

## Penny Brohn UK & MJ Recovery Ltd

### Bringing improved health and enrichment to every person affected by cancer

The need that we serve is present and growing. Millions of people are already living with cancer in the UK and the number is rising every year. The challenge many people face is not dying, but living well. We are passionate about helping people to do more than just survive but to live as fully as possible for as long as possible

We would like to thank MJ Recovery Ltd for your belief in, and support of our holistic approach to helping people live well with the impact of cancer. Your support is transformational in enabling us to keep pace with the increasing demand for our services. We are extremely thankful for such a significant contribution, without which we simply would not be able to help so many.

A cancer diagnosis changes lives forever, not just for the individual, but for people close to them. Currently, as many as 1 in 2 people are affected by cancer in some way. For the many living with cancer, we bring hope, meaning, fulfilment and improved health to their lives. We will not allow cancer to stand in the way of making every life as good as it can be.

Our clients are at the heart of all we do. Our vision is to bring improved health and enrichment to every person affected by cancer. We will continue to live our values as we seek to help more and more people live as well as they can with the impact of cancer. We are passionate that our **Bristol Whole Life Approach** is the best way to help people and feedback assures us that we are on the right track.

### Key highlights from 2017

- 2016/17 has been a very positive year for the charity and Penny Brohn UK have been able to support **15,000** people affected by cancer, more than in any previous year.
- Both the national centre and national services have achieved high levels of client satisfaction, at **94%** across all services for the year.
- Building on our internationally recognised Living Well service evaluation, the key statistics from our latest 12 month follow on report show **90%** of clients said that 'yes', the course had enabled them to self-manage their health.
- We are also delighted to have built on our existing services and **expanded our Pathway of Care** this year; our **Pre-Treatment Support Clinic**, for all new patients starting treatment in Bristol, currently at 1,200 patients annually, held at Bristol Haematology and Oncology Centre (BHOC). Held at BHOC, this Pre-Treatment Support Clinic acts as the first step on the 'Pathway of Care' for cancer patients. The clinic supports men and women who are about to have chemotherapy or radiotherapy, in one comprehensive session as a standard part of every cancer patient's treatment plan at the BHOC. We are also in the process of implementing **End of Life and Bereavement Services** to offer further support to those with a terminal diagnosis and their supporters in the final stages of cancer, and beyond.
- Earlier this year we held our seventh **Living Well Conference** at our National Centre, which explored the legacy of the Realising the Value programme and the challenges faced by NHS England today. Our keynote speakers were Ian Benson, Head of Person Centred Care & Self Care for NHS England, and Dr Alf Colxclins who is a doctor, commissioner, researcher and national policy advisor for NHS England. The event was a huge success, tackling key sector issues and attended by a number of clinicians, our supporters, and leaders in integrative medicine.

#### Rich has faced cancer six times. Penny Brohn helped reignite his belief in himself and his ability to live well with the disease...

Cancer has knocked me for 6 – 6 times. I was diagnosed in the ear, neck, lung and three times in the brain. I lost hope, I started to stop believing in myself, so the biggest thing Penny Brohn UK did was to reignite my belief in myself and that cancer was something I could deal with. After this, others, especially my wonderful family started to believe in me. Penny Brohn has become an essential ally in my mission to show cancer who is boss."





## Jaguar Land Rover Charity Ball 2017 – in memory of Jacqui Evans

*“Jacqui was a vibrant woman who fully embraced the concept of Living Well with cancer. I met her on an Approach course and could immediately see how much loving support she managed to give to, and receive from, friends, family and work colleagues. Jacqui was also a master at appreciating the small things in life. I remember her telling me how much she enjoyed the beautiful view from her bedroom, and the pleasure of cooking good tasty food from colourful fresh ingredients. She embodied the notion of “resilience” that we talk about so much at Penny Brohn - the ability to find the most creative and constructive response to any challenge....If there were such a thing as a Penny Brohn Poster Girl, Jacqui would definitely have been one of them!”*

**Catherine Zollman – Medical Director**

Following the success of 2016 we were thrilled to see the relationship between Jaguar Land Rover and Penny Brohn continue to blossom – a partnership that has gone from strength to strength. From the moment the charity team stepped forward to organise this year’s event we knew it was going to be bigger and better but it was down to your commitment and energy that saw the charity ball 2017 break all previous Penny Brohn partnership event records - and we are proud to state that it has been the most successful charity event since we opened our doors 36 years ago, raising a jaw-dropping **£37,875.00**

The ongoing support has given us increased opportunity to promote our services to more and more people at our National Centre and in the regions. On behalf of everyone at Penny Brohn UK please accept my sincere thanks for your exceptional support. Thank you...

### How has your support made a difference to Penny Brohn UK?

Included in the total raised from the ball is your very kind donation of £5,400 which has paid for a day at our National Centre, Jacqui’s birthday.

**Pay for a Day:** Every day is different at Penny Brohn UK but every day we see clients who are trying to cope with the impact of cancer. It could be the day someone comes to stay at our National Centre for the first time feeling frightened and finding a calm oasis of support and reassurance. It may be the day that a loved one is able to open up about their fears about the future and realise they are not alone; or the day that someone gets the emotional support they need to face another treatment. The day you choose will be a unique day – 24 hours that could make all the difference to someone with cancer.

### With the support of MJ Recovery Ltd

Your support, has been incredibly important to Penny Brohn UK. As well as the obvious financial support contributing to the costs of delivering our services, your donations have also been key in terms of increasing recognition, unlocking other funding and supporting our goal of bringing health and enrichment to individuals affected by cancer.

Together we are making a real difference to the lives of the thousands of men and women in our care. People like Rich, for whom your support is so precious and powerful.

**On behalf of the Trustees, staff and, most importantly, the clients of Penny Brohn UK, thank you to for your generous support.**



**Thank you for supporting  
Penny Brohn UK**