

LOOK EAST - COMMUNITY FUNDRAISING



LOOKING BACK ON 2024: A YEAR OF FUNDRAISING, DEDICATION, AND IMPACT



As we move into 2025, we reflect on an amazing year of fundraising and achievements from Everyone Active colleagues across the East Region. From personal challenges to group initiatives, each event contributed to an outstanding year of fundraising and awareness for Everyone Active's chosen charity partners, those charities you support on a personal level, and local organisations important in your communities.

Continued... (page 2)



A REAL-LIFE JOURNEY

»»» SOUTH DERBYSHIRE

Last month we reported on Kate Storer's personal fundraising challenge for Breast Cancer Now, which was motivated by her Auntie Sue who is currently undergoing treatment. We catch up with Kate, Activity & Wellbeing Manager, and Sue, who has very kindly agreed to share the story of her diagnosis and treatment (to date) as way to increase awareness and motivate your own fundraising efforts.

Continued... (page 5)

CHRISTMAS FUNDRAISING SMASHER!

WIGSTON POOL & FITNESS CENTRE

Mid December saw the team at Wigston Pool & Fitness Centre host their Christmas Special Fun Day. The event was a brilliant success, raising a massive £546.85 for Breast Cancer Now, which Faye Gamble, Team Leader says is 'the most we have raised in one day yet!'

Star of the show; Santa himself was in attendance from 11am, giving out sweet treats to visitors!

"We had gingerbread decorating and wreath crafting tables," Faye added, "as well as stalls selling stocking fillers and little presents for kids and adults. We also had a face painter and all of the stalls gave us a deposit / donation which went straight to charity. The face painter also gave us 25 per cent of the profits made too!"

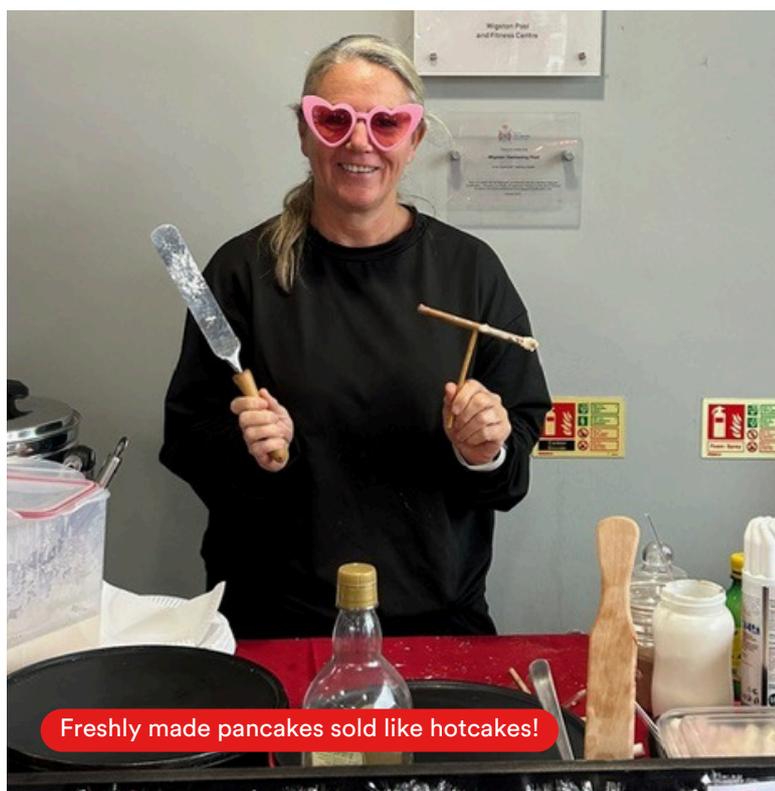
Faye was also able to call on the support of her family who came and made pancakes and hot chocolate for visitors. "People also very kindly donated prizes for separate adult and kids' tombolas - which were mostly gone within two hours!"



Facepainting was popular.



Artisan companies sold gifts.



Freshly made pancakes sold like hotcakes!

RUN EVERY DAY FOR CALM

»» SOUTH DERBYSHIRE

Some 155km later and 31 days of running 5km every day, Nick Fearnett, Contract Manager, has completed his challenge to run every day throughout December for CALM – the Campaign Against Living Miserably.



Just some of the people who ran with Nick.

“If I’m honest, I’m glad to see the back of it!” he said, “The runs went really well and my strategy for recovering between each 5km obviously worked, but the challenge was difficult mentally. If it hadn’t been for the people who supported me, agreeing to meet and run so I had a commitment to them, I wouldn’t have got through the month.”

Throughout December, Nick challenged himself to run 5km every day which is not necessarily physically testing for someone who is a keen runner but difficult motivationally. Few training plans involving running every day, and of course December covers the festive period when there are more pressures to socialise, the weather is often wet, hours of daylight are limited... and this was part of the challenge especially for a charity such as CALM – which helps people struggling with poor mental health and contemplating suicide.

Nick is grateful to his good friend Tom Greatrix, whose name you may recognise from previous fundraising challenges, who agreed to run with him on Christmas Day. “Tom was on leave and we met up with a few other friends on Christmas Eve for a run. He very kindly agreed to run with me on Christmas Day and get the miles ticked off!”



Running with Tom Greatrix on Christmas Day.

Nick also ran with his young daughters on one day, who were keen to get involved. “We set up a looped route so they could see me from the front and the back of the house. They jumped in for a loop when they felt like it, rested, and then did another. They joined on a very cold day so they did very well,” he said.

His final run on the 31st was a muddy trail run as a celebration of what had been achieved.

“I live near a hill and had purposely avoiding running on trails for the duration of the month as I wouldn’t have wanted to get back on the road for the rest of the challenge.

“I ran up to the top of the hill and just looked out, contemplating what the challenge meant and the cause I had run for and what this means for some people as everyone looks to the new year ahead. This is why it’s important to support charities like CALM and also remind people how much exercise can help improve mental health.”



Nick running with his daughters during the challenge.

A REAL-LIFE JOURNEY

»» SOUTH DERBYSHIRE

Sue's story

Sue remembers her breast cancer diagnosis clearly. It was on 15 April 2023.

She recalls listening to a slot on the Chris Evans' Breakfast Show about self-checking for breast cancer and, feeling motivated to check, found a lump in her breast. "I rang the doctor the same day, got an appointment two hours later, and was referred to hospital three days later," she explains.

The referral to the Breast Cancer Clinic at Burton-on-Trent, provided an ultra sound, biopsies and the discovery of a small lump in the breast and cancerous lymph node under the arm. Sue had surgery on 2 May.

"My Auntie Sue is a very strong person," Kate says, "but I was upset and worried when I found out about her diagnosis. But as she was positive, my family and I remained positive for her sake. We all did our best to keep her motivated and lift her spirits, whilst being there if she needed anything."

Sue's treatment continued with chemotherapy starting in July, with sessions every three weeks, until mid November.

Unfortunately Sue suffered from several side-effects as a result of the chemotherapy. She explains the support received from family, friends and staff at the Breast Cancer Clinic made the bad times manageable. "The way they treat you with compassion and care at the clinic is just amazing!" she adds, "I have the mindset that I will overcome this. I'm not going anywhere yet!"

Support network

"I would advise anyone facing treatment to look for support from those around you. A good network helps. Join a support group if you wish too. Find the people around you, who have managed similar things as their support and experience will be helpful," Sue says.

Kate agrees that it's important to be supportive and understanding but to treat the person as you usually would. "Be yourself and don't make a song and dance about them having cancer," she explains, "Carry on as normal, make them laugh and just be you!"



Sue has been advised she is at continued high risk of cancer and her treatment is ongoing. She is currently undergoing nine sessions of radiotherapy and is now on oral cancer medication and will have an infusion in her bones every six months. She will have oncology appointments every four weeks for the next two years, as well as reconstructive surgery on her breast.

Fundraising ways

Why not join Kate on a fundraising walk for Breast Cancer Now?

"I love to walk – it clears that head and literally blows the cobwebs away!" Kate says, "It's a great way to get exercise and great for your mental health. Of course there are days when you get in from work, have to see to the kids, get tea, clean... and you don't really feel like anything but a short work is a start and before you know it you're doing 25,000 steps a day and your mental wellbeing is in a better place. Knowing you're doing it for an amazing cause makes it even more worthwhile!"

Sue adds: "I'm very proud of Kate and her own efforts to raise awareness about breast cancer and to raise funds for Breast Cancer Now. I think there is more awareness now, which is amazing... but there can never be too much!"

Thank you to Sue for bravely sharing her personal story. Breast Cancer Now's vision is that by 2050, everyone diagnosed with breast cancer will live and be supported to live well. This can only be achieved with your support. Turnover for information about two of the official fundraising challenges Breast Cancer Now has got coming up. Take on an iconic Pink Ribbon Walk, as the event series celebrates its 20th anniversary knowing you are supporting a worthy cause, or mark International Women's Day with a charity place at Women's Run Series.



From Pink Ribbon Walks to hosting your very own Afternoon Tea, Breast Cancer Now have a whole calendar of fundraising opportunities and ways to get involved this year.

We will be sharing the full Breast Cancer Now fundraising guide in next month's edition but until then check out two incredible events you may be interested in! If you have any questions or need more information on any event, please email Everyone.Active@breastcancer.org.

Pink Ribbon Walks

One of Breast Cancer Now's favourite walking events is their iconic Pink Ribbon Walks and this year they are celebrating 20 years of coming together to walk for people affected by breast cancer. And 20 years of helping to fund life-saving research and life-changing support. Every step taken and every ribbon carried has made a huge difference.

Everyone's invited. Whether you like a gentle stroll or a brisk hike, walking alone or rambling with your friends and colleagues. Whichever route you choose, Breast Cancer Now will be there to support you the whole way. As you walk, you'll carry a pink ribbon with your own message of hope, then add it to the incredible display. And when you cross that finish line in your Pink Ribbon Walk T-shirt, a whole cheering team be waiting with your well-deserved medal.

Breast Cancer Now be hosting walks at four stunning locations across the UK.

- Hampton Court Palace and the Thames Path – Saturday 26 April 2025
- Blenheim Palace and the Cotswolds – Saturday 10 May 2025
- Pink Ribbon Walk Scotland at Crieff Hydro – Saturday 31 May 2025
- Chatsworth House and the Peak District – Saturday 21 June 2025

Special Everyone Active colleague discount

For more information and to sign up for a Pink Ribbon Walk head to [Pink Ribbon Walk | Breast Cancer Now](#) and use your unique discount code 'EveryoneActive10' for 10% off your registration fee.



**WEAR PINK.
CHANGE LIVES.**

**BREAST
CANCER
NOW** The research & support charity

Women's Run Series x Breast Cancer Now

Or feeling the girl power and fancy signing up to a women-only event?

In partnership with Run Through, feel empowered through running and make a difference to people affected by breast cancer.

Come and join us on International Women's Day, **Saturday 8th March 2025** and run, walk or jog a 5k or 10k around the inspirational Queen Elizabeth Olympic Park.

At Women's Run Series, their mission is to create a truly safe and inclusive space for women's running, empowering individuals to embrace a healthy and active lifestyle. They are dedicated to increasing female and ethnic minority participation in running events, ensuring that everyone, regardless of background, feels welcome and supported.

Together, they strive to build a vibrant community where every woman has the opportunity to thrive and inspire others to do the same.

Their entirely female events team is here to open those doors and help you break down those barriers that may have prevented you from joining an event like this before!

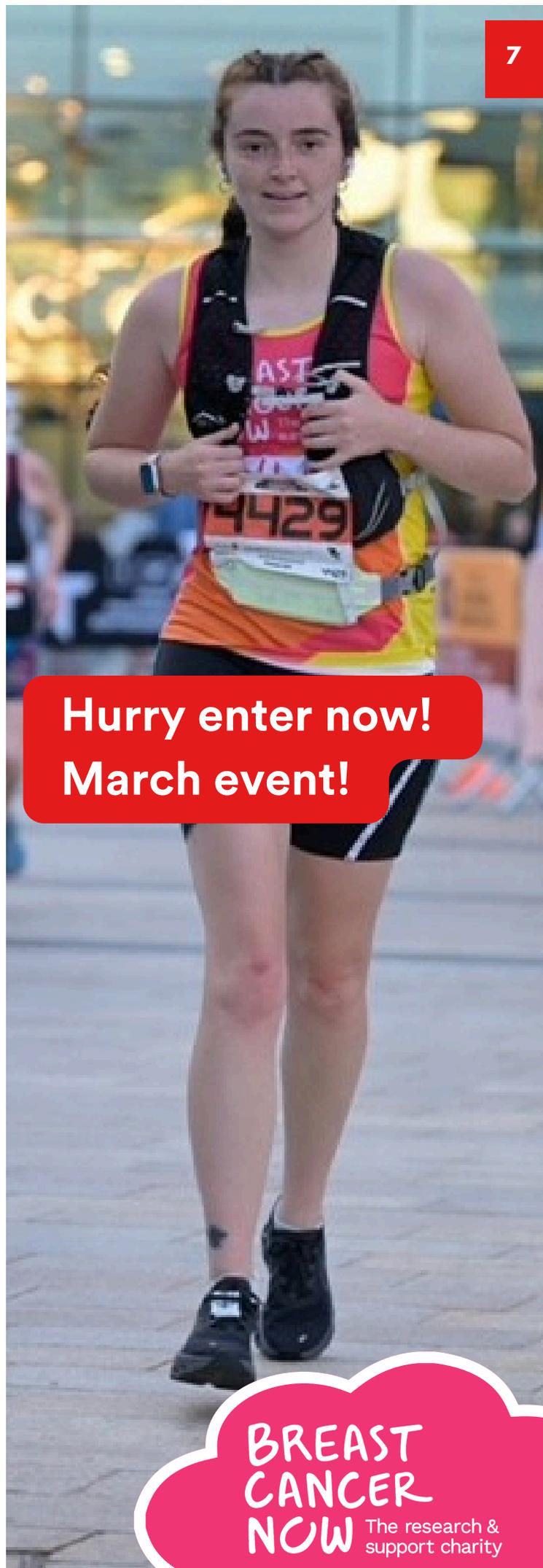
All abilities are welcome.

Breast Cancer Now have charity places in either the 5km or 10km run:

- Women's Run Series London 5K | Breast Cancer Now
- £10 registration fee and £75 fundraising target
- Women's Run Series London 10K | Breast Cancer Now
- £10 registration fee and £100 fundraising target

What to expect:

- An all-female events team
- Modesty changing facilities
- Chip timed results
- Free official event photos
- Free sanitary products
- Women's Run Series Medal
- Mid race hydration
- Post run refreshments
- Pacers



**Hurry enter now!
March event!**

**BREAST
CANCER
NOW** The research &
support charity

GIFT DRIVE SUCCESS

»»» PINGLES LEISURE CENTRE

Last month we brought you news of Pingles Leisure Centre's drive for unloved new or secondhand toys as colleagues sought to keep Santa supplied with gifts at their charity fundraising event on 7 December.

The call did not go unanswered with the local community generously supporting the centre's Santa's Grotto event with a sleigh load of toys, meaning 100 per cent of proceeds from the event could be donated to Breast Cancer Now.

The team welcomed 86 children to Santa's Grotto on the day with colleagues helping deliver the gifts. "It was a really successful event," Savannah Bentley-Green, Sales Manager said. "All the colleagues helped out - we had lots of gifts donated and raised nearly £250 for the charity. We will definitely be doing it again next Christmas!"



Savannah and Georgia helping Swim Manager Elf Steph, and Santa.



Swim Manager Elf Steph, Santa and some happy visitors.

EVERYONE CAN MAKE A DIFFERENCE

Share your community fundraising stories.



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Sarah

Add your story to the next newsletter... email: pr@spud-media.com