





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.



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.



Our strategy is to remain as 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...

### Mr. Steve Ebbs

I'm delighted to continue to support the South East Cancer Help Centre.

During my twenty years as a local Consultant, many of my patients have had very positive experiences with the Centre, finding it a great source of support and also a source of therapies which complement our conventional medicine. I would strongly recommend anyone considering exploring what the Centre can offer them, to do so.



**“a great source of support and also a source of therapies which complement our conventional medicine.”**

Mr Ebbs has special interests in surgical techniques for all forms of benign and malignant breast disease. He has published over 85 papers on surgical topics focussing upon the diagnosis and treatment of breast cancer.

*Mr Steve Ebbs, Consultant Surgeon at the Royal Marsden & Mayday University Hospital*

### The John Cowan Foundation

The John Cowan Foundation is based locally to the SECHC and has supported the Centre for nearly ten years. On our first visit, once we had found the entrance, we encountered a wonderfully peaceful place offering different treatments and facilities in situ for cancer sufferers. We spent a marvellous evening there when we were entertained by the beautiful choir made up of people using the Centre and the atmosphere was one of cheeriness, optimism and hope. When someone is suffering and at a low ebb, the SECHC is a place of solace and comfort and the staff there are forever caring and supportive.

**“When someone is suffering and at a low ebb, the SECHC is a place of solace and comfort and the staff there are forever caring and supportive.”**

During our involvement with the Centre we have seen it grow and expand and it has been our great privilege to support the SECHC and we will continue to do so as long as we can.

### The Samuel Sebba Charitable Trust

The Samuel Sebba Charitable Trust is always pleased to support caring, innovative, high quality services. In our view the staff, volunteers and trustees of South East Cancer Help Centre embody these values and we know the Centre will go from strength to strength.

# Therapies at the Centre

## Kathleen Behan

### Therapy Manager

After retiring as Centre Manager in (yyyy), I have now returned to SECHC as Therapy Manager. It has been an interesting and rewarding experience. It has been a privilege to work with our 12 complementary therapists and 5 counsellors who make an enormous contribution to the support offered at the Centre.

During the year I have been working within the Cancer Networks Complementary Therapies Group. This includes the complementary teams from the Royal Marsden, Butterfly Centre Epsom, St.

**Christopher's Hospice and other Hospitals, Hospices** and charitable organisations within SE and SW London towards the regulation and drawing up of guidelines for complementary therapies. The



**“Therapies are an important part of our support system and aim to help people to relax, reduce stress levels and enhance their feelings of well-being.”**

Department of Health has requested more regulation to safeguard practice and protect patients. At the Centre, we have always had firm guidelines in place with regard to complementary therapies but we welcome this regulation as a major step forward for all those organisations supporting people affected by Cancer.

Together with registration of our therapists with the Complementary Natural Healthcare Council (the approved regulatory body), we are also working towards complying with set guidelines. This has to benefit everyone involved in the provision of complementary therapies as the aims are to safeguard practice, ensure competence and comply with clinical governance to protect patients.

We offer a wide range of complementary therapies to people affected by cancer within the last 3 years. Therapies are an important part of our support system and aim to help people to relax, reduce stress levels and enhance their feelings of well-being. The therapies complement but are not an alternative to any conventional treatment.

Currently we offer one-to-one Counselling, Aromatherapy, Reflexology, Massage, Reiki, Shiatsu, Hypnotherapy, Healing, Nutrition and group activities which include Yoga and Tai Chi.



**MASSAGE** is one of the oldest therapies in existence and is a form of structured or therapeutic touch which can be used to relax, 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 understood 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 and 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** - The hypnotherapist leads the person into 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** - A healthy eating plan will help provide the body with sufficient nutrients to ensure a good standard of health.



**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** A diagnosis of cancer often means we experience a wide range of emotions. 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  
Centre President

I have been associated with the South East Cancer Help Centre for many years and was very proud when I was invited to become their President.

I am constantly impressed by the enthusiasm, dedication and professionalism of the staff, therapists and the huge army of volunteers that run the Centre. Working alongside the medical profession, they understand that the side effects of cancer treatments can be very distressing.

I would like to thank them and you for your continued support of the services SECHC provides whether you gave your expertise, time or money. Everyone has been hit by the credit crunch over the past year but thanks to all your efforts, I am pleased to say that the Centre is still going strong and is supporting more people than ever before.

## Style Live Fashion Show

Centrale shopping Centre (Croydon) ran a three day fashion show in collaboration with GMTV stylist Mark Heyes and celebrity hairdresser Andrew Barton, from 10 Years Younger, to fundraise for three local charities. SECHC was one of the three chosen charities and was offered a free stall in Centrale throughout the show.

This event was unexpected and helped the Centre raise awareness in the local community. There was significant press coverage which allowed us to raise our profile. We were also able to network with people interested in supporting our charity.



Mark Heyes and Andrew Barton with Centre Members

## BME Taster Day

A taster day was organised at the Black and Minority Ethnic Forum in Croydon in September to raise awareness of services offered at our Centre. People from various ethnic groups attended including a few local organisation co-ordinators. We offered healing, hand and foot massage and nutritional advice. All in all, a very successful day.



BME Taster Day - massage with Ruth

## Annual Barn Dance

One of our most popular annual fundraising events was once again organised by Sue Berry and Pat Dew. This year's dance was very much enjoyed by a huge crowd and raised £1285.

Fun and Frivolity at the Annual Barn Dance

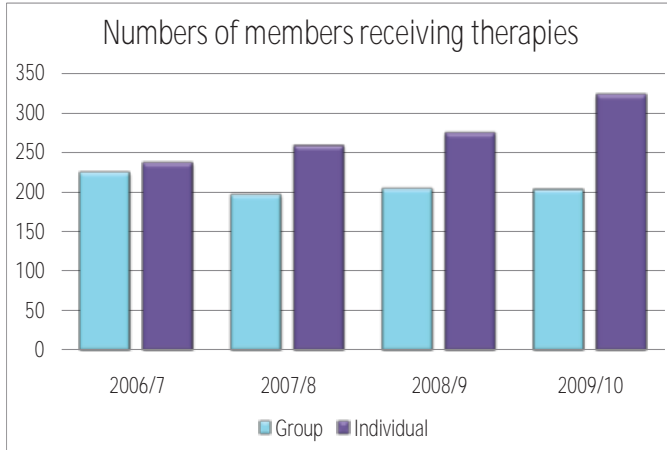


# of the Centre

## THERAPEUTIC ACTIVITIES

### THERAPIES

We have expanded 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.



Reiki



Prostate Cancer Support Group

### SUPPORT GROUPS

Our Prostate Cancer Support Group meets on the first Monday of each month. We also host meetings for other specialist cancer groups including Breast, Lung, Bowel, Kidney 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/Mayday Partnership

In conjunction with Macmillan, our therapists provide sessions at Mayday Hospital in Croydon two days a week. (Aromatherapy and Reflexology.)



### Citizens Advice Bureau

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



Headstrong Volunteers in action

# Fundraising...

## Generous support and commitment continues despite the economic downturn

We cannot pretend that fundraising has been easy this past year - in fact quite the reverse - but we have been heartened by the steadfast support we have received from so many wonderful people. In broad terms, our main fundraised income came from:

● Members, friends and the general public	£30,000
● Charitable Trusts & Foundations (“CT” & “F”) Companies and other organisations	£68,000
● Special events	£7,000
● Legacies	£43,000

Charitable Trusts have continued to offer generous and loyal support with donations totalling £53,000 in spite of their income being severely affected by fluctuations in the stock market and property market.

Our members and volunteers again ran a very successful Christmas Fair raising £4000 and we are indebted to Santander for a contribution of £1400 from their Matched Funding scheme.

Other companies that deserve a special mention are Navigant Consulting for their long term support and Mondial Insurance who nominated us as one of the charities supported by the Style Live Fashion Show at the Centrale Shopping Centre in October 2009. Hosted by **Mark Heyes from GMTV and Andrew Barton from “10 Years Younger”**, this three-day fashion extravaganza did much to raise our profile as well as valuable funds.

We continue to rely heavily on fundraising support in the community from local organisations, churches, collecting tins in shops and pubs, street collections and our direct mail appeal as well as people taking part in sponsored events.

Community Fundraising not only raises much needed funds but also raises awareness of the work of the Centre; we have therefore started a Centre Supporters Club which will meet once a quarter. Its members will be helping with events and collections, coming up with new fundraising ideas and generally helping us to create diverse income streams.

Sadly there is not room to mention everyone who has helped us over the past year but suffice to say that were it not for the generosity of all our supporters, the South East Cancer Help Centre would not exist. Your support is absolutely vital in helping us sustain local people affected by cancer and so very much appreciated by all of us.

Special thanks go to the following organisations and individuals, which each gave £500 or more:

- Addiscombe Catholic Society Club
- Ian Askew CT
- The Misses Barrie CT
- Eka Basu - Legacy
- The Roger Brook Trust
- Business Executive Association
- The Calleva Foundation
- The Childwick Trust
- Jean Coleman - Legacy
- The Cooper Gay CT
- David Corbett (Golf Day)
- Coutts CT
- The John Cowan Foundation
- Croydon Relief in Need Charities
- The Mildred Duvéen CT
- Grand Order of Women Freemasons
- The Hospital Saturday Fund
- The Albert Hunt Trust
- Ingram Trust
- Kathleen Laurence CT
- R and B Lawson CT
- G J and S Livanos CT
- The Lynn Foundation
- John Manley (Garden Party)
- The Tony Metherell CT
- Maureen Montgomery - Legacy
- Murphy-Neuman Charity Co Ltd
- Navigant Consulting
- Rotary Club of Purley
- The Samuel Sebba CT
- The Sir Jules Thorn CT
- Liz and Lionel Young

**Jennifer Mollett, our Chairman says “We send a big public ‘Thank You’ to everyone whose generosity helped us reach our targets and especially to all our fundraising Volunteers who gave so tirelessly of 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. 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 members of 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. It is a requirement to put this amount into our financial statements. It has no impact on our surplus figure.

The net assets held by the Centre at 31 March 2010 were £208,900 compared to £218,800 at 31 March 2009. The decrease reflects the deficit over the year plus a small decrease in the value of our investments.

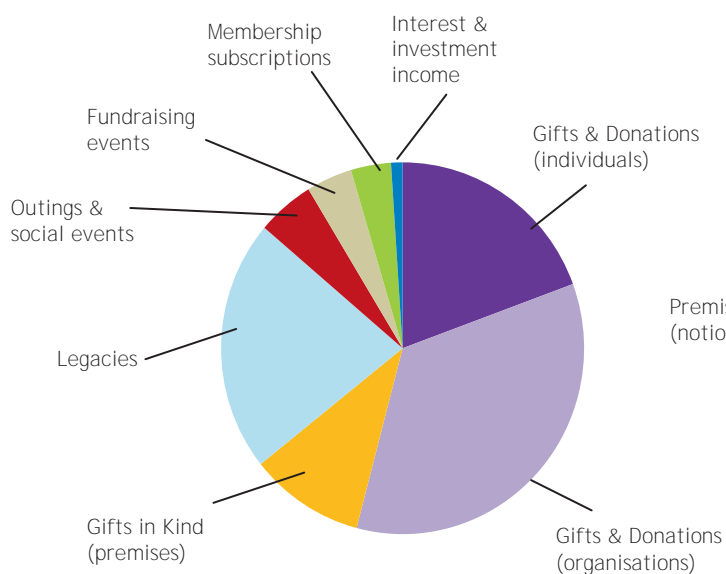
The Company has no share capital, so all these assets are held as reserves. Part of these reserves, totalling £27,700, is set aside for designated purposes specified by the donors.

The remaining reserves of £181,200 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 slightly below the target in the Centre's Reserves Policy.**

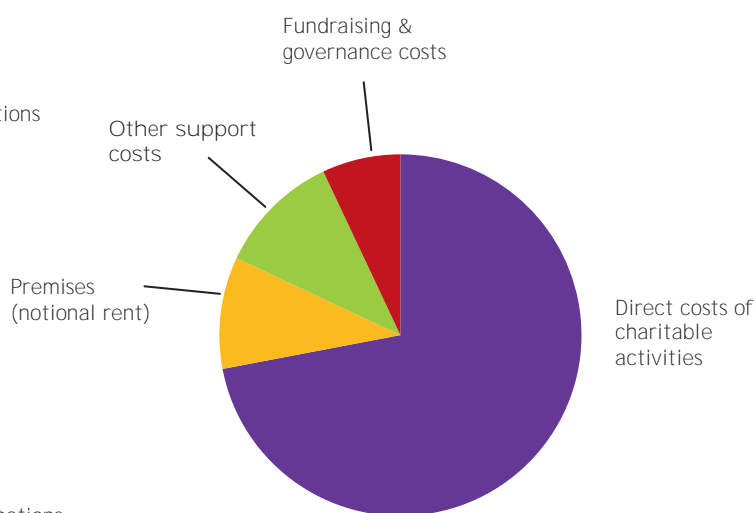
## Financial Performance over the year to 31 March 2010

- Total income £196,000
- Expenditure £205,700
- Net Outgoing £9,700

Where the money came from (2009/2010)



How the money was spent (2009/2010)



These figures are based on the audited Financial Statement of the Centre for the year ending 31 March 2010.

The Annual Report and Financial Statement are available on request.



*President*  
June Whitfield CBE

*Vice President*  
Malcolm Wicks MP

*Patron*  
Richard Ottoway MP

*Trustees*  
Jennifer Mollett, Chairman  
Sue Taylor, Vice Chairman  
Mike Jones, Treasurer  
David Mollett, Company Secretary  
Bryan Avery (to 05/01/10)  
Antonio Barranco  
Derek Buckley (to 10/12/09)  
Gary Das  
John Manley  
Dr. Victor Pace (to 20/11/09)  
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



# Our Volunteers

*The Centre is fortunate to have the commitment of over 60 volunteers, all carrying out different roles, which enables the Centre 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.*



Joan Davis

I have been involved with SECHC since September 2000 when I came here to work part-time. My duties then included designing posters, leaflets and other signs to keep everyone informed about the activities of the Centre. Also, part of my duties was to keep the membership database up to date and produce monthly and yearly figures and statistics.

At the end of 2003, I became a Volunteer as one of the Monday receptionists, a job which I have done **ever since because I didn't want to lose touch with the Centre and all the marvellous people who I have met over the years.**

I still help maintain the database and the statistics but also help with many of the other **tasks, which I call "bits and pieces" - in fact I'll turn my hand to anything.**

The Centre has changed over the years I have been here but the one thing that remains unaltered is that it has always been a very happy and positive place to work.

Mary Adams is our Drama Group Leader. **"Like all the Arts, Drama can help to restore patients' confidence in themselves. My greatest pleasure as a volunteer at the Centre is to hear their laughter, and watch them having fun as they surprise themselves in planning and performing their own imaginative ideas."**

Rodney Cooper leads our Painting Group: **"Happy, relaxed and friendly is what the Art Group is all about. The patients start as beginners and go on to produce some lovely pictures and as their leader I am proud to be a part of it"**.

Sheila Halliday was Craft Group Leader in 2009: **"After several years association with the SECHC, I became a volunteer for the Thursday Craft Group in 2008.**

It was lovely to help patients get involved, and temporarily forget their problems. I now help out with the Craft Group fairs."



Left to right: Mary Adams, Rodney Cooper, and Sheila Halliday



Tony Barranco

I joined the SECHC in 1997 as a volunteer working at reception for half a day. My wife had died from stomach cancer in 1992 and I then decided to put something back into society. I live in Kenley so the Centre is close to my home.

Over the following years I became involved with many other Centre activities including building sets for the Christmas Pantomimes. As photography is my hobby I **am often to be seen taking photographs at the Centre's events.**

Working at the Centre is a very rewarding experience for me.