

Making life better for people living with cancer



David Dimbleby



Jonathan Dimbleby



Sally Christensen



Nicholas Dimbleby

## Helping people living with cancer

When our father was diagnosed with cancer in his mid forties, it was, as you can imagine, a great shock for all our family. When he died at the age of 52, millions of people mourned the loss not only of a great broadcaster but someone they felt they had come to know both as a friend and a brave man.

In those days cancer was a taboo subject. So his decision to make his diagnosis public was widely acclaimed as a real breakthrough. After his death, tributes poured in from across the nation. Our mother requested that, rather than flowers, people should send money to help combat the disease. This helped us establish the Richard Dimbleby Cancer Fund, now known as Dimbleby Cancer Care.

The shock that we felt at our father's diagnosis is something felt by almost a quarter of a million families in the UK every year. Almost one in three of us will get cancer during our lifetime and it will kill one in four of us.

We at Dimbleby Cancer Care are determined to do two things;

- To support research into how best to care for people with cancer
- To offer comfort and care to those living with cancer

As cancer survival rates increase, the need for the work that we do supporting people with cancer increases. **Will you help us to improve the lives of people who have cancer?** Those who remembered our father and left us legacies in the past have enabled us to help tens of thousands of people directly through our centres at Guy's and St Thomas' hospitals, or indirectly through research into improving cancer care. Our centres offer support groups, complementary therapies, psychosocial support, information, or simply the knowledge that someone is there for them.

To mark our 40th year of offering direct comfort and support to those living with cancer, Dimbleby Cancer Care committed to a major increase

in cancer care research, an area which is alarmingly underfunded in the UK. We also increased our spending on the care and support we offer directly to people living with cancer.

We are committing a large proportion of our reserves to these projects because the need is so great that we can't afford to delay. But in the future we will not be able to carry on this vital work without legacies to finance it.

Please, do consider us in your will. Your legacy will be put to maximum use for people living with cancer. Your gift will be felt for many, many years to come.

*David Dimbleby* David Dimbleby

*Jonathan Dimbleby* Jonathan Dimbleby

*Sally Christensen* Sally Christensen

*Nicholas Dimbleby* Nicholas Dimbleby



"The experience of thousands of people living with cancer has been hugely improved by the care and support offered by Dimbleby Cancer Care. Without support and help from people who care, that would not be possible"

Barbara VanDerMerwe MSc, SRR, TDCR(T)  
Service Manager for Palliative Care and Dimbleby Cancer Care, Guy's and St Thomas' NHS Foundation Trust

**1965**

**Richard's Death**  
First Richard Dimbleby dies of cancer having made the brave decision to speak publicly about his illness.

**1967**

**Cancer Research**  
First Richard Dimbleby Fellow in Cancer Research appointed. Later the Richard Dimbleby Chair of Cancer Research at King's College London established.

**1968**

**Front line services start**  
Dimbleby Cancer Care begins offering front line services at St Thomas' Hospital. HM The Queen opens Research Laboratory.

**2005**

**Increased services introduced**  
£1 million Research Fund launched. Care and support service at Guy's and St Thomas' hospitals expanded.

**2008**

**Anniversary Year**  
New centre at St Thomas' opens, New Richard Dimbleby Research Laboratory opens and two major programmes launched.

### The Future?

Who knows what the future will bring? However your legacy could ensure that people living with cancer get better levels of care and that more research takes place into how to care for people with this life-threatening disease.

## How can you help us?

**Dimbleby Cancer Care has never previously fundraised, relying instead on people who remembered and respected Richard or those who have benefited from our services.**

To mark our 40th Anniversary, we are;

- investing £1m a year in researching better care and support for those living with cancer
- launching a scheme across the country to raise the levels of cancer care that people receive

People living with cancer, and their carers, deserve the best and we are determined to do all we can.

However, we simply cannot do it alone. We need the help of people who care – and people who share our belief that people living with cancer should have access to the best support available.

Any amount will help us. Here are just some of the ways you can help. Please consider helping us, and for more information, contact us at the address below.

Making a **personal donation**. Any amount is a help to us, and if you are a taxpayer any gift you make can be increased by 28% if you sign a simple Gift Aid form for us. To make a donation, either send a cheque – made payable to Dimbleby Cancer Care – to the address below, or you can make a donation through our website: [www.dimblebycancer.org](http://www.dimblebycancer.org)

If you are a member of a **Rotary Club, Round Table, Soroptimists, Masonic Lodge** or other community group that supports charitable work, then please consider putting us forward as a beneficiary.

Consider leaving us a **legacy**. We have a full, helpful legacy pack which can be downloaded from our website, or a copy can be posted to you.

**Run an event** to support us, or consider **selling some items on eBay** and donating the proceeds to us.

Donate any **unwanted shares**. Contact us and we will ensure it is done in the most tax efficient method for you.

If you are involved in a **company** and would like to support us – either through employee fundraising or through corporate support – please contact us to discuss your ideas.

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Registered charity number 247558



*"I think it's a terrific programme and I was so glad to be able to have six (complementary therapy) sessions with the same person. She had a real empathy towards breast cancer patients. I also don't know what I would do without my Dimbleby pillow. I use it every night and even when I take a journey"*

A cancer patient using the Dimbleby Cancer Care facilities at Guy's and St Thomas' hospitals

## A legacy of comfort and support

### RICHARD DIMBLEBY

Richard Dimbleby is widely regarded as Britain's greatest broadcaster. The BBC's first reporter and war correspondent, his memorable broadcasts – from Belsen and Berlin – made him a household name. He went on to become the nation's most revered television anchorman with a string of "firsts" to his name. He was for many years the presenter of *Panorama*. His coverage of the Coronation and the funeral of Winston Churchill were unforgettable. In very different mood, his "spaghetti tree" hoax on April Fools Day, 1957, remains a national favourite.

Richard was diagnosed with cancer and died aged only 52. His decision to challenge the taboos of cancer did a huge amount to raise awareness of the condition. When asked what was his one wish for people in hospital with cancer he said "a comfortable pillow" – just one of the gifts his family and Dimbleby Cancer Care give annually to hundreds of patients in his memory.

### COMFORT & SUPPORT

Since its inception, Dimbleby Cancer Care has been dedicated to offering practical help, comfort and support to those living with cancer. From humble beginnings offering a comfortable room to wait for treatment (rather than a bare corridor) the charity has sought continually to improve the services which cancer patients receive.

Through our centres at Guy's and St Thomas' hospitals, we fund complementary therapists for in and out patients, support groups, information units and psychological support to thousands of people every year.

To mark our 40th Anniversary we launched a major new programme to raise the level of care that people receive across the country. While people continue to receive poor or patchy care, comfort and support, Dimbleby Cancer Care will be there to help raise the standards.

### RESEARCH

National Cancer Research Institute figures show that of the total spent in the UK on cancer research only a little over 4% is allocated to research into supportive and palliative care. That is a pitiful amount.

In 2005 Dimbleby Cancer Care launched a £1 million fund to improve such research. To mark our 40th Anniversary we increased that to £1 million a year – making us one of the largest charitable funders of cancer care research in the UK.

We believe that with more people than ever living longer with cancer, the need to research effective and appropriate care has never been more important.

