

152  
MEETING 12/03/2015

Ref: 12509

### ASSESSMENT CATEGORY - Reducing Poverty

Haven

Adv: Sandra Davidson

Amount requested: £133,626

(Revised request £76,604)

Amount recommended £76,600

Base: Hammersmith & Fulham

Benefit: London-wide

#### The Charity

The Haven's mission is to help people through the physical and emotional experience of breast cancer by offering a free, in-depth and personal programme of psychological support and complementary therapies. Its services, led by specialist cancer nurse and supported counsellors, nutritionists and therapists, provide individually-tailored programmes that include emotional and psychological support, advice on healthy eating, exercise, stress management and a range of individual therapies, groups and classes. Programmes typically last 6 to 12 months and the charity liaises with NHS consultants and GPs throughout.

At present there are three Haven centres (in London, Hereford, and Leeds) and a growing outreach programme. Each centre offers a comfortable reception and library area where you can talk to other people or just pick up a book and find a quiet corner. Help is also available through 'Haven at Home' DVD and CD, the website, and by telephone.

To date the charity has supported over 12,000 visitors with more than 150,000 individual therapy appointments. A recent service evaluation shows that 91% of visitors report improvements to concerns and symptoms after visiting the Haven, and 80% stated that their therapy programme was essential for recovery.

#### The Application

Funding is required to maintain and expand the Welfare Benefits and Money Advice Service, which was introduced in a new joint venture with Macmillan Cancer Support in spring 2012. Available free nationwide, this service provides individual money advice and information for patients from across the UK who are affected by any type of cancer. It proved extremely popular and has made a huge difference to the lives of many vulnerable patients and families.

The Welfare and Money Advice Service based at the London Haven ensures that vulnerable cancer patients are able to access the support they need to allow them to cope during their illness and treatment and to help them focus on the one thing that really matters: getting better. Macmillan Cancer Support provided funding for the first two years of the service and further funding for one year, which is due to expire in May 2015.

#### The Recommendation

This application has been made on the Reducing Poverty strand of your investing in Londoners programme. The financial impact of cancer is becoming more understood. Research by Macmillan has found that 9 out of 10 cancer patients' households suffer loss of income and/or increased costs as a direct result of their illness, reporting last year that increased costs average at around £570 per month for over 80% of patients – typically incurred as a result of travel costs to and from

133

hospital for treatment, and increased fuel bills. Your funding will enable the charity to continue and to develop the service to ensure cancer patients and their families are more financially stable and better informed and confident about all issues that affect their financial situation.

The request to the Trust has been reduced since the original application (as shown at Appendix A to the application form) following a successful bid to The Freemasons' Grand Charity towards the Advisor's basic salary and on-costs in year 1. Also, as the Advisor's role includes an element of work outside London, a proportion of the full salary costs is now requested (and recommended) to reflect the proportion of their work that will benefit Londoners:

***£76,600 over three years (£13,500; £31,200; £31,900) towards the salary and associated running costs of a full-time Welfare Benefits and Money Adviser.***

### **Funding History**

None

### **Background and detail of proposal**

Since the service was set up the Welfare Benefits and Money Adviser has secured over £200,000 of financial support for more than 370 cancer patients, negotiated sustainable and affordable repayments of debts. Patients' partners' and children also hugely benefit from greater financial stability within the family home and therefore the charity estimates approximately over 1,000 total beneficiaries to date (assuming four people per family unit). The project aims to keep up with the high demand and promote the service to reach more cancer patients across London, particularly those affected by cancers other than breast cancer and those who least are able to manage without this kind of support. Two volunteers will be recruited to provide basic level advice to support the Advisor and be responsible for the management of the Service online.

The number of visitors to the Haven in London is ever rising, with over 16,670 therapy appointments in 2013-14, an increase of 11% on the previous year. The charity is also investing in outreach activities to promote the Service and is about to start work on the basement room to create a new consultation area specifically to meet the demands. It is anticipated that the service will reach up to 500 beneficiaries over three years across Greater London. Feedback to date from Service users has clearly shown how beneficial and valuable the service is.

### **Financial Information**

Forecast income in the current year 2014/15 is £3,010,000, of which £1,361,204 (45%) had been confirmed by November 2014.

The charity launched an appeal to raise £2.5m in 2013 for a Haven in Wessex, which is expected to open in October 2015. As at 30 November 2014 £1.5m had been raised, shown as restricted funds in the table below, and the charity is confident that the balance of £1m will be raised through their ongoing fundraising activities. The appeal hopes to cover two years' worth of operational costs of the new Wessex Haven to ensure that it is opened in a good position, with time to establish ongoing support from local sources to become self-sustainable.

Year end at 31 March	2013/14 Independently Examined Accounts	2014/15 Current Year Forecast
	£	£
<b>Income and Expenditure</b>		
Income	2,633,756	3,010,000
Expenditure	2,262,854	2,408,509
Unrestricted Funds Surplus / (Deficit)	(347,852)	221,434
Restricted Funds Surplus / (Deficit)	718,754	380,057
<b>Total Surplus / (Deficit)</b>	<b>370,902</b>	<b>601,491</b>
Surplus / (Deficit) as a % of turnover	14.1%	20.0%
Cost of Generating funds (% of income)	635,017 (24.1%)	-
<b>Free unrestricted reserves</b>		
Unrestricted free reserves held at Year End	457,913	679,347
How many months' worth of expenditure	2.4	3.4
Reserves Policy target	754,284 – 1,131,426	802,836 – 1,204,255
How many months' worth of expenditure	4.0 – 6.0	4.0 – 6.0
<b>Free reserves over/(under) target</b>	<b>(296,371) – (673,513)</b>	<b>(123,489) – (524,908)</b>