

Head to head  
with brain tumours

# SAMANTHA DICKSON BRAIN TUMOUR TRUST

The largest dedicated brain tumour charity in the UK

Special Edition

## CELEBRATING 10 YEARS OF BRAIN TUMOUR RESEARCH AND PATIENT SUPPORT



This year marks the Charity's 10th Anniversary and we plan to celebrate by making 2007 another record-breaking year. It would be impossible to have achieved so much without the committed support of so many patients, families, individuals and businesses throughout the UK. Thank you to everyone who has supported the vital work the charity undertakes.

We have an exciting range of fundraising events planned for the year (please see overleaf). However, we can't hope to raise record amounts of money without the continued help and commitment of our supporters. We need YOUR HELP to ensure the Charity is able to continue to fund high quality brain tumour research and provide much needed support to patients and their carers.

Please say 'Yes' and commit to organise a fundraising event during 2007 on our behalf.

### Samantha's Legacy



Sam was just 14 years old when she was diagnosed with a brain tumour. She battled against this dreadful disease for two and a half years but tragically lost the fight just before her 17th birthday.

It was during her illness that her parents, Neil and Angela Dickson, realised just how little was being done in the field of research to improve the prognosis for those with a brain tumour.

After her untimely death, Neil and Angela took the life-changing decision to set up a charity in her name in order to raise funds for brain tumour research and patient support. Little could they have anticipated the amazing response and the way in which the charity would grow over the next ten years.

Neil Dickson says, 'The response and support we have received has been wonderful. Research funded by SDBTT has resulted in a substantial increase in scientific knowledge in the brain tumour field. We have every hope that the next decade will see improvements in terms of treatment and survival. This progress has only been possible because of the many people who have supported us financially over the last ten years.'

### A Decade of Success

Over the last 10 years the Charity has....

- \* raised over £4 million for brain tumour research
- \* supported over 3000 patients and carers
- \* held three major grant research rounds with another planned for 2008.
- \* funded 43 high quality research projects
- \* deducted no administration costs for the first 7 years
- \* kept administration costs to just 9% of income for 2005/6
- \* appointed a full-time Patient Support Manager
- \* organised patient conferences and set up regular support group meetings
- \* opened a regional office in Cheshire
- \* benefited from the expertise of a highly qualified Scientific and Medical Advisory Board drawn from the UK, Europe and the Middle East.

### Anyone for Tea?

To help launch Sam's Campaign and during Brain Tumour Awareness Month, we are encouraging our supporters to hold a fundraising Tea Party. Please complete the form on the back of this newsletter or complete a registration form on-line and we will send you a special fundraising pack.



Our policy is to raise awareness, support and funds for brain tumour research to help fight this devastating disease and give hope to brain tumour patients in the future

[www.braintumourtrust.co.uk](http://www.braintumourtrust.co.uk) Tel: 0845 130 9733 email: [enquiries@sdbtt.co.uk](mailto:enquiries@sdbtt.co.uk)

Registered Charity No 1060627



Maria Birchall, Fundraising Manager

## Dear Supporter

Fundraising is vital to the charity as it enables us to fund research projects that investigate the prevention and treatment of brain tumours and provide support to brain tumour patients and their carers.

**With your help we can raise even more money for research and support this year.** Every penny will make a difference to the lives of people living with a brain tumour. You may already

have an idea about what event you would like to hold, but if you don't, we have plenty of suggestions to get you started!

## Friends and Family

Consider these fun events – coffee morning, cheese and wine evening, tea party (see page 3 for details), dinner party, quiz night, a fete in your village hall or community centre.

## School or College

Ideas for events include a spelling bee, disco, non-uniform day, sports challenge, or a treasure hunt.

## At Work

There are a lot of things you can do at work to raise funds including a casual outfit day, ugly tie competition, bring and buy sale, karaoke afternoon, a don't-use-the-lift day or place a collection box at reception.

Don't forget! If you plan to hold an event, let us know so that we can list it on our website. If you would like a fundraising pack please call us on 0845 130 9733 or email [maria@sdbtt.co.uk](mailto:maria@sdbtt.co.uk)

## Sam's Hat

This knitted hat is perfect for wearing year round! To download the pattern visit our website. The pattern costs £1.00 including post and packing and the charity will receive all the proceeds.



## Did you know...

you can support the Trust by accessing Amazon from our home page? Every purchase will result in the Charity receiving a commission from Amazon.

It is also possible to share the proceeds of your sales on eBay. Simply advertise your items for sale in the usual way, nominating the Trust to receive all or part of the proceeds.

# HOW YOU CAN MAKE A DIFFERENCE THROUGH SPONSORSHIP

By sponsoring one of our events your company will receive many benefits.

Here are some of the sponsorship opportunities available:

### House of Commons

£5,000 - Official Sponsor  
£2,500 - Canapé Sponsor  
£2,500 - Beverage Sponsor

### Hartley Wintney Celebrity Cricket Match

£5,000 - Official Sponsor  
£2,500 - Lunch Sponsor  
£500 - Programme Sponsor  
£500 - Ball Sponsor



### Celebrity Golf Fundraiser

£5,000 - Official Sponsor  
£2,000 - Lunch Sponsor  
£1,000 - Hole Sponsor  
£500 - Tee Sponsor  
£250 - Breakfast Sponsor



### Charity Ball at the Dorchester, London

£15,000 - Official Sponsor  
£5,000 - Dinner Sponsor  
£5,000 - Beverage Sponsor  
£2,500 - Programme Sponsor  
£2,500 - Auction Sponsor  
£1,500 - Invitation Sponsor  
£1,300 - Table Centrepiece Sponsor  
£1,000 - Raffle Sponsor



Benefits may include tickets to your sponsored event as well as advertising in the event programme, signage, company name listed on our website with link to your website, and more depending on your level of support.

To sign up for sponsorship or for specific benefit information please contact Maria on 0845 130 9733 or email [maria@sdbtt.co.uk](mailto:maria@sdbtt.co.uk)



**Your support will ensure that we continue to fund vital research projects into brain cancer and provide patient support for people living with a brain tumour.**

## Sam's Campaign Diary of Events

We are organising a number of exciting fundraising events and we hope to be able to add to the list below. Please visit our website for up-to-date information.

### Sam's Campaign House Of Commons launch Tuesday 6th March



The charity begins its special fundraising events for 2007 at this event which coincides with Brain Tumour Awareness Month and so is the perfect time to launch Sam's Campaign.

The campaign has two goals – to increase awareness of brain tumours and raise more money for research and patient support.

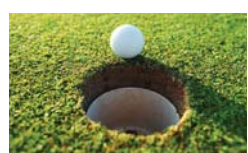
The House of Commons event will be attended by MP's, cancer professionals, patrons and key supporters. The launch of Sam's Campaign will give the charity the opportunity to tell people about its accomplishments over the last ten years and the achievements that have been made on research projects funded by the charity.

### National Tea Party Week 5th-11th March

Everyone can hold a tea party! They are easy to organise and a lot of fun too. Join the charity as it holds its first annual National Tea Party Week.

To coincide with Brain Tumour Awareness Month we are asking you to help us raise funds for research by holding a tea party between 5th - 11th March. You can hold one at home, at your place of work, or at your local community centre. Even your children's school could hold one. Raise funds by selling home-made cakes and cookies, having a raffle or 'guess how many' contest.

To register your tea party please call 0845 130 9733. Once you have registered we will send you a FREE information pack containing all you need to hold a successful tea party.



### Celebrity Golf Tournament

Visit our website for information on the date and location of our golf fundraiser.

### Celebrity Cricket Match Friday 29th June



Hartley Wintney Cricket Club is in an idyllic location in the centre of the village of Hartley Wintney.

Join us for a day of fun and fundraising as Hartley Wintney plays against SDBTT's team of celebrities and ex-England cricketers.

The day will start at 2:00pm with a 40 over game. Families will be able to watch the match and snack on hotdogs and burgers. If you purchase a programme you can also win some fun prizes! Visit our website to find out when programmes will be available and who has joined the SDBTT team.

### British 10K London Run Sunday 1st July

See some of the best landmarks in London while raising funds for charity. The race route takes you past famous places such as St. James's Palace, Big Ben and Tower Bridge. We have a number of guaranteed places for this race so if you can commit to raising at least £250 and create a fundraising page on Justgiving.com call now to reserve your place.



The official race website is [www.thebritish10klondon.co.uk](http://www.thebritish10klondon.co.uk)



### Grand Charity Ball, Dorchester Hotel Friday 23rd November

Sam's Campaign will end with a spectacular black-tie ball at the luxury Dorchester hotel in London. Guests will be treated to the best in fine dining, have the opportunity to win exciting raffle prizes and bid on fabulous auction items.

Visit our website for information on ticket prices, auction items and more!

### International Brain Tumour Awareness Week 21-27 October

### Walk around the world for Brain Tumours



IBTA is organising this campaign and SDBTT will be taking part in this event by encouraging as many of its supporters as possible to gain sponsorship and walk a distance they can cope with. The circumference of the earth is 25,000 miles but we realise it would be unreasonable of us to ask you to walk that far!

Please contact SDBTT for a sponsorship form.

### Please tell us.....

about any fundraising activities you have planned for 2007 and we will make sure they are listed on our website.

# 8 ways you can help us



### Donate Online

Make a donation online, it's fast and secure, visit our website at [www.braintumourtrust.co.uk](http://www.braintumourtrust.co.uk)



### Donate in memory

Make a donation in memory of a loved one.



### Gift Aid

If you are a UK tax payer we can reclaim the tax paid on your donation.



### Payroll Giving

Find out if your employer operates a payroll giving scheme.



### Standing Order

Set up a standing order. This helps the Trust to plan its income and expenditure.



### Leave a legacy

Make SDBTT a beneficiary in your Will. We can provide a fact sheet to help you.



### Fundraising

Organise a fundraising event – look through this newsletter for inspiration!



### Christmas Cards

Purchase your cards from us and the proceeds go towards the Trust's work. Details on our website.



**Please complete in BLOCK CAPITALS:**

- I would like to hold a tea party, please send me a registration form
- I would like to consider sponsoring an event, please contact me with further information
- I would like to make a donation to SDBTT and enclose a cheque (payable to SDBTT)
- I am a tax payer and would like to Gift Aid my donation
- I wish to donate regularly by Standing Order, please send me details
- I would like more information, please add me to your mailing list
- Please send me details of your Christmas cards
- I wish to consider leaving a legacy to SDBTT, please send me an information sheet

Name: \_\_\_\_\_  
(in caps please)

Address: \_\_\_\_\_

Tel: \_\_\_\_\_

Email: \_\_\_\_\_

If you have ticked the Gift Aid Box, please sign and date here: \_\_\_\_\_

Send to **SDBTT, Century House, High Street, Hartley Wintney, Hampshire RG27 8NY**  
Tel: 0845 130 9733 Fax: 0845 130 9744 Email: [enquiries@sdbtt.co.uk](mailto:enquiries@sdbtt.co.uk)