



Annual Review

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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



Professor Mitch Dowsett

I greatly enjoyed my visit to the South East Cancer Help Centre. My involvement in cancer research is highly molecular in nature, but aims to influence patient care by improving the selection of their treatment. So I am always interested to understand what impact we might be having and how we might enhance this in relation to patients' experience of their care and in their life, once the immediate effect of diagnosis and the early aspects of treatment have passed.

"I wish them success in their continuing efforts that are providing exceptionally welcome support to the South East London community"

The interaction with the Members, Volunteers and Staff at SECHC was therefore both interesting and worthwhile to me; I hope that they got some benefit from my attending.

The attendees were obviously very committed - to both the care and activities provided at the Centre and the fundraising needed to facilitate these services. I wish them success in their continuing efforts that are providing exceptionally welcome support to the South East London Community.

Professor Mitch Dowsett, FMedSci, PhD, is Head of the Ralph Lauren Centre for Breast Cancer Research and Head of the Centre for Molecular Pathology at the Royal Marsden Hospital; Professor of Biochemical Endocrinology at the Institute of Cancer Research; and Professor of Translational Research in the Breast Cancer Now Research Centre, London.



Chris Philp MP

SECHC is a charity which does fantastic work helping those affected by cancer in the neighbourhood.

I believe it deserves the support of as many local people and businesses as possible, as it receives no funding from local government or the NHS. Having talked to members and volunteers, I know how important their work is for cancer sufferers.

I was therefore delighted to support SECHC's Paint Purley Purple event, by cutting the ribbon to start the week-long fundraising and awareness campaign.

I'd like to thank all the local shops and offices that participated by putting up purple balloons and decorations for the week. This flagship event goes from strength to strength each year and I am pleased to be part of it.

Chris Philp MP is the Member of Parliament for Croydon South

"SECHC is a charity which does fantastic work helping those affected by cancer in the neighbourhood"

Therapeutic services and activities

In 2016-17 we continued to offer a wide range of activities to new and existing members:

- 268 new members joined the Centre during the period April 2016 to March 2017 and as of 31st March 2017 we had 659 members.
- There were 33 different therapies and activities during this period.
- We provided 4,658 one-to-one counselling/therapy sessions and 523 group sessions.



Aromatherapy

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



Beauty

Treatments to help self-esteem



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

A technique taught to help release blocked energy, thereby reducing the effects of stress and anxiety.



Face, neck & shoulders

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



Hairdressing

Practical support including clipper cutting; choosing, shaping and aftercare of wigs and advice on hair regrowth, scarf-tying techniques and headwear.



Hypnotherapy

A process using a state of deep relaxation and positive suggestion to enable changes to thinking and behaviour, while remaining conscious and in control.



Massage

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



Mindfulness Meditation

Develop skills to face stressful situations with more calmness and clarity.



Nutrition

Advice about the correct nutrients required for the body to achieve the optimum level of health



Pilates

A range of exercises focusing 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 on the whole body which releases energy flow for stress reduction, relaxation and to support the body's healing processes.



Spiritual Healing

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



Tai Chi

Slow, gentle movements and natural breathing to strengthen the body, relax the mind and lift the spirit.



Yoga

Breathing exercises, simple movements, relaxation and meditation designed to create harmony and balance. A gentle, seated yoga class is also available.

Hairdressing

Not all cancer treatments result in hair loss, but when this does occur our in-house hairdresser, Michele Faust, can make a patient's hair more manageable by either cutting it or shaving it.

She can also advise about how to care for hair when it starts to grow back. Michele, who kindly provides her time on a voluntary basis, has been a qualified hairdresser for 33 years. "Quite often people go to their hairdressers to have their head shaved without realising that it is going to happen in front of other customers and they suddenly find that they are on show. At the Centre, a room is set aside offering privacy and confidentiality

Most cancer patients in England are now expected to buy their own wigs and the huge range of types, styles, quality and prices can leave them feeling overwhelmed and unsure who to turn to for advice. Not only can Michele advise on choosing the style and colour of the wig which will best suit the person's face and complexion, she can also cut and shape the wig to make it look more natural and give advice about the aftercare.

Michele can also advise about head scarves and how to tie them, alongside our 'Way Ahead' service which offers a step-by-step guide to various scarf tying techniques and headwear, advice about treating the scalp and information and helpful contacts.

To make an appointment with Michele or the 'Way Ahead' team, please contact our Centre Manager, Lynda Kenison.

New service





Dame June Whitfield DBE President

Thanks to your generosity I am pleased to say that the Centre keeps going from strength to strength with our membership currently being the largest it has ever been. Our complementary therapies, group activities and counselling services are proving as popular as ever with new services such as how to care for your hair before, during and after treatment enhancing what we already offer. With the number of referrals from local hospitals increasing it is obvious that we are providing a vital service to cancer patients and their carers which means that now more than ever we need your help and support.

A year Life of the

Jennifer Mollett Chairman

This has been another successful year for the Centre; the number of new members continues to increase, as do the number of one-to-one and group and therapy sessions that we have provided.



Without the most generous donations and support received from the public, trusts and local business, together with our 90 amazing volunteers, none of this would be possible.

Additional services this year include family and individual counselling for children and young people over 12 years old, beautician therapies and Pilates. Our fundraising has gone from strength to strength, raising much needed funds for the Centre's range of therapies and activities. We were overwhelmed to receive an extremely generous £20,000 legacy from Sally Russell, who was a huge supporter of the Centre and is sadly missed.

I am very pleased to welcome our new Centre Manager, Lynda Kenison, who joined us in July and who has many years' experience within the charity and health sectors.

Welcome also to Eleanor Appleton, our new Community Fundraiser, who started in September; you will see her name frequently on social media promoting our events.



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Fundraising

Charitable Trust income

Charitable Trust income has always played a vital part in keeping the Centre going and we are very appreciative of the loyalty of those trusts that have stood by us through the good times and the bad. It is due to their generosity that the Centre is able to offer such a wide range of therapies and services. New trusts have come on board during the past year and we are very grateful for their support with a number of special projects such as our Family Counselling Service and Nutrition Workshops. A big thank-you to all of you for your commitment and kindness.

Community Fundraising

Community Fundraising has an important role to play. Not only does it bring in much needed funds to the Centre it also helps raise awareness within the local community.

This year we held a number of fundraising events such as the **Mayfair Afternoon Tea** in October, the **Fashion show** and the **Swimathon** in February and the **Easter Chari-Tea** in March.

We also ran **Paint Purley Purple** for the second year running. This was a tremendous success and managed to build on the previous year's total, raising the final total by £4,000. Tesco were a great supporter of the event, providing us with a collecting space outside the store for the whole week and running a tombola and other activities throughout the week.

In 2016-17,
our main fundraising
income came from:

Members, friends and public

£33,700

Charitable Trusts, companies
and other

£62,600

Fundraising events

£35,300

Legacies

£20,000

Greenvale Primary School

and **Cumnor House Girls** also supported the campaign by holding mufti days and raising funds for us.

An extra thank you must go out to the supporters who went over and beyond the call of duty and organised events to raise money for the Centre independently such as **Mary Wallis of My Cool Singers** who held a concert and long-term supporter **David Eaton** the organiser of the **Selsdon Half Marathon** who picked us as one of the charities to donate to. In total Community Fundraising raised **£35,300**

We send a big public
'Thank you' to everyone
whose generosity helped us
and especially to all our
Volunteers who tirelessly gave
their time, energy and
enthusiasm to make our
events such a huge success.
We continue to be grateful to
Tesco who provide our
accommodation at Purley
free of rent.





Monthly Cancer Support Groups

SECHC's support groups provide mutual support and information to patients, their families and carers affected by a specific cancer. Facilitated by knowledgeable volunteers, they offer the opportunity to share experiences in a safe, confidential environment and gain reassurance by talking to others similarly affected. Guest speakers attend the meetings to discuss a variety of issues, including the latest research and treatment options and trials. Currently we offer four cancer support groups:

Bowel Cancer Support Group

The group meets on the first Wednesday of each month, from 7.00 pm to 9.00 pm; over 60 people are on the email circulation list and around 12-15 people attend the meetings. This year there were speakers from the Royal Marsden Hospital (RMH), Basingstoke Hospital, Surrey University and Tenovus Cancer Care. Group members also attended a colorectal symposium and provided their views and experiences for many research projects.

Members benefit from the group in many ways; one member saw a particular consultant based on other members' experiences - "it changed my quality of life after just one consultation".

Breast Cancer Support Group

The group meets on the third Tuesday of each month from 6.30 pm to 8.30 pm; over 40 ladies receive the group emails and 10-15 attend meetings regularly. This year's speakers included a breast cancer scientist, a nutritionist and experts on specialist swimwear and mastectomy bras. Lymphodema Nurses from RMH attended to give guidance on how to manage lymphodema. The group lead Mina, who has gone through the cancer journey herself, says "the group makes them feel part of a family, as well as being a good place for discussion and socialising."

Ovarian Cancer Support Group

The group meets on the second Wednesday of each month, usually from 6.30 pm to 8.30 pm. The group was started by two women who had survived ovarian cancer; there are now over 20 people on the email circulation list and 12-15 people attend meetings regularly. Speakers this year spoke about nutrition and the benefits of singing in cancer care.

The group is very important to the members: "...a place to voice fears and worries that I didn't talk about to anyone else ... then you find your fears are shared and it's ... really healing to share."

Prostate Cancer Support Group

The group meets on the first Monday of each month, usually from 10.30 am to 12.30 pm, with an average of 30 attendees. This year's speakers included Nurse Practitioners, a Clinical Oncologist and Chair of the National Federation of Prostate Cancer Support Groups.

The men bring friendship, warmth, humour and empathy to each other and share unbiased views on their own experiences, trading feelings of isolation and fear for understanding and support. As one member said "here was a group of men who understood exactly how I was feeling, whose fears and anxieties were the same as mine".

We offer the opportunity to share experiences in a safe, confidential environment and gain reassurance by talking to others who are similarly affected..

Finances

The Centre relies entirely on donations, legacies, subscriptions 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 £4,400, compared with a deficit last year of £4,800. Whilst income for the current year was almost in line with the previous year, our expenditure declined this year as a result of lower staff and administration costs due to the restructuring of our fundraising headcount.

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 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% (2015/16: 75%) of our total cost is attributable to charitable activities.

The net assets held by the Centre at 31 March 2017 were £162,500 compared with £158,100 at 31 March 2016. 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 £9,500, is set aside for designated purposes as specified by the donors of these funds.

These figures are taken from the audited Financial Statements of the Company for the year ended 31 March 2017. The Annual Report and Financial Statements is available on request.

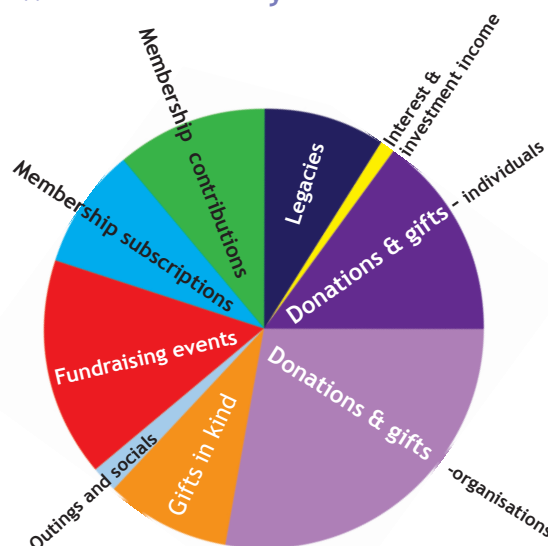
The remaining reserves of £153,000 are intended to provide a cushion against adverse future contingencies and to meet anticipated additional expenditure for actions set out in the Centre's Business Plan. The amount is well within the target range in the Centre's Reserves Policy.

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.

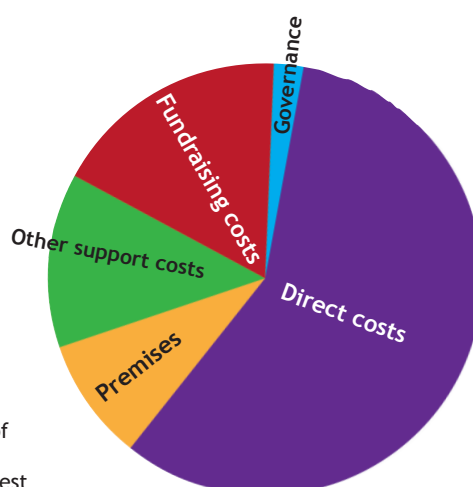
Financial performance over the year to 31 March 2017

• Total income	£226,200
• Expenditure	£221,800
• Net surplus	£4,400

Where the money has come from



How the money was spent



Our Volunteers

The Centre is very fortunate to have the commitment of over 90 volunteers without whom we could not offer our range of services; they have many different roles either regular or on an ad hoc basis.

Take, for instance, our catering team who provide lovely tasty lunches for members every Tuesday and Thursday

If you are interested in volunteering, even for just 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.

"Seeing people appreciate the lunch gives me great pleasure. The Centre feels like home and the members give each other lots of support"

Niharika Patel

"I love the camaraderie and support people are given here. It is an inspiring place"

Frances Brodie

"I started volunteering after my second bout of cancer. I really love the relationships I have made, they are wonderful people who never complain"

Marjorie Marsh

"Both my husband and mother passed away from cancer. I wanted to do something useful, so helping here in the kitchen is ideal"

Barbara Hunt

"I (Joan) had previously had skin cancer. We retired at the same time and decided to volunteer for a worthy cause, we now do the weekly shop for the Centre's lunches"

Peter & Joan Steeples



"I love mucking in and helping out and feel the Centre gives me a lot more than I give the Centre"

Anna Platel

"I look forward to Thursdays and am continually impressed by members' positive attitudes and the happy atmosphere. It is obvious the Centre has changed the lives of many people"

Joyce Milne

"I began volunteering 18 years ago and still come regularly. I enjoy helping out and catching up with everyone"

Jenny Ward

"I wanted to give something back and thoroughly enjoy my time here. I've made lovely friends and will always be grateful to the Centre for so many things"

Rose Harlow

"We enjoy preparing the lunches. It has been a pleasure to get to know the group and to feel part of the Centre"

Jo Jupp & Vera Ventham

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



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