

GET ACTIVE
GET CRAFTY
GET STUCK IN
GET INVOLVED!

Your **ANCHORED**
together
fundraising guide





At the heart of the charity is a deep sense of community, with so many united for a cause that is deeply personal to so many.

This year, as we embark on the second phase of our ANCHORED Together appeal, we're asking you to come alongside us to help us reach our goal of £2m.

It's our most ambitious campaign to date - and we have just two years to raise the funds. Two years of concerted effort, and a passionate commitment, with our valued supporters alongside us – making an impact that will be felt by this generation and generations to come.

This guide is filled with ideas on how you can get involved and put your weight behind the appeal, which will deliver the difference for the 65,000 cancer and haematology patients in our corner of the world who will use the Centre yearly.

As you read on, you'll find out more about the Centre and how it will change the face of treatment for the patients. We hope you'll have a flash of inspiration to be part of the collective effort that makes this possible, whether you organise your own fundraising event, donate monthly or take a leap and sign up to our challenge events, in aid of a cause that will bring lasting impact to North-east patients.

We're looking forward to having you with us on the journey.

Sarah-Jane Hogg, Director

Ready to get involved?

To find out more about Friends of ANCHOR or to get involved in any of the events contained within this booklet, please visit www.friendsofanchor.org

OUR CAMPAIGN COMMITMENT

In 2019 we launched our ANCHORED Together appeal, a commitment to raise £2m to deliver the difference and cover the cost of additional extras for a new purpose-built cancer and haematology centre here in the North-east.

Estimated to be used by 250 patients every day, The ANCHOR Centre was due to open its doors this year, but the pandemic halted both the build and our fundraising campaign. With life beginning to return to normal, the construction site is now a hive of activity and our fundraising is back in full swing.

Thanks to the hundreds who came forward to show their support in the first phase of our appeal, we are close to the half way point in our fundraising journey, but we'll need your backing to help take us over that line and ever closer to our **£2m goal**.



The power of your pounds

We are in the unique position that every penny of every pound raised goes directly to the cause. **No costs deducted for the fundraising team salaries. Nor for any operating costs.** This is thanks to the continued backing of Balmoral Group, the local firm that has sponsored the charity in full, since it was formed in 1997.



THE ANCHOR CENTRE

When The ANCHOR Centre opens in 2023, it will be the first of its kind in Scotland.

The outpatient facility will bring together oncology and haematology patients, including those with non-malignant blood disorders, under the same roof. 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 the Northern Isles, serving a population of more than half a million people.

Given the acute medical needs of many inpatients, the ANCHOR Unit's current inpatient department, wards 112 and 114, will remain within ARI, in close proximity to the high dependency and acute medical services, and radiology. Breast and gynaecology services will be re-located to the new Baird Family Hospital but remain within Friends of ANCHOR's funding support for this Appeal and in the long term, the services' ongoing, over and above needs.

The ANCHOR Centre will occupy three floors and will include an aseptic pharmacy, Teenagers and Young Adults Lounge, teaching and training suite consulting suite and access to the radiotherapy suite. The treatment suite (with 28 treatment chairs, a consulting room, two procedure rooms, two treatment rooms and an interview room) and a Friends of ANCHOR complementary therapy room.



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 ...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.



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.

Martin Rudge
Superintendent Radiographer

ANCHORED together ...for patients

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



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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.

DO WHAT YOU CAN DO WHAT YOU LOVE

If you'd like to do your bit without breaking a sweat, we have some great ideas for you. If you choose something you love and feel confident doing, you'll enjoy your fundraising journey even more!



Fiona Russell

Fiona and her partner Lucy throw a huge annual fundraiser every year, with smaller events across the calendar to keep their keen supporters engaged.

"I've been a patient in the ANCHOR Unit for 18 years and the progress that's been made in cancer care and support in that time is tremendous.

When you're in the ward, you really see the difference that Friends of ANCHOR makes, and I wanted to put something back in. We've been fundraising for years and we're so happy to have raised well over £30,000 since we began.

Each year we try to top the amount we raised the year before, and we're always amazed by the support we get. For anyone who's thinking about taking on a fundraising event, my advice would be to get a team of people around you who are happy to help, and then you're onto a winner. Spread the word about what you're doing, what it's for, and you will find that people really get behind you."

Get crafty

If creativity is your thing, you could turn your hobby into a fundraiser.

- ✓ Knit and Knatter
- ✓ Selling homemade crafts
- ✓ Photography commissions
- ✓ Portrait/caricature sales
- ✓ Proceeds from your local business or craft stall
- ✓ Book club or readathon

In the kitchen

The quickest way to anyone's heart has to be through their stomach, after all – who can resist a sweet treat! You'll be amazed how quickly the donations come in.

- ✓ Bake sale
- ✓ Afternoon tea
- ✓ Honesty box for fresh eggs or homegrown produce
- ✓ Come Dine with Me

Motorhead

Bit of a petrol head, or just love your vintage vehicles? From a car wash to a rally or ride out on mopeds, clock up those miles and put your foot on the fundraising pedal.

- ✓ Car show
- ✓ Car wash
- ✓ Rally
- ✓ Motorbike or moped ride-out
- ✓ Motorcycle challenge

Feeling lucky

The odds are in your favour when you fundraise with a little game. From lucky squares with colleagues to a sporting sweepstake in the office, we're sure you'll find something to spark interest.

- ✓ Bingo
- ✓ Race night
- ✓ Lucky squares
- ✓ Sporting sweepstakes
- ✓ Guess the number of...(coins/balloons/sweets)

Dress to impress

It's a material world, so use clothes to your advantage when fundraising for Friends of ANCHOR.

- ✓ Fancy dress day
- ✓ Dress down day/wear red day
- ✓ Clothing sales
- ✓ Fashion show
- ✓ Onesies at work!

Party planner

If bringing people together is what you love to do, put your party planning skills to good use and throw a bash, whether it's virtual or in-person. Let the good times roll!

- ✓ Family/kids inflatable fun day
- ✓ Music concerts
- ✓ Cocktail and party nights
- ✓ Seasonal fairs and stalls
- ✓ Coffee morning

A cut above

Making a big change to your appearance is a great way to challenge yourself without getting physical. Make sure to take before and after pics.

- ✓ Hair chop
- ✓ Head shave
- ✓ Beard shave
- ✓ Leg/chest wax
- ✓ Dye your hair or beard wacky colours

A sense of occasion

Bring a sense of occasion to your fundraising by choosing donations to Friends of ANCHOR for your upcoming celebration. We can provide pin badges or trolley coins as wedding favours, or if you have a big birthday or anniversary coming up, you could suggest donations in lieu of gifts - you can even set up a fundraiser on Facebook.

Fancy taking on something with a little more organisation required? We've seen everything from garden open days to sports tournaments and ladies' lunches, and every penny is gratefully received.

PUSH YOUR LIMITS

Feeling inspired to set a goal and make your mark? Each year we have a calendar packed with events, so you can stride out for a running or walking challenge, gear up for a big cycle or psych yourself up for a thrill-seeking adventure.

Scan the QR code on your smartphone camera and you'll be directed to information on our events and how you can register.



Jude Forrest - BHGE 10k Finisher

"I had always wanted to do a 10k and my sister-in-law Sheila had previously run for Friends of ANCHOR. It wasn't until I got my diagnosis in December 2016 I thought 'Right, this is the time to do it'. The training gave me something to focus on and it felt great to be part of a collective, running for the cause. In the years since, I've been more involved with FoA, having been chosen as a Courage on the Catwalk model and taken part in the charity's Going the Distance challenges.

Knowing Friends of ANCHOR was there made my journey easier, so I'm happy that I've been able to play my small part towards a worthwhile goal."



Rachael Murison - 7 time Kiltwalker

"I went to many chemo sessions with my mum Linda when she was a patient in the Unit. Being on the ward with her, I could see so clearly the difference Friends of ANCHOR makes. The care that is given, the time and effort, right down to the very small things. These little touches made a big difference to my mum's time before we lost her.

My life has changed considerably since mum died; I've made huge changes to my lifestyle and started my fundraising journey, which I love. I just wish she were here to see it all. To anyone who is thinking about making a positive change, I would say make that change, do what you want to do while you can, and while you can share it with your loved ones.

"My dad and son have both joined me on Kiltwalks. A few years ago, my dad would never have thought he'd be walking all those miles. For us, it's a journey that motivates and involves the whole family."

Sam Milton - NC500 finisher

In 2020, Sam set himself the gruelling challenge of cycling the NC500 in memory of his mum.

"The NC500 is a special place for my family, specifically my dad who completed the final leg with mum just before she passed away. The route is filled with fond memories and it felt like the perfect place to push my limits to raise funds for the charity."

Mum often spoke about the support she received, and it really resonated with me that rather than dwell on her diagnosis, she persevered with such strength. Every day on that bike I focused on that strength and it motivated me to keep going. For anyone else thinking about championing the cause by setting a physical challenge I would say to think of someone special to dedicate every mile to, it makes the distance feel all that more purposeful."



Christine Cairns - Upcycling extraordinaire

Christine Cairns creates beautiful decoupage artworks through Chic by Christine Cairns, and sells or raffles them on her Facebook page, with all proceeds gifted to Friends of ANCHOR.

"The care and dedication that Friends of ANCHOR brings for patients is amazing. My husband Gordon has been in the ANCHOR Unit fortnightly, since 2017, and we are so thankful they always go the extra mile in looking after him."

It's nice to be able to try to turn a negative into a positive. For me, that's what fundraising does – all the kind messages I get about the pieces I make, the money we've managed to raise, they're uplifting. For Gordon, it takes his mind off things and he likes to get involved. For people who want to do something different, turning a hobby into a way of giving back has been really rewarding for both of us."

Lesley Stewart - Star baker

During the pandemic, Lesley baked and delivered afternoon tea hampers for friends to enjoy at home in exchange for a donation to the charity.

"I have volunteered for the charity for a few years now, helping in the office and at events which made me realise all the amazing things the charity does to support patients. I love to bake, so I thought it would be the perfect way to raise funds and have fun while restrictions were still in place.

It was great to see so many people come forward to support the cause, catching up with their friends and family virtually whilst tucking into their own boxes of my home baked treats.

Doing something I love and keeping it simple meant I didn't have to spend months planning and organising. I'd recommend anyone with a hobby to think about using it to fundraise."



Jodie Conn - Two time event organiser

Having organised both an in-person and virtual ladies' night, Jodie knows a thing or two about hosting an event and how to put the fun into fundraising.

"Mum's diagnosis made me acutely aware of the work being done to support cancer and haematology patients in the North-east and I knew I wanted to help in any way I could.

I decided to host a ladies' night to give mum the chance to just have a good night with her friends and family. We got dressed up, played games and raffles and focused on enjoying ourselves, turning the situation into a positive one while raising money for such a good cause.

After mum passed away, we decided to host a virtual night in and it really helped to have something to focus on. I was initially really reserved about an online event, but we wore our red tee's and poured a glass of bubbly. Those watching at home wore pink and some even wore their pj's. The feedback was great and it seems they enjoyed the fun all the same. Charities need us to fundraise now more than ever following the challenges of 2020. There really is no time like the present, so if you're thinking about a fundraiser, no matter how big or small, go for it!"



Austin and Ailsa Macpherson *Fundraising superstars*

Seizing an opportunity to fly the flag for the charity, brother and sister duo Austin and Ailsa put their efforts into hosting a stall and raffle for people in their community.

"While we were sorting out all our toys, we thought that it would be a good idea to sell them to raise money for Friends of ANCHOR in memory of our grandma who was helped by the charity. We made posters and wore our red tees so people knew what the stall was for and even though it snowed, we had a great time."

Counting up the money we raised at the end of the day was so much fun and we got a certificate and letter to say well done for how much we raised!"

Jim Grimmer *Clocking up miles for the cause*

Keen walker Jim set his sights on a challenge to cover 1,083 miles, taking on the virtual journey from Land's End to John O'Groats.

"I've always wanted to take on the Land's End to John O'Groats challenge and having the option to do it virtually made me able to make this dream a reality."

I had been inspired to raise money after going for a walk with my friend John. His wife sadly passed away following a cancer diagnosis and walking with John made me want to commit to the challenge. That night I found an app to track my progress and it has kept me accountable every day."

Friends of ANCHOR is a leading charity in the local area and being able to support them while boosting my health and tick something off the bucket list has been amazing. I'm looking forward to crossing that virtual finish line."



FRIENDS OF ANCHOR

How we help

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.

Ready to get involved?

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