

MEETING: 06/06/2013

ANNEX NUMBER: 9

ASSESSMENT CATEGORY - Positive Transitions to Independent Living

Breast Cancer Care

Ref: 11593

Adv: J. Grieve Combes

Amount requested: £19,951

Base: Southwark

Revised request: £61,894

Benefit: Several London boroughs

Amount recommended: £61,800

Purpose of grant request: Information and support sessions, run in partnership with hospitals, for people diagnosed with breast cancer. The programme is tailored to meet local needs.

Background

Breast Cancer Care (BCC) is a national charity for anyone affected by breast cancer. It brings people together, provides information and support, and campaigns for improved standards of care. BCC (originally the Mastectomy Association) was set up in 1973 by breast cancer campaigner Betty Westgate and run on a voluntary basis from her home. Now a household name, last year 42,000 people accessed its services and demand is increasing as incidence of breast cancer rises – last year around 50,000 were diagnosed. BCC combines understanding of people's experiences with clinical expertise and keeps service users at its heart: at least a third of its trustees have had breast cancer; 472 Breast Cancer Voices inform and shape its services; and many of its 540 volunteers have personal experience of breast cancer.

Funding History

None

Current Application

One of BCC's strategic priority areas is the Moving Forward initiative, to support anyone living with and beyond breast cancer (currently around 550,000 people in the UK). During treatment patients have regular contact with professionals, but many experience a support vacuum post treatment. BCC's Moving Forward courses aim to fill this gap, by providing information and support with practicalities (such as going back to work); emotional concerns (such as fear or recurrence and depression); and physical issues (such as fatigue and lymphoedema).

BCC is applying for funds to meet the cost of six Moving Forward courses in London. Each course is delivered over four half-day sessions over four weeks with up to 15 participants. A session consists of two speakers including clinical nurse specialists, dieticians and psychologists, as well as time for clients to get to know each other. BCC works closely with Guy's, St Thomas, King's College and UCL Hospitals who help recruit clients and speakers. BCC carefully manages and evaluates the courses ensuring that

clients and speakers are supported and that sessions are tailored to local needs. Alongside BCC staff, a volunteer with personal experience of breast cancer is on-hand on every course to provide support.

Financial Observations

Audited accounts for the year ended 31st March 2012 show income of £12.7m and expenditure of £13.7m resulting in an overall operating deficit of £1m (7.9% of turnover), £960k of which was on unrestricted funds. Losses on investments of £93k were also sustained resulting in an overall decrease in funds of £1.093m.

Although BCC successfully increased its income by £0.5m in the year to 31st March 2012, it recognised the need to rationalise activities and reduced costs. Over the past 4 to 5 years, BCC has had a policy to spend its reserves to ensure continuity of services and provide resources for organisational investment. At 31st March 2012 remaining free unrestricted reserves stood at £5.2m. This is at the lower end of the target range of 4 to 7 months of the following year's expenditure, (£4.8m to £7.9m), and trustees do not wish to reduce the reserves further.

The latest forecast for the year ended 31st March 2013 shows a reduction in expenditure of £1.4m (10%) compared to the prior year, leading to a small operating surplus of £164k (1.3%). The current year budget for the year to 31st March 2014 also anticipates a small surplus of £267k (2.1% of turnover) on an income of £13m, of which a third is confirmed.

Officer's Appraisal

'Moving Forward' is a flagship BCC service in London showing consistently high outcomes for people living with and beyond breast cancer. As an organisation that is new to the Trust, BCC did not want to appear to be asking for too much and originally only requested part funding for the Moving Forward project in London of £19,951 over two years. During assessment, it became apparent that given the close fit to your priorities and the specialist nature of BCC, there would be value in BCC requesting full funding for the project. This would give stability to the project and reduce the need for BCC to fundraise or further deplete its reserves.

It is therefore recommended that you consider BCC's revised request of £61,894. This will allow the organisation to cover the full balance of funding for four courses each year over three years. The revised request (as detailed at Annex A) also includes funding for two new courses to be run each year in partnership with UCL Hospital.

Recommendation

£61,800 over 3 years (£20,000; £20,600; £21,200) for the staff costs (Regional Services Manager (26 days), Worker (87 days) and Monitoring and Evaluation Officer (12 days) and on-costs of 6 London-based Moving Forward courses.



The City Bridge Trust

Charity Registration Number: 1035628

Working with Londoners: Application for a grant

Please read the guidance notes before completing this form

Reference:
(office use only)

11593

Date Received:

27.12.12

Programme
Area:

6

1. About your organisation

Name of organisation applying for grant:

Breast Cancer Care

If the organisation is part of a larger organisation, what is its name?

Address for correspondence
**5-13 Great Suffolk Street
London**

RECEIVED
The City Bridge Trust

27 DEC 2012

Box

Postcode: **SE1 0NS**

Is this your home address? **No**

Contact person:
Ms Helene Pereira Da Silva

Position:
Major Giving Officer

Phone: **020 7960 3561**

Fax:

E-mail: **Helene.Silva@breastcancercare.org.uk**

Website: **www.breastcancercare.org.uk**

Legal status of organisation: **Registered Charity**

If registered, please give charity number: **1017658**

Year and month organisation established: **1973 December**

2. Request for funds

Under which of the Trust's themes are you applying (see our website or brochure for further details)?

Positive transitions to independent living

Purpose for which funds are requested: (25 words maximum)

Information and support sessions, run in partnership with hospitals, for people diagnosed with breast cancer. The programme is tailored to meet local needs.

How much funding is requested?

Year 1: £9,828 Year 2: £10,123 Year 3: £

Total: £19,951

3. Aims of your organisation

We aim to:

Inform - to provide people affected by breast cancer with the information that will help manage their anxiety, increase their understanding and help them make personal decisions.

Support - to support people affected by breast cancer, reduce their sense of isolation and enhance their wellbeing.

Influence - to ensure that the voice and experience of people affected by breast cancer influences and informs decisions to improve treatment, care and support.

4. Main activities of your organisation

We combine the personal experiences of people affected by breast cancer with clinical expertise, using this in a unique way to:

- provide information and offer emotional and practical support at any stage of the disease.
- bring people affected by breast cancer together through online forums and face-to-face services.
- campaign for improvement in standards of support and care.
- promote the importance of early detection.

5. Number of staff

Full-time	Part-time	Management committee members	Active volunteers
137	48	12	540

6. How do you support your volunteers?

Volunteers are fully involved in all aspects of the organisation; from fundraising to services and campaigning. We provide suitable and comprehensive role-specific training and are committed to increasing the number and range of roles available.

7. Property occupied by your organisation

Is the main property owned or leased/rented by your organisation?	If leased/rented, how long is the outstanding lease/rental agreement?
Leased	End date: 24 th March 2017

8. Finance

From your most recent audited or independently examined accounts, complete the following:

Financial year ended -

Month: **March**

Year: **2012**

Income received from:	£
Voluntary income	8,353,000
Activities for generating funds	3,334,000
Investment income	109,000
Income from charitable activities	879,000
Other sources	0
Total Income	12,675,000

Expenditure:	£
Charitable activities	8,814,000
Governance costs	71,000
Cost of generating funds	4,790,000
Other	0
Total Expenditure	13,675,000
(Deficit)/surplus for the year:	(1,000,000)

Asset position at year end	£
Fixed assets	1,080,000
Investments	4,585,000
Net current assets	1,201,000
Long-term liabilities	(545)
*Total A	6,321,000

Reserves at year end	£
Endowment funds	00
Restricted funds	23,000
Unrestricted funds	6,298,000
*Total B	6,321,000

* Total A and Total B must be the same and should be taken from your balance sheet

9. Statutory funding

For the financial year above, what % of your income was from statutory sources?
Less than 1%

10. Material changes

Describe any material changes to the organisation's activities, structure or financial position since the date of the most recent accounts:

N/A

11. Previous applications to the Trust

Have you applied to the Trust before? If so, please give details:						<input checked="" type="checkbox"/>
Month/Year: -	/ -	Ref:	Grant received: £	OR application rejected	<input type="checkbox"/>	
Month/Year: -	/ -	Ref:	Grant received: £	OR application rejected	<input type="checkbox"/>	
Month/Year: -	/ -	Ref:	Grant received: £	OR application rejected	<input type="checkbox"/>	

12. Previous funding received

Funding received by your organisation from the following sources during the last **THREE** years:
(i) City of London (other than the City Bridge Trust) **(ii)** London boroughs **(iii)** London Councils (formerly ALG)
(iv) Health authorities **(v)** Central government departments **(vi)** Other statutory bodies (e.g. Housing Corporation, Arts Council) - List source, years and annual amounts:

	Year: 2009	Year: 2010	Year: 2011
(i) Department of Health	£0	£0	£34,000
(ii) Scottish Government	£25,000	20,000	£42,000
(iii) London Strat. Health Author.	£25,000	£0	£0
(iv) National Cancer Action Team	£0	£0	£9,000
(v) Guy's and St Thomas' NHS Trust	£0	£35,000	£0
(vi) WCVA (Wales Council)	£21,000	£10,000	£0

13. Previous grants received

Grants received by your organisation from charitable trusts and foundations (other than the City Bridge Trust) during the last **TWO** years. List source, years and annual amounts:

	Year: 2010	Year: 2011
ASDA Foundation	£59,000	£140,000
Garfield Weston Foundation	£0	£50,000
The Noon Foundation	£50,000	£50,000
The Robertson Trust	£10,000	£10,000
Windsurfing for Cancer Research	£0	£11,000
Other grant-giving trusts	£68,000	£94,000

14. What steps is your organisation taking to reduce its carbon footprint?

As an organisation we do a range of things to reduce our carbon footprint, including:
 Sensor lighting that goes off when nobody is in the room;
 Filtered hot and cold water instead of plastic bottles and kettles;
 Central recycling points instead of individual bins under desks;
 All printers defaulted to double sided print;
 Secure cycle storage and showers;
 Remote conferencing facilities to reduce travel between offices;
 Signing up to the 10:10 programme to show our commitment.

15. Purpose

Complete this section whatever the amount of grant requested. **In addition**, if the request is for £25,000 or more in total, a fuller proposal should be sent with this form. Also, if your application is for all or part of new or existing post(s), please enclose a copy of the relevant job description(s) including the salary level.

In order to provide the right information, please refer to guidance note 15 before completing this section.

Breast cancer survival rates are improving. 80% of patients survive the disease beyond five years and two out of three will now survive the disease by more than twenty years. It is estimated that there are currently more than 550,000 people living with and beyond breast cancer in the UK at any one time. With the average length of stay in hospital decreasing for cancer patients, treatments are being used for longer and there is an increasing need for support and information on how to cope and manage life after breast cancer, particularly as clinical follow-up visits are being reduced.

Our clients tell us that they feel insecure and more isolated at the end of treatment than at the earlier stages. We know that almost 40% of women suffer from serious depression one year after their diagnosis and 25% will need formal treatment for anxiety or depression one year after their mastectomy. There are often many questions and increased anxiety as people adapt to a 'new normal'. Changes to relationships, intimacy and body image are ongoing concerns for many people affected by breast cancer. Many say they need more information and support, both for them and their loved ones, with practicalities such as going back to work or buying lingerie. Our Moving Forward courses also address the emotional and physical needs of the beneficiaries, including depression, fatigue and lymphoedema.

A course involves four half-day sessions which are delivered weekly. They accommodate up to 15 participants and in London we run four per year. We use healthcare professionals, volunteers and staff to present information at the sessions relevant to the participants. The participants are referred to us by Breast Care Nurses at Guy's Hospital and King's College Hospital and we use local intelligence to tailor the courses. As well as the presentations, speeches and social networking the sessions also play an important role in sign-posting people on to other services.

Four key outcomes we aim to achieve with our Moving Forward courses are:
90% of clients have an enhanced understanding about how to manage their life with breast cancer;
90% are better informed on further sources of information and support;
90% are empowered and informed in making decisions, with a positive impact on their well being;
90% say they feel less isolated and know how to get in touch with other people with breast cancer.

Our strength lies in the way we combine our understanding of people's experience of breast cancer with the clinical experience of our team of specialist nurses. We care because we have been there and we know how to help. We are one of three leading breast cancer charities and are the industry leader in providing information and support services. The Moving Forward courses are an integral part of our service delivery and 95% of breast cancer nurses in London are part of our network referral network.

The Equality Act is clear in its definition of cancer as a disability. Our Moving Forward courses provide expert support, guidance, and reassurance to those making one of the most difficult transitions of all, living a life with cancer. We equip participants with a full range of advisory services to help them maintain control and choice in their lives. Research has shown us that something as simple as support with socialising and building support networks following treatment can significantly improve confidence and esteem.

We are committed to user and volunteer involvement, equality of access and environment friendly activities. We use feedback from people with breast cancer, our 600 'Breast Cancer Voices', to shape our services, including Moving Forward courses, which are also open to all breast cancer patients from partner hospitals. Volunteers with a breast cancer experience and fully trained by our Services team in supporting people with breast cancer. Beneficiaries live in London and are referred from local hospitals Guy's and King's College, therefore travel is reduced.

16. Explain how you will monitor and evaluate both your own outcomes and those of the programme under which you are applying.

'Moving Forward' is one of our seven impact areas where we are concentrating our efforts to make lives better for patients who have finished their initial treatment. As such, progress against objectives is continually monitored by our Senior Services Team, which leads the strategic vision for our services.

We have an established and structured monitoring and evaluation system in place. In order to understand the impact of our Moving Forward courses we record the number of clients attending, their gender, age and ethnicity, and all of our clients are asked to evaluate the service through pre and post event questionnaires. We want to restore the choice and independence that cancer took away, and therefore we also conduct follow-up phone calls with course participants three to five months after the sessions. This enables us to assess how useful the service was in the longer term.

For every locality in which we deliver Moving Forward courses, our Research and Evaluation team analyses the quantitative and qualitative data collected and produces a report. We use this document to evaluate to what extent we are meeting our outcomes stated at question 15, learn and improve the service. Reaching our aims will mean that people with breast cancer have gained increased choice and control in their lives, a 'Positive Transitions to Independent Living' outcome.

17. Beneficiaries

How many people will benefit from the grant per year? Up to 60			
In which local authority is your organisation based? Southwark			
Which borough(s) of Greater London will benefit from this grant? (if more than one, please give % for each) Most beneficiaries live in Southwark, Lambeth and Lewisham; occasionally we have had people from Ealing, Wandsworth and Kensington & Chelsea.			
At what address will the activity be located? At Breast Cancer Care, 5-13 Great Suffolk Street, London SE1 0NS			
What age group will benefit? Mixed age groups as the courses are open to all.			
What will the ethnic grouping(s) of the beneficiaries be?			
	%		%
White - British		Black - Caribbean	
White - Irish		Black - African	
White - Other (please describe)		Black - Other (please describe)	
Asian - Indian		Black - British	
Asian - Pakistani		Chinese	
Asian - Bangladeshi			
Asian - Other (please describe)		Other (please describe)	
Open to everyone			X
What proportion of the beneficiaries will be disabled people? 100% as breast cancer is a disability; occasionally beneficiaries also have other disabilities.			

18. Funding required for the project

What is the total cost of the proposed activity/project?
(List main expenditure headings and amounts)

Expenditure heading	Year 1 £	Year 2 £	Year 3 £	Total £
Implementation	6,552	6,749		13,301
Management	1,638	1,687		3,325
Monitoring & evaluation	1,638	1,687		3,325
Staff and volunteer expenses	312	321		633
Volunteer training	452	466		918
Marketing and mailouts	948	976		1,924
Staff and client expenses	120	124		244
Venue costs	780	803		1,583
Catering costs	468	482		950
Expert speakers and therapists	492	507		999
TOTAL	13,400	13,802		27,202

What income has already been raised?
(List amounts and main sources)

Source	Year 1 £	Year 2 £	Year 3 £	Total £
TOTAL				

What other funders are currently considering the proposal?

We have not yet applied to other funders for this work.

19. Funding requested from the Trust

How much is requested from the Trust? (List main expenditure headings and amounts)

Expenditure heading	Year 1 £	Year 2 £	Year 3 £	Total £
Implementation	6,552	6,749		13,301
Management	1,638	1,687		3,325
Monitoring & evaluation	1,638	1,687		3,325
TOTAL	9,828	10,123		19,951

20. Funding requested from the Trust (continued)

When will the funding be required? **June 2013**

Is the activity to continue beyond the period for which funding is requested?

If so, how will it be resourced? **Our Moving Forward courses will continue beyond 2014; to sustain it, we will apply to other funders like the Sir Charles Jessel Charitable Trust and the Tony Metherell Charitable Trust who have funded our services in London in the past. If needed we will use unrestricted income from individuals, community and events fundraising.**

If any planning or other statutory consents are required for the project to proceed, what stage have the applications reached? **N/A**

Declaration on behalf of applicant organisation

I, **Helene Pereira Da Silva** (your name)

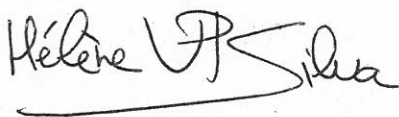
am an authorised representative of

Breast Cancer Care (your organisation)

within which I am **Major Giving Officer** (your position)

To the best of my knowledge, all the information that I have provided in this application form is correct

Signature



Date

21th December 2012

Return the completed form to: The City Bridge Trust

City of London
PO Box 270
Guildhall
London EC2P 2EJ

Please

- **do not send this application by fax or e-mail** - unless applying online, applications must be posted to the Trust
- **do send the information in the checklist** - if items are missing, your application will be returned to you
- **do send only the information in the checklist** - if further information is required, we will contact you
- **do ensure you have signed and dated this form** - we cannot accept forms which have not been signed and dated
- **do use the correct postage** - the completed form and additional materials are likely to exceed 100g in weight

Annex A

Breast Cancer Care - 11593

Revised request budget

Expenditure heading	Year 1 (£)	Year 2 (£)	Year 3 (£)
Implementation	8,631	8,890	9,157
Management	3,503	3,608	3,716
Monitoring & evaluation	2,533	2,609	2,687
Volunteer, staff and client expenses	648	667	687
Volunteer training	678	698	719
Marketing and mailouts	1,422	1,465	1,509
Venue costs	1,170	1,205	1,241
Catering costs	702	723	745
Expert speakers and therapists	738	760	783
TOTAL	20,025	20,625	21,244

Total revised request: £61,894