

LOOK EAST - COMMUNITY FUNDRAISING



EXCITING NEW CHARITY PARTNER ANNOUNCED

Hello, we're Breast Cancer Now and we're delighted to introduce ourselves as one of Everyone Active's new charity partners.

We're the largest breast cancer charity in the UK. We fund life-saving research, campaign for change and provide information and support to anyone affected by breast cancer. Why? Because our vision is that by 2050, everyone diagnosed with breast cancer will live, and be supported to live well. But to make that vision a reality, we need to act now.

Every 10 minutes, someone in the UK hears the words "you have breast cancer". And there are over 600,000 people are living with or beyond the disease.

We're here for everyone affected. Our free confidential helpline, trustworthy health information, and support services such as Someone Like Me are here for people, whatever breast cancer brings.

And we support over 290 of the brightest minds in breast cancer research to discover how to prevent breast cancer, live well with the disease and save lives. To date, we've invested over £268 million in world-class research.

But we can't continue to fund our research or support services without your help.

So this year, we'd love you all to get involved in some exciting fundraising activities. Coming up in August we have Afternoon Tea where you can bake some delicious treats for your colleagues and clients. And just round the corner in October, we're asking you to 'wear it pink' for Breast Cancer Awareness Month. We can send you everything you need to get started!

BREAST CANCER NOW

The research & support charity



EVERY PENNY COUNTS!

- £5 could give 25 people a copy of our 'After-breast cancer treatment guide'. It's filled with information about how you might feel after treatment, ways of coping and being breast and body aware.
- £30 could help someone get vital answers by calling our free and confidential helpline. No question is too big or too small, and all calls are answered by breast care nurses and trained staff.
- £225 could pay for one day of research. That's another day of progress. A day closer to breakthroughs. And a day closer to a world where everyone with breast cancer lives, and lives well.

Breast Cancer Now will be the Everyone Active official partner charity from 1 August. Contact Michelle Hendry, Regional Customer Relations & Business Manager, for your event fundraising promotional items with details of your events.



CASE STUDY

Roseann decided to support Breast Cancer Now after being supported by us during her own treatment.

"Breast Cancer Now was my support from day 1. When I had no idea where to turn, their Someone Like Me service connected me with someone else who had breast cancer.

"It was great to speak to someone a bit further along who could give me advice and emotional support. It made me feel less alone, that my feelings were normal and that things would get better.

"Ask Our Nurses was another incredibly helpful Breast Cancer Now service. I was able to speak to a specialist nurse without ever feeling I was making a mountain out of a molehill."

Thank You

EVERYONE SMASHED IT!

Well done to the East Region for raising a whopping £93,166.29 for Dementia UK over the last year. This figure is as of 30 June 2024 – there's still more to come in before the end of this month! How absolutely amazing is this?! Well done everyone! Here's just a snapshot sample of the awesome fundraising exploits you organised...

June 2024

- Fakenham Sports & Fitness Centre Dementia Cafe & Rob Secker's Skydive.
- Martin Oxford, North West Leicestershire Contract, Maintenance Engineer's 200 mile walk preparations.

May 2024

- Nick Fearnett's 24-hour Double Ultra Challenge
- Helen Hopps, Customer Service Manager, Middlesbrough Sports Village & her dog Opie took on March's Dementia UK dog walking challenge

April 2024

- Moulton Leisure Centre's Open Day Fundraiser
- Central Beds Team Triathlon

March 2024

- Waveney Valley Leisure Centre team cycled 338 miles on a stationary cycle
- Wigston Pool & Fitness Centre's 24-hour bikeathon

February 2024

- Moorways Sports Village announced their Tough Mudder Team Challenge
- Enderby Leisure & Golf Centre's Alan Sheppard took to the treadmill dressed as a superhero walking ten miles every day
- Centres in the Teesside Contract hosted Dementia UK fundraising activities as part of their post-refurb open days

January 2024

- The Grinch visited Victory Swim & Fitness Centre's Christmas inflatable fundraiser
- Sunderland sites got into the fundraising spirit with Xmas Jumper day



£93,166.29

#DementiaUK

December 2023

- Huncote Leisure Centre hosted 5-a-side football tournament
- Bedworth Leisure Centre's Ryan Allsopp & Edward Whitehouse Brave the Shave

November 2023

- Daventry Leisure Centre hosted spinathon and bake-off
- A Victory Swim and Fitness Leisure Centre Team took on a sprint Triathlon
- It all went Tunnel Vision whilst running for Lutterworth Sports Centre's and Harborough Leisure Centre's joint team
- Waterlane Leisure Centre's Donna Taylor swam the width of The Channel

October 2023

- West Lindsey Leisure Centre got fundraising as part of their 50th anniversary pool celebrations.
- The East Staffs team headed out to cover 50km on foot, bike and even in the pool
- Enderby Leisure & Golf Centre's Mel Quinn and a team from Saltburn Leisure Centre took on the national Dementia UK challenge to walk 30 miles over the month
- Waterfield Leisure Centre and Melton Sports Village boosted fundraising with a quiz and cycle session
- Waterlane Leisure Centre smashed their own self-styled triathlon
- North West Leicestershire team tackled the Yorkshire 3 Peaks

September 2023

- Lammas Leisure Centre took on the National 3-Peak Challenge
- Kirkby Leisure Centre's Jade Haseldine faced her fears in a skydive

August 2023

- Tiddenfoot Leisure Centre hosted cake sale and inflatable session
- Craig Allen, Regional Commercial Manager, took on the 215-mile Race Across Scotland
- Loftus Leisure Centre host fundraising family fun day



EVERYONE

SMASHED IT!

MOORWAYS TEAM MUDDIED IT OUT!



»» MOORWAYS SPORTS VILLAGE

Some of the team looking suitably muddy!



Proudly showing off their hard-earned medals.

Congratulations to the Moorways Sports Village Tough Mudder team, who tackled the Tough Mudder Midlands Event at Belvoir Castle to raise funds for Dementia UK.

The team of ten took on the 10.5 mile course with 24 obstacles which Tough Mudder bill as one of their most technically difficult events on the calendar... meaning the obstacles were all up-scaled for the event.

General Manager, Myles Hickman said how proud he was of the team "The team had a real mix of fitness levels, experience in these challenges but all pulled through together. Everyone had a real sense of achievement at the end and we look forwards to taking on an even bigger challenge in 2025."

He adds that everyone found the Arctic Enema obstacle hard - it involves dunking into a -4C ice pit which is a complete shock to the body. Plus the Mud Mile was gruelling. Coming near the end of the course when energy levels are depleted, and involving scrambling over 10 foot high mud banks with muddy puddles in-between, it was especially difficult.

Special mentions go to Tom Hambleton, who picked up a knee injury at mile seven but battled on to complete the course, and also to Nick Fearnett, who joined the team from the South Derbyshire Contract, completing his tenth Tough Mudder, and sharing his experience to support everyone around the course.





BLUE TEAM TAKE TOP HONOURS AT SPORTS DAY

>>> ENDERBY LEISURE AND GOLF CENTRE

Sports Day came to Enderby Leisure and Golf Centre on 29 June, as 32 members and colleagues gathered in teams for the site's annual fundraiser. As ever the fun-filled event included traditional Sports Day races such as egg and spoon, and sack and three-legged races – raising a massive £465 for Dementia UK. Perennial favourites, Tug of War and welly wanging proved the most popular activities, with the Blue Team taking the overall win at the event once the scores were calculated.

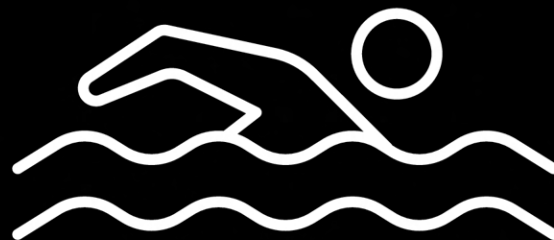


Ready for the three-legged race.



On their marks for the sack race!

TEAM SUPPORT CHARITY SWIM



»»» DAVENTRY LEISURE CENTRE

A big shout out to the Daventry Leisure Centre team who supported local swimmer Dottie Davies in her nine-day charity challenge to swim five miles in aid of Dementia UK.

Dottie who uses a wheelchair due to MS has been re-learning to swim with the team at the leisure centre over the last year to enable her to tackle this epic feat. She explained how everyone has been very supportive including Val Taylor, GP Referral Coach, and Emily Wright from the centre's swim team.

"Swimming is not easy for me as it is all upper body - my legs just drag behind. During each swim I just kept saying to myself - keep swimming! That's my motto in life - just keep going! It was a real team effort," she said. And Val and Emily were with her every lap of the way.

During the challenge, which ran over nine days from 24 June to 3 July, Dottie swam a mile every other day, taking the weekend off to help her manage the pain and fatigue involved with swimming for around an hour and 10 minutes each session.



Val Taylor and Emily Wright with Dottie Davies

POOL FUNDRAISERS FOR ALL

»»» WIGSTON POOL AND FITNESS CENTRE

As ever the team at Wigston Pool and Fitness Centre has been active with their charity fundraising. During June, they ran a Fun and Floats swimming session and Charity Aqua Class, which helped to add another £232.90 to their Dementia UK fundraising total.

Lucy Thorne, Fitness Manager, explained how both events were really successful and enjoyable, especially as they were arranged quite last minute.

In big news, plans are currently underway for the centre's annual Family Fun Day to be held on 27 July from 12:00 to 18:00. As always the team is planning a host of exciting activities and events, including have-a-go CPR sessions, fitness challenges, arts and crafts and a bake sale.



PT Curtis brought his child along to the Fun and Floats fundraiser.

TOURNAMENT RAISES £250

»»» HUNCOTE LEISURE CENTRE

Huncote Leisure Centre welcomed six teams for its Charity 5-A-Side Tournament on 7 July raising over £250 for Dementia UK - a massive achievement as unfortunately a couple of teams dropped out last minute. However, the tournament was still able to go-ahead with the six teams present, with the winners and runners-up both representing Leicester City in the Community.



The winning team – the orange bibs - won on goal difference over the non-bibs.

KEEP MARCHING ON!

Martin Oxford, Maintenance Engineer, North West Leicestershire contract, is currently eating up the miles on the Wainwright's Coast to Coast route. He's already shattered his fundraising goal, raising an amazing £1,626 so far for Dementia UK and as of 10 July, Martin had reached Patterdale in Cumbria.



Martin looking windswept on the Coast to Coast

SKATES & SWEEPSTAKE



Joshua Willis, Duty Manager, Cromer Sports Centre, reports the team at North Walsham Sports Centre hosted a charity roller disco for Dementia UK as well as a men's UEFA EURO 2024 sweepstake at Cromer last month. "We had a huge amount of members sign up to this with a chance to win an Everyone Active goody bag," Joshua says.

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