



SPRING 2024

# Linc Charity Newsletter

Registered charity number: 1078183

## Hello and welcome to our first Linc Charity Newsletter of 2024.

**What an incredible start we have had so far to 2024.** As you can see there are a lot of changes at Linc, we look and feel a little different. We have had a brand evolution! Ensuring our brand tells our story and inspires our community to get involved with our work, is essential for our new chapter. It is fitting that during the year we are celebrating our 25th anniversary we have made these changes. We are still known and loved as 'Linc' but now we don't have the strapline of 'Leukaemia and Intensive Chemotherapy Fund' because that doesn't tell our story. We are here for patients diagnosed with all types of blood cancer, not just leukaemia, we don't just support people receiving chemotherapy and we aren't just a fund. We are a blood cancer charity who supports patients and their families both emotionally and financially. We hope that you love our new look. Thank you to everyone who took part in our research around our brand, you have helped shape what you see today.

Over the next few weeks, you will see lots of changes. Our Linc Charity shop on Bath Road will display the new brand, all the signs around both of the hospitals will be updated and our Sanctuary Garden will be proudly displaying our new logo.

We also have a fantastic new website it's now at [www.linccharity.org](http://www.linccharity.org) if you haven't yet, please do go and pay it a visit. We hope it's an inspiring place full of ways to get involved and also a hub of important patient information. The website is going to grow over the next couple of months, so do keep visiting it!

My final update, is that we are opening a new charity shop! As part of our 25th anniversary and due to the success of our Bath Road shop, we are excited to let you know that our new shop will be opening on Winchcombe Street (a stones throw away from Cheltenham's High Street) in April. The team are busy planning and recruiting new staff and volunteers to join our awesome retail team. Please ensure that you follow us on Facebook and Instagram so you can keep updated with our shop news!

I must end on a massive thanks to you all for the support for Linc. I am constantly blown away by the love for our amazing charity and your stories. We can only continue with our vital work by your support, so thank you - **Lou Neal, Linc CEO.**



**NEW SHOP  
OPENING  
APRIL 2024**



**Diana Crossley, Poppy Gould, Hilly Webb-Peploe, Rachael McCarthy, Nicky Dobbin & Ashley Dawson.**

'Poppy and I are delighted that the quality of the work of Linc psychologists has been formally recognised by this prestigious Macmillan award presented to the Cancer, Haematology and Palliative Care Psychology Service. We are especially pleased that the principles underpinning the way the Linc Psychology Service has been delivered – proactive, integrated and preventative

- have been highlighted as excellent practice by Macmillan. The service has ensured it is integrated within the haematology team and embedded on the cancer wards as we recognised this was essential to providing an accessible and responsive service. We encourage early referral of patients and their families to the service in order to prevent difficulties arising wherever possible.

We also recognise that excellent psychological care of those affected by haematological conditions requires all health care staff to understand the impact a diagnosis and treatment can have and to respond compassionately and empathically to identified needs and concerns. To facilitate this, as well as direct work with patients, we contribute to the delivery of a comprehensive programme of teaching, training and staff consultancy to the haematology team and wider cancer staff within the Trust. Poppy and I are excited to be involved in further service improvement projects in partnership with patients, the haematology team and Macmillan Next Steps and news of these will be forthcoming in the next few months. This on-going service improvement work is only possible thanks to the generous on-going funding provided by Linc.'

- **Nicky Dobbin, Linc Clinical Psychologist.**

## Cheltenham Tri Festival 2023

This was a splendid event with 480 participants, good weather and a great party spirit at the finish line! Linc staff and volunteers rallied with goody bags, marshals, lane counters, cake stall, raffle, and general celebrations. The total raised for Linc was £2427.



## Painswick Dads Walk for Linc

Thank you to the 40 Dads from Painswick who got together for their annual 12.5 mile, 6 pub walk last December. They raised £500 for Linc in memory of David Lynall's father-in-law, Peter Thorneycroft, who died from a blood cancer last year. Seen here gathered together after a fine breakfast at The Bell in Sapperton!



## London Vitality 10,000

Well done to Nicky, James and Henry Griffin who ran for Linc on Sunday 24 September. It has become a regular event for Nicky and James and this year they managed to persuade their son Henry to join them. We thank them for their continued support.



## Tesco Bucket Collection

Wow what an amazing day we had at Tesco Quedgeley, it was touching to meet so many former patients who have benefited from the work of the charity. The day wouldn't have been possible without our army of Linc volunteers and corporate volunteers from Flexicare UK and Brace Creative Agency. Huge thanks to the wonderful Tesco Community Champion Theresa Fisher and the Knit and Natter group, including Andy aka Father Christmas! Thanks also goes to the incredibly talented Naomi Smith who donated her time to sing for us and help to raise the fantastic total of £738.62.



## Pates School Fundraising

25 students from the Year 11 Medical Society at Pates Grammar School got together to bake, decorate and sell hundreds of Linc-themed cakes for a Bakesale held at their school last December. Creations included Gingerbread doctors and nurses, red and white blood cell cupcakes and Linc Charity Cookies! Thank you for raising £95.70 for Linc.

## Kings School Fundraising

Thank you to the pupils and staff at The King's School, Gloucester for their tremendous fundraising last year and for the most generous donation of £2038.83 to Linc.

## JMP Private Client Breakfasts raise funds for Linc

Thanks to John Phillips and his team for supporting Linc with various events, including recent Private Clients Breakfasts at The Roundhouse and The Nook on Five. Developing our relationships with the business community is immensely rewarding for Linc.





## PJ Crook's Miniatures

Our wonderful Patron held her annual Charity Open Studio in December in aid of Linc, The National Star College and The Friends of the Wilson. She raised the fantastic total of £12,000 giving £4000 to Linc. Thank you so much for being such an incredible support to Linc Charity for so many years.



PJ Crook and Laurence Llewelyn-Bowen

## Edward Jenner Waiting Room

A very talented wood carver has generously donated this amazing piece of work on display in the Edward Jenner Waiting Room. Dave White, aka Chalky, has been treated in EJU for his blood cancer diagnosis since 2020. As his way of saying thank you for the excellent care he received from all of the staff, he was keen to carve and donate a bust of Edward Jenner. Staff and colleagues from around the Trust were invited for the grand reveal in September of last year which coincided with the fantastic news of the 'all clear' for Dave.



Dave & Karen White

## Grand Coronation Ball

The Grand Coronation Ball Committee raised over £11,000 after hosting a highly prestigious ball at the Queens Hotel on 3rd February, attended by over 120 of Cheltenham and Gloucestershire's most esteemed business leaders and their partners.

Linc was invited to join this community collaboration, involving Friends of Imperial Square Heritage and Conservation (FISHAC), Frank Smith & Co Solicitors, HeadOn PR, The Queens Hotel Cheltenham, and of course, Linc. We were overwhelmed by the support from local businesses and individuals in helping the ball's remarkable triumph.



## Volunteering

We feel very fortunate to have such an amazing team of volunteers who are so passionate about giving their time to support the work that we do, we thank you all for your continued commitment and for being a valued part of Linc.

HOURS OUR  
VOLUNTEERS  
DONATED IN  
2023

2492

As we celebrate our 25th Anniversary year we are keen to expand this support and offer more and exciting volunteering opportunities. There are a number of ways that you can get involved:

**Admin support** – join our amazing team who help us pack our quarterly newsletter for delivery

**Retail** – we have our very well-established shop on Bath Road in Cheltenham and our new branch opening soon in Cheltenham Town centre. There are many ways you can help – serving on the till, sorting and pricing donations, shop window displays, social media and helping with office admin.

**Community Support** – Become an advocate for Linc or organise your own event. This is a great opportunity to meet people and engage with your local community.

**Organisation** – volunteering as a business or a corporate not only gives time to support a local charity but can also promote the work you do as an organisation.

**Events** – support organisers of events for Linc. From marshalling, lane counting and giving out goody bags as the Cheltenham Tri Festival to cake bakes and bucket collections. If you would like to join our volunteer team please contact Louise at [l.adkins@nhs.net](mailto:l.adkins@nhs.net).



## Linc Shop

### Welcome James...

"I am the Shop Manager for Linc's Bath Road Shop. I have been working in charity retail for nearly 10 years in various roles and I'm also a volunteer for Translators Without Borders. I came to Linc in October 2023 after a long time working for a nationwide charity. Going from a national scale charity to a local one has been a great experience and a thoroughly rewarding one too. Among many things, I enjoy how much Linc values community

engagement and the hard work that is done to involve local people in what we do. It is also very easy to see just what our local impact looks like and meet people who have a story to share almost on a daily basis. Furthermore, it feels great to be a part of a growing team of talented and dedicated staff and volunteers!"

The shop is continuing to do well and increase sales, standing at approx 7% up on last year so far. And just as important is our commitment to the environment, preventing almost 2 tonnes of unwanted goods being sent to land fill so far this year. Ink cartridge recycling is over £400 so far this financial year, please take your used cartridges to the Linc shop. Alternatively, please visit Recycle4Charity it is a free, easy to use programme for returning empty ink cartridges and raising money for Linc.

We are pleased to report that a new till system is being installed soon which is more efficient at tracking any gift aided donations made. In light of this you may be asked to sign up for Gift Aid again as it is vital that we have the correct details for you or we can't claim the extra 25% on the sale of your goods. Please remember to inform us of any change of address to enable to claim the GA and provide us with your email address if you have one. Please note none of your contact details will be used for marketing purposes without your agreement.

## Dates for your Diary

**FRIDAY 31 MAY 2024**

### Linc Charity Polo Day at Beaufort Polo Park

Following the fun and success of our Linc Charity Polo Day 2023, we are thrilled to announce another day of quality business networking, premium hospitality and action-packed polo at Beaufort on Friday 31st May. Come and be amongst the people and businesses that make our region thrive! Please email Alice at [a.robin@nhs.net](mailto:a.robin@nhs.net) for further information and tickets.

**FRIDAY 12 JULY 2024**

### Linc Golf Day at Cotswold Hills Golf Club

In Partnership with Brace Creative Agency we are delighted to be working with Brace Creative Agency to make our annual golf day bigger and better than before. If you would like to register a team please contact Louise at [l.adkins@nhs.net](mailto:l.adkins@nhs.net).

**SUNDAY 15 SEPTEMBER 2024**

### Cheltenham Tri Festival supporting Linc

The wonderful collaboration between the Lido and Linc Charity is expanding! We have up to 540 places including FREE Linc Charity Places and Corporate Team Relays. For more information please visit the events page on our website [www.linccharity.org](http://www.linccharity.org)

Other exciting 25th Anniversary events are in the pipeline. Keep an eye on our new website [www.linccharity.org](http://www.linccharity.org)

### Reply Slip

I would like to make a donation	<input type="checkbox"/>
I would like to become a Regular Giver	<input type="checkbox"/>
I would like to join the 100 club	<input type="checkbox"/>
I would like to volunteer	<input type="checkbox"/>
I would like to volunteer	<input type="checkbox"/>
If you wish to unsubscribe from this mailing list	<input type="checkbox"/>

Name
Address
Postcode
Email

Please return to:

Linc Charity, Linc Outpatients Dept, Cheltenham General Hospital, Sandford Road, Cheltenham, GL53 7AN or send an email to [gkn-tr.linccharity@nhs.net](mailto:gkn-tr.linccharity@nhs.net)

If you would like to get in contact with the team, please call on: **0300 422 4422**

