

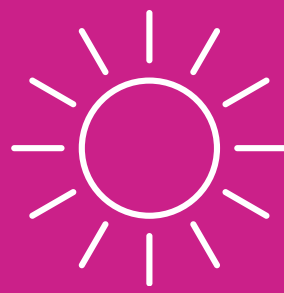
'One Act of Kindness at a Time'



 Codi Arian
CANOLFAN GANSER
VELINDRE
CANCER CENTRE
Fundraising



Welcome!



Welcome to the Summer Charity Newsletter! This newsletter will celebrate some incredible fundraising achievements, upcoming events, and news from within Velindre from April to June 2024. Summertime is usually our busiest time here at Velindre, and this year has been no exception. Over the last few months, we have launched multiple events, including the return of our beloved Castle 2 Castle run, Jiffy's 50, and even sold out another 2 overseas events for 2025!

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Thank you to Velindre Ambassador Steve Jones for sponsoring this newsletter



Meet the Team

Significant changes have been made to the charity over the last 12 months, including some new team members! Our dedicated charity team is on hand to support fundraisers and ensure the charity's continued growth.



Paul Wilkins
Charity Director



Kylie McKee
Head of Fundraising & Relationships



Omosedewa Elugboji
Finance Business Manager



Menna Mae Thomas
Charity Brand Manager



Amy Penketh
Overseas and Major Event Lead



Lanri Wilkins
Social Media Assistant



Alice Moore
Charity Operation Support Assistant



Barbara Davies
Fundraising Support Officer



Sarah Redman
Fundraising Support Officer



Lucy Bunce
Fundraising Support Officer



Lois Sullivan
Social Media Support (Work Experience)

Find out more about
our Charity Team here



Charity Highlights

Introducing our new Charity Ambassadors

We are incredibly pleased to announce that Craig Maxwell & Liam Reardon have joined us as official Charity Ambassadors. Both individuals highly deserve this title and have been invaluable in their fundraising efforts over the past year, including both completing Mount Toubkal in Morocco on our most recent Velindre overseas challenges.

Craig Maxwell

Since his diagnosis in September 2022, Craig has thrown himself into fundraising as a way of helping the next family going through cancer. So far, Craig has raised an incredible £1.49 million for Velindre, funding a range of cancer research projects to improve the cancer pathway and speed of diagnosis. This includes a very successful QuicDNA study currently being rolled across Wales that has introduced a blood test that can detect lung cancer simpler and faster, reducing the diagnosis time to 26 days. Craig's diagnosis took 78 days.

It has been a pleasure to support Craig throughout his journey.

Craig says, "Velindre continues to lead the way in supporting patients through treatment and the challenge of cancer. It is a huge honour for me to be asked to join and represent Velindre in supporting fellow patients in my role as an ambassador".

Liam Reardon

Love Island 2021 winner Liam Reardon has been working with Velindre since December 2022, when he signed up to complete the Mount Toubkal overseas trek. Since then, Liam has been an incredible supporter, participating in Cardiff Bay 10K, Wear Red 2024, and signing up for Patagonia Trek 2025. Most importantly, Liam has dedicated his time to visiting the cancer centre and putting smiles on the faces of staff and patients. His kindness and character greatly impact the charity, and we are very grateful for his efforts.

Liam says, "Working with Velindre and having the privilege of meeting some of the patients and hearing their stories inspired me to really want to make a difference. So far, it's been some of the most rewarding, humbling, and proudest moments I have ever experienced; I really am overwhelmed that I have the opportunity to become part of such a wonderful group of people."

Read all about
our Morocco
trek in the
autumn
newsletter this
coming
October!





Sean Holley is now a Velindre Patron!

Sean Holley has been a key member of Velindre Charity since 2015. Since then, Sean has completed the Patagonia Trek 2015, Peru Trek 2017, West Coast Ride 2018, and the 3 Canyons Bike Ride 2022. He has also raised vital funds through hosting dinners and lunches, supporting our Wear Red campaign, taking teams in Jiffy's Annual Velindre Golf Day, as well as organising Golf Days with his company, Great Days Golf. He has been a proud Velindre Ambassador since 2016, but in recognition of his incredible value and effort, Sean Holley has now received Patron status for the charity. Sean has many future plans to continue supporting Velindre, including leading our Key West Ride this November and our Patagonia Trek in 2026. He will also take over and expand our annual Jiffy's Velindre Golf Day.



Happy Retirement, Andrew!

After 17 years at Velindre Charity, our Head of Fundraising, Andrew Morris, will retire in November this year. Since he joined in 2007, the charity has raised a total of £50 million. Andrew has been there every step of the way and seen some incredible Velindre highlights including, organising the first overseas challenge back in 2010 which was the Captains Kilimanjaro Climb with 15 Welsh rugby captains and another 40 trekkers.

As well as leading many incredible overseas challenges and establishing the charity as a leader in this field, Andrews's key highlight has been establishing the Velindre V. With the low profile of the charity back in 2007, the design of our distinctive "V" was created and became a crucial part in raising the charity's brand awareness. The V became synonymous with Velindre, to the extent that when Velindre Cancer Centre rebranded their logo, they choose to use the V, so what began as a way to raise the profile of the Fundraising Department has now been adopted by Velindre as a whole.

"Working at Velindre since 2007 has been an absolute privilege. My family have benefited from the exceptional level of care and support that the fantastic staff provides, and I like so many others wanted to give something back. I have been fortunate enough to be able to do that as Head of Fundraising. It has enabled me to meet some incredible people whose commitment to raising funds for Velindre never ceases to amaze and inspire. I've been lucky to have spent so much time with so many inspirational people, and with many the line between fundraiser and friend has become very blurred. Being part of the Velindre Team is very, very special."

- Andrew Morris, Head of Fundraising at Velindre.






Fundraising Showcase

On the 19th of June, we welcomed some of our incredible supporters to a Velindre Fundraising Showcase to thank them for the difference they make and demonstrate the impact fundraising is having on patients, staff, and projects at Velindre Cancer Centre. It was an incredible evening filled with positivity, inspiration, and support as we joined together with the shared goal of making a difference.

We heard from our Charity President, patients, relatives, the charity director, and other wonderful members of the Velindre team as they shared their Velindre journey, new charity-funded projects, and the future of Velindre charity.



We are so grateful to every single person who supports us, and we are so excited to continue to grow, innovate, and fund possibly life-changing initiatives with the benefit of our patients at the forefront.

Here are some of the highlights from the event:

Professor Donna Mead, Chair of Velindre University NHS Trust a Thanks to you.

To open the event, Professor Donna Mead joined us to introduce the event's theme, thanks to you. By hosting this event, we wanted to show our fundraisers how grateful we are for their support and the difference they make through their fundraising and donations.

Donna said, "From the bottom of our hearts, thank you to each and every one of you for choosing to support Velindre. Every penny and minute of your time raising funds and awareness for Velindre makes a difference to cancer patients and their families."

Dr Robert Jones, Medical Oncologist at Velindre, gave an update on the FAKTION trial.

Dr Rob Jones is the Velindre lead for the FAKTION trial, which has conducted research into a new treatment for incurable breast cancer. This trial, which has been part-funded by Velindre charity, has seen astonishing results showing some patients could expect to live almost twice as long compared to those who receive standard treatment. 140 patients across 19 hospitals took part in this Velindre-led trial, and 55% of women on the trial can now expect to live for an estimated 39 months after being treated with the new drug, compared with 20 months for those who received the placebo. The continued development and rollout of this research could affect millions of people worldwide and give patients more time with their loved ones.



Hannah Russon, Lead School of Oncology Project. The launch of the Oncology Academy.

Hannah Russon and the team behind the Oncology Academy joined us at the showcase to introduce this brand-new charity-funded project at Velindre. The Velindre Oncology Academy is the first-ever cancer academy in Wales. This ground-breaking academy is dedicated to transforming cancer care through education. The academy delivers skills training to staff across Wales to advance our workforce and create better outcomes for patients.

Follow @velindreoncologyacademy on Instagram, LinkedIn, and X to stay up-to-date with the academy's journey and services.

Paul Wilkins, Charity Director. The Future of the Charity.

The event was closed by our Charity Director, Paul Wilkins, who wanted to share our future plans for Velindre Charity. Fundraising has been difficult due to the cost-of-living crisis, increased demand for our services, and continual changes within the charity sector. But despite this, our last financial year was a record-breaking year for us, and the charity raised £6.3 million. This is a true credit to our dedicated fundraisers and their commitment to Velindre.

With 1 in 2 of us getting cancer in our lifetime, the charity's services are needed now more than ever. Our mission is to continue growing and improving to invest in your future. For our patients, us, our families, and our friends, the better we do, the better they do.

We believe the key to continuing the charity's growth is increasing the number of regular donors. Small amounts make a huge difference, and having a consistent income allows us to commit to funding more possible life-changing projects within the cancer centre and significantly grow our offering to our patients.

If only 5% of people who support good causes in South-East Wales gave £5 a month to Velindre, this would increase the charity's annual income by over £2.4 million!

Because of you...we will grow our charity together.

Fundraising Heroes

At Velindre, we are incredibly fortunate to have so many dedicated fundraisers who have supported us for many years. To recognise their remarkable efforts, we are highlighting key fundraisers who have recently surpassed the £100k milestone.

Bev Parry & The Velindre Crafters

In 2020, our extraordinary Charity Ambassador, Bev Parry, founded Velindre Crafters, bringing together a talented community of crafters who would support Velindre through their creative skills. Fast-forward to June 2024, and this incredible group has raised over £100,000 for the charity!



Neil & Janet Ballard

Neil and Janet have been incredible Ambassadors of Velindre since 2010. They have fundraised by hosting an annual Velindre Ball and participating in some overseas events. In June this year, Neil arranged a special retirement surprise to honour Jan and hosted a ball that pushed them over the incredible £200k mark for Velindre! This was the target they set to reach when they hosted their first ball in 2010, and it's an honourable achievement for them both.



Julian & Esther

Julian and Esther have been an unstoppable fundraising force for the last 15 years! Between them, they have completed 8 overseas trips, hosted their annual Christmas Cracker Lunch, and done so much more, smashing over £150k in fundraising!





Mark & Lucy Hazell

Our Ambassador, Mark Hazell, and his wife, Lucy, are powerhouse fundraisers for Velindre, having raised over £180k to date! They host events, participate in our overseas activities, and are genuinely dedicated to making a difference.

Wayne Phillips

Since 2018, Wayne has been a steadfast supporter of Velindre, making a significant impact on the charity's children's services. As well as match funding our 'Mile a Day in May' event, his contributions are not just financial but also deeply personal. He is a big supporter of Jiffy's Golf Day, Wear Red campaigns, and hosting events like Wales Week in London, raising over £100k. Wayne generously provides all the Lomu Lion teddies for patients' families, offering comfort and support during challenging times.



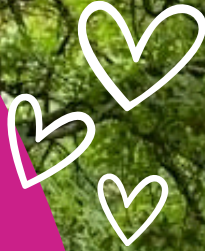
To find out more about our Children's Resources, scan the QR code!



Julian Kelly

Julian Kelly is another inspiring charity Ambassador. Over the years, Julian has provided exceptional support for the charity and has been a returning participant for many of our overseas bike ride challenges. He has also hosted and sponsored multiple golf days in aid of Velindre and encouraged his workplace, NFU Mutual, to fundraise and participate in our annual Wear Red campaign. Congratulations, Julian, on hitting £100k!

Finding Purpose Amidst Adversity: A Journey with Velindre Charity



Vinod & Avyakta Ramachandran

"Life teaches its greatest lessons and reveals our true purpose when we face the extreme."

My name is Vinod Ramachandran, and for the past three years, I have had the privilege of serving as an ambassador for Velindre charity. My daughter, Avyakta, has also embraced this mission, becoming a young ambassador for the charity. Together, we have supported numerous fundraising events and embarked on our own challenges, raising around £7,000 for Velindre. While this may seem like a modest amount in the grand scheme of things, we find profound satisfaction in knowing that our efforts bring some comfort and relief to those navigating the arduous journey of cancer.

Our involvement with Velindre is deeply personal. The charity's mission became a beacon of hope for us during one of the most challenging periods of our lives. In November 2019, my wife was diagnosed with cancer. Until then, I had no knowledge of Velindre Cancer Centre or the remarkable treatment and support it provides to countless individuals in Wales. My wife's battle with cancer ended in August 2020, after spending her final four months under the compassionate care of Velindre. I vividly remember December 9, 2019, the day I took my wife for her first treatment at Velindre. The emotional weight of that day was overwhelming. I felt vulnerable and unprepared, struggling to understand the new realities of radiotherapy and the challenge of explaining to our three-year-old daughter the difficult journey her mother was embarking on.

"Velindre's staff transformed our experience."

Their unwavering support brought stability to our chaotic lives. They treated my wife with respect and care, ensuring she maintained her sense of independence, despite her immobility. Velindre became a sanctuary for us, a place where we felt understood and supported.

Velindre is a blessing in disguise for families like ours, whose lives are turned upside down by cancer. The strength of Velindre lies in its people, and I am forever grateful to the entire team-the nurses, doctors, healthcare staff, fundraising team, catering staff, porters, cleaning staff, complementary therapists, psychology team, and volunteers. Each member is a hero, bringing hope and comfort to every patient and family who walks through the doors.

The positive environment at Velindre is crucial for those undergoing treatment. The centre offers numerous services that help patients and their families create lasting, cherished memories:

1. Family Room: Funded and maintained by Velindre charity, this space allows patients with young families to spend quality time together, creating precious memories.
2. Children's Materials: Also funded by the charity, these resources help families explain the situation to young children, providing comfort and understanding through worry monsters, books, lion toys, and more.
3. Patients' Garden: Maintained by dedicated volunteers, this garden offers a peaceful retreat where patients can connect with nature and find solace.

In addition to research, the funds raised by Velindre are dedicated to these invaluable causes. Avyakta and I are committed to promoting and volunteering for these initiatives, striving to provide comfort during uncertain times. Our mission gives us purpose and fulfilment, knowing we are contributing to a community that supported us when we needed it most.

We don't need magic to change someone's life; the power lies within us. By recognising and harnessing this power, we can make a tangible difference. Together, we can continue to bring hope and comfort to those who need it most. My journey with Velindre has taught me that even in the face of extreme adversity, we can find purpose and meaning. And through this purpose, we can change the world, one act of kindness at a time.



The difference you make...



Gwirfoddolwyr Felindre
Velindre Volunteers



Velindre Volunteer Programme returns to Velindre Cancer Centre!

It has been almost four years since Velindre Cancer Centre last hosted volunteers within our services after pausing our programme due to the COVID-19 Pandemic. During that time, the support, energy, and love from our volunteers has been truly missed by all. Volunteers were such an integral part of the warm hug Velindre gave patients and their families; they also provided vital support for our staff teams, helping to ensure our services ran as smoothly as possible. This is why we are unbelievably proud to announce that the Velindre Volunteer programme is back!

The charity has funded the relaunch of the Volunteer programme, which wouldn't be possible without your donations. After undergoing a full makeover and refresh, the programme has returned with our first 30 volunteers, who donate their time weekly at the Cancer Centre. Since June 2024, this community of kind-hearted people has already made such an important impact on the experience of everyone at Velindre.

Here is an example of how some of our roles improve our patient's experience:

Meet and Greet Volunteers	First Floor Befrienders	Patient Experience Support Volunteers
Our meet-and-greet volunteers welcome our patients and families to Velindre with a warm smile and support them in navigating their way to their appointments. Knowing that someone is immediately there can help alleviate stress, worry, and anxiety for patients and family members, making them feel safe.	We are currently piloting a befriending programme for our inpatients on the first-floor ward in partnership with our Psychology team. These roles are specifically designed to help us tackle loneliness and provide a listening ear for patients who need company and a friend. For some who may not have a support network at home or may not feel comfortable talking openly to their loved ones, these roles offer a chance to offload and connect confidentially.	These volunteers play a key role in supporting patients, and family members share feedback with the hospital. They engage with patients to ask how we can improve our services with a focus on making patients feel as comfortable as possible during their time with us. Velindre is dedicated to listening and improving based on the views of those within our services. In turn, our volunteers help us improve quicker and in line with what our patients and families need.

Would you like to be a Velindre Volunteer?

We are currently recruiting a further 30 volunteers to join our services from September 2024. To become a core volunteer within our services, we do ask that you try to commit to a few hours each week/fortnight if possible.

If you are passionate about helping others and looking to make a difference to the experience of our staff and patients, we would love to hear from you!

COMPLETE AN
APPLICATION FORM
HERE:



“If you want to give back something in life or you want to help people, I think volunteering is the answer.”
Senga, a Velindre Volunteer

Diolch Velindre Walk

To celebrate some of our incredible fundraisers, in this section of the newsletter, we highlight achievements and thank our supporters for their contribution to the charity. This quarter, we are shining a light on the team at Golley Slaters, Cardiff, who took on the epic challenge of walking 30 miles to raise vital funds for Velindre and say thank you for the services we offer here at the cancer centre. The cause is close to the hearts of many employees at the Cardiff-based marketing firm, including Gwen Davies, whose mum, received a terminal brain tumour diagnosis in January this year and is currently being treated at Velindre. She said: "After an unexpected diagnosis earlier this year, my mum has been receiving incredible treatment at Velindre. We're so grateful for the support the charity has offered the family – but it's her incredible strength and determination on her cancer journey that motivated me to set up this challenge. "Mum received a terminal diagnosis which was hard for us as a family to come to terms with. But this means her cancer may not go away; there is lots of research going on at the moment and so many different medicines - that's one of the reasons we are raising this money for Velindre Cancer Centre, to enable them to offer more treatment and research into cancers like hers.

"There are a couple of my colleagues at Golleys who are going through the same thing. Cancer affects so many people – 50% of us are going to get cancer in our lifetime, so it's important we rally together to raise awareness and money for incredible organisations like Velindre."

Ianto Philips, the Welsh language lead at Golley Slater, also has a personal connection to Velindre as his mum also received treatment here. He said: "We're blown away by the support we've received from our colleagues at Golleys who have come together to grab the challenge by the horns. Not only this, but our friends, family and anyone who has sponsored and supported us leading up to the challenge."

On Friday, 14th of June, the #DiolchVelindre challenge was undertaken by a crew of 40 from Golley Slater who walked the epic 30 miles from Tredegar, the birthplace of Aneurin Bevan, to Velindre Cancer Centre in Cardiff - a total of 14 hours walking! This incredible team completed their challenge and has so far raised a huge £18,000 for Velindre Charity.

Not only has the team supported the charity by raising this money, but they have worked tirelessly to promote this challenge and raise awareness for Velindre. In the lead-up to the event, the team spread the word far and wide and were even interviewed on S4C.



Diolch yn fawr
Golley Slater!



To find out more, scan the QR code!

Upcoming Events



Castle 2 Castle

15 September 2024.

This 11-mile fun run between two of South Wales's most iconic castles - Caerphilly Castle to Cardiff Castle - has become one of South Wales' much-loved running events. Still, this year, we're going bigger and better to celebrate this milestone event, and we have some exciting plans you won't want to miss!



Wear Red 2025

SAVE THE DATE: 31st January 2025

Wear Red for Wales and Velindre is an annual campaign here at the charity, where we invite you to wear red and donate £1. For 2025, we want more of you than ever to get involved and show your support, help us spread the word, and get all of Wales to #WearRed on January 31st.



Overseas Events

Velindre's overseas events are a place for you to have once-in-a-lifetime experiences, meet incredible people, and see the world, all while raising vital funds for Velindre. Our 2026 overseas events will be revealed very soon! Sign up to our mailing list and be the first to know when registrations open.





DONATE
HERE

More Ways to Get Involved

Here at Velindre Charity, we are proud to fund a wide range of roles, resources, and services at Velindre Cancer Centre and beyond with the goal of making a difference to cancer patients and their families in Wales. Your donations allow us to go above and beyond for patients at Velindre, providing value added services outside of NHS reach, this includes complementary therapies, counselling and children's services. Without your support, we wouldn't be able to fund all of these incredible offerings that truly help patients and families throughout their cancer journey.

Donate

There are multiple ways to donate and make a difference today.



Make a donation online via
our website
www.velindrefundraising.com



Send a cheque made payable
to 'Velindre Fundraising' and
post to Velindre Fundraising,
Velindre Cancer Centre, CF14
2TL. Please include your
contact details, address and
reason for your donation.



Call our fundraising team on:
02920 316211 and make a
donation over the phone. Our
team will be available
Monday – Friday 9am – 4pm.



BACS: To make a Bank
Transfer please contact us to
request our bank details and
unique reference code for
your transaction.
02920 316211
info@velindrefundraising.com



Pay by cash, card or cheque
at the charity office. Our offices
are open Monday – Friday
9am to 4pm and a member
of our fundraising team will
be on hand to receive your
donation.



Find out more here:
www.velindrefundraising.com
[/donate](#) or contact our
fundraising team via:
Phone: 02920 316211.
Email:
info@velindrefundraising.com

Join #TeamVelindre

Would you like to do something in aid of Velindre in 2024? From running a marathon, cycling, swimming or hosting a bake sale, however you want to fundraise sign up to be part of #TeamVelindre and let us know what you have planned! By signing up you will receive dedicated support from our fundraising team.

Sign up to fundraise via our website today!
www.velindrefundraising.com/events



Shop



Would you like to purchase some Velindre Charity branded merchandise?

100% of profits come directly to the charity.

Shop via www.velindrefundraising.com/shop or scan the QR code.

Share your Story

If you can't donate but have an experience with Velindre then you can still give back by sharing your story with us. If you're a patient, relative, member of staff or supporter by sharing your story not only helps patients and families feel less alone during their time at Velindre but also hugely encourages more donations to the charity.

Send us your story by emailing fundraising.stories@wales.nhs.uk



Regular Giving

By becoming a regular donor at Velindre you play a vital role in providing the Charity with long-term security, enabling us to develop consistent and sustainable services that provide possibly life-changing results for cancer patients and their families.

Regular Giving donations are used to fund things over and above those provided by the NHS. It allows us to ensure best possible care to patients and the ability to provide value added services such as complimentary therapies, specialist nurses, clinical trials and children's resources.

1 in 2 people in Wales will be diagnosed with cancer within their lifetime. Now more than ever we need you to help us shape the future of cancer patients and their families in Wales.

You don't need to run a marathon to support Velindre Charity, it can be as simple as giving a small donation every month. On average a cup of coffee-shop coffee in the UK costs over £3. Imagine the impact you could have by donating this amount to Velindre via monthly donation. This would mean a donation of £36 a year which will fully-fund one of our memory boxes that help children keep memories of their loved ones safe.



"We all fear the word Cancer and what it means. Whether it be as a patient or a family member. But if we all work together, we can make a difference to a family or person going through a very traumatic time whether it be at diagnosis or during treatment." - Daughter of a Velindre patient.



Set up Regular Giving today!

To set up regular giving and become a monthly donor please contact the fundraising team and complete your sign up form.

Phone: 02920316211.

Email: info@velindrefundraising.com

Legacy Donations



“

When you discover you have cancer, your priorities change and one of the big things for me was knowing that you need to leave a legacy. A legacy that's important to your family, for your friends and something you can be proud of. Through my diagnosis I have come to realise there are very few things in life that are actually important, and legacy is one of them.

– Craig Maxwell, Velindre patient.

”

Leave a Gift in your Will

Many people choose to leave a gift in their will as a way of saying 'Thank You' for the care they or a loved one received from Velindre but also to provide vital support for other patients and families to benefit from. By leaving a gift in your will, you allow Velindre to plan for future projects and developments with confidence and deliver long term services on a bigger scale.

There are different types of 'gifts' you can leave in your will ranging from money to estate or even belongings. If when completing your will, you can spare a thought for Velindre, we would be eternally grateful to you.

To leave a gift in your will all you need to do is provide our Charity name (Velindre University NHS Trust) and our charity number (1052501) when meeting with your solicitor and they will complete your bequest.

Donating in Memory

Donating in someone's memory is a special and meaningful way of remembering a loved one and creating a lasting legacy. To donate in memory please make a donation and note the reason for donating or create a Tribute Fund fundraising page via JustGiving and continue collecting in-memory donations.

Funeral Collections

If you are considering accepting donations at a funeral in lieu of flowers, we can help provide physical donation envelopes for cash or help create a QR code for your online tribute fund page. A QR code can be added to obituaries to allow friends and family to access the page with ease.

If you would like to discuss your funeral collection with our team, we can help identify the best option for you and your family.



Codi Arian
CANOLFAN GANSER
VELINDRE
CANCER CENTRE
Fundraising

Help us make a difference!

Join the incredible #TeamVelindre and start fundraising today.



Contact us:



info@velindrefundraising.com



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