

Velindre Cancer Charity

Information Sheet



About Us:



What is Velindre Cancer Charity?

Velindre Cancer Charity is the official Charity arm of Velindre Cancer Centre and is run by a Fundraising Team who have skills in areas including fundraising, event management, marketing, finance and strategic planning. The Charity was first set up in 2007 and has since raised over £35 Million which has all been invested back in to the staff, patients, treatments, research and services at the Cancer Centre.

Our role as a Fundraising Team is to support fundraisers through their challenges and activities as well as hosting annual events to help boost vital funds. Each year we host an overseas challenge which is either a trek or a bike ride. In 2022, due to backlog of events caused by the Pandemic, we will be hosting overseas bike rides to Majorca and Las Vegas along with treks to Kilimanjaro and China. We also host race days, dinners, golf events, runs, walks and evenings with celebrity special guests.

We are looking forward to supporting YOU in your Victory For Velindre Skills Challenge for 2021/22 and welcoming you to our Velindre community.

Find out more about the Charity's Patrons, upcoming events, and online shop here:
www.velindrefundraising.com

What is Velindre Cancer Centre?

Velindre Cancer Centre has been providing specialist supportive care and treatment for cancer patients in Wales for over 60 years. As the premier Cancer Centre in Wales, Velindre is well known for providing high quality radiotherapy and chemotherapy treatments, care and support for patients. Velindre Cancer Centre provides specialist cancer services to over 1.5 million people in South East Wales and beyond.

Our branding, messaging and logos:

Velindre Cancer Charity have a range of themed messaging and logos that you are more than welcome to use throughout your project or to inspire your product design. Below are further explanations for each logo and the meaning behind them:



In Aid Of Logo

This is the main logo that we provide to all fundraisers who are raising vital funds for Velindre Cancer Charity. You can use this logo to help develop your visual presentations and product design.



Victory Over Cancer

Our overall aim as a Charity is to one day gain Victory Over Cancer through the groundbreaking research and clinical trials we fund. This Victory Over Cancer logo has been adopted by many patients and fundraisers as a clear display of their mission in supporting our Charity.



Hospital of Hope

Over the years, Velindre Cancer Centre has become known as a Hospital of Hope for many of our patients who receive outstanding treatment care. We aim to provide hope for patients and families through the roles, treatments and services we fund.



#ThanksAMillion (Covid Recovery Fund)

In March 2020, the UK went into a national lockdown due to the Coronavirus Pandemic. This had a monumental effect on our fundraising income and our ability to host events and fundraisers. During the pandemic, we have received phenomenal support from fundraisers, local businesses and local communities. In response to this, we launched a Covid Recovery Fund as a way of regaining the funds we were unable to raise along with saying THANKS A MILLION to those who helped us when we needed them most.

Did you know?

It is important to share accurate information when promoting Velindre Cancer Centre, Velindre Fundraising and the work that we do. Here's some useful facts and figures to help promote your fundraising activity and also share with your supporters:

- Velindre is a specialist Cancer Centre in Cardiff providing treatment and services to cancer patients across South East Wales and beyond.
- Each year Velindre treats over 1.5 million patients, and receives over 50,000 new referrals annually. With statistics showing that Cancer will now effect 1 in 2 of us, these figures continue to grow each year.
- Velindre Fundraising is the charity arm of the Cancer Centre and helps fund services and treatments above and beyond those provided through the NHS. 100% of the money raised by Velindre Fundraising is invested back into the staff, patients, facilities, treatment services and clinical trials at Velindre Cancer Centre.

Velindre Fundraising funds a variety of services, key roles and research trials with the funds that YOU raise each year. Some of these include:

50% of Specialist Nurses

50% of Specialist Nursing roles at Velindre are funded by the donations you raise. Our aim is for every patient to have access to specialist support and treatment during their time at Velindre.

Complimentary Therapies

The Charity funds a high number of Complimentary Therapy services and staff roles that provide extra comfort and support for patients during their treatment such as acupuncture, reiki and massage therapy .

Wi-fi at Velindre

The Wi-fi at Velindre is funded 100% by the Charity to ensure that all visitors, family members and in-patients are able to stay in touch with their loved ones when on site.

Essential resources for in-patients

The Charity offers support for our in-patients by helping provide essential resources including clean pyjamas, selected toiletries and digital devices to keep in touch with their families.

Vouchers for Wigs

During their treatment, patients will receive a complimentary voucher to purchase a wig which is funded by the charity.

£1 million a year for Research

£1 million a year supports research and education as part of ground-breaking and international clinical trials.

Refurbishment of key areas

The Charity funds the refurbishment of key areas in the hospital to help improve patient experience.

The Family Room at Velindre is one of the many areas refurbished by Velindre Fundraising to help create a comfortable space for families to create memorable moment and spend time with their loved ones.

A range of Children's Resources

Velindre Fundraising helped launch a range of Children's resources which aim to support young children through a cancer diagnosis or loss in their family.

Children have access to tools including Memory Boxes, Worry Monsters and Velindre Lion toys to help support them when a loved one has to visit hospital for treatment. They also have access to a variety of exclusive books which help explain a cancer diagnosis to help them understand their emotions.

More information can be found:

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www.velindrefundraising.com

