

INTOUCH



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Thank you to everyone who has contributed to this edition of InTouch. We're continually thankful for our great supporters & fundraisers, our dedicated Committees and the people who share their touching stories with us.

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THE NEW NORMAL

A look to the future from our CEO, Alastair Richards.

The last few months have been a strange time for all of us and there has been a lot to get used to. Suddenly, meetings are virtual and we catch-up with friends and family through computer screens or maybe in a socially distanced way. Hand-shakes and hugs are out, but replaced by elbow-bumps, yoga bows and foot taps for the more adventurous. Covid-19 seems to be the only subject of conversation with many people becoming impatient about when 'we'll get back to normal.' Others are looking forward to 'a new normal' although no-one is quite sure what that will look like.

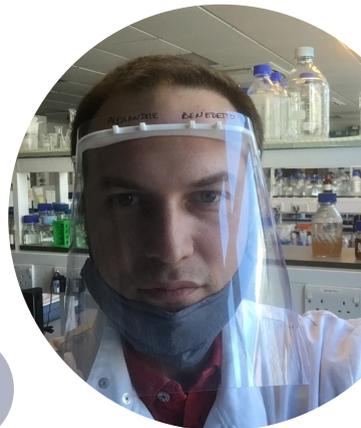
For North West Cancer Research, it's been a time of great change in how we fundraise in order to continue our life-saving research. Where we would have had the London Marathon we had the '2.6 challenge', with a further virtual marathon following in October. Wirral Bazaar, an event that many look forward to as the start of the Christmas season has had to be changed for 2020 and will be replaced by a virtual Bazaar, helping to support both the Charity and the many small craftsmen and traders.

As everyone used their lockdown time to de-clutter their houses, NWCR teamed up with Collect My Clothes in order to raise extra funds from recycling, with bags being collected contact-free from the front door.

One of our committees even held a socially distanced coffee morning on the front drive, bringing together neighbours and adding to the community spirit which so many of us felt during lockdown.

In this financial year, we will fund around £1.6m of new research projects and it has been encouraging to see our funded-researchers finding new ways to work while returning to their old labs. The need for social distancing and wearing of masks has made much of their lab work more challenging but it is great to see that they continue without letting up. Research work involving patients in the NHS should also return shortly.

So, what lies ahead? We know that many of our supporters are looking forward to getting back to their traditional ways of meeting together and raising funds - and we very much hope that they can. However, we also need to be ready to embrace the new normal and find new ways of raising funds if we are to continue our fight to eradicate cancer and make life better for the people of our region. We promise you that although we will have to work in new, innovative ways, our commitment and passion for the cause, as always, remains unchanged.



FIGHTING CANCER AT 15,000FT

Our latest group of thrill-seekers have taken to the skies for the experience of a lifetime as they raise money for life-saving research.

Six daredevil supporters headed to Lancashire in August, to soar to the dizzying heights of 15,000ft, before taking a leap of faith in an adrenaline-fuelled tandem skydive.

Travelling all the way from Llanfairfechan in North Wales for her big jump was Eleri Rogers, a regular supporter of the Charity who often hosts fundraising events with the Llanfairfechan and Aber Committee. Eleri decided to take on the challenge in memory of her mum, who she sadly lost to a brain tumour in 1990.

Since announcing her exciting challenge, support has flooded in from family and friends for Eleri, who has managed to raise over £2,300 for local research.

Eleri said: "I've wanted to do a wing walk for years now but a skydive was a close second so when NWCR fundraiser, Ffion, mentioned the skydive I knew I had to do it.

"Since my mum's passing I've always donated to cancer charities but when I retired

my next door neighbour introduced me to North West Cancer Research and I joined the Llanfairfechan committee. It's always meant a lot to me that the money raised was going to a local charity and funding research at a nearby university.

"The support and sponsorship I have received from my friends and family has been phenomenal. It's been quite humbling and, at times, overwhelming. Whether a donation is £2 or £200, every penny is given from the heart and I'm so appreciative.

"The skydive was the most exhilarating experience of my life and I'm so chuffed that I have done it at last. A few of the twists and turns made me feel slightly queasy but that didn't stop me from enjoying it, and now a big celebration is in order!"

The sky was the limit for best-friend duo, Liv Chadwick and Laura Wilding, who both work at The Beatles Story in Liverpool city centre and have raised a combined £1,800.

Laura chose to complete her second skydive as a tribute to her mum who passed from breast cancer 14 years ago, while Liv chose to support her best friend in honouring her mum and also celebrate her auntie receiving the all-clear from Lymphoma.



Liv said: "I have lost close family members to this horrible disease and I'm sure it has affected everybody in one way or another, so I chose to do the skydive to raise money for a cause that's touched us all.

"The support Laura and I have been given has been incredible and I can't thank everyone enough. It's good to know that raising this money is helping a lot of other people finish their cancer journey with the all-clear, like my auntie.

"I was a little nervous at first, but the skydive is literally the best thing I've ever done. It's an amazing experience and doing it for such a brilliant charity too has made it that extra bit special for me!"

If you want to take on the big jump for NWCR visit nwcr.org/events



FOCUS ON

Danielle Bury

Danielle Bury, a Consultant Histopathologist at Blackpool Teaching Hospital NHS Trust, is the latest researcher to receive funding from us for her study which will test a new method of detection for lung cancer, designed to pick up disease earlier, possibly before someone displays symptoms.

Lung cancer remains the 3rd most common cancer in the UK and lung, trachea and bronchus cancers are over 25% higher in the North West than in the rest of England.

In Blackpool alone, there are approximately 160 new cases of lung cancer per year, many of which present late, meaning treatment is more challenging. Due to the high rates, Blackpool has recently been selected by NHS England as one of the first sites to develop the new proposed National Screening Programme for Lung Cancer. The programme will see people thought to be at risk of developing lung cancer being invited to a lung health check, with some also having a CT scan.

Danielle and her team hope their new testing method will be used as a part of the future National Screening Programme and could allow people to receive treatment sooner, with the aim of detecting lung cancer earlier and improving long-term prognosis in the region. The team will test saliva from a large mix of different people, including those who do not have disease, which will look at how accurate their testing method is and give some insight into how it can be used in a future clinical setting.

Danielle said "It's an exciting time to be able to work on this study that could improve the survival rates of lung cancer for the whole region. It's fantastic to receive funding from NWCR to enable us to carry out our research and work alongside an organisation whose awareness and prevention work aligns with our own ethos and hope for the future of cancer in our region."



Lung Cancer

All participants
receive a
commemorative
medal!

north west
cancer research



MERSEYSIDE - LANCASHIRE CIRCLE

Join us for a
one-day cycling
adventure to
support life-saving
research in
our region.

£20

REGISTRATION
FEE

£30

MINIMUM
SPONSORSHIP

FIND OUT MORE OR REGISTER
NOW, VISIT NWCR.ORG/EVENTS

CYCLE
OF
HOPE
2021

SUNDAY 4 JULY 2021

FUNDRAISING FROM HOME

The way we fundraise has changed drastically over the last few months, and organised events seem like a thing of the past. However, there are plenty of ways you can help out from home and still raise money for life-saving research.

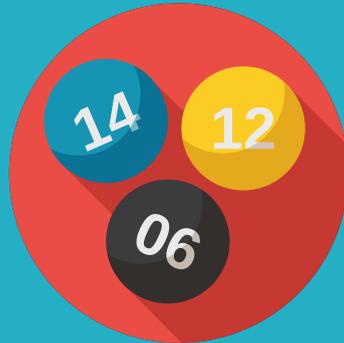
Collect My Clothes

Turn your clutter into much needed funds for cancer research in our region. Gather up your unwanted clothes, accessories, shoes and toys (min. 4 bags) and arrange a free, contactless collection, right from your front doorstep, at: collectmyclothes.co.uk/north-west-cancer-research/ or call 07920 854 467



Lottery

Spoil yourself while supporting our research with the North West Cancer Research Lottery. For as little as £1 a week you'll be in with a chance of winning the £25,000 jackpot and support us as we strive for a cancer-free future. Get started at nwcr.org/get-involved/lottery/ or call us on 0151 709 2919



Recycle4Charity

Inundated with ink cartridges since working from home? Recycle them ethically at [recycle4charity.co.uk](https://www.recycle4charity.co.uk)

Simply sign up, choose your charity and they'll send you freepost recycling envelopes.



Amazon Smile

You can support us while shopping for your essentials, getting the Christmas presents in, or just splurging on those luxuries with Amazon Smile and Amazon will make a donation to the Charity for every item you purchase.

Start shopping at smile.amazon.co.uk or head to bit.ly/SmileHowTo and follow the instructions to set it up on your Amazon app.

amazon.smile

The Amazon smile logo, featuring the word "amazon" in black and "smile" in white, with a curved arrow underneath "amazon" pointing to the right.

Easy Fundraising

Make [easyfundraising.org.uk](https://www.easyfundraising.org.uk) your first port of call for online shopping and their retailers will make a donation to us with every purchase. All your favourite high street retailers are available to shop from, and with regular offers and double donations days, it's the best of both worlds!



CELEBRATE YOUR LOVED ONES WITH A TRIBUTE FUND

With funerals and memorial services at restricted numbers, the way we celebrate the life of a loved one has changed. Donating to a tribute fund is a wonderful way for your friends and family to remember and commemorate your loved one while supporting world-class research into cancer.



Keep their memory alive by setting up a tribute fund at bit.ly/tributefundNWCR or call 0151 709 2919 to speak to a member of our team.



LILY'S CYCLE

Lily Timmis, a four year old from Bangor, has taken on the challenge of cycling 100 miles over July in aid of North West Cancer Research.

Inspired by her mum, Laura, who was due to take part in Cycle of Hope 2020, Lily wanted to take on a challenge of her own and in true competitive spirit wanted to top her mum's planned 60 mile challenge by aiming for 100 miles over a month.

Laura and her husband James have kept friends, family and supporters up to date on Lily's adventures with regular photo updates on Facebook from their various travels, including pictures of Lily proudly wearing her custom-made NWCR t-shirt.

Laura said: "Lily absolutely loves cycling and when she decided she wanted to do a 100 mile challenge, it made sense to raise money at the same time for a charity that supports local people.

"Improving cancer care is important to me both personally and professionally as I'm a research officer within the Centre for Health Economics and Medicines Evaluation at Bangor University, on a NWCR funded impact grant that aims to understand what type of treatment patients would prefer if the colorectal cancer they have spreads to the liver.

"Lily loved the challenge and it meant a lot to her that she was raising the money to help people who are poorly in her words, it was 'brill!'"

We think you're brill Lily!

[justgiving.com/fundraising/laura-timmis1](https://www.justgiving.com/fundraising/laura-timmis1)



FOCUS ON

Dr Gabrielle Grundy

Across the UK, around 12,000 people are diagnosed with head and neck cancer each year, with our region facing a particular challenge, recording above national average rates. Merseyside is most affected with a 30% higher rate than the rest of England.

Dr Gabrielle Grundy, the North West Cancer Research Fellow at University of Liverpool, is researching the mechanisms of resistance to radiotherapy in head and neck cancers. We sat down with Gabrielle for a chat about her work in cancer research.



What does your research entail and what impact do you see it having for patients in the future?

The local statistics for head and neck cancer are a real concern. There are over three times more cases in Liverpool than the national average and a large portion of head and neck cancers are difficult to treat because they are particularly resistant to radiotherapy. This means that cancers have a greater chance of recurring so high doses of radiation are needed to destroy the tumour.

Unfortunately, current treatments often lead to poor quality of life for the patient and are not always successful. I'm investigating whether a combination of radiotherapy and a targeted drug can improve the effectiveness of the radiotherapy so that dosage may be reduced and lead to a better quality of life for patients.

These particular chemotherapy drugs are already in use for breast and ovarian cancer but also have the potential to be effective in making head and neck cancers more sensitive to radiation.

In short, the project aims to provide vital information on why head and neck cancers are resistant to radiotherapy, which should lead to the use of drugs that are more effective and directed in order to produce fewer side effects using lower dosages of radiation. Data gathered by this project proposal may also allow clinicians in the future to predict which patients would respond well to this combination of radio and chemotherapy and in turn create a more personalised approach, something which is not available to patients at this time.

From a personal point of view, it's wonderful to have the chance to perform high quality research in the North West, which is my home. I grew up here and my family are here and like most families we have lost loved ones to cancer. It's my greatest wish to put my skills and knowledge to good use and make a difference to cancer patients and those affected by cancer.

What do you love about your role?

It's a really unique opportunity as it allows a research scientist, such as myself, to develop new ideas and produce work to support the fight against cancers that particularly impact the local population.

It's also a special role as the Charity brings you closer to those affected by cancer and the incredible fundraisers and events. It allows a sharpened focus, to produce work that will ultimately improve outcomes for patients.



So there was a special connection to North West Cancer Research there for you too?

Yes, I have been aware of the important research funded by NWCR for some time now and I know that their support is vital to cancer research at our North West universities and a very special network has developed between them. I had the opportunity to work briefly at the Head and Neck Cancer group located at the University of Liverpool and was impressed by the collection of dedicated clinicians and scientists supported by the Charity. It's clear that it's a fantastic environment to produce meaningful work to combat cancers that are especially challenging in our region.



Wirral
BAZAAR

Supporting North West Cancer Research



VIRTUAL FAIR

1-14 NOVEMBER



Join us for our virtual Christmas fair and shop from our exciting collection of hand-picked stalls, offering a **wonderful variety of unique and beautiful Christmas gifts.**

Every purchase through one of our stallholders will give **10% toward life-saving cancer research.** Browse, shop and donate. It's the perfect start to Christmas - all from the comfort of your sofa!

www.wirralbazaar.com/virtualfair



LIVER CANCER

Across the UK, there are more than 4,000 new cases of liver cancer diagnosed every year.

Although liver cancer can occur at any age, it is most common in those aged over 60, with the highest rate being among 85 to 89-year-olds.

Liver cancer in North West England has rates recorded as 28% higher than the rest of the country.



SYMPTOMS

Liver cancer symptoms are often vague and don't appear until the cancer is at an advanced stage. They can include:

- unintentional weight loss
- loss of appetite
- feeling very full after eating, even if the meal was small
- feeling sick and vomiting
- pain or swelling in your abdomen
- yellowing of your skin and the whites of your eyes
- itchy skin
- feeling very tired and weak

PREVENTION

You may be able to significantly reduce your chances of developing liver cancer by avoiding or cutting down on alcohol, eating healthily, exercising regularly and taking steps to reduce your risk of becoming infected with hepatitis B and C.

CAUSES

The exact cause of liver cancer is unknown, but most cases are associated with damage and scarring of the liver known as cirrhosis. Cirrhosis can have a number of different causes, including:

- drinking excessive amounts of alcohol over many years
- having a long-term hepatitis B or hepatitis C viral infection
- haemochromatosis, an inherited disorder in which iron levels in the body slowly build up over many years

It's also believed obesity and an unhealthy diet can increase the risk of liver cancer because this can lead to non-alcoholic fatty liver disease.

If you have any concerns about the risk factors or symptoms of Liver Cancer, please make an appointment with your GP.

CANCER RESEARCHERS PASS THE BATON

Researchers at Bangor University have joined the 'Pass the Baton for Cancer' initiative in a bid to raise much needed funds to support their life-saving work.

Dr Chris Staples and his team, based in the North West Cancer Research Institute at Bangor University, have taken on the Welsh coastline and remotely traversed the entire 870-mile length of the Wales Coastal Path. Ensuring social distancing was adhered to, the team each contributed to the 870 miles in June and July, by walking running or cycling.

The fundraiser, which so far has brought in over £1,300 for the Charity, will go toward supporting cancer research projects across the North West and North Wales and couldn't have come at a better time as the coronavirus lockdown forced the Charity to cancel all planned events and fundraising.

Dr Staples said: "Cancer is a complex disease, but most cancers share a number of common features. Among these are high levels of damage to the DNA and thanks to funding from North West Cancer Research, our laboratory has identified a series of new proteins that help repair broken DNA.

"We hope to investigate further over the years and identify new ways to treat cancer, but the only way to do that is through funding from charities like North West Cancer Research. As a team, we wanted to give back to the Charity in a big way and make sure research continues to move forward."





Dr Staples and his team study how cells repair damage to our DNA, which over time can cause cancer - important knowledge that will advance the diagnosis, treatment and prevention of cancer.

Alastair Richards, North West Cancer Research CEO, said: "We are honoured that the researchers of Dr Staples' lab have chosen to use their lockdown time to support the Charity. We're facing the biggest challenge in our 70-year history, having lost over half of our income due to the current crisis and unfortunately, do not qualify for any Government funding – it is a real struggle for us.

"Fundraisers like this one make a real difference to us in continuing to fund not only the work at Bangor University, but projects like it across the entire North West and North Wales. It's fantastic to work in mutual partnership with our researchers and as always we're extremely grateful for their dedication to working for a cancer-free future."



VIRTUAL MARATHON

Two North West Cancer Research supporters due to run the country's biggest marathon this year are taking on a virtual challenge instead.

Many events have been cancelled or postponed due to the pandemic and the world-famous London Marathon is no exception. Determined to not let the 40th anniversary of the race go by, the organisers have developed a virtual counterpart named The 40th Race, which will see 45,000 runners complete the usual 26.2 miles of the London Marathon from wherever they choose, including two of our own would-be runners, Chris Hall and Rhian Jones.



Chris is choosing to complete his course round the scenic grounds of National Trust Erddig Hall, a Grade-I, 18th century property in Wrexham; Chris' home town. He'll use the official race app to recreate the sounds of the London Marathon while tracking his mileage, completing 6 laps of the grounds and finishing at Erddig Hall for a commemorative finish-line picture.

Chris, who is marking his 22nd London Marathon, is supported by his local running group 'Erddig Muddy Trainers' who have worked with Chris to set up water stations to emulate the real thing as much as possible and keep up morale.

Chris said: "Carrying on with the marathon, even in a virtual sense, is crucially important for the charities that runners support, which have all been deprived of funds due to lockdown impacts. "Nothing was going to stop me from running the London Marathon 40th race and, along with

my supporters, making a vital contribution to help fund the current cancer research happening across the region."



Another of our runners choosing to take on the virtual marathon is Rhian, a student nurse at Bangor University, who was set to complete her first marathon at the event this year.

Determined to not let her training and hard-work go to waste, Rhian, from Flint, will be completing the 26.2 mile challenge while keeping to a flat course, either along Prestatyn to Colwyn Bay coast or a cycle path in Connah's Quay.

Rhian said: "It's important for me to complete this race and raise what I can for the Charity, but also as a goal for myself. I trained so hard earlier this year, through early mornings, exhaustion and suborn legs. I don't want all my efforts to go to waste.

"Usually, a lot of the motivation comes from the crowd lining the streets, so it'll be a challenge to complete my longest run ever without that, but I can't wait to celebrate with lots of food and drink!"

www.justgiving.com/fundraising/christopher-hall36

uk.virginmoneygiving.com/RhianLloyd3



North West cancer centre – now open for treatment

The Rutherford Cancer Centre North West in Liverpool is now open, with treatment options including chemotherapy, immunotherapy, targeted therapies and MRI diagnostic services, all backed by our range of supportive care services.

Across our UK network of centres, our consultants, specialists and staff provide an all-encompassing cancer care service. Treatments and services include diagnostic imaging, chemotherapy, immunotherapy, radiotherapy, proton beam therapy and ongoing supportive care.

Rutherford
Cancer Centre North West

0800 210 0402
therutherford.com

All our registered centres undergo a registration inspection by the independent healthcare regulators of each country (Healthcare Inspectorate Wales, Care Quality Commission) to ensure that the quality and safety of services meet the required standards of care. In addition, ongoing inspections are undertaken, and where these have taken place, full reports are made available on our website.

CORPORATE

We are delighted to announce that North West Cancer Research has been named as the official Charity Partner of two local businesses.



INNOVATION AGENCY
Academic Health Science Network
for the North West Coast

Innovation Agency, the Academic Health Science Network for the North West Coast, has selected the Charity as an official partner for 2020. The organisation works with over 21 NHS providers, 20 Clinical Commissioning Groups, nine universities and a large number of life-science industry partners, as well as small to medium size businesses to help facilitate change across the whole health and social care economies, including improving health, driving down the cost of care and stimulating economic growth.

North West Cancer Research Senior Fundraising Manager, Carol, and Corporate Partnerships Fundraiser, Kevin, visited the agency before lockdown to give staff an insight into our work at the Charity, the research we fund and how their support will have a positive impact on cancer across the region.

Innovation Agency Chief Executive Dr Liz Mear said: "North West Cancer Research represent issues very close to the hearts of us all at the Innovation Agency as most of us have been touched by cancer."

The team at Innovation Agency have been keeping up with their fundraising for the Charity during lockdown and recently held a virtual quiz night. They also hope to host some fundraising events in the near future.



SPOTLIGHT

MERSEYSIDE BUSINESS EXPO

Merseyside Business Expo is another local organisation that has recently named North West Cancer Research as their official Charity Partner for the event due to be held in 2021 at the Liverpool Conference and Exhibition Centre.

The Merseyside Business Expo, organised by SHOUT! Exhibitions, is the largest event of its type in the region, with over 150 exhibitors and in excess of 2,000 visitors expected to attend. The event will see all sectors represented by companies of varying types and sizes – a unique opportunity for the Charity to reach

communities across our region, increase our profile and engage with businesses on our cancer prevention campaigns.

Geoff Molyneux from SHOUT network and expos says: "It's great to have the team at North West Cancer Research involved in the expo as our official Charity partner. It's the perfect chance for them to be able to engage with business contacts from across Merseyside and the wider region and to promote the important work of the charity".

Corporate Partnerships Fundraiser, Kevin, said: "We're really grateful to have been chosen by two such wonderful organisations and look forward to working more closely with the teams during the later stages of the year. We would like to extend a massive thank you to everyone who thought of North West Cancer Research and wanted to support our life-saving work."



COOKING WITH JEAN-CHRISTOPHE

World-renowned chef, Jean-Christophe Novelli, recently threw his support behind the Charity by hosting a raffle for one lucky person to win a truly unique experience.

The lucky winner of the prize was Pete Walmsley, from Lancaster, who received a private, virtual cookery demonstration using ingredients he had available in his kitchen. The pair chose a dessert dish, with Jean-Christophe teaching Pete how to make the perfect apple tart tatin, while he cooked along.

Pete said of the experience: "It was great to see Jean-Christophe in action and get some pointers from a world-class chef. When you're making food under the instruction of such a quality chef the results are truly amazing. The tart tatin tasted sensational and didn't last the night!

"He was great to speak to and even stayed on after the lesson and we had a chat about food, feeding kids, and cooking in a busy house. It was awesome, and such a bonus that I got to help out the Charity at the same time."

Jean-Christophe became a passionate supporter of cancer charities after his son, Valentino, was diagnosed with Neuroblastoma as a new-born. He said: "Cancer charities have been having a really tough time lately and I wanted to do anything I could to help.

"I personally know just how horrific a disease cancer is and it's one that has still been a problem through the current crisis and beyond. When I heard through a friend of the fantastic work being carried out by North West Cancer Research, I knew I wanted to support them.

"I am grateful every day that Valentino has been cured but I know that this wouldn't have been possible without the advances made by research.

"I'm glad that I could lend a hand and support the Charity in such a fun, inventive way. It was great to meet Pete and teach him some tips and tricks in the kitchen!"







We are an independent charity dedicated to putting our region's cancer needs first, funding pioneering research to tackle the cause, improve the care and find the cure of cancer. We fight the types of cancer that affect people living across North West England and North Wales the most.

We are North West Cancer Research.



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www.nwcr.org **0151 709 2919**