

# Cherry Lodge

ANNUAL  
REPORT  
2008

## Mission Statement

Cherry Lodge Cancer Care exists to enhance and complement the care offered to people living with cancer, their carers, family and friends, within and around the London Borough of Barnet.

*There is no catchment area: the only criterion for accepting people to Cherry Lodge is their ability and willingness to travel to the Centre.*

The charity was established by a group of health care professionals and others with personal experience of cancer. The objective is to provide a care and support service for those on a cancer journey by providing easy access to specialist information, support, comfort and complementary therapies. The aim is to improve a person's quality of life, provide well-being and encourage a stronger resolve for self-help.

The service is designed to be person-centred, non-judgemental and available to all in need, completely free of charge.

## Trustees Annual Report

*For the period January – December 2008*

### Structure, Governance and Management

The governing document, the constitution, was adopted on 9th March 1992.

#### **Composition of Board:**

Sarah Armitage

Dr Margaret Clark (*Chairman*)

Dr Katherine Edwards

Graham Fillingham

Pat Findon (*Vice Chairman*)

Adrian Herzmark

Ruth Midgley

Colin Moor

Atul Kariya (*Hon Treasurer*)

#### **Staff Members:**

Theresa Bowman (*Head of Fundraising*)

Fiona Kiddle (*Macmillan Cancer Information Nurse Specialist*)

Kirsty Mabb (*Outreach Cancer Information Nurse*)

Tina Papasavva (*Charity Administrator*)

Sue Rose (*Home Visiting Manager*).

#### **Patrons:**

Sir Sydney Chapman

Janet Doyle

Lady Pamela Kalms OBE

Dame Helen Mirren

Aubrey Rose, CBE

Julia Somerville

Peter Tether

We regret to record the death of two of our Patrons: Ken Ford and Margaret Tether. Our condolences have been expressed to their families and their involvement in the progress of Cherry Lodge Cancer Care was greatly appreciated.

#### **Medical Patrons:**

Dr Philippa Curran

Dr Sian Davies

Dr Rob Glynne-Jones

Dr Andy Nicol

Professor Hilary Thomas

Professor Stephen West

Dr Kulsum Winship

Dr Robert Winter

Cherry Lodge Cancer Care is closely associated with the North London Cancer Network and has assisted them in an Evaluation Project concerning complementary medicine, to include professionals as well as users. Many referrals to Cherry Lodge come from Health Care professionals.

There are close links with local hospitals, General Practices and Hospices, as well as several of the teaching and specialist London Hospitals. Partnership in some fundraising activity has been established with two local hospices.

All Trustees give their time voluntarily and receive no remuneration or other benefits from the charity.

## **Objectives and Activities:**

As outlined in the Mission Statement, the provision of support and information complementing the treatment and care received from the NHS and other agencies is the major objective. Fortunately, Cherry Lodge is also able to offer support services to the carers and families of people on their cancer journeys as they have their own special needs. In planning activities for the year the Trustees kept in mind the Charity Commission's guidance on public benefit. Accordingly the major focus is to supplement and support people with cancer whenever they require this. Time is a resource which can be readily offered and because of the unpleasant nature of many cancer

treatments, the Charity has been able to improve patients' compliance in attending their hospital appointments, treatments and investigations by helping to minimise side effects, using techniques such as acupuncture, reflexology and providing emotional and psychological support.

## **Additional Details of Objectives and Activities:**

The diagnosis of cancer is often devastating and many people, frequently in positions of responsibility and authority, lose confidence in themselves which in turn has an adverse effect on their employer, work colleagues and family. Cherry Lodge offers counselling programmes involving emotional and psychological support: those receiving this service have spoken of great benefit being obtained. This is an area highlighted by the Department of Health as an important, and often unfulfilled, need. Cherry Lodge thus benefits the community by addressing this issue.

## **Volunteers:**

An enormous contribution to the smooth running of Cherry Lodge is made by volunteers who take on a variety of roles, such as reception, attending "drop-in sessions", assisting with financial monitoring, IT, statistics, home visiting and fundraising. Most of those providing complementary therapies (who are all qualified and insured) are volunteers,

though some offering long sessions are remunerated.

## **Groups:**

These provide an opportunity for people with cancer, their carers and families, to meet others in a similar position, exchanging experiences and developing a network of support within a safe environment. These groups include "drop-ins" every Tuesday mornings, concluding with a relaxation session and two evening "drop-ins" per month. The latter allow people who have returned to work, or wish to bring a partner, the opportunity to attend.

There are also various exercise classes, such as Quigong, Yoga and Pilates. Many people become depressed at being ill and seemingly unable to join in physical activities. These classes are a way of regaining not only fitness but confidence and gently preparing those attending for their journey back into ordinary life. Lots of people have subsequently participated in running events, climbing, water skiing and skydiving. It has given them great satisfaction to obtain sponsorship and raise funds for the Charity.

There are two site-specific cancer support groups facilitated by the Macmillan Cancer Nurse Information Specialist. They are for lymphoma and ovarian cancers.

The benefits outlined above confirm that the Charity serves the various needs of people with cancer, their carers and family members.

## **Fundraising**

After completing my first 12 months I can now comment on the fantastic year we have had at Cherry Lodge. Having welcomed new and successful events such as the Cherry Lodge Golf Day, the Skydive and the Race Night

(matched by Ladbrokes), the fundraising target was exceeded. The Fundraising Committee continued to work hard on the Spires Summer Fair, the Annual Ball, and the Fashion Show and of course the Christmas Market.

The 2008 Ball with an Indian theme was a great success. It was a wonderful evening which raised over £13,500. It has been decided not to have the annual Ball this year but instead to have a May Ball in 2010. The Spon-

sored Swim, London 10K and Women's Adidas 5K are all firmly set in the fundraising diary for 2009 as these were very popular indeed.

Cherry Lodge was fortunate to have been chosen as the Captains' charity of South Herts Golf Club which raised over £15,000

along with the Brookmans Park Golf Club which raised £5,000. It would be almost impossible to raise the annual running costs without the support of groups such as Rotaries, religious organisations and of course those in the community who have been touched by the work we do at

Cherry Lodge. Raising £250,000 per annum is not easy and I would like to thank everyone who organised events on our behalf. In the current economic climate, 2009 will be a challenging year but hopefully our supporters will be as generous as ever.

## Achievement and Performance

### *Summary of main achievements of the Charity during the year 2008*

**Home Visiting:** continues to assist people by providing trained volunteers, who befriend people with cancer, under the guidance and supervision of the Home Visiting Manager. Loneliness and isolation are often associated with illness and this branch of the service helps people regain confidence to, once again, play their part in the wider community.

One to one support is given to people living with cancer, in their own homes, in the following ways: accompanying people to hospital appointments; by giving a carer some respite; by providing companionship; sharing interests; talking about personal concerns and helping to regain confidence – for an average of an hour or so a week, depending on need. Support is also given by telephone.

From January to December 2008 there were 24 volunteers, 6 of whom were on leave of absence at any one time because of the intrusion of personal difficulties or ill health. Generally volunteers only support 1 person. One thousand volunteer hours were given to the service which comprises face to face visits, supervision, reviews and travel.

**Outreach cancer information nurse:** the person in post makes a huge difference in the most deprived area of the Borough of Barnet, which is home to many ethnic minorities, asylum seekers and homeless people. The bene-

fits to this section of the community have been marked, especially through encouraging the uptake of screening tests and appointments. Simple health checks, such as blood pressure measurements and dietary advice help forge links with an improved rapport amongst the more marginalised members of the local community. Improvement in lifestyle and general health result from these interventions.

The outreach work continues apace, with 636 people seen individually at the various sites during 2008. A new surgery has been taken on based in Chand House, Grange Avenue, North Finchley which is a little closer to Cherry Lodge. Stalls at the Multicultural day in May at West Hendon, and health information day in November at Sangam, Burnt Oak, took another 101 enquiries. Talks on the work of Cherry Lodge and cancer awareness have also been given at Cancer Black Care and Harrow and Wealdstone Library, several new members joined Cherry Lodge as a result. In addition to this, 192 massage sessions have been given to people at two of the Outreach venues.

### **Annual General Meeting:**

This was held on Tuesday 13th May 2008 and after the business part of the meeting a most informative talk was given by Louise Hickson from the Willow Foundation. Bob and Megs Wil-

son founded the latter in 1999 in memory of their daughter Anna who died of cancer shortly before her 32nd birthday. The Willow Foundation is a national charity dedicated to improving the quality of life of seriously ill young adults between the ages of 16 – 40, through the provision of special days, for example trips to Wimbledon, Wembley, West End shows and the chance to meet with a celebrity of their choice whenever possible.

### **Statistics for 2008:**

The number of new people visiting Cherry Lodge was 197. Prediction for 2009, based on this figure is 264. The reasons for this increase are as follows: Macmillan advertising and signposting to Cherry Lodge; St Luke's Hospice, Harrow/Peace Hospice Watford radically changing their criteria and referring people on after three months if their condition is stable; word of mouth. North London Hospice is currently closed to new home appointments and GP surgeries have been targeted by leaflet distribution and the Outreach Nurse also makes referrals to Cherry Lodge. Formal and informal contacts are made with the Macmillan Cancer Nurse Information Specialist by telephone and calling in to the Centre. This can sometimes reach double figures on a daily basis. The total number of people attending the weekly morning drop-ins and the

bi-monthly evening drop-ins was 1496. A considerable amount of time was devoted to Benefits advice: 30 booked sessions although this does not reflect the true time spent on this service as many telephone calls and assistance to members with form filling is part of the provision. This valuable service is absolutely essential in case of the self-employed who often, rapidly, get into financial difficulties.

In 2008 851 people were treated with medical acupuncture, 157 participated in the emotional and psychological programme and 55 received counselling sessions.

People are offered short sessions of complementary therapies at drop-ins, as well as booked appointments. In excess of 1,500 of these treatments were taken up.

### Services:

The range of services provided includes specialist information, an emotional and psychological support programme, counsel-

ling and physical complementary therapies, acupuncture, aromatherapy, spiritual and Reiki healing, reflexology, homoeopathy and Bach flower remedies. There is a library with a comprehensive selection of approved information leaflets on cancers and their treatments. These can be taken away. There are also books, CD's and DVD's to borrow. Hair loss as a result of chemotherapy causes distress and Cherry Lodge provides wigs, scarves and other accessories which are greatly appreciated.

### The Future:

The December 2007 Department of Health Cancer Reform Strategy stresses that the problem of long-term survival of cancer needs to be addressed. Cherry Lodge has a policy that "once a member always a member", in other words people from diagnosis through and beyond their treatment are welcome. The benefit to the rest of the community is obvious: it

is a huge boost for a newly diagnosed person to meet someone who has lived many years following their initial diagnosis and is, to all intents and purposes, leading a normal, active life. Cherry Lodge will continue to develop services, extending especially into the Community, including the provision of some complementary therapies at home for those no longer able to visit the Centre in Barnet.

### Declaration:

The Trustees declare that they have approved the Annual Report

Signed on behalf of Trustees

Name

Signature

Position

Date

These summarised Accounts may not contain sufficient information for a full understanding of the financial affairs of the charity. A full set of the audited Accounts is available from Cherry Lodge. The Accounts have been given an unqualified audit report.

Cherry Lodge is grateful to those who have provided financial support during the year.

Significant grants have been received from:



supported by



LONDON BOROUGH

Hadley Trust

The Milly Apthorp Charitable Trust

The charity is largely reliant on its own resources to generate the necessary funds.

**Auditors** Yianni Neil & Co  
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Cherry Lodge Cancer Care Ltd is a charitable company limited by guarantee.  
Registered charity number 1011629 Company registration number 2700192

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**Cherry Lodge Cancer Care**

an independent charity providing cancer information and resources to those living with cancer, their families and carers