workshops and received talks by therapists and companies offering relevant products and advice.

Prostate Cancer: The Group meets monthly on the first Monday; there are in excess of 70 members on e-mail circulation and around 30 members attend each month. We discuss a wide range of issues and are supported by an Advanced Nurse Practitioner and Macmillan Support Worker.



Our volunteers

The Centre is very fortunate to have 80 volunteers without whom we could not offer our range of services; they have many different roles either regular or ad hoc.

Our receptionists are the cornerstone of the organisation - theirs is the first voice or face that new clients encounter and it is always warm and welcoming. We have a team of 15 people who help out on reception, juggling a multitude of tasks to keep the Centre running efficiently. Some of them tell us why they volunteer here:

Bev: *I started volunteering at the Centre in 2006. As well as being a receptionist, I help with IT issues as I used to work in the computing industry. There is always a tangibly happy and positive feel here and I find interacting with patients and carers, therapists, other volunteers and staff both stimulating and rewarding. My father's own cancer diagnosis resulted in my witnessing the cancer 'journey' at close quarters, and I am even more aware of how much benefit our services can be, both to the patients and their carers.*



Jean: *I was introduced to the Centre by a friend and came along to a couple of functions. I found it such a lovely, happy and friendly place that I felt I would love to be part of it ... so I volunteered as a Receptionist and have been here for 10 years. I really enjoy it. I think the members who use the Centre are an inspiration and the whole team of volunteers and therapists make it a very happy place.*



Jill: *When I retired in 2000, I wanted to do something useful, so I volunteered as a receptionist at the Centre. When the computer system was updated, I took over data entry and membership renewals. I look forward to my time at the Centre and enjoy talking to patients, carers, therapists, other volunteers and members of staff. The atmosphere is always happy because of the Centre's great spirit and I have made many friends here.*



Karen: *I started volunteering at the Centre in July 2017. During that time I have met some amazing people who, despite their circumstances, have managed to remain positive and always arrive at their appointments with a smile and ready for a chat. I feel privileged to have been given the opportunity of becoming a small part of what the Centre is able to offer those in need.*

Shirley: *I became a volunteer in 2012 after I retired. Initially I took over the eBay account and helped generally with fundraising and publicity in local directories. It then became my role to apply for all the DBS (CRB checks) for the employed staff and therapists and at the same time I began recording the therapists' insurance records; I still administer these two roles. Two years ago, I became a receptionist - the role is completely different and I enjoy meeting the clients. How lucky am I to be involved with SECHC!*



If you are interested in volunteering, even just for the occasional few hours, please contact the Centre. We recommend that people should be free from cancer for at least two years before they become volunteers at the Centre.

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 5.

The Centre enjoyed a surplus for the year of £73,100, compared with a surplus last year of £4,400.

Our income from all sources was significantly higher than the previous year due to higher trust donations, largely received for projects being carried out at the Centre, together with higher legacies and donations from individuals as well as increased income from Community Fundraising particularly reflected in our Paint Purley Purple campaign.

Our expenditure was also higher than last year mostly due to increases in the cost of therapist and counsellors' fees, as a result of increases in membership together with higher staff expenditure reflecting the full year impact of recruiting a new Community Fundraiser in September 2016.

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 of direct costs on 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. 80% (2016/17: 80%) of our total cost is attributable to charitable activities.

The net assets held by the Centre at 31 March 2018 were £235,600 compared with £162,500 at 31 March 2017. 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 £26,600, is set aside for designated purposes as specified by the donors of these funds.

The remaining reserves of £209,000 are intended to provide a cushion against adverse future contingencies and to meet anticipated

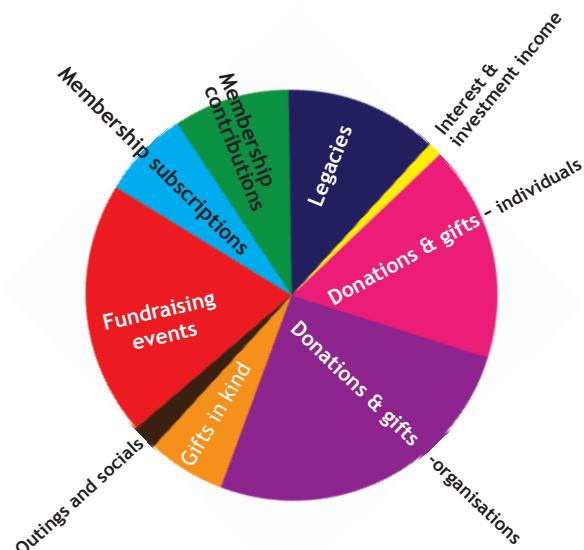
Financial performance over the year to 31 March 2018

- Total income £319,200
- Expenditure £246,100
- Net surplus £73,100

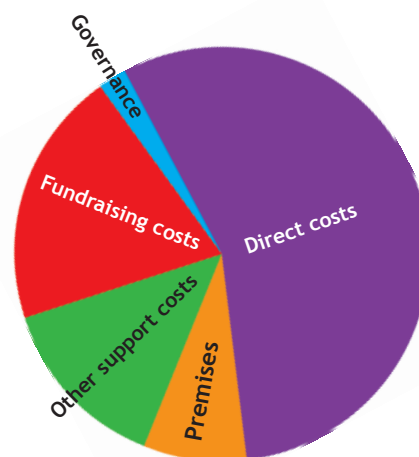
additional expenditure for actions set out in the Centre's Business Plan. The amount is well within the target range in the Centre's Reserves Policy.

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

Where the money has come from



How the money was spent



These figures are taken from the audited Financial Statements of the Company for the year ended 31 March 2018. The Annual Report and Financial Statements is available on request.

What our Members say about us

So many people say wonderful things about how the Centre is important to them and has helped them, that we started capturing their feedback in a comments book. Below is a sample of what people said when we asked: "What does the South East Cancer Help Centre mean to you?"

"It makes me feel that I am not alone in dealing with my problems. I always leave feeling happy and supported. Thank you for being here for us all."

"What a sanctuary - peace and calm - a place to feel valued. The therapies make me feel so good; after the shock and trauma of diagnosis and treatment, what a great benefit to recovery and normality. Thank you."

"I am the first in the book, but can't be the first to feel wanted by a group of positive, happy and caring professionals who are always welcoming at a serious downturn in my life. Long may the Centre prosper!"

"The sense of entering a sanctuary where you can leave all your troubles at the door is fantastic."

"A wonderful, safe and warm space to share experiences of my various journeys with cancer and to meet others who have been through and are going through similar journeys. Thank you."

"I 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."

"A haven of tranquillity. It is a very peaceful place to come with a warm welcome. A big thank you to everyone for all your hard work, kindness and support to us all."

"The Centre have been an amazing support to my father who came regularly and I cannot thank all of the staff, volunteers and his friends here enough."

"Thank you for all the love, support and informative care I have experienced here. It has made such a difference to be able to express myself emotionally, creatively and physically."

"I have always been so grateful for the companionship and love I have had at the Centre. There is always someone to make you a cup of tea and give you a tissue, a hug and understanding. Thank you so much."

"The Centre has been a lifeline and a fantastic support to me and my family ... I cannot thank everyone enough."

President

Dame June Whitfield DBE

Patron

RT Hon. Sir Richard Ottaway
Mr Gary Das MS, FRCS, FRCSUrol (retired)

Staff

Lynda Kenison Full-time Centre Manager
Liz French Part-time Fundraiser
Eleanor Appleton Part-time Fundraiser

Trustees

Mrs Jennifer Mollett* (Chair)
Cllr Yvette Hopley* (Vice Chair)
Mr David Mollett* (Company Secretary)
Mr Peter W J Mills* (Treasurer)
Mr Graeme L Collins
Mr Antonio Barranco
Mr Michael Tubbs
Mrs Catherine Rees
Mr Gary Coy
Mr Richard Waller

*These trustees are also members of the Executive Committee



South East Cancer Help Centre

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