

# The ANCHORED together appeal

*Delivering the Difference*  
for The ANCHOR Centre opening in 2023

Friends of  
**ANCHOR**  
friendsofanchor.org



# Message from the Chairman



“It is a great time to be a supporter of Friends of ANCHOR. The ANCHOR Centre has been a long-awaited ambition for the Foresterhill site for a very long time, and now we are only a couple of short years away from the Centre opening its doors.

To think we have the sheer privilege of helping make this a reality for the staff and patients is something to be incredibly excited about.

What a legacy to be part of, as we stand ANCHORED Together to bring the very best for all the patients who will use the Centre. And, of course, for the staff within the ANCHOR wards and clinics, who work tirelessly to deliver exceptional care and treatment. Soon, they will have the state-of-the-art facilities required to match that level of excellence and put Aberdeen on the map as one of the top facilities in the UK for cancer and haematology treatment and care.

I hope you will feel encouraged and inspired as you read the pages that follow, as we share with you all about The ANCHOR Centre and how your support for Friends of ANCHOR will help *Deliver the Difference* to bring the best possible care, treatment and support for North-east cancer and haematology patients.”

**James S Milne CBE**  
Chairman, Friends of ANCHOR  
May 2021



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To know everything is under one roof in a reassuring setting will make such a difference to the rollercoaster of emotions that patients experience. Something as simple as having a dedicated, accessible and welcoming entrance will make for a much gentler introduction to the clinical setting for people who feel anxious about attending for a consultation or a diagnostic test. There's no doubt that the friendly faces of the Friends of ANCHOR team make a world of difference to how patients experience their clinic visits, making us feel at ease and taking care of our immediate needs and comfort beyond what the wonderful NHS nursing and clinical teams have time for. The plans to expand that offering in the new building, achieving a holistic approach to patient care, is just brilliant. As a life-long haematology patient, I think I might look forward to my clinic visits in 2023!

**Freia Henery**  
ANCHOR Unit patient

# The ANCHORED together appeal

## ANCHORED together ...with NHS Grampian

Friends of ANCHOR continues its two decade-long partnership to provide the all-important extras for patients when the new Centre opens.

## ANCHORED together ...for patients

The purpose-built facility will, for the first time, bring oncology and haematology day patients, including those with a full range of non-malignant blood disorders, together in the same treatment space.

## ANCHORED together ...under one roof

No longer will patients have to walk the length of the hospital to make all their necessary visits. All the ANCHOR outpatient services, as well as the pharmacy dispensary, will be housed within The Centre.

## ANCHORED together ...with you

We can only *Deliver the Difference* with your help and support. We look forward to having you on board for the journey.



*Delivering the Difference*  
for The ANCHOR Centre opening in 2023

## *Every penny counts*

Uniquely, Friends of ANCHOR's operating costs are fully covered by its key sponsor, Balmoral Group, as they have been since the charity was founded in 1997. This allows us to give you the wholehearted assurance that 100% of your donation will go directly to the ANCHORED Together appeal.

For example, if you donate £50, the whole £50 will go towards the campaign. If you donate £1,000, the full £1,000 will go to The ANCHOR Centre.

تأسيساً على  
Founding supporter  
**BALMORAL**

# ANCHORED together ...Friends of ANCHOR

Formed in the same year as the ANCHOR Unit, Friends of ANCHOR has delivered direct support to the patients and staff since 1997.

Run by a small team and stewarded by a committee comprised of senior representatives from the ANCHOR wards and clinics, and the business community, the charity's founding aim was, and remains to this day, to provide the best possible treatment, care and support to patients. In the last three years alone, Friends of ANCHOR has funded more than £4m of support.

## *Person-centred wellbeing*

- ✓ Our person-centred support includes specialised massage therapies, hair loss support and wig styling, a nail service, mindfulness programme, podiatry, physiotherapy and relaxing time out services – and we provide a vast array of wellbeing provisions.

## *Medical equipment*

- ✓ Investing in leading technologies and equipment, over and above NHS core budget, to ensure Aberdeen as a leading hospital for cancer and haematology care.

## *Pioneering research*

- ✓ We partner with the University of Aberdeen to lay the foundation stones for earlier diagnosis and optimised treatment, by investing in early pilot research for haematology and oncology illnesses.

## *Clinical excellence*

- ✓ We drive forward clinical excellence with our staff development programmes and scholarships.

As a local charity which relies entirely on donations to continue its work, Friends of ANCHOR is indebted to fundraisers who make this support possible.



*Seeing this exciting build get underway truly is a great step forward. From an NHS perspective, we're looking forward to being able to welcome patients requiring our service into "their" new facility.*

*Being in the privileged position that I am, being able to represent both NHS Grampian and Friends of ANCHOR, I give thanks to the fundraising and donations received that will make a significant impact for patients.*

### **Caty Smith**

*Interim Nurse Manager, Haematology & Oncology  
Friends of ANCHOR committee member*

# The ANCHOR Centre

The Scottish Government is investing £43m to create this new Centre for North-east cancer and haematology care.

The first of its kind in Scotland, the outpatient facility will bring together oncology and haematology patients, including those with non-malignant blood disorders. It will be a new build, co-located alongside the radiotherapy suite, which opened in 2013 as part of phase one of The ANCHOR Centre project.

The Centre will continue to treat patients from throughout the Grampian region and the North of Scotland, including Orkney and Shetland, serving a population of more than half a million people.

In order to *Deliver the Difference* within the clinical setting, Friends of ANCHOR has committed to raise £2m for The ANCHOR (Aberdeen and North Centre for Haematology, Oncology and Radiotherapy) Centre. We can only do this with YOUR help, to bring over and above what the NHS alone can provide.

The ANCHOR Centre will open in 2023, to be used by this generation, and generations to come.

- ✓ 65,000 patients a year
- ✓ 250 patients every day

The Centre will operate from 8am to 6.30pm, Monday to Friday.



*For almost 25 years, patients from across the North-east of Scotland have benefitted from the passionate commitment of Friends of ANCHOR and I am delighted that this will continue as we look forward to opening the doors on our new ANCHOR development. The Covid pandemic impacted the progress of the building project, as well as related fundraising, and has made the journey for our patients even more challenging. However, I am sure the generosity of all those who will support the ANCHORED Together appeal will make a positive difference providing the 'additional extras' beyond the core NHS provision. These finishing touches and additional services will ensure this is a Centre to be proud of for the ANCHOR staff and for the patients and their loved ones.*

**Professor Lynda Lynch**  
Chair, NHS Grampian



## *Key areas*

- ✓ Oncology day and outpatients (including chemotherapy)
- ✓ Haematology day and outpatients
- ✓ Radiotherapy suite
- ✓ Patient wellbeing areas
- ✓ Aseptic pharmacy
- ✓ Research, teaching and training

## *Access benefits*

- ✓ Centre will have its own separate entrance door
- ✓ Designated drop-off point for patient transport
- ✓ Six disabled spaces directly outside the entrance
- ✓ Bus stop conveniently located by the entrance for transport to and from the Lady Wood Car Park

## *Support services*

- ✓ Designated complementary therapy room for Friends of ANCHOR's wellbeing services including massage, podiatry and hair and wig styling
- ✓ An information hub, hosted by Friends of ANCHOR's support team, providing relevant information and support
- ✓ Dedicated bus service to and from CLAN Haven will run from the bus stop immediately outside The ANCHOR Centre
- ✓ A Teenagers and Young Adults Lounge will provide space and specialist support for this specific age group
- ✓ Thanks to the Centre's well-considered location, the front door of the Maggie's Centre is a convenient five minute walk away



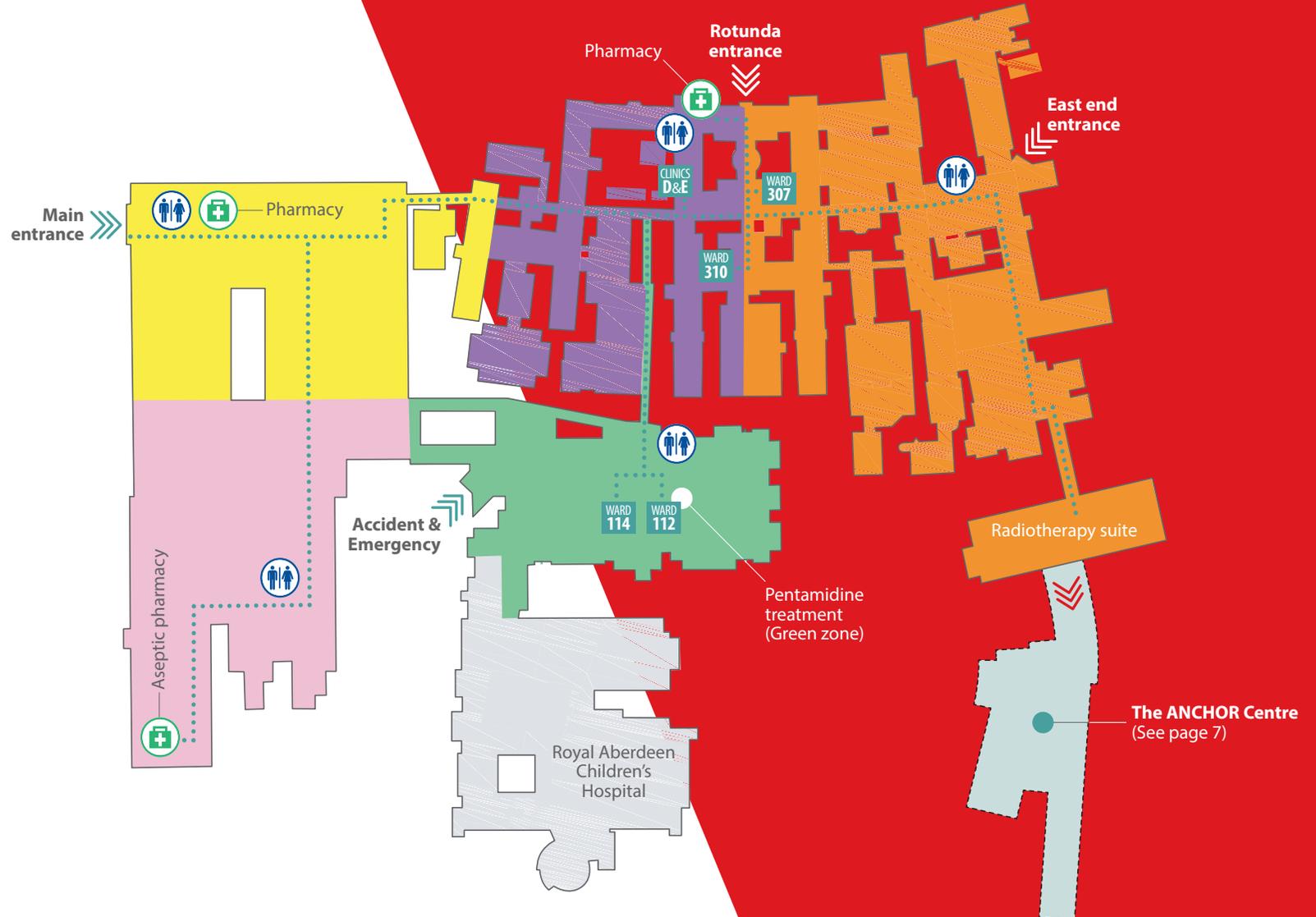
# The ANCHOR Unit

*...as it currently exists*

The ANCHOR Unit - as it currently exists - is made up of:

- Two inpatient wards
- Two outpatient wards
- Two day patient clinics
- The radiotherapy suite

These are spread across four floors and three colour zones at Aberdeen Royal Infirmary.



# ANCHORED together ...under one roof

When the new facility opens, the ANCHOR Unit will consist of The ANCHOR Centre and two inpatient wards – Wards 112 and 114 at Aberdeen Royal Infirmary.

Given the acute medical needs of many inpatients, the ANCHOR inpatient wards will remain on the 7th floor in the Matthew Hay Building (Emergency Care Centre) in close proximity to the high dependency and acute medical services, and radiology.

The new 5,500m<sup>2</sup> ANCHOR Centre occupies three floors:

#### Lower Ground Floor

Aseptic pharmacy, including an interview room, clinical trials and facilities management accommodation.

#### Ground Floor

Arrival, waiting and coffee areas, Teenagers and Young Adults Lounge, research suite, teaching and training suite, consulting suite (with 20 consulting rooms, a blood test room, a quiet room and an interview room) and access to the radiotherapy suite.

#### First Floor

Treatment suite (with 28 treatment chairs, a consulting room, two procedure rooms, two treatment rooms and an interview room), Friends of ANCHOR complementary therapy room, offices and staff access to the radiotherapy suite.



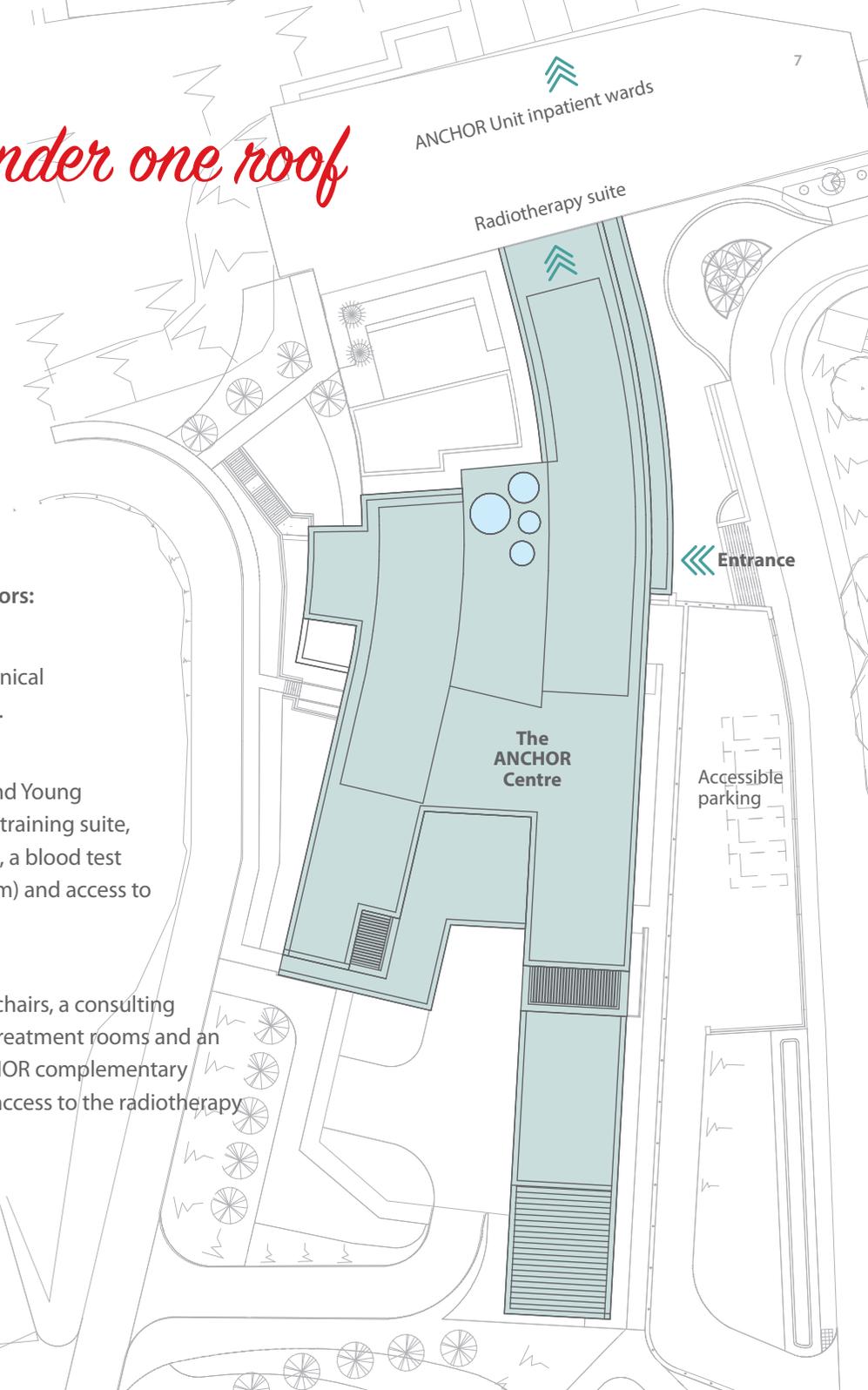
*What excites me about The ANCHOR Centre is having all the outpatient services in one location.*

*Currently pharmacy is located in another part of the hospital and sometimes that can have a knock-on effect with delayed starting time for treatment. Having the pharmacy located within The ANCHOR Centre will reduce waiting times to start treatment and will make it easier to collect prescriptions.*

*The new Centre will allow us to reorganise the outpatient services and strive to be even more patient-focused and flexible to patient needs, allowing us to deliver even better care.*

**Millie Galvin**

Pharmacy Team Leader – Cancer



# ANCHORED together ...enhancing the atmosphere

The ANCHOR Centre will see many emotions and levels of vulnerability from patients walking through its doors as they visit for investigation, consultation and treatment.

Consultant appointments can feel daunting. Treatment days can be long. For many patients, there will undoubtedly be feelings of anxiety or fear related to their diagnosis, treatment and unexpected hurdles to be faced along the way.

Yet, with your help, in the midst of this difficult reality, we can make the Centre an environment that is as welcoming, reassuring and comfortable as possible.

The NHS Grampian team, influenced by wide consultation with key stakeholders, has been busy designing a clinical facility that feels spacious, welcoming and attractive, with outdoor terraces and landscaping greeting you at drop-off, to a bright, open arrival in the atrium area, comfortable waiting rooms and treatment spaces with dedicated quiet rooms for private reflection.

*Delivering the Difference*, over and above the core NHSG project spend, will include:

- ✓ Enhanced interior design
- ✓ Upgrades to the flooring, wall finishes and lighting
- ✓ Furnishings such as comfortable lounge seating for the arrival foyer and waiting areas
- ✓ Investment in beautiful art and bespoke commissions
- ✓ Exotic planting, tranquil landscaping and outdoor seating to bring a sense of calm to external areas

Through the **ANCHORED Together appeal** we hope to *Deliver the Difference* to bring a healing environment that will make visiting The ANCHOR Centre as reassuring and positive an experience as possible.



*We understand consultations or treatments can be frightening for those making their first visit. For some, the side effects of treatment can make hospitals a daunting place to come time and time again for treatment.*

*There is a lot of evidence to support that a therapeutic environment can make a notable impact on a patient's journey.*

*Alongside the creation of new courtyards and terraces, the design will optimise natural light, while powerful artwork commissions and colour palettes will create a unique and welcoming environment for patients."*

**Carolyn Annand**  
Project Nurse Lead, ANCHOR Centre

## *The creative story*

The use of art in the creation of a healing environment is well recognised and, when used effectively, can have a powerful effect. A series of artworks will be commissioned, with the support of Grampian Hospital Arts Trust, to realise the overall vision that ambitiously enhances both the working environment and the experience for the patients and visitors using The Centre.

The art strategy will be uniquely designed to form meeting, break-out and distraction points as well as the creation of non-written wayfinding to help patients and visitors easily navigate around The Centre.

Note: Images shown at this stage are concept images only



## Public areas

The public areas have been ambitiously planned for, both in terms of raising funds and encompassing more volunteer support, to achieve the best possible environment for the patients, staff and visitors to The Centre.

### Arrival atrium

A reassuring space as patients walk through the doors leading into The Centre. A place where patients and their loved ones feel welcome.

### Coffee lounge area

Featuring a coffee cart with hot drinks and snacks on offer, surrounded by bistro-style seating as a meeting point for patients or a place to sit and relax over a hot cuppa.

### Information hub

A destination for patients and their loved ones to have ready access to relevant information including third sector and community support services.

### Terraces and courtyards

A beautiful, clean and welcoming environment across all five terrace and courtyard areas, with seating for patients to enjoy some fresh air or time for reflection. Two of the terraces are accessible from the open-plan treatment area. Green spaces will also give loved ones the chance to step outside and enjoy the fresh air, while one of the small terraces will be located adjacent to the staff coffee lounge, giving hard working teams a private outdoor space to take a moment during breaks.

The public areas will be supported by a dedicated Friends of ANCHOR volunteer team:

#### Volunteers

- ✓ Host Team
- ✓ Hospitality Team
- ✓ Support Team
- ✓ Green Space Team

Leading these teams will be two new permanent members of the Friends of ANCHOR wellbeing team; a full-time hospitality team leader and a part-time lead gardener for the Green Space Team.

*Alongside the fundraising campaign, Friends of ANCHOR is looking for people to gift their time to join us as a volunteer, to allow us to keep these four teams in full rotation throughout the public areas of the building, year-round.*

*If you would like to donate your time, we would love to hear from you. Please email [info@friendsofanchor.org](mailto:info@friendsofanchor.org) to register your interest.*



*It is so important to have a friendly face as you walk through the door.*

*Patients can feel very anxious when they enter the ANCHOR wards and clinics so if we can do anything to help alleviate that, it's a great thing.*

*You build up a relationship with each patient and it's the personable and relational approach that really makes the difference.*

*I'm delighted that Friends of ANCHOR will be increasing the wellbeing team to include a hospitality team leader with friendly and informed volunteers to support the NHSG team on reception with that level of care and compassion.*

**Karen Mackie**  
Radiotherapy Receptionist

## Clinical areas

Within these areas the fundamental priority is optimising the clinical function. With that comes the aspiration for cutting-edge equipment, in addition to the NHSG core budget, as well as increased spend on improved interior design, furniture and generally enhancing the healing environment.

### Treatment suite

The open-plan treatment area and accompanying single rooms will allow chemotherapy to be delivered for up to 30 patients at a time. Chemotherapy treatment can last up to ten hours, so patient comfort is paramount during this period. With your support we aim to procure specialist, state-of-the-art treatment chairs. At around £4,500 per chair, as well as the ambition to offer mobile, digital audio-visual technology and gaming units, the bar has been set high for optimising patient comfort and sophistication of the treatment area.

### Blood test room

This room will be situated within the consulting suite where blood samples will be taken and routine tests carried out to help inform diagnosis and treatments. There will be six specialist treatment chairs within the room.

### Pharmacy suite

The new facility will include an Aseptic Pharmacy Department and Dispensary which will reduce patient treatment times and will eliminate the need for patients to visit the existing pharmacies in ARI for medicines before they head home after a long day of treatment.

### Interview rooms

Diagnosis and significant conversations will happen on a daily basis in the Centre. The three interview rooms – for use by consultants, nursing staff or support teams – will be thoughtfully designed to create a space that feels safe, secure and compassionate.

### Waiting and sub-waiting areas

The main waiting area in the arrival atrium will have a configuration of various seating and sub-waiting areas, which will be conveniently located next to the treatment spaces for chemotherapy and radiotherapy, as well as outpatient clinic appointment spaces.



*In recent years the ambulatory care facilities for haematology and oncology have not matched the growth in the service, both in terms of numbers of patients and complexity of care.*

*The new outpatient ANCHOR Centre will bring a huge benefit for patients and staff alike as we move to a purpose-built facility that will create an exceptional space and allow us to deliver leading patient-centred care in appropriate surroundings."*

**Dominic Culligan**

*Consultant Haematologist, ANCHOR Unit*



Note: Images shown at this stage are concept images only



## Wellbeing areas and provision

With a patient-centred focus at the forefront of the planning ambitions for The ANCHOR Centre, the wellbeing areas play an integral part in meeting not just the patients' clinical needs but their holistic needs too.

### Quiet room

A calm and relaxing space for quiet reflection, where patients can go to catch their breath on difficult days and escape from the clinical setting.

### Friends of ANCHOR complementary therapy room

A dedicated, purpose-designed room for Friends of ANCHOR's complementary wellbeing services including hair and wig styling, podiatry and massage.

### Teenagers and Young Adults Lounge

A space designed especially for the teenage and young adult patient group with social space and specialist support.

### Friends of ANCHOR wellbeing services

The Friends of ANCHOR-funded wellbeing services and provision that will be available in The Centre will include;

- ✓ Hair and wig styling
- ✓ Podiatry
- ✓ Massage
- ✓ Timeout service
- ✓ Physiotherapy for ANCHOR patients

### Friends of ANCHOR provisions

Complementary wellbeing provision specifically for patients undergoing treatment include:

- ✓ **Anti-sickness aids** – sea bands and ginger sweets to help alleviate feelings of nausea caused by chemotherapy
- ✓ **Hair and scalp care** – nourishing conditioner for a dry scalp, wig care packs to keep hair pieces looking and feeling their best, and one free head covering for every patient experiencing hair loss
- ✓ **Medical aids** – digital thermometers, picc line covers, drain bag covers and stoma bag covers are all available for patients, as well as non-clinical Udderly Smooth cream gifted to patients on specific treatment where very dry skin is a side effect
- ✓ **Home comforts** – carefully curated packs are available for patients at different stages in their treatment journey, including comfort packs for inpatients, chemo care packs and wellbeing bundles for breast cancer patients. Other home comforts include access to iPads, blankets, personal tissue packs and much more, as well as an extensive DVD library, quizzes and mindful colouring, and games consoles to help bring a welcome distraction.



*We're working in partnership with the NHS to bring a holistic feeling to the care that will be delivered in this fantastic centre. The Friends of ANCHOR team will be on hand every day to further enhance the warm, welcoming environment, and to bring an added layer of support, over and above a patient's clinical needs, from the moment they walk through the door.*

*With the addition of our spa-inspired complementary therapy room, we will be able to offer patients a relaxing, private setting just off the treatment floor, while our much-loved chairside wellbeing services will remain available too.*

*We are passionate about delivering the best for all patients and The ANCHOR Centre will bring us another step forward in optimising the support and wellbeing services needed by outpatients*

**Vicki Youngson**

*Wellbeing Team Lead, Friends of ANCHOR*

## Teaching and development

The ANCHOR Centre will bring another new addition to the services and facilities provided, with a dedicated space for teaching and training opportunities.

To ensure the highest quality of clinical care is delivered, the development and maintenance of knowledge, skills and interprofessional working is paramount. Therefore the accommodation will house flexible, dedicated teaching, training and multi-purpose meeting spaces.

The teaching and training suite will provide meeting space for the Multidisciplinary Team Meetings which are an integral part of delivering the very best holistic and clinical care for many patients.

These specialised meetings involve multiple clinical professionals – often via video conferencing from across the country or, in some cases, overseas – discussing individual patient cases to make decisions regarding recommended treatment through review of case notes, test results and diagnostic imaging.

The availability of this teaching and training suite will add to the appeal of The ANCHOR Centre for attracting trainees into the specialities of haematology and oncology and will assist in the recruitment of more top quality clinical and research staff to Aberdeen.

In order to achieve this it will be necessary to fit out the area with top-of-the-range furnishings and IT equipment to gain full benefit from the built environment.



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*There is a real passion and sense of commitment for teaching and developing skills within the ANCHOR unit to further our knowledge.*

*I started out as a student nurse in the ANCHOR unit in 2003 and through various development opportunities I have since progressed to my current post as senior charge nurse.*

*I was fortunate to be the very first nurse chosen to undertake the Friends of ANCHOR-funded nurse development programme. This gave me fundamental haematology and oncology knowledge which I have since shared with patients, relatives and colleagues over the years.*

*The teaching facilities within The ANCHOR Centre will only further our capabilities within ANCHOR and promote an active learning environment.*

**Donna Donaldson**

*Senior charge nurse in the ANCHOR outpatient and day treatment (ODT) department*





## Clinical research suite

The clinical research suite within The ANCHOR Centre will bring the haematology and oncology research teams together into one dedicated space.

Our hope is that by having the research facilities so close to the clinical treatment areas and all within the one, purpose-built Centre, this will attract further research funding from the Scottish Government and external bodies, which will ultimately give more patients access to clinical trials.

The visibility of the research facilities within The ANCHOR Centre and its locality to the clinical area will also promote an increased research-aware environment for all the staff and make everything much more accessible.

Clinical trials allow patients to be more proactive in their treatment choices and, for some, give them the increased benefit of new treatments they wouldn't otherwise have access to.

The research team assists with patient recruitment for clinical trials, handles the coordination of screening tests and works closely with the clinical teams that administer treatment.



*Our new suite within The ANCHOR Centre will make our research efforts all the more cohesive.*

*What's more, the locality and visibility of the research activity will help ensure the journey is as smooth and efficient as possible for the patients taking part, as we endeavour to support them every step of the way.*

*With this new research suite, our long-term ambition is to grow our capabilities to have a large enough portfolio that we could offer a clinical trial to as many patients as possible.*

**Sue Rodwell**

Senior Research Nurse, Oncology/Haematology  
ANCHOR Unit



## *ANCHOR inpatient wards*

**When The ANCHOR Centre opens in 2023, the day and outpatient facilities will be brought up to the standard that was set when the inpatient wards moved to the state-of-the-art Matthew Hay Building (Emergency Care Centre) in 2013.**

Due to patient needs, the proximity and rapid access to acute medical, high dependency and radiology services is crucial for the ANCHOR inpatient wards (112 and 114).

Although these two wards will remain in the green zone of ARI, they will continue to be aligned and integrated with The ANCHOR Centre services.

There are a total of 23 beds in the haematology inpatient ward and 29 beds in the oncology inpatient ward. The majority of these beds are in single rooms, giving the luxury of privacy to patients and their visiting loved ones.

There is a diversity of specialities among the multi-disciplinary team who treat and care for the inpatients in wards 112 and 114. Many of the staff, including the clinical nurse specialists, consultants and pharmacists, work across both the in and outpatient areas of the ANCHOR Unit.

**The teams in the inpatient wards are passionate ambassadors for the charity and continually strive to identify and develop new ways of enhancing patients stay in hospital with support of Friends of ANCHOR funding.**



A photograph of a female healthcare professional with long dark hair, wearing blue scrubs and a pink ID badge, smiling warmly while holding the hand of a patient. The patient's arm is visible in the foreground, wearing a black blood pressure cuff and a white hospital wristband. In the background, there is a medical monitor on a stand displaying vital signs. The image is partially obscured by a white diagonal graphic element on the right side of the page.

## *Doubling our fundraising efforts*

Outwith the ambitious £2m ANCHORED Together appeal, the need for Friends of ANCHOR funding in the existing core areas must continue to meet the needs of our patients here and now.

The demand for cutting-edge medical equipment, investment in local cancer and haematology research as well as funding the wellbeing services and provision for North-east cancer and haematology patients continues.

We are committed to maintaining this wide and diverse scope of funding for our patients alongside the fundraising for our £2m ANCHORED Together appeal.

To do that we need to **DOUBLE** our fundraising efforts during the ANCHORED Together appeal.

# ANCHORED together

*What your support means to patients...*

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*On my first tour of the ward I met the most outstanding, empathetic nurses and team in red. I went home that day and said to my family – I can do this. The fun-loving and caring atmosphere lifted me into the hands of people I knew I could trust and then started my positive outlook. I almost looked forward to going in for chemo.*

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*My first appointment was daunting, however I was soon put at ease by everyone I met at ANCHOR. The Friends of ANCHOR wellbeing team were always happy, professional and nothing was too much trouble. With that support from them and the clinical team, I felt wholly assured that I was in the best hands.*

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*Chemotherapy is a scary word and I vividly remember the lift opening to the ANCHOR ward. I turned the corner and was greeted with the biggest smile from a young woman in a bright red t-shirt and I quickly realised that this was certainly not going to be a miserable place to be.*

## *What your support means to staff...*

### *Martin Rudge, Superintendent Radiographer*

"I have seen massive advances in technology in the 35 years I have worked at ARI. The difference made by Friends of ANCHOR has been phenomenal. Not only does the charity provide investment into research and clinical support with the purchase of equipment, but the emotional and wellbeing support for patients is second to none."

### *Ann Officer, ANCHOR outpatient and day treatment nurse*

"The ANCHOR Centre is going to be bigger, brighter and better for all outpatients. The planned layout will bring a real sense of cohesion and community for staff and patients. At a time when feelings of isolation and anxiety are all too common, the more uplifting and inviting space will promote positive wellbeing for patients."

Cancer hits everybody at some point in their life, whether through a neighbour, relative, friend or colleague. With so many people affected, the chances are that most people locally know someone who has been helped by Friends of ANCHOR in some way. I would ask all those looking to support the campaign to dig deep, be it through donations, fundraising or lending your time."

### *Alison Taylor, Unit Support Manager, ANCHOR Unit*

"So many of us are affected by cancer, families and loved ones included. The purpose-built Centre will raise the bar in clinical care and all those walking through its doors will know they are in the very best of hands."

Friends of ANCHOR provides a wonderful service that patients, and staff, really appreciate. With the charity alongside us, we will keep striving to deliver the very best we can for haematology and oncology care. We can't do this without your support so thank you, in advance, for your generosity."



## Get involved

There are many ways you can get involved as we stand ANCHORED Together to *Deliver the Difference* for the patients.

### Become a monthly donor

Can you commit to a monthly donation? £10 every month from May 2021, our relaunch date, until May 2023, when The ANCHOR Centre opens its doors, would bring a contribution of £240 to our fundraising. If you encouraged your friends and family to do the same, together we could be raising thousands of pounds for the new purpose-built centre.

### Fundraise

Set yourself a fundraising goal and be part of The ANCHOR Centre legacy. Whatever you choose to commit to, whether it's an adrenaline challenge, fitness ambition or a one-off event, know your support will play a valued part in reaching our £2m target. If you're looking for inspiration, we have plenty of ideas to share with you; simply get in touch to request a fundraising pack and you'll be connected in with the fundraising team for dedicated motivation and support.

### Corporate support

Bring purpose to your workplace fundraising and make your mark in the community by signing your firm up as a corporate supporter. We have a number of social fundraising events across the year that your team can get involved in, both on a local and global level.

**Feeling inspired? We'd love to hear from you**

Please contact the fundraising team:

T 01224 859170 | E [info@friendsofanchor.org](mailto:info@friendsofanchor.org)





## Defining Donations

The ANCHOR Centre will deliver the difference for this generation and the generations to come. Its impact as a state-of-the-art facility will be felt across the North-east and Northern Isles, as a specialist care centre serving the whole region.

Play a defining part in this legacy with a significant contribution towards our fundraising goal. Special recognition will be switched on for pledges of £25,000 and over, with your generous donation woven into the fabric of the building.

To discuss making a Defining Donation, please get in touch with the Friends of ANCHOR team.

£2m

£1.5m

£1m

£975,121  
raised so far

The ANCHORED  
**together**  
appeal

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For the next two years, The ANCHOR Centre will be our defining focus - but our commitment to the Centre will continue long after the build has been completed. The ANCHORED Together appeal is our most ambitious campaign to date, and the second phase of our appeal comes at a time when the fundraising landscape has changed immensely due to the pandemic.

Outwith our £2m target, the ever-present need for everyday FoA funding continues. To meet the needs of patients here and now, and fulfil our campaign goal, we need to double our fundraising efforts – and all that while our usual calendar of events has been stripped right back.

We're acutely aware of the fundraising challenges that have arisen due to the pandemic, and to reach our £2m goal, we hope generous donors can bring us a significant step closer to making this legacy a reality.

**Sarah-Jane Hogg**  
Director, Friends of ANCHOR

## Friends of ANCHOR

c/o Balmoral Group, Public Relations Department

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Registered Charity No. SC025332



*[www.anchoredtogether.co.uk](http://www.anchoredtogether.co.uk)*

### *Special thanks*

**NHSG Project Team** for close consultation for the brochure content

**Richard Frew Photography and Lauren Polson Photography** for the stunning imagery

**Balmoral Group Public Relations department** for the complimentary design of this brochure

The ANCHORED Together appeal is part of a collaborative charity partnership and unified vision, *Delivering the Difference*, for the Foresterhill Health Campus.

To support the fundraising efforts of The ARCHIE Foundation Friends of the Special Nursery, Friends of ANCHOR, NHSG Endowment Fund and The University of Aberdeen Development Trust, please contact the Friends of ANCHOR fundraising team.

