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Prostate cancer risks

- Around 30,000 genes are found in each cell.
- Two genes (BRCA1 and BRCA2) are carried by both men and women.
- African and African Caribbean men have a higher lifetime risk of prostate cancer due to family history.
- The risk increases in men who have a relative diagnosed under 55, especially if diagnosed under 45.
- There is an increased risk with a family history of prostate cancer.
- African American men have a slightly higher risk.
- A normal PSA test does not rule out prostate disease.
- A PSA test may help detect abnormalities early.
- A PSA test may help detect prostate cancer.

Family history and genes

- A good varied diet, with less red meat, can help maintain a healthy immune system.
- Processed meat may decrease the risk of certain cancers.

Lifestyle

- Starting an exercise routine can help maintain a healthy weight.
- Early detection can help prevent the spread of cancer.
- Avoid ejaculation or riding a bicycle for about 2 weeks before having a PSA test.
- Doctors may perform a prostate test (DRE) if a PSA test is abnormal.
- A normal prostate is usually smooth and hard, whereas a prostate with cancer may feel uneven or have irregular lumps.

Events for 2018

**Orchid Male Cancer Awareness Week**
9-15 April
Now in its tenth year, this annual event is an opportunity to raise awareness of prostate, testicular and penile cancer and to raise funds for Orchid.

**Orchid River Run**
11 April
Why not take part in Orchid’s annual River Run (you can choose between a 5k and 10k) and show your support for Orchid Male Cancer Awareness Week! Join hundreds of runners for a beautiful run along the River Thames – starting and finishing at Paternoster Square outside St Paul’s Cathedral.
Reg Fee: £20 Min Sponsorship: £40 (5k), £50 (10k)

**Virgin Money London Marathon**
22 April
If you have succeeded in securing a place in the coveted public ballot, we would love to have you join our team – we will support you every step of the way to get you to the finish line. If not, you can still be part of this amazing event by coming along to cheer our fantastic runners.

**Edinburgh Marathon Festival**
26 May
With its fast, flat course, the Edinburgh Marathon festival is perfect for first timers and those looking for a personal best. Whether you are tempted by a 10k or motivated by a marathon the festival has a distance for you. What’s more, the route will allow you to explore this beautiful historic city.
Reg fees and sponsorship vary for 5k, 10k and marathon.

**Nightrider**
9 June
Be part of this iconic bike ride, cycling through London, while the city sleeps – this is a fun way to cycle past London’s top landmarks.
Reg Fee: £39 Min Sponsorship: £200

**Stair Climb, Broadgate Tower**
7 July
877 steps, 35 floors, one epic experience. Join fellow stair climb enthusiasts and challenge your friends and colleagues to get to the top. Registration fee £25, minimum sponsorship £100 or £150 if you manage the climb three times!

**Prudential RideLondon**
29 July
Take part in one of the greatest cycling events and join 25,000 fellow cyclists on a 100 mile route from London to Surrey.
Reg Fee: £25 Min Sponsorship: £500

**Great North Run**
9 September
Starting in Newcastle upon Tyne the 13.1 mile route takes runners through the city centre towards the River Tyne where thousands of people will cross over the iconic Tyne Bridge, where if you’re lucky, you might get a glimpse of the Red Arrows passing overhead.
Reg Fee: £25 Min Sponsorship: £350

**Pedal4Cancer**
16 September
Join 100s of cyclists and our fight against male cancer by taking part in this family friendly cycle ride, starting at London’s Olympic Park and finishing at Cambridge.
Reg Fee: £39 Min Sponsorship: £175

**The Great Willy Waddle**
25 September
Quite possibly the silliest fun run in the world. Don your inflatable penis costume (suit provided) and run, jog or walk our iconic 2k route around the Queen Elizabeth Olympic Park in London to raise awareness of penile cancer and vital funds for Orchid.
Reg Fee: £20 Min Sponsorship: £100

**Royal Parks Half Marathon**
14 October
This stunning central London Half Marathon is one of the premium road races in the country. Starting and finishing in Hyde Park, runners are taken through four of London’s beautiful Royal Parks - Hyde Park, Green Park, St James’s Park and Kensington Gardens - just as the leaves start to turn golden brown.
Reg Fee: £25 Min Sponsorship: £350

**Amsterdam Marathon**
21 October
Support Orchid in one of the most beautiful cities in Europe at the TCS Amsterdam Marathon. Take in all of the major sights of Amsterdam on a flat, fast and scenic course which starts and finishes at the Olympic Stadium. Over 16,000 runners join this great event.
Reg Fee: £50 Min Sponsorship: £750
Welcome from the Chief Executive
Welcome to the spring edition of low-down, Orchid’s newsletter for people affected by or interested in prostate, testicular and penile cancer.

In this edition we look at some of the highlights and achievements of our 21st Anniversary year. It has been an exceptionally busy period and thanks to the generosity and continued commitment of our many donors, volunteers, and friends, we have been able to develop and extend our range of services, reach out into the heart of communities with education and awareness campaigns and invest in world class research.

Our dedicated Nurses: supporting men and their families
Information, support and advice can make a real difference when you are facing cancer - Orchid’s Male Cancer Information Nurses ensure that men and their families are supported at every stage and through the different challenges of their cancer journey. Over the last year they responded to 1,750 enquiries via the freephone Orchid National Male Cancer Helpline, by email and face-to-face. They also developed a new testicular cancer booklet “Testicular Cancer: What you need to know” and penile cancer series “About Penile Cancer” which includes six specialist leaflets.

Training for healthcare professionals
Our Nurses and Education Team play a key role in supporting and training healthcare professionals. Over the last year they have delivered health information events, study days and workshops at the Royal College of Nursing (RCN) Congress, the RCN School Nurses Conference, The British Association of Urology Nurses (BAUN) Annual Conference and the Patient Symposium organised by Europa Uomo and Tackle Prostate Cancer as part of the 32nd annual European Association of Urology (EAU) Congress.

Our work in the community
Orchid is committed to delivering vital cancer awareness messages to men at risk of prostate, testicular and penile cancer. A highlight of the year was the launch of a new project “Changing Lives – engaging black African and Caribbean men at risk of or affected by prostate cancer”. Thanks to the Big Lottery Fund – Reaching Communities Programme for their generous three year grant.

We launched a Young Person’s Testicular Cancer Project to engage School Nurses, healthcare professionals, parents and education providers and equip them with specialist resources to improve their understanding of testicular cancer and communicating information to young people.

Our Education Team and Nurses delivered 115 events in the heart of local communities. Our popular Male Cancer Awareness Roadshow visited busy sites across the UK including Hull, Newcastle, Rochdale, Nottingham, Luton, Haringey, Lewisham and Newham attracting over 4,000 visitors.

Raising awareness of male cancer
Our Press Team provide information, news stories, case studies, research developments, campaigns and health messages to the media. A highlight was the annual Orchid Male Cancer Awareness Week. The campaign focussed on male specific cancers, in particular testicular cancer. There was excellent coverage of the Awareness Week. Thanks to Macmillan Cancer Support who promoted the Week to their supporters. Our tenth annual Orchid Male Cancer Awareness Week will take place from 9-15 April 2018 – see page 7 to find out how you can support this important campaign.

Research
The last 21 years have seen many developments in cancer research and Orchid is proud to continue funding world class research. Our aim is to encourage innovative, new ways to tackle problems that need solving. Highlights over the past year include supporting the National Penile Pathology Group Annual Meeting and the Orchid Tissue Bank led by Professor Dan Berney, one of the UK’s leading genito-urinary pathologists.

Dr Simon Rodney, Doctoral Research Fellow in Onco-Urology at UCL was awarded a 2017 Orchid Study and Travel Award. He attended the annual meeting of the American Association of Clinical Oncologists (ASCO) and presented the latest research findings on penile cancer to an audience of over 5,000 leading healthcare professionals.

Our Founders
A special thank you to our Founders, Professor Tim Oliver and Colin Osborne MBE. We interview them on page 12 to mark our Anniversary Year. In it they share their highlights and the challenges over the last 21 years.

Thank you for your support
The Orchid 21st Anniversary Ball at The Savoy was the official start of the celebrations raising over £130,000. We would like to thank everyone who generously donated to this incredible event and to our many fundraisers and supporters - individuals, companies, trusts, foundations and the Big Lottery Fund – who have helped us raise so much over the last year. Without you we could not continue to meet our commitment to funding world class research, delivering education and awareness campaigns or offering Nurse-led Support Services.

Rebecca Porta, Chief Executive

A second grant for Orchid from the Big Lottery Fund!

Orchid is delighted to have received a grant from the Big Lottery Fund – Reaching Communities Programme of £377,802 over three years towards our “Changing Lives – engaging black African and black Caribbean men at risk of or affected by prostate cancer” Project.

Black men are more likely to get prostate cancer than other men: 1 in 4 black men compared to 1 in 8. Now entering its second year, this important Project is a joint initiative with the charity Cancer Black Care, developing new services for black African and Caribbean men across six London boroughs. The grant is funding the Prostate Cancer Information Manager and Administrator posts and is enabling us to provide a range of new initiatives and services in these communities. We are very grateful to the Big Lottery for their investment in this important Project.
Dr Simon Rodney
MB BS, MA, MRCS, M.Sc.
…………………………
Dr Simon Rodney is Doctoral Research Fellow in Onco-Urology at UCL.

He studied medicine at the University of Cambridge and Imperial College London and undertook a urology academic clinical fellowship. He is researching the molecular biology of penile cancer and the role of cell-free DNA in detecting lymph node metastases in urological malignancies. He is the founder of TrialSense.com, a tech company that streamlines the running of clinical trials.

In 2017 he was awarded an Orchid Study and Travel Award. The grant funded his attendance at the annual meeting of the American Association of Clinical Oncologists (ASCO) where he presented the latest research findings from his PhD on penile cancer.

Here Dr Simon Rodney tells us about the difference the Award has made to his work.

I was honoured to have been awarded an Orchid Study and Travel Award to travel to Chicago and present my work on penile cancer at the Annual Meeting of the American Society of Clinical Oncology (ASCO) on the 2-6 June 2017. ASCO is the largest international platform to promote research into understanding the complexity of penile cancer. It was an opportunity to meet and talk to oncologists from around the world, share research thoughts and developments, and talk about Orchid’s important work and activities.

Understanding penile cancer
I presented a poster and participated in a discussion panel for other genitourinary cancers (including penile cancer presentations). The abstract I presented was titled ‘Multi-region sequencing of penile cancer reveals distinct patterns of heterogeneous actionable mutations.’

My panel discussion looked at my group of patients and a specific mutation - known as the EGFR mutation - which was found in just a small proportion of cancer cells, resulting in a very high chance of disease recurrence and resistance to certain treatments. This knowledge is important as it can help researchers and clinicians decide what treatments or mutations to focus drug development on. This is especially important with a rare disease, where there are a paucity of opportunities to run high quality clinical trials. I received excellent feedback about my work, encouraging me to start an early phase trial.

Networking with other oncologists from around the world
This was a brilliant opportunity to build connections with other research institutions, fostering future collaborations for trials and exchange of methods. I discussed my research with clinician scientists from Beijing Genomics Institute in China, Yale Cancer Center, Dana Farber Institute/ Harvard University and Stanford University, as well as from industry.

What is a mutation?
Normally genes ensure cells grow and reproduce in a controlled way however sometimes a change takes place in the gene as the cell divides. This is called a mutation and some mutations mean that cells divide and grow out of control.

Latest breaking oncology research and other talks attended
As well as presenting my own work I was able to attend talks about latest breaking clinical trials and translational research experiments. The most exciting genitourinary cancer results included the early use of chemotherapy for prostate cancer patients and the use of immunotherapy agents in bladder cancer.

I attended talks given by FDA (Food and Drug Administration) representatives on the approval of future treatment-related biomarkers to learn about the pathway from discovery to regulator approval.

Over 5,000 people heard Dr Rodney’s presentation

Dr Simon Rodney’s poster presentation

I am passionate about improving the way clinical trials are run with the aim of making the results generalisable to more than one cancer. Currently almost all new biological cancer therapies have to be approved for each cancer individually. This puts rare cancers at a huge disadvantage as it is not economically viable for a company to run a new biological clinical trial solely for patients with penile cancer. A solution to this problem would be to include patients based on their tumour’s molecular profile, rather than cancer type. This would allow a penile cancer patient to be included in a clinical trial of other
Research

cancer patients with molecularly very similar cancers, which likely behave in a similar way (e.g. certain head and neck or cervical cancers). During the conference, I attended talks on this very issue and the emergence of mutation-specific but cancer non-specific ‘basket’ trials, which may prove to be useful for obtaining drug approvals for use in penile cancer.

I attended many other talks over the five long days including genitourinary oral and poster presentations; non-prostate and other genitourinary oral presentations; trainee guidance on academic careers.

Summary

This award from Orchid enabled me to present my work in penile cancer to the largest possible audience of oncology and allied professionals. I have received tremendous feedback from colleagues, scientists and industry workers, which has encouraged me to develop and evolve my research. I am in preliminary talks about launching an early phase clinical trial for these patients.

The meeting also increased my confidence and enthusiasm for a future career in academic oncology. I made useful contacts for future international collaborations, which are vital in pursuing research in rare neglected diseases such as penile cancer. I am now more aware of the resources and funding available for further project grants.

I look forward to applying for clinical lecturer positions in the next three years and continuing my work in this field.

I would like to take this opportunity to thank Orchid for the Study and Travel Award which enabled me to attend this conference, significantly benefiting my current research in penile cancer and my long-term career.

About the Orchid Research Tissue Bank

The Orchid Research Tissue Bank is an internationally significant resource for cancer research analysis which encompasses the histopathology of all three male-specific cancers; prostate, testis and penile. Based at Charterhouse Square, London, the Tissue Bank is a vital link between the laboratory and the clinic – carrying out translational work which aims to link molecular and pathological data with clinical trials.

The Bank now holds over 6,500 male-specific cancer tissue samples to facilitate understanding of prostate, testicular and penile cancers, from the potential causes, through to how they are diagnosed, treated and possibly prevented. It houses one of the largest collections of penile cancer tissues in Europe, one of the largest testicular tissue banks in the world and is custodian of the largest series of untreated prostate cancers globally.

The Orchid Research Tissue Bank is led by Professor Dan Berney who is recognised as one of the UK’s leading genito-urinary pathologists. Professor Berney divides his time between genito-urinary pathology at Barts Health NHS Trust and research as Professor and Principal Investigator at the Barts Cancer Institute at Queen Mary University of London. He is currently International Secretary of the British Division of the International Association of Pathology, Uropathology lead for the Royal College of Pathologists and a member of the Prostate Clinical Studies Group for the National Penile Pathology Group.

Professor Dan Berney

Genito-urinary pathology at Barts Health NHS Trust and research as Professor and Principal Investigator at the Barts Cancer Institute at Queen Mary University of London. He is currently International Secretary of the British Division of the International Association of Pathology, Uropathology lead for the Royal College of Pathologists and a member of the Prostate Clinical Studies Group for the National Penile Pathology Group.

Mr Nick Watkin talks about Orchid in medical journal Urology News

Sincere thanks to Mr Nick Watkin, Consultant Urological Surgeon at St George’s, London and Orchid Trustee, who featured in medical journal Urology News and spoke of the work undertaken by Orchid. Whilst addressing that medicine’s “responsibilities are not just in treating the patient’s medical condition but also helping (them) to be able to mentally live and deal with their condition or disease” he highlighted the “invaluable” support service run by Orchid “offering the reassurance of a professional to speak to regularly” and the “vast range of resources available that can help patients and their families through a cancer diagnosis”.

Supporting research

Orchid was proud to support the National Penile Pathology Group, Ninth Annual Meeting at St George’s Hospital, London. This is a sub-group of the British Association of Urological Pathologists (BAUP) and consists of Sub-specialist Urological Pathologists working in Supra-regional Penile Cancer referral centres across the UK. The group meets annually and presents research, clinical and audit projects undertaken by members together with a slide seminar.

Dr Catherine Corbishley FRCPath, Consultant Histopathologist at St George’s Healthcare NHS Trust organises the event.
Orchid Male Cancer Awareness Week 2017

The ninth annual Orchid Male Cancer Awareness Week took place from the 3-9 April 2017. The campaign focused on male specific cancers and in particular testicular cancer, highlighting the warning signs and symptoms, promoting self-checks and encouraging an early diagnosis.

Activities included Male Cancer Awareness Roadshows in Rochdale, Newham and Kingston upon Hull, talks and health information stands and the annual Orchid River Run.

There was excellent coverage of the Week with over 335,000,000 OTS including 16 national media mentions. Highlights included features in The Independent, The Sunday People, The Mirror, Huffington Post, The Weekly News, Chat magazine, Mirror Online, The Sun Online and The Express Online. Thanks to Macmillan Cancer Support who promoted the Week to their supporters.

In keeping with the Snickers brand and it’s tongue in cheek “nuts” ads, the campaign shot by celebrated portrait and fashion photographer Rankin and run by leading ad agency Abbott Mead Vickers BBDO, was launched on the 1 April announcing a brand new range of underwear for men called “SKnickers”. The advert featured on YouTube, Twitter, Facebook and other social media channels.

The follow up advert later that day revealed the new product was an April Fools’ prank because ‘you’re easily fooled when you’re hungry’. Using #LoveYourNuts people were encouraged to share the prank on social media, triggering a donation to Orchid and raising awareness of testicular cancer.

The campaign marked the start of the annual Orchid Male Cancer Awareness Week and we were delighted that the campaign raised £10,000.

“Manversation: the campaign for prostate cancer conversations”

“Manversation: the campaign for prostate cancer conversations” is an important disease awareness campaign that aims to raise awareness of the symptoms of advanced prostate cancer.

Orchid and Tackle Prostate Cancer have backed the campaign to ensure that men living with prostate cancer fully understand the critical changes they should be looking for in their disease and the serious consequences that ignoring these symptoms could have. The campaign encourages men to speak up about potential symptoms as soon as they experience them.

Manversation includes a website and video urging men to talk openly with their friends and family about prostate cancer. The video features a patient, Michael, talking about the importance of men working together to raise awareness of advanced prostate cancer and ends with a call to action: “You are already communicating about your health, but don’t let advanced prostate cancer
symptoms go unspoken. Speaking up leads to help and hope. It’s time to have a Manversation”.

To accompany the video, a series of practical, helpful guides have been produced for men, their families and healthcare professionals. A recent addition to the series is ‘A woman’s guide to prostate cancer’ which shares the personal insights and experiences of five women whose lives have been drastically changed following their partners’ diagnosis. Together with renowned relationship coach, Sam Owen, the guide aims to support other women whose partners are facing a similar diagnosis to manage what can be an incredibly traumatic, life-changing situation and to maintain as much normality, mental well-being and life enjoyment as possible.

Copies of the guides are available from Orchid or can be downloaded from the website www.manversation.co.uk

An Award-Winning Campaign...

- “Manversation: the campaign for prostate cancer conversations” was shortlisted for the 2017 Healthcare/Pharma campaign of the year at the PRmoment Awards. The Awards recognise outstanding campaigns and exceptional talent in the UK PR and Communications sector.
- Bayer plc and specialist agency Cohn and Wolfe recently brought home a winner’s trophy in the Best Pharmaceutical Rx category for “Manversation” at this year’s SABRE awards.

#LoveYourNuts

2017 saw the launch of a fantastic new advertising campaign by Snickers chocolate bars in support of Orchid.

The campaign has been organised and funded by Bayer plc
The tenth Orchid Male Cancer Awareness Week will take place from the 9-15 April 2018. This important annual campaign is an opportunity to raise awareness of male specific cancers – prostate, testicular and penile cancer – and to provide practical advice, support and information on the detection, diagnosis and treatment of these diseases. Throughout Orchid Male Cancer Awareness Week a range of activities will be taking place including:

**Prostate Cancer Report**
Prostate cancer is the most common cancer in men in the UK. It is predicted to become the most common cancer in the UK by 2030. The Week will see the launch of a new report “Prostate Cancer Britain’s Growing Problem” with a call for urgent action to be taken to address the challenges we face.

**Survey**
Over 50,000 men in the UK will be diagnosed with a male specific cancer in the next 12 months. Despite advances in treatment and increased awareness, there are still many misconceptions about these diseases. An independent survey has been commissioned to gain insight into general awareness of male specific cancers. The results of the survey will be launched at the start of the Week.

**Roadshows and health information events**
Our popular community Roadshows and health information events will be taking place across the UK.

**Raising Awareness**
A new Male Cancer Awareness Week poster and resource pack has been designed for use in companies, health centres, schools, colleges, libraries, sports centres and shopping centres.

**Orchid River Run**
The annual Orchid River Run takes place on the evening of Wednesday, 11 April. Join runners for a beautiful run along the River Thames. Starting and finishing at Paternoster Square outside St Paul’s.

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**Hanging in There**

The testicular cancer movie that could save lives

The premiere of the testicular cancer movie Hanging in There took place last year at the prestigious Soho Hotel in London to a sell-out audience of 100 people.

The film tells the story of Jack Jackson who is diagnosed with testicular cancer and is based on a play by testicular cancer survivor and Orchid supporter Geoff Saunders and directed by Darren Scott. Hanging in There draws attention to important issues faced by testicular cancer sufferers including the emotional effects of discovering a lump and treatment for testicular cancer as well as the impact upon relationships with friends and family. The film follows Jack’s journey as he goes through the process of diagnosis, treatment and recovery.

The movie can trace its beginnings back to 2003 when Geoff Saunders was recovering from testicular cancer. Keen to raise awareness of the disease, Geoff wrote the stage play of Hanging in There. The production played to good audiences and received great reviews, with a lot of attention being paid to the message of the play: that the early detection and treatment of testicular cancer saves lives. After the stage success of the play, Darren Scott, who directed the stage version, approached Geoff in 2014 with the idea of making a film of the play, resulting in the moving picture production of Hanging in There.

Made on the tiniest of budgets by film-making standards, the production has benefitted from the goodwill of many people willing to give support, time, expertise and use of venues.

We’d like to thank Geoff, Darren, the cast, crew and supporters of the movie for all their efforts in raising awareness of testicular cancer; the importance of seeking medical advice at the earliest opportunity and for the monies they raised at the screening to help fight male cancers.

To find out more about Hanging in There visit: www.hangingintheremovie.co.uk or find them on Facebook: www.facebook.com/hitmovie

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**Help raise awareness of male specific cancers**

There are many ways you can support Orchid Male Cancer Awareness Week 2018. We can provide you with free leaflets, Factsheets, resource packs, newsletters and display materials or help you organise a health information event. Visit our website for more information or contact us on 0203 745 7310.
Education and Training

**Orchid Study Day at the British Association of Urology Nurses (BAUN) Annual Conference**

“Prostate Cancer – Britain’s Growing Problem” was the theme of Orchid’s Study Day at the British Association of Urology Nurses (BAUN) Annual Conference in Glasgow. The Study Day explored the key challenges for the future of prostate cancer care particularly given the rising number of prostate cancer patients and made recommendations for improving the outlook for those at risk of or diagnosed with prostate cancer. Ali Orhan, Orchid’s Prostate Cancer Information Manager ran a session “Encouraging and promoting prostate cancer services within diverse communities”. The aim of the session was to support and expand participants’ ability to interact effectively with people across different cultures in order to deliver increased patient satisfaction and improved outcomes. Roger Wotton, Chairman of Tackle Prostate Cancer ran a session “Tackling the Roller Coaster – Psychological and Emotional Support”. The session examined the psychological and emotional fight patients face, how to encourage and empower family, partners and friends and delivering patient-led support groups. Roger spoke about his own personal experience of living with prostate cancer.

**“Engaging Men in Health Messages”**

Orchid’s Chief Executive Rebecca Porta was invited to present at the Patient Symposium organised by Europa Uomo and Tackle Prostate Cancer as part of the 32nd annual European Association of Urology (EAU) Congress. “Engaging Men in Health Messages” examined the key barriers and challenges to engaging men in health messages, health inequalities, education and awareness campaigns, accessing services, outreach and community based programmes. The Congress attracted over 14,000 healthcare professionals.

**Better Together**

Orchid’s Chief Executive, Rebecca Porta was invited to present at “Better Together: Building Trust In Health Communications” organised by the Chartered Institute of Public Relations (CIPR) Health and Medical Special Interest Group at the Royal College of Physicians. The event examined the relationship between pharmaceutical companies, health charities and PR agencies. Alongside Rebecca, the panel included Dr. Sarah Jarvis: GP, Clinical Director at Patient.co.uk and medical broadcaster, Janet Kettels: Vice President of Communications and PR for Allergan International and Aileen Thompson: Executive Director of Communications for the Association of the British Pharmaceutical Industry.

**RCN School Nurses Conference**

Orchid’s Education Team attended the Royal College of Nursing (RCN) School Nurses Conference in London. The event provided the opportunity to talk to school nurses from across the UK and to present latest resources and ideas on how to increase awareness about testicular cancer amongst young people and education providers.
“Britain Against Cancer”

Orchid was pleased to attend and exhibit at the “Britain Against Cancer” conference hosted by the All Party Parliamentary Group on Cancer (APPGC) on the 5 December 2017. This conference is one of the largest and most influential annual cancer events in the UK and is attended by NHS professionals, patients, Parliamentarians, policy experts and social care professionals. The conference is an excellent opportunity to meet the cancer community as well as hear from and question key decision makers in the NHS and government.

Our Chief Executive, Rebecca Porta, was delighted to be able to speak to Steve Brine MP, the Minister responsible for the Government’s Cancer Strategy about some of the key challenges facing male cancer treatment and care. Rebecca also spoke to John Baron MP, Chairman of the Cancer APPG, about the key issues around male cancer and gave both Mr. Baron and Mr. Brine a preview copy of Orchid’s report into the state of prostate cancer care and the challenges ahead.

Supporting those affected by the rare penile cancer

Orchid Nurse Rob Cornes organises meetings across the UK to bring together men affected by penile cancer and their partners. These meetings offer an opportunity to discuss experiences, share ideas, and provide emotional support for one another. Recently, Rob hosted the first penile cancer meeting in Sunderland. Specialist nurse Fiona Geary invited men and their partners who had been treated locally to the meeting. It proved a great opportunity for everyone to discuss their own experiences - positive or negative - which they encountered during the course of their treatment. It was well attended and everyone contributed to an open discussion which clearly benefitted them all. With the help of two specialist nurses, Tina Iles and Cate Abbey in Bristol, Rob was able to support a similar event at Southmead Hospital in early June again offering a unique chance for those affected by the disease to meet.

Working together to make a difference

Orchid actively works in close collaboration with health and social care professionals, policy makers, and other cancer charities to bring about positive change for men and their families. This includes organisations and their members such as Macmillan Cancer Support, Prostate Cancer UK, Tackle Prostate Cancer, Cancer Research UK, Cancer52, the Cancer Campaigning Group, the Royal College of Nursing (RCN) and the British Association of Urological Nurses (BAUN).

New publications

A new edition of “About Penile Cancer” has been launched. This includes a general introduction to the disease accompanied by six specialist leaflets including radiotherapy and chemotherapy.

A new edition of “Testicular Cancer: What you need to know” has been launched. The publication outlines the types of treatment and issues which will be involved from the point of diagnosis onwards.

All our publications are free of charge and can be ordered from the Orchid office or downloaded from the Orchid website.
ORCHID’S HIGHLIGHTS THROUGH THE YEARS

1996
- March – First Orchid fundraising event, Colin Osborne (founder) scuba dived into the lake at Ilford Golf Club and ran a sweepstake to see how many golf balls could be retrieved
- June – The first Ilford Golf Club Celebrity Pro-Am Golf Day was held, June 1996, in conjunction with a raffle that raised £30,000
- Became a registered charity on the 9th December 1996

1997
- 1997 saw the official launch of The Orchid Cancer Appeal, sponsored by Planet Hollywood, Mercier Champagne and Charterhouse, held at Planet Hollywood, attended by Linda Perham MP Sir Michael Parkinson, Pat Cash and Steve Davis

1998
- November – Linda Perham MP hosted a reception at the House of Commons to promote Orchid and raise awareness of male cancers. Attended by over 40 MPs, Lord’s and Baronesses
- Orchid funds its first researcher – for the East Anglia Germ Cell Clinical Trials Group

1999
- Sotheby’s Irish Evening raised £265,000 for research
- The first Adjournment debate in the House of Commons by Linda Perham MP about Men’s Cancers and the important work The Orchid Cancer Appeal funded
- Professor Tim Oliver’s research group was awarded 1st prize for their results from investigations aimed to maximize the benefits of standard hormone therapy by giving it intermittently
- The Orchid Cancer Appeal made TV History on “This Morning Show With Richard & Judy,” when it became the first programme on British TV to show how to do a TC self-examination

2000/1
- Grant awards to Orchid co-founder Professor Tim Oliver’s research: the Clinical Trials Programme, the Laboratory Programme (Molecular Therapeutics), and the Epidemiology Programme
- Launch of “Know your Balls... Check ‘Em Out!” award winning testicular cancer awareness video featuring a range of celebrities
- Sotheby’s Irish Evening raised £420,000
- Signing of the Charter of Paris against Cancer

2012/13
- Research grant awards totalled £450,000
- Grant award to Professor Tom Powles, a leading expert in the field of testicular cancer for a global research study
- Launch of the Charity of the Year partnership with Asda
- Launch of “Your Privates” testicular cancer microsite
- Launch of twelve new male cancer awareness publications

2013/14
- Launch of Study and Travel Awards
- Orchid sponsored the G3 Testes Meeting at the American Society of Clinical Oncology (ASCO) Annual Meeting for the first time
- Launch of the first freephone National Orchid Male Cancer Helpline and email service
- Launch of the Orchid Ambassador Programme
- Sixth Orchid Male Cancer Awareness Week achieves an estimated 365 million “opportunities to see” Orchid
- Prostate Cancer Awareness Programme and Roadshows commissioned by Dudley PCT
- CheckYourBauballs campaign raised over £22,000
- OrchidCycle rides raised over £200,000

2014/15
- Launch of the Testicular Cancer Telephone Counselling Service
- Launch of prostate cancer report “More to do Identifying and tackling the unmet need in prostate cancer care” at Portcullis House
- Launch of the first Orchid Male Cancer Awareness Month
- “Check your Chops” testicular cancer awareness campaign on ITV’s Lorraine programme
- A three year grant from the Big Lottery to support the Male Cancer Information Nurse
- Launch of the new Orchid website
- Orchid staff and volunteers ran over 200 community based Roadshows, information days and awareness events
- A new film and information materials as part of “Your Privates”
- Dudley Borough Council commissioned Orchid to deliver a series of Prostate Cancer Awareness Roadshows

2015/16
- Grant of £1 million – our biggest partnership to date
- Research grant awards totalled £450,000
- OrchidCycle rides raised over £200,000

CELEBRATING 21 YEARS OF ACHIEVEMENTS

Orchid, 231-233 North Gower Street, London NW1 2NR. Tel: 0203 745 7310 www.orchid-cancer.org.uk info@orchid-cancer.org.uk
ROUGH THE LAST 21 YEARS

2001/2
- Colin Osborne was announced as the national winner of the Nationwide Awards for Voluntary Endeavour at a prestigious ceremony at the House of Commons
- Research grant awards totalled £648,844
- The work of Professor Tim Oliver and Orchid funded researchers’ is published in Histopathology and British Journal of Cancer
- Prostate awareness and fundraising event “Legends of 66”

2002/3
- Research grant awards totalled £735,273
- Engagement with the charities and government bodies to raise the profile of male cancer
- Dare to Bare Calender raises £50,000

2003/4
- The Orchid Male Urological Cancer Genetic Study Research Team is established
- Over 60,000 awareness leaflets and 1,000 testicular cancer awareness videos are distributed
- RAF Kinloss hosted a football tournament for servicemen raising £1000 for Orchid
- Orchid LifeCycle in Essex had more than 300 cyclists raising more than £12,400
- Colin Osborne won the prestigious Daily Mirror Pride of Britain Award for Fundraiser of the year

2004/5
- Orchid 10th anniversary celebrations
- Research grant awards totalled £699,825
- Men in Pants (City of London and Canary Wharf) tripled its target to raise £12,500
- Orchid Charity Golf Day at Sweeney Forest Golf Club raised £50,000
- Record breaking sub-aqua swim across the English Channel by Orchid co-founder Colin Osborne raised over £400
- Launch of the Orchid Tissue Bank

2005/6
- Orchid invited to join the national Cancer intelligence Network – Urology Site Specific Clinical Reference Group (NCIN-Urology SSCRG)
- Orchid named as the beneficiary charity of the ICAP Research grant awards: basic science in molecular therapeutics and carcinogenesis, clinical trials and histo-pathology
- Bearing 360 Degrees North raised over £100,000

2006/7
- First Penile Cancer awareness videos are distributed
- Orchid chosen as the beneficiary charity of the Yorkshire Marathon

2007/8
- Orchid LifeCycle in Essex had more than 300 cyclists raising more than £12,400
- Colin Osborne raised over £40,000
- Orchid named as a beneficiary charity of the ICAP
- Launch of the Orchid Community Golf Programme

2008/9
- Dinner hosted by the England Rugby player Jason Leonard and the Three Balls event raised over £100,000
- First name Orchid as the beneficiary charity of its annual Golf Day Charity Appeal
- Launch of the first Orchid Male Cancer Awareness Week
- Launch of specialist Factsheets on male cancer
- First trek to Kilimanjaro raised over £70,000
- Runners in the 2009 Flora London Marathon raised over £89,000
- A team of 10 took part in the ING New York Marathon raising over £23,000

2009/10
- Research grant awards totalled £520,000
- First Penile Cancer Support and Information Day at St George’s Hospital London
- Launch of the first Orchid Male Cancer Information Nurses appointed
- Over 250,000 items of information are distributed
- Launch of “Tackle it Together” campaign
- Launch of prostate cancer report “The Forgotten 10,000: Getting it right for men with prostate cancer”
- Orchid attended “Britain Against Cancer” hosted by the All Party Parliamentary Group on Cancer (APPGC)
- Orchid invited to join the National Cancer Intelligence Network – Urology Site Specific Clinical Reference Group (NCIN-Urology SSCRG)
- Orchid named as a beneficiary charity of the ICAP Charity Trading Day, raising an incredible £600,000 attended by Orchid patrons
- The Royal Order Antediluvian Order of Buffaloes selected and raised Orchid as their Charity of the Year and raised over £48,000
- “Glamour Through the Ages” Ball at The Savoy raised £100,000
- First London to Edinburgh Cycle Ride raised more than £60,000
- Partnership with property company King Sturge raised over £112,000 from the I760 Charity Appeal
- Austin Reed raise over £20,000 selling “Know Your Balls... Check Em” Out wristbands

2010/11
- Campaign “Getting it right for men with prostate cancer”
- Orchid launched the new Orchid website
- Bath Rugby Club chose Orchid as their beneficiary charity
- Orchid chosen as the beneficiary charity of Pat Cash’s celebrity appearance on ITV’s “Who Wants To Be a Millionaire”, which raised over £75,000
- Orchid launched the Male Cancer Awareness Roadshow Programme across the UK
- First trek to Kilimanjaro raised over £70,000
- Runners in the 2009 Flora London Marathon raised over £89,000
- A team of 10 took part in the ING New York Marathon raising over £23,000
- Research grant awards totalled £89,034
- Four areas of research receive grant awards: basic science in molecular therapeutics and carcinogenesis, clinical trials and histo-pathology
- Bearing 360 Degrees North raised over £100,000

2011/12
- Launch of the first Orchid Male Cancer Awareness Week
- Launch of specialist Factsheets on male cancer
- First trek to Kilimanjaro raised over £70,000
- Runners in the 2009 Flora London Marathon raised over £89,000
- A team of 10 took part in the ING New York Marathon raising over £23,000
- Research grant awards totalled £520,000
- First Penile Cancer Support and Information Day at St George’s Hospital London
- Launch of the new Orchid website
- Bath Rugby Club chose Orchid as their beneficiary charity
- Orchid chosen as the beneficiary charity of Pat Cash’s celebrity appearance on ITV’s “Who Wants To Be a Millionaire”, which raised over £75,000
- Orchid launched the Male Cancer Awareness Roadshow Programme across the UK

CELEBRATING 21 YEARS OF ACHIEVEMENTS

Orchid, 231-233 North Gower Street, London NW1 2NR. Tel: 0203 745 7310  www.orchid-cancer.org.uk  info@orchid-cancer.org.uk
Celebrating 21 years of Orchid, Fighting Male Cancer

Professor Tim Oliver is Consultant Oncologist and Professor Emeritus of Medical Oncology at St Bartholomew’s and The Royal London Hospital School of Medicine and Dentistry. By bringing together basic science, epidemiology and clinical research Professor Oliver pioneered a broad spectrum of exciting research which resulted in the establishment in 2006 of a new Clinical Trials Unit at QMUL. As a direct consequence of his desire to fight male cancer and his established record in research, Tim founded the Orchid Cancer Appeal with his former patient Colin Osborne.

Colin Osborne was diagnosed with advanced stage testicular cancer in 1994. During his gruelling treatment he met and came under the care of Professor Tim Oliver. It was during this treatment that the financial crisis facing Tim’s research unit came to light. With the knowledge that without the skill and dedication of Tim and his staff, and without the previous research carried out by the unit, he would not have survived, Colin felt he had to do something to help save the unit and continue the valuable research. Together with Tim he founded the Orchid Cancer Appeal and began fundraising.

Today, 21 years later Orchid is delighted to have their continued support, commitment, inspiration and friendship to guide its vision of fighting male cancer through world class research, raising awareness of male cancers and supporting men and their families affected by testicular, prostate and penile cancers.

What have been the 3 biggest highlights for you over the last 21 years?

Professor Oliver: Colin’s statement from the intensive care unit that he would try to raise a bob or two if he survived, Consultant Urological Surgeon Greg Shaw’s publication and presentation of Meta-analysis of Intermittent Hormones therapy and the Journal of Clinical Oncology publishing data on the chemotherapy drug Carboplatin.

Colin: Staying in remission, getting to meet so many amazing individuals through Orchid and going to Buckingham Palace with my wife and two sons to receive my MBE from Prince Charles – he even laughed at one of my jokes.

Looking forward to the next 21 years, what would you both like to see by 2038?

Orchid to grow into the world’s leading charity for male cancer including supporting innovative, cutting edge research so that we can find a cure for cancer. Also that we continue to recognise the need for, and provision of, information and support, which makes a huge difference to all those affected by cancer.

What has been the biggest challenge over the last 21 years?

Colin: My biggest challenge (apart from battling testicular cancer) has been trying to successfully divide my time between my family, my career and my fundraising for Orchid. I have been very lucky in that my company (Konica Minolta – formally Charterhouse) have given me so much support over the last 21 years. They supported me on a personal level but also they have been one of the founding companies associated with the charity. I would like to thank them for their support, and faith, in my dream of establishing the first UK charity dedicated to male cancer.

In the early days of Orchid, my family came with me all over the country to different fundraising events. The boys from a young age could prepare goody bags on an Osborne production line, which was better than in a chocolate factory! I would like to thank them for their understanding and encouragement.

Finally the biggest challenge was bringing in the money to fund and support Orchid. Thank you to all of the companies who have responded to the donation requests. Thank you to the celebrity supporters for their time and fundraising efforts, especially my good friends Pat Cash and Simon Khan who have always been willing to help promote and fundraise for Orchid. Thank you to my fellow Trustees for your time and unwavering support. And most importantly thank you to all of the amazing fundraisers who have run, swam, cycled, baked, shaved their heads, etc. and have helped Orchid to help men!

What would you say are the most important things for a person diagnosed with a male specific cancer to know?

Professor Oliver: Never-Say-Die was the Queen Mother’s Horse who won the Derby against expectations and that applies to my attitude in caring for any patient facing treatment for cancer. Also that regular exercise and sunshine is vital for maximising the benefit of all other treatment.

Colin: Never give up - I was weeks away from dying. Be positive even when the chips are down and believe that there is a light at the end of that long dark tunnel.

What do you admire most about them?

Professor Oliver: His ability to persuade people to support Orchid and keep contributing as he showed by the amazing achievement with the recent Savoy Ball.

Colin: His enthusiasm for everything he does.
The Savoy Ball

Orchid’s 21st birthday celebrations officially began in May 2017 with the Anniversary Ball held at The Savoy in London. Guests enjoyed a very special evening and thanks to their generous support over £130,000 was raised.

Robert Lane CBE who spoke about the work of the charity, the many achievements to date and plans for the future as we launch our new strategy which aims to improve the outlook for men affected by prostate, testicular and penile cancer.

Founder Colin Osborne MBE spoke movingly about his battle with testicular cancer and in sharing his story he was joined by Professor Tim Oliver, the oncologist who saved his life 21 years ago which led to the charity being established. Special guest and former Wimbledon Champion, Pat Cash, joked about his meeting with Colin and how inspired he was by Colin’s commitment and the work of the charity. They have become great friends and in turn Pat has been a long-term supporter of Orchid.

He generously donated to the auction, offering a Lesson from a Legend – a tennis lesson from the Grand Slam winner himself which saw a bidding frenzy from guests!

Sincere thanks to Love Orchids who created an incredible floral display where guests were photographed as they entered the Lancaster Ballroom. We are also incredibly grateful to those who sponsored the Ball and programme, especially to Konica Minolta Marketing Services for their continued unwavering support and for sponsoring the Champagne Reception. Our thanks also to all those companies and individuals who generously provided donations for the auctions and raffle and sincere thanks to everyone who bid for these wonderful prizes.

Finally, a very special thank you to the Organising Committee including Orchid Trustees’ Colin Osborne MBE and Stuart Seymour plus Charlie Clements, Ian Foster, Myles Gascoyne, Dan Hanbury and Rob Leyton. Their many months of hard work raising funds through ticket sales, securing gifts and prizes ensured the event was a huge success and a very special occasion to mark Orchid’s 21st Anniversary.

If you could have one characteristic from the other person, what would it be?

Professor Oliver: His golf swing before I mucked it up with giving him too much steroid to prevent the side effects of treatment.

Colin: His intelligence.

How would you describe the other person in a few words?

Professor Oliver: From the very beginning Team Colin and Sandra (his wife) have worked so well in dealing with problems.

Colin: A genius with a vision. A person that is liked by everyone, a world leader in his field of male cancer who has devoted his life to maintaining the health of mankind. Sadly though, a man sometimes lacking in golfing prowess.

What is your fondest memory with them?

Professor Oliver: His swimming the English Channel under water with a snorkel.

Colin: The first day I met Tim, I remember him bursting through some double doors, with papers flying everywhere, apologising for being late and a nurse following him picking up his documents. From that first consultation, I knew I was in safe hands.

Colin, if a Hollywood film was made about the beginnings of Orchid, who would play the starring roles?

Colin: That’s easy, it’s obvious, to play me it would be either Johnny Depp, Brad Pitt or Steve McQueen. Others might say Oliver Hardy! My wife says if it’s George Clooney an actress will not be required to play her as she will accept the role personally! To play Tim it would have to be the bloke who played the professor in the film “Back to the Future”!

What is the best piece of advice you have been given that you would like to pass on to others?

Professor Oliver: Carpe Diem.

Colin: My father gave me a copy of Rudyard Kipling’s IF, when I was about 12, a copy still hangs in my study. It tells you everything you need to know and how to live your life.
Community Fundraising

We are exceptionally grateful to all the remarkable people who have given their valuable time throughout the year to help our vital work by organising fundraising events including festivals, golf days, head shaves and parties. Our Community Fundraisers raised over £150,000 last year. Thank you!

B Festival

Orchid was thrilled to be the beneficiary charity of the 2017 “B Festival” which took place on Saturday 1st July. The festival started in 2005 as a birthday celebration and has since developed into a popular event based in Longfield, Kent. Over 2,300 people attended and the Orchid Roadshow Trailer was visited by festival goers throughout the day, which raised a phenomenal £25,130.

The Regis Classic Tour

The fantastic ladies of the Bognor Regis Motor Club completed the 20th and the very final Regis Classic Tour which was held in Rotterdam, Holland as a part repeat of the 10th Tour. All funds raised from the event were split between Orchid and Against Breast Cancer with the main aim being a celebration anniversary for the fun, fundraising and friendships that have taken place over the past 20 years. The event raised over £19,500. Thank you to everyone for their tremendous support!

Well done

Garry Hughes

Garry is a scrap metal dealer, who raised funds for Orchid in a novel way by crushing scrap metal. He raised an amazing £929.

Shimmy Armageddon

Thanks for raising a fantastic £1,050 in a collection during the Purple Halfa Belly Dance Show.

Mike Jackson

A special thank you to Michael who hosted a birthday celebration fundraiser in aid of Orchid and raised £3,549.

Golf Captain, Andrew Cowell

We were delighted to be nominated as Stover Golf Club’s charity of the year partner. The club raised just over £7,000 from activities including a fundraising ball to celebrate the achievements of Orchid over the last 21 years raising awareness of male cancers.

Neil Hadaway

Neil organised a golf day in aid of Orchid which raised £2,290. Around 50 golfers took part in the event at Petersfield Golf Club which included dinner and an auction.

Small change makes a big difference

Whether you would like to place collection tins in your local shop, pub or club or you have been inspired by our featured community fundraisers, we would love to hear from you. Please contact Holly on 0203 745 7316 or holly.nougerede@orchid-cancer.org.uk

Alex and Barbara Gougoulis

Enormous thanks to Alex and Barbara who braved the elements and raised £1,173 on their adventure to Snowdon National Park.

Alex and Barbara Gougoulis

Garry Hughes

Garry is a scrap metal dealer, who raised funds for Orchid in a novel way by crushing scrap metal. He raised an amazing £929.

Shimmy Armageddon

Thanks for raising a fantastic £1,050 in a collection during the Purple Halfa Belly Dance Show.

Well done

Orchid Skydivers

Skydives are an incredible and unforgettable experience. Well done to everyone who took to the sky, conquered their fears and helped to raise over £3,000 last year. To sign up this year on a date of your choice at locations across the UK, please contact the Events Team on 0203 745 7310 or events@orchid-cancer.org.uk

Small change makes a big difference

Whether you would like to place collection tins in your local shop, pub or club or you have been inspired by our featured community fundraisers, we would love to hear from you. Please contact Holly on 0203 745 7316 or holly.nougerede@orchid-cancer.org.uk
Orchid Fundraising Events

The Great Willy Waddle
Possibly the silliest fun run in the world! In October 2016 we launched our first ever Willy Waddle, followed by our second event in September 2017. The events have seen almost 200 participants don an inflatable penis costume (provided by Orchid) to run or waddle a 2km route around the Queen Elizabeth Olympic Park in London to raise awareness and funds to support our work in penile cancer. A special thanks to everyone who took part for collectively raising over £25,000. The Great Willy Waddle is back again in 2018 and you can sign up to take part on the 25 September by contacting Charlie on 0203 745 7317 or charlie.bartlett@orchid-cancer.org.uk

Orchid River Run
Orchid’s annual River Run took place on the 5 April 2017 as part of Male Cancer Awareness Week. The event saw over 100 runners take part in the 5k, 10k and half marathon route taking them from St Pauls, along the River Thames and past many of London’s iconic sights. Huge thanks to everyone who took part, raising over £9,000 for Orchid, and to all the volunteers who helped marshal the route. This year’s event will take place on 11 April – sign up and show your support for Male Cancer Awareness Week!

Virgin Money London Marathon
The 2017 Virgin Money London Marathon took place on Sunday 23 April with 29 runners taking on the 26.2 mile challenge in aid of Orchid. Together they raised over £70,000. Our thanks to all the runners for their support, commitment and the months of training they put in to complete this amazing challenge. Well done everyone!

Team Orchid included Joe Spraggins, one of 40 runners to break an official Guinness World Record. He gained the title “Fastest Marathon Dressed as a Swimmer” (time: 2:42:24) helping to generate great media coverage for Orchid. Kevin Howarth attempted to break the record for the fastest marathon bouncing two basket balls along the entire 26.2 mile route!

Prudential RideLondon
Celebrating the legacy for cycling created by the London 2012 Olympic and Paralympic Games, Prudential RideLondon starts in Queen Elizabeth Olympic Park then follows a 100-mile route on closed roads through the capital and into Surrey’s stunning countryside before finishing on The Mall in central London. RideLondon took place on the 30 July 2017 and our fantastic team of cyclists raised over £5,000.

Royal Parks Half Marathon
Well done to the Orchid runners who took part in the Royal Parks Half Marathon on the 8 October 2017 raising over £12,500. The Events Team were on hand to cheer on our fantastic runners and thank them for their incredible support.

Nightrider
Nightrider London took place on 10 June 2017. Our thanks to all the cyclists who took part, including Team Artemis who raised a fantastic £4,267!

Vitality 10,000
On 29 May Orchid staff members joined the team and took to the streets in London to run and raise money.

Tough Mudder
The Tough Mudder is a 10-12 mile mud and obstacle run series with events taking place at locations across the UK. Huge thanks to the wonderful team from Principia Estate and Asset Management who threw themselves into the challenge and raised over £3,990!

Join the team
Orchid has guaranteed entries this year in events including the Royal Parks Half Marathon, Prudential RideLondon, Nightrider and Tough Mudder. For more details or to apply for a place please contact the Events Team on 0203 745 7310 or events@orchid-cancer.org.uk
There is nothing worse first thing in the morning than a rubbish shave. Razor rash, residual stubble, razor burn, cuts and nicks plus annoying lumps and bumps can leave you with the unruly appearance of a feral cat! The Bluebeards Revenge is the solution.

For more info on our full range of barbershop-quality products visit: www.bluebeards-revenge.co.uk or call +44 (0) 1752 898191
Huge thanks to Asda

A huge “thank you” to Asda for their incredible support of Orchid over the last four years. The partnership has raised £1.2 million to date with final monies still coming in from a variety of in-store product promotions and an array of wonderful fundraising events and initiatives. This includes a team of staff from Asda who took part in ‘Tour de ASDA’, cycling over 500 miles in 5 days to raise money for Orchid. Our thanks to the team who cycled from Bristol to Grangemouth, visiting Asda stores and depots along the way. They raised over £14,000.

‘Tour de ASDA’ team, July 2017

The incredible support of Asda colleagues and their generosity during the partnership has allowed us to support and make a difference to the lives of the thousands of men affected by male cancer every year.

The amazing amount of money raised during the four year partnership has enabled us to deliver awareness and education programmes across the UK. Since the partnership began we have launched our Freephone National Male Cancer Helpline, distributed over one million items of information, held over 500 community based Roadshows, information events and training events and supported thousands of men and their families.

Thanks to all the companies who support us

Orchid works with a wide range of fantastic companies and we would like to thank them all for their generous and ongoing support. They include Paperchase, Las Iguanas, NEXT, itsu, Oktra, Principia Estate & Asset Management, The LGV Training Company and The Surrey & Hampshire Training Company, The Bluebeards Revenge, Allegra Publications, the ICAP Charity Day Auction and Bawbags Underwear.

To date Bawbags have raised a magnificent £25,000 for Orchid through sales of their colourful underwear.

Staff from Principia took part in the Tough Mudder challenge, raising over £3,500.

Rude Botany T-shirts

Rude Botany T-shirts are adorned with the real botanical names for plants. Not only are they fun if a little risqué they are also helping in the fight against male cancer. Rude Botany are donating 10% from the sale of three selected T-shirts - *Philadelphus erectus*, *Rubus cockburnianus* and *Phallus impudicus* - as modelled by Michael Perry, founder of Rude Botany and a horticulturist, garden journalist and TV presenter.

Orchid works together with businesses and organisations to deliver exciting, mutually-beneficial partnerships. There are many ways that your company can work with Orchid including a Charity of the Year partnership, staff fundraising, sponsorship, donations from product sales, payroll giving, volunteering or events. Our Nurses can also provide resources and training to help support your employees who may be worried about male specific cancers or who may be living with prostate, testicular or penile cancer.

If you would like to find out more about how your company can get involved please contact Lucy Noakes, Business Development Manager on 0203 745 7310 or email her at Lucy.Noakes@orchid-cancer.org.uk
Grant Giving

A big thank you to all the Trusts, Foundations, Livery Companies and Masonic Lodges who support the work of Orchid. Your grants make such a difference to just how much Orchid can do to improve the lives of men at risk of or affected by testicular, penile and prostate cancers. The following two examples illustrate what we have been able to achieve with recent grants from Trusts.

The Orchid Male Cancer Community Roadshows

Orchid has been delighted with the positive response from local Trusts to our applications to run Male Cancer Information Roadshows in their communities. It is with thanks to a range of Trusts that Orchid has, for example, run successful Roadshows in areas such as Blackburn, Rochdale, Hull, Bury, Gateshead, London and Nottingham, with more Roadshows to deliver in locations such as Manchester, Newcastle, Woking, Pitsea, Glasgow, Cardiff and Swansea amongst many other areas over the next few months. We always receive such a positive response from the local community at our Roadshows and in Nottingham, for example, over two days:

- We reached 586 people, 94% of whom were men
- Visitors to our stands were both younger men at particular risk of testicular cancer, and older men at particular risk of prostate and penile cancers
- 649 items of Orchid’s free specialist information were taken away to peruse later, including our very popular z cards about all three male cancers, as well as a range of fact sheets and booklets.

Young Person’s Testicular Cancer Project

As the result of a grant from a Trust we have been able to launch our Young Person’s Testicular Cancer Project. Orchid has a track record in communicating health messages and working with young people, and through this project Orchid aims to raise awareness among the key teen demographic, who are most at risk of testicular cancer, but yet do not always engage in their health.

Working closely with school nurses, education professionals, parents and young people we are developing bespoke resources for the age group and the education sector across the UK.

Investing in the future of male cancer research

Grants have also supported Orchid’s Male Cancer Research Programme to deliver the best in male cancer research for patients now and in the future.

Funding our future work

If you are involved with a Charitable Trust or Foundation it really would be wonderful if you could consider supporting us. Your funding would make an enormous difference to Orchid’s ability to reach more men affected by or at risk of male cancer, and we currently have a range of projects for which we are seeking support. A grant could support Orchid's medical research or a Male Cancer Information Roadshow in the heart of local communities, or perhaps help fund Orchid’s specialist male cancer information leaflets and publications or our Male Cancer Information Nurses.

Whether your Trust could contribute £100 or £100,000, or if you could give a one year or a multi-year grant, we would be delighted to hear from you, and to work with you. Please contact the Strategic Partnership Team, Ferha and Margaid, by calling 0207 745 7310 or emailing Ferha.Farooqui@orchid-cancer.org.uk

Thank you once more to everyone who has given us such wonderful support.
Star Supporters

Orchid is very lucky to have extremely dedicated, long-term supporters. In this edition of low-down, we’re turning the spotlight on a very special couple Roy and June Dickins who are not only committed to increasing awareness about prostate, testicular and penile cancer, but who have been tireless fundraisers. In 2017 they continued their amazing support of Orchid by raising money and awareness of male cancer to mark our 21st Anniversary.

Roy and June have always supported local charities but when Roy’s brother Dennis sadly died from prostate cancer in 2002 after a nine-year battle with the disease, they decided to support a charity that dealt with male specific cancer and discovered Orchid. Over the years they have become great friends with co-founder Colin Osborne and they are regular visitors to the office, usually to present us with another cheque and to share a cheeky joke!

Proceeds donated to Orchid! They have also made many donations In Memory of friends and family since they started supporting Orchid over 15 years ago.

As such dedicated supporters who are committed to increasing awareness of male cancers and raising vital funds in support of our work, it was great to celebrate Orchid’s 21st Anniversary with Roy and June at The Savoy Ball last year.

Rebecca Porta, CEO

‘Over the years Roy and June have become great friends of Orchid and myself and I always look forward to meeting up with them. However the same can’t be said for Roy’s range of Christmas jumpers! Our work would not be possible without the continued commitment, enthusiasm and incredible support that people like Roy and June give year after year to help us fight male specific cancers. We cannot thank them enough for all they do to raise money and awareness’

Colin Osborne, Orchid co-Founder

‘Roy and June have generously supported Orchid for over 15 years, raising money in any way they can and giving their time to work tirelessly to raise awareness of male cancers. We are so grateful for their wonderful support over the years and on behalf of everyone at Orchid we want to say a big thank you’.

Rebecca Porta, CEO
Support Services
Orchid offers everyone affected by or interested in male cancer an extensive range of services. These include Orchid Male Cancer Information Nurse Specialists, a freephone National Male Cancer Helpline 0808 802 0010 and email service, a Testicular Cancer Telephone Counselling Service, a portfolio of publications, a dedicated website, a testicular cancer microsite “Your Privates” and schools resource pack, newsletters, Male Cancer Awareness Roadshows and a unique Community Golf Programme. Demand for specialist information and support is increasing year on year.

Educational Campaigns and Raising Awareness
On a national level Orchid raises awareness of male cancers and educates men in the signs and symptoms of cancer. Our Nurses work closely with schools, universities, health and social care professionals, the business community, voluntary organisations and support networks to ensure men are well informed. They deliver training programmes on a range of topics from signs and symptoms of male cancer to emotional well-being. Our campaigns such the annual Orchid Male Cancer Awareness Week raise awareness of male cancers, improve understanding of the signs and symptoms of these diseases and highlight Orchid’s services for those affected.

A Pioneering, World Class Research Programme
With incidents of male cancer on the increase, improving our understanding of prostate, testicular and penile cancer and finding new ways to treat and manage these cancers remains a priority. Our world class research programme aims to encourage, support and fund the highest quality research into the causes, prevention and treatment of male cancers. Our Study and Travel Awards support young people in furthering their studies. We also support international meetings encouraging the exchange of information and latest research findings.

Orchid has made significant advances in cancer research and aims to discover the most effective treatments with the least side effects for men with male specific cancers.

Working Together
Orchid works closely with health and social care professionals, community groups, schools and universities, other not-for-profit organisations, the business community, MPs and the media to raise awareness of these cancers and to campaign for better care and services. Orchid has achieved significant success in a short space of time and supported thousands of men and their families.

However, there is still more work to be done and together we can make a real difference.

For more information on our work please visit our website www.orchid-cancer.org.uk

Calling all volunteers!
A huge thank you to all our volunteers who help out at events throughout the year. Without your wonderful support it would not be possible to hold many of our events.

We are always seeking volunteers for our events with roles including route marshals, bucket collectors and joining us at cheering points to support our runners and cyclists. If you would like to join us at future events please contact the Events Team at events@orchid-cancer.org.uk

A limited number of grants are now available to researchers and healthcare professionals working in the area of male cancers. Grants of up to £1,000 are designed to support ongoing professional development and can be used to contribute to the costs of registration, travel and accommodation at approved meetings or conferences.

For more information please visit: https://orchid-cancer.org.uk/healthcare-professionals/study-and-travel-awards/

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Orchid, 231-233 North Gower Street, London NW1 2NR Tel: 0203 745 7310 www.orchid-cancer.org.uk info@orchid-cancer.org.uk