



Summer 2014

Corporate Partnerships newsletter

Hospital News

Successful initiative for children with cystic fibrosis

Great Ormond Street Hospital (GOSH) provides one of the UK's largest paediatric respiratory care programmes, treating children with a range of life-limiting respiratory conditions. The most common of these is cystic fibrosis (CF), a life-shortening genetically inherited disease, where lungs and other major internal organs become congested with thick, sticky mucus, making them prone to inflammation and infection. Every week, five babies are born with CF, and three young lives are lost to it.

Some children with more severe lung disease are often admitted to hospital several times a year, for two to three weeks at a time, to receive intravenous (IV) antibiotics. This has a significant impact on the quality of life for patients and their families, and creates an immense pressure on the resources of the already over-stretched Respiratory Ward.

To help address this ongoing problem, Sean Ledger, GOSH Specialist CF Physiotherapist, led a pilot study into the effect of providing an individualised model of outreach physiotherapy care and exercise for CF patients. The 12-month Frequent Flyer Programme launched in September 2010, and was so named because the children spend so much time in hospital. The programme involved 16 children aged four-15, and each child was provided with personalised exercise training sessions in addition to their current specialist CF medical care. Free access to their local gym was arranged, where Sean provided weekly supervised, personal training sessions, and Elizabeth Owen, a Specialist Dietician provided more regular nutritional support and education.

The results were quite remarkable. A 21 per cent reduction in the total number of days patients received IV antibiotic treatment at GOSH was seen, from 619 days in the preceding year to 478 in the pilot year. The children also showed a significant increase in their exercise capacity, with aerobic

fitness increasing by an average of 13 per cent. The researchers also saw a considerable increase in the distance walked or run by the children. Children reported they were now able to exercise at the same level or higher than their peers.

In addition to having improved the quality of life for participants, this study also saw significant savings for the NHS, estimated at approximately £225,000, a mean cost saving of £13,700 per patient.

Given the very promising results, a larger three-year randomised controlled trial, called INSPIRE-CF, has been funded by Great Ormond Street Hospital Children's Charity since May 2012. The study aims to rigorously test this new model of physiotherapy care in a larger group of children with a wider range of disease severity.

If the pilot-study's positive results can be replicated, this may lead to a change in the way specialist physiotherapy treatment is delivered at GOSH and potentially across the UK and abroad. The implications for cost savings to the NHS, and most importantly, improved quality of life for CF sufferers, could be extensive.



▲ Tom, one of the patients who took part in the Frequent Flyer programme, has his aerobic fitness levels measured.

fit and healthy to help manage his CF. Tom is an active member of a football team and is a regular visitor to his local gym. There is no better reward for Tom's efforts than to see him as active as his friends. Tom is still training with Sean each week as part of the INSPIRE-CF programme."



▲ Tom takes on his personal training session

Tom's story

Tom, 17, from St Albans was one of the first patients to enrol on the Frequent Flyer Programme. After being diagnosed with CF at six weeks old, he began visiting GOSH bimonthly as an outpatient until he was four. By the time Tom was nine, he was spending two to three weeks in hospital every few months for antibiotic treatment.

Tom's mum Karen says: "When it became clear that Tom needed more frequent inpatient stays, the effect on family life was quite considerable. It became a struggle to maintain my career and most importantly, to divide my time between Tom and my elder daughter of school age. Tom's schooling was also affected, as more and more time was spent away from school whilst in hospital.

"However, since Tom joined the Frequent Flyer Programme, the difference to his health and to family life has been enormous. Hospital admissions have been reduced considerably and Tom has realised the importance of staying



race for the Kids™



A record-breaking year for RBC Race for the Kids

In the blazing sunshine, Battersea Park provided the perfect back-drop to the charity's flagship event, RBC Race for the Kids, on Sunday, 8 June with a record-breaking 6,000 people taking part in our popular 5k family fun run. Whether racing for a personal best or simply out for a Sunday morning stroll, everyone was united in one common purpose – to help raise as much money as possible for Great Ormond Street Hospital Children's Charity.

Title sponsor RBC led the way once again, fielding an impressive 1,250 participants as part of Team RBC. At the time of going to press, they had already raised a fantastic £250,000, with more coming in every day. Several other corporate supporters also entered teams including Iron Mountain, Clinique, Artemis and Top Right Group. Thanks also to the employees from Instant and Centaur Media who assisted with the pre-event preparation, and to the team from Goldman Sachs who helped out by marshalling and distributing goody bags, which included delicious cookies generously donated by another of our corporate partners, M&S. A huge thank you to everyone who helped make this year's RBC Race for the Kids the best yet!

Dave Thomas and Philip Harris from RBC on the start line with Tim Johnson, CEO of Great Ormond Street Hospital Children's Charity, and RBC mascot, Leo the Lion. ▶



▲ The race is off!



▲ A team from the hospital's Rainforest Ward turned out to show their support and take part in the race.



▲ Chris Hollins, Andy Akinwolere, Neil McDermott and Dan Lobb pose with their medals at the finish line!



▲ The Curtis family celebrate completing the race.

A successful month for Whitbread Hotels and Restaurants

National Charity Week – 31 March to 6 April

National Charity Week, Whitbread Hotels and Restaurants' (WHR) fourth since our partnership launched in May 2012, saw team members from Premier Inn, Beefeater, Brewers Fayre, Table Table and Taybarns take part in a range of activities raising an impressive £330,000 for the charity. The money will go towards the company's £7.5 million pledge to help build the Premier Inn Clinical Building at Great Ormond Street Hospital, a brand-new, state-of-the-art facility due to open in 2017.

Supplier Gala Dinner – 10 April

Following on from this great week of fundraising, Whitbread Hotels and Restaurants also hosted their annual charity gala dinner at the Sofitel Hotel, Heathrow. The evening was hosted by Sky News presenter Stephen Dixon and attended by 500 guests from Whitbread Hotels and Restaurants' supply chain. The evening featured a variety of fundraising activities, including a silent auction and raffle. Many of these prizes were donated by WHR's suppliers and included luxury overnight stays, tickets to popular West End shows and various sporting experiences. Guests also enjoyed a delicious meal and entertainment from popular impressionist Jon Culshaw. The event was a great success, raising a fantastic £215,000.

Premier Inn team members from Hemel Hempstead Central taking part in the big GOSH spring!



▲ The team from Taybarns Coventry celebrating their win in the National Charity Week football tournament!

HSBC Rugby Sevens

The HSBC Rugby Sevens World Series at Twickenham on Sunday 11 May wasn't just a great day of rugby; it was also a fabulous day of fundraising and a day that several Great Ormond Street Hospital patients will never forget.

Fundraising for the charity took place across Twickenham during the day. An army of HSBC volunteers were bucket collecting, signed Lions shirts kindly donated by HSBC were auctioned off, and some wonderful people from Symondians Rugby Club took on an amazing cycle challenge in aid of Great Ormond Street Hospital Children's Charity and the RFU Injured Players Foundation.

Sponsor HSBC also hosted an exclusive Monster Party for a group of patients and their families who were treated to face painting, portraits from a caricaturist and a very special chance to meet Lions captain Sam Warburton. Later in the day, three lucky patients were given the once-in-a-lifetime opportunity to be ball carriers and run onto the pitch before the final matches of the tournament.

▼ GOSH patients at the HSBC Monster Party with Sam Warburton.



ASK Italian's egg-ceptional fundraiser

ASK Italian continue to make great strides towards their goal of raising £1 million for Great Ormond Street Hospital's new surgery centre. Repeating an activity they successfully launched in 2013, each restaurant raffled a giant traditional Easter egg, which weighed an impressive 2kg. The raffles were drawn on Good Friday and raised over £50,000!



Marks & Spencer launches new range of baby food in support of Great Ormond Street Hospital Children's Charity

On 26 April, Marks & Spencer (M&S) launched a brand-new range of baby food. The Tiny Taste Buds range will feature the Great Ormond Street Hospital Children's Charity logo in recognition of M&S' renewed support for the charity. Since our partnership started in 2011, M&S has donated over £800,000 to help establish a pioneering research programme into new and better treatments for life-limiting gastroenterological conditions.

Each year, Great Ormond Street Hospital (GOSH) treats more than 6,000 children from across the UK who have been diagnosed with complex, life-limiting, or even life-threatening gastroenterological conditions (those that affect the gut and other associated organs). For some of these children, their condition is so severe that they may reach adulthood having never been able to eat even the most basic of foods.

Thanks in no small part to M&S, studies are now under way to effectively measure and improve quality of life, to revolutionise the diagnosis and treatment of food allergies, and to develop advanced new therapies to treat and even cure severe gut disorders. We would like to thank M&S for their continued support.



Great Ormond Street Hospital patients meet Angelina Jolie and Brad Pitt at Disney's the World of Maleficent costume exhibit

On Thursday 8 May, four Great Ormond Street Hospital patients and a group of charity supporters were special guests at an exclusive reception to celebrate the release of Disney's new film *Maleficent* at Kensington Palace.

The patients were thrilled to have the chance to enjoy a VIP reception and experience a unique, one-off exhibit of costumes and props from the film including Maleficent's spectacular wings. To top it all off they were treated to a private meet and greet with the star of the film, Angelina Jolie, who plays the title role in the film, and her partner Brad Pitt.

Flora, Cameron and Oscar pose with Maleficent's spectacular wings. ►



Muppets Most Wanted Premiere at GOSH

On Wednesday 26 March, patients at GOSH were treated to an exclusive premiere screening of new Disney film *Muppets Most Wanted*.

In true premiere style, as patients arrived in the hospital's Lagoon restaurant, they were invited to walk down a special green carpet lined with life-size Muppets decorations in honour of favourite Muppets characters Kermit the Frog and Miss Piggy. Guests were treated to a host of fun activities, including face painting, arts and crafts, and entertainment from a magician. Patients then took their seats and prepared to be one of the first UK audiences to watch the film ahead of its official release. The film was also screened on the bedside entertainment systems throughout the hospital in the evening, allowing patients who weren't well enough to come to the main screening to enjoy the film, too.

GOSH patient Joshua, aged six, said: "I didn't like it – I loved it! The Muppets are awesome."

Fiona, who attended the event with son Louis aged four, said: "We both loved The Muppets, especially singing along to the songs! Louis will remember this experience above anything else from his stay in hospital."

A huge thank you to Disney for bringing such a magical treat to the patients at GOSH.



▲ Louis and Mum Fiona at the Muppets Most Wanted premiere.

Welcome to...

T.M. Lewin

T.M. Lewin has created an exclusive tie to raise funds for Great Ormond Street Hospital Children's Charity. This stylish purple tie is available at www.tml Lewin.co.uk. With £10 from the sale of each tie donated to the charity, it's the gift that gives twice!



▲ Tim Johnson, CEO of Great Ormond Street Hospital Children's Charity, Geoff Quinn, CEO of T.M.Lewin and Steve Ingham, CEO of PageGroup, pictured here showing their support by wearing the exclusive tie.

Centaur Media

Staff from Centaur Media have chosen to support Great Ormond Street Hospital Children's Charity over the coming year, and hope to raise £40,000. To launch the partnership, tubes of Smarties were placed on each employee's desk. The fabulous staff members then exchanged the contents for coins, donating almost £1,000 which Centaur Media generously matched. Many thanks to everyone at Centaur Media for their generosity.

Grant Thornton UK LLP

Welcome to Grant Thornton's London Region who voted to support the charity over the next 18 months. They have a fantastic calendar of events already planned for the partnership to help reach their £25,000 target.

Instant

Hello to Instant who have chosen to support us this year. Instant have kick-started their fundraising with an employee raffle, which included the chance to win a trip to Paris. Bienvenue!

Universal Music UK

Thank you to Universal Music UK for voting Great Ormond Street Hospital Children's Charity as their Charity of the Year. With a range of activities currently being planned, we are looking forward to working together to raise £25,000.

Kao Brands UK

A big welcome to Kao Brands UK who has chosen Great Ormond Street Hospital Children's Charity and the Stroke Association as its new charity partners. Kao Brands UK, whose brands include Molton Brown, Jergens and Bioré, got the partnership off to a great start with a sample sale which raised more than £8,000.

Lockton

We are delighted that employees at insurance company Lockton have recently chosen us as their charity partner. We look forward to a very successful partnership together.

Meet a fundraiser: Alex Cox



▲ Alex raising money by letting his team throw cream pies at him!

Alex Cox works for Whitbread Hotels and Restaurants and is the Operations Manager at Manchester Airport Premier Inn. Since Whitbread Hotel and Restaurants pledged to raise £7.5 million for Great Ormond Street Hospital Children's Charity, Alex has run two half-marathons and climbed the Three Peaks with his team. This year, he plans to travel 100 miles in a canoe round the Cheshire Ring canal route to raise money for the charity.

What do you like most about being a fundraiser?

I love the creative side of fundraising – being able to be flexible and outrageous in approaching an activity helps deliver amazing memories for all involved. I also love seeing the smiles on people's faces while fundraising: no matter how tough the challenge you can't help but smile.

What's the silliest thing you've ever done for charity?

I volunteered to let my staff cream pie me in the face for £1 a throw. I was super mean to them the morning before so that I could sell more cream pies. It's safe to say we ran out of cream pies very quickly! Our team also held an amazing football fundraising event. At a Manchester United home game, staff dressed up in Manchester City and Liverpool kits and stood locked in stocks, while fans threw wet sponges at them in exchange for a donation to Great Ormond Street Hospital Children's Charity! Really original and very novel.

What has been your biggest challenge while fundraising?

Giving up alcohol for a whole year! I challenged myself to give up alcohol and received sponsorship from friends and colleagues. Not only did I better my life but it also gave me the drive to raise lots of money to help better many children's lives.

What has been your fundraising highlight?

The Bupa Great North Run. The actual physical activity was extremely tough, but the sense of achievement I felt when I had my finisher's T-shirt on along with my medal was fantastic. Moreover, raising lots of money was, without doubt, the best feeling. Knowing that I was helping the children at Great Ormond Street Hospital was such an inspiration when the activity got hard.

If you could complete any activity where resource was not an issue, what would you do?

I would love to climb Mount Everest and place the Great Ormond Street Hospital Children's Charity flag at the summit!

What would you say to someone who was thinking about supporting Great Ormond Street Hospital Children's Charity?

I've never really fundraised for anything in my life before, but as soon as I saw and heard what the charity did I could not help but get hooked on helping. It is so much fun fundraising for and supporting the charity. The essence is that you're not pressurised to raise certain amounts – every penny really does help the cause! All of your efforts, no matter how big or small, are all sincerely valued.

Having visited the hospital personally, I know how passionate and driven all the teams are to help those children lead a full life. My lasting memory from my visit was how the parents of the children are supported as much as the children themselves. It is nice to know that, as a father myself, the facilities are there if the worst should ever happen to my own children.

Congratulations and thank you!

Clinique wins prestigious award

Clinique won the highly prestigious Best Ethical category at the Marie Claire Prix D'Excellence Awards for their involvement in Great Ormond Street Hospital Children's Charity's Kiss it Better appeal. 2014 marks 10 years of the appeal, and this award recognises Clinique's hard work and commitment to the campaign. Congratulations and thank you to Clinique for their ongoing support and dedication to raising money for research into childhood cancer.

RBC London to Paris cyclists

Huge congratulations to the team of 29 cyclists from the Royal Bank of Canada who cycled 300 miles from their head office in London to the lofty arches of the Eiffel Tower in the heart of Paris in May. The team have raised a fantastic £59,000 and counting toward the redevelopment of the neurosciences centre at Great Ormond Street Hospital. A huge thank you and well done from us all.

Amlin Go Karting Day

A big thank you to Amlin who raised £22,000 at their recent Go Karting Day at Buckmore Park. The money raised from this event will go towards funding new pain relief syringe pumps and emergency resuscitation trolleys with defibrillators.



▲ RBC cyclists, ready to begin their ride to Paris, pose with mascot Leo the Lion.

MALLORCA 300

25–28 SEPTEMBER 2014

Take on this extreme Mallorca cycling challenge and raise money for the children at Great Ormond Street Hospital.

▷ Prologue - 4km	▷ Timed climbs
▷ Stage 1 - 151km	▷ Limited numbers
▷ Stage 2 - 145km	▷ Team/individual entry

Visit www.gosh.org/mallorca
Call 020 7239 3164
Email challenges@gosh.org

Great Ormond Street Hospital Children's Charity. Registered charity no. 235825.

Meet Ffion, age 9



When Ffion was three weeks old she developed serious skin problems and a few months later was diagnosed with Omenn syndrome. This condition meant that her immune system was not working properly. Unfortunately, Ffion was too ill to have the chemotherapy needed for a bone marrow transplant.

“When she was poorly her skin would be her tell-tale sign, bright red and weeping. Her face was all blotchy. It was awful,” says Ffion’s mum, Louise.

Ffion had severely impaired liver function and was on a ventilator to help her breathe. She was given a pioneering new treatment at Great Ormond Street Hospital (GOSH) using antibodies to prepare her for the bone marrow transplant. Ffion had her life-saving transplant at five months old. Sadly, there were some complications with her recovery which meant that she had to spend an extra three months at GOSH before she was finally allowed home.

Louise says, “Now she’s a completely healthy, happy little girl who goes to school. She’s outgoing and bubbly and you’d never know she’s been through all of this. Things could have been so different if it hadn’t been for the amazing work of the doctors at Great Ormond Street Hospital.”

Useful information

Fundraising materials

We can provide you with a limited selection of the following fundraising materials to help with your events. Please notify your Account Manager should you like any:

- balloons
- collection buckets
- collection tins
- company specific paying-in forms
- Gift Aid forms
- posters
- regular giving forms
- sponsorship forms.

Gift Aid

Through Gift Aid, Great Ormond Street Hospital Children’s Charity will receive an additional 25p for every pound you donate. As long as you are a UK taxpayer you can download a Gift Aid declaration form from www.gosh.org/donate/gift-aid, complete the Gift Aid details on our sponsorship form, or contact your designated Account Manager.

How to send us your donations

All donations can be posted or transferred to Great Ormond Street Hospital Children’s Charity. Please ensure all donations include:

- Your company name and address
- Your name and contact details
- A brief description of your event

Cheques: Please make cheques payable to Great Ormond Street Hospital Children’s Charity and send directly to your Account Manager.

Bank payments: We can provide bank details, but please let us know in advance so we can identify your donation.

Make payday count

Have you considered donating to Great Ormond Street Hospital Children’s Charity through your salary each month? Payroll Giving is a simple, tax-efficient way to show your support. Visit www.gosh.org/payrollgiving to find out more.

Contact us

The Corporate Partnerships team are always happy to hear from you.

Account Management team

If you are a current corporate partner, please contact your Account Manager or another member of the Corporate Account Management team on 020 7239 3000.

Business Development team

If you are interested in creating a mutually beneficial partnership with Great Ormond Street Hospital Children’s Charity, please contact the Business Development team on 020 7239 3000 or companies@gosh.org

Great Ormond Street Hospital Charity, 40 Bernard Street, London WC1N 1LE
T 020 7239 3000 **Charity website** www.gosh.org **Hospital website** www.gosh.nhs.uk

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