

NEWS UPDATE - Nov 2007

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CELEBRITY ENDORSEMENT



Jerry Hall
Photo courtesy of Graham Reading

• Recent months have seen significant new celebrity support for our work. We are absolutely thrilled that actress and supermodel **Jerry Hall**, who attended our Gala Dinner in January, has now become one of our key supporters.

• Also, broadcaster and writer **Jon Snow**, who did such a magnificent job raising funds for the

charity as auctioneer at our Gala Dinner, has officially endorsed our work. Jon is universally respected for his broadcast work and is a much loved public figure. His backing will lend considerable weight to our public presence.

• Most recently, broadcaster, writer and campaigner for all things non-toxic for the home, **Janey Lee Grace**, has taken us under her wing as the official charity for Imperfectly Natural, her popular website (www.imperfectlynatural.co.uk). She is extremely excited by the agenda of Yes to Life and has begun promoting the charity at her many public talks as well as through her website. Janey has a regular afternoon spot on the Steve Wright Show



Jon Snow

on Radio 2, and often appears on TV shows such as The Wright Stuff, answering questions about safe, non-toxic materials for the home. Many substances commonly found in homes today are known carcinogens (cancer causing), and so avoidance of cancer is a key theme of Janey's work.



Janey Lee Grace

UK PATIENT PARTNER SCHEME

• Development work is under way on our 'flagship' scheme to provide cancer patients in UK hospitals with a one-to-one Partner to support them from diagnosis, through treatment and beyond.

A diagnosis of cancer typically throws a person into a totally unfamiliar and very stressful situation filled with unanswered questions. Simply finding out where to look for answers can be beyond someone who is seriously unwell, psychologically and spiritually challenged by their critical situation, and facing an extremely uncertain future. Our Patient Partners will be there to help find the answers they desperately need and to support them through the immense difficulties they are likely to face.

They will help them regain control of their fragmented situation through development of their own personalised integrated treatment plan, a plan built from their own choices and which embraces the best of Complementary and Alternative Medicine to improve their quality of life and treatment outcome.

Heading up the development and and piloting of the scheme are **Maggie Holleran** and **Clare McLusky**.

• **Maggie Holleran** has more than 11 years' experience in Primary Care, running a large inner city NHS GP Practice with 10,000 patients. She has extensive experience of managing and coaching clinical/admin teams, HR, setting up and running patient participation groups and



Maggie Holleran

organising training events. She trained in Personnel Management, Neuro Linguistic Programming, counselling and, most recently qualified as a Mentor for cancer patients at Dr Rosy Daniel's Health Creation organisation.

She has personal family experience of coping with cancer and is passionate about raising awareness of integrated medical care and making alternative options available to patients and their families.

• **Clare McLusky** is a qualified occupational therapist with extensive NHS experience and is also a Health Creation Mentor. She is experienced in setting up and running community projects and developing networks within the statutory and voluntary sector. She also has personal experience of cancer.



Clare McLusky

"I wholeheartedly believe in the importance of helping individuals regain a sense of control over what is happening to them when faced with the shock of a cancer diagnosis frequently compounded by the sense of urgency to commence conventional treatment. I believe it is vital to empower individuals by giving them the time and support they need to digest what has happened and the information to make informed choices about what is best for them and their families. Enabling individuals to begin a course of action that they believe in, with the right support in place, is a very positive start to any treatment."

It is early days for the scheme which is scheduled to take a year to develop and pilot. This process has been made possible through a magnificent grant from **Charlotte Grobien's** organisation, Give It Away.

Progress updates will be included in future newsletters.

FURTHER WEB DEVELOPMENTS

• **LIFE>TALK**, the second phase of our unique web resource for cancer patients, is now being tested. This new section will make **LIFE>RESOURCES**, our searchable directory, interactive. Users will be able to log in and pass information to one another via a discussion forum. On finding an item of interest in **LIFE>RESOURCES**, eg a treatment or a clinic, a link will take them directly to relevant discussions in **LIFE>TALK** which they can join.

This will enormously increase the potential of the system for users. **LIFE>RESOURCES** is capable of quickly directing users to treatments, practitioners and organisations relevant to their condition. **LIFE > TALK** enables users to communicate first hand experience of, for example, a clinic in Mexico. This could be crucial information for a patient needing to come to a decision on a course of treatment that could require their entire financial resources.



LIFE>TALK

We plan to launch this next phase before the end of the year along with our completely rebuilt website. Our thanks to **Malcolm Allaway** and **Dan Bleich** for their excellent work.

STAFF UPDATE

• As many of you know, recently we very reluctantly had to let go of our lovely **Sarah Eccleston**, powerhouse Executive Director and the engine behind our hugely successful Gala Dinner in January, as her family plans for moving failed to work out as hoped. **Nicole Feder** is now taking her place. Nicole is easing herself out of a successful career in the telecoms industry to bring her skills to a very different kind of organisation! We will introduce her more fully in the next newsletter.

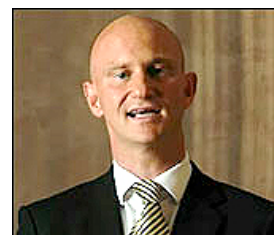


Sarah Eccleston

• **Liyan Liu**, a qualified accountant, has very generously offered her services voluntarily to managing and planning our finances and is now a regular face at our offices.

FUNDRAISING

• **Rob Killeen**, manager of Capital Fortune Mortgage Advisors in West Hampstead, has made Yes to Life the company's nominated charity, and has already raised almost £500 from a company event,



Rob Killeen

planned another, and has pledged a percentage of sales of one of their products to the charity. A fantastic response to our work!

- **Graham Price**, psychotherapist and personal development trainer under the business name Abicord, has pledged 10% of his income from Abicord to the charity. This personal commitment is a first for Yes to Life and our thanks go to Graham for taking the kind of step that many of us might have thought was a great idea, but somehow never quite got around to!



Graham Price

- At the end of August **Cancer Options**, specialist cancer consultancy, combined forces with supplement suppliers **Spirit of Sunshine** to host a one day conference entitled 'Breakthroughs in Integrative Medicine'. It was well attended, and material was presented both for specialists and for the public. Yes to Life was generously invited to have a presence and to talk about the work of the charity. Almost £500 was collected.

- The London - Paris Bike Challenge was exactly that (definitely went from London to Paris and we were undoubtedly challenged!) but was an enormous success.



Traditional English tea break

With Y2L flags flapping gaily in the Paris sunshine, French jaws dropped as our team of plucky Brits, effortlessly bantering to one another in Franglais,



Blackpool at last!

meandered around the Arc de Triomphe and collapsed under the Eiffel Tower. Well in excess of £20,000 has come in as sponsorship!! Massive thanks to our hardy cyclists!

- With the generous support of the **Schon Family Charitable Foundation**, we have been able to expand our armoury of Hyperthermia Saunas for loan to patients. We now have nine, all out on loan, and we are getting consistently good feedback from patients who are using them. If you

want to find out more about Hyperthermia, go to www.yestolife.org.uk/PDFs/Info11_Hyperthermia.pdf.

- We are planning a sponsored walk in the UK for early next year, so dust off your rucksacks and watch out for full details by email.

OTHER NEWS



Y2L at CAMExpo

- **CAMExpo:** Last year's exhibition proved an excellent way of raising awareness of Yes to Life amongst CAM (Complementary & Alternative Medicine) practitioners, so we gladly accepted the organiser's offer of another free stand. Apart from meeting practitioners face to face, we also had the opportunity to meet many other key people within the sector and to attend some excellent lectures.

BECOME A FRIEND OF YES TO LIFE

- We have a Friends scheme for regular supporters. A regular monthly donation is extremely valuable in providing Y2L with the ongoing stability needed to get on with the job. If you would like to support us in this way go to <http://www.yestolife.org.uk/NewFiles/contact.html> or contact us by mail or phone.

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