

# Making your great hospital even better

**act**  
Addenbrooke's  
Charitable Trust  
Registered charity number: 1170103

Our impact 2020



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The iconic Addenbrooke's tower lights up to thank our amazing donors, May 2020.



# Welcome

This has been quite a year for everyone, none more so than our incredibly hard-working colleagues at Addenbrooke's and the Rosie hospitals. As extraordinary as events have been, throughout the COVID-19 pandemic the inspirational response from our team, our hospital colleagues, our community and you - our amazing fundraisers and supporters - has been more extraordinary still.

Hospitals across the UK have needed help this year more than ever, which has thrust national and local NHS charities like ours into the spotlight like never before. And thanks to you we raised over £1.2m in emergency funds in just six weeks. This has enabled us to provide our heroic staff with the support they have needed; from looking after their psychological wellbeing at the start of this pandemic, to ongoing measures as it has progressed.

It is all thanks to the incredible kindness of donors, as well as the dedication and sheer ingenuity of our fantastic fundraisers. They have not only adapted their fundraising activities to be safe and socially distanced, but they have also delighted us with their creativity, from virtual tea parties to millions of keepy-uppies.

As well as supporting our hospital heroes through the emergency appeal, we have continued raising money for our core areas of funding that help make this hospital even better, such as patient comforts, cutting edge technology and pioneering research, including over £1m for COVID-19 studies (see pages 8-9).

Inside this review you will find all the fantastic things we've been able to fund, all thanks to you.

**Shelly Thake,**  
CEO



## Here are a few of the highlights of our year

### Creating calm and peaceful Wellbeing Spaces

to allow critical care and theatre staff to decompress and recharge.



### Creating a Doctors-for-Doctors programme

that provides psychological support for medical staff from specialist colleagues.



### Funding research into COVID-19 infection

amongst staff, which is shaping national NHS staff testing policy.



### Giving much-needed grants to help staff

impacted financially by the coronavirus crisis.



### Supporting morale-boosting You Made a Difference awards

recognising extra special contributions during the pandemic.



Delivering well-earned care boxes filled with goodies to hospital staff through our **Thank You Thursdays**



Continued over...

Highlights continued...

## Tea@Three

encouraging supporters to meet up virtually for a break and donate £3 – the average price of a take-away drink.



## Leading the fight against coronavirus with £1m

of research into innovative new treatments and diagnostics for COVID-19.



# Looking to the future

Although so much remains uncertain because of coronavirus, what we do know is that our hospital will need us more than ever. So, come what may, we will continue investing in the cutting edge equipment, new resources and innovative research that help this great hospital deliver exceptional patient care.

Over the next year, we will be fundraising for a life-changing surgical robot that will transform surgery, speeding up procedures, reducing recovery times and allowing surgeons to treat even more patients. This is more important than ever with the backlogs caused by COVID-19.

There will be ongoing investment to support ground-breaking research into new treatments and diagnostics that benefit patients here at Addenbrooke's as well as across the world.

Our visionary plans for the future will also continue, as we develop fundraising activities for the new Children's Hospital, as well as the Cancer Research Hospital, opening in 2025.

While this pandemic may have disrupted many things, it has only strengthened our commitment to bring together the needs of our hospitals with the support of generous donors like you to continue making Addenbrooke's better than ever.



## Purchasing iPads

so that critically ill and isolated COVID-19 patients can communicate with their loved ones.



## Launching our new online shop

so that people can shop for a range of gifts and support us wherever they are.



## Supporting My Prudential RideLondon,

a virtual spin on the annual challenge event allowing everyone to get involved at home.

## Launching Team Addenbrooke's,

our sporting community, whose dedication and enthusiasm is helping to raise funds for Addenbrooke's and the Rosie hospitals. This year we set a Team Addenbrooke's Virtual Challenge, to inspire and encourage our community to do something physical and continue supporting our hospitals virtually.



# About ACT

We are dedicated to making Addenbrooke's even better in every way. And we rely entirely on the funds we raise through patients and their families, businesses, philanthropic individuals, charitable trusts and foundations to do just that.

Every donation, whatever the size, helps us invest in the pioneering technology that is making surgery quicker, safer and more pain-free. It allows us to support the innovative research that is constantly finding more effective treatments and is leading the battle against COVID-19. It enables us to buy the patient comforts that calm children's anxieties in waiting areas and during MRI scans and help the hospital teams whose dedication and expertise transform lives through normal times and crises.



## We fund

new services and facilities for the benefit of patients and their families.



## We enhance

existing services to levels over and above those that could be achieved through NHS funding alone.



## We support

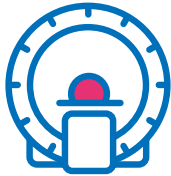
the research and innovation that continually drive improvements to healthcare, through pump-priming grants and bridging funding gaps.



# Diagnosis

Your donations have helped fund a range of research and equipment to make diagnostics even better at Addenbrooke's, helping our incredible team of clinicians diagnose patients' illnesses quickly and accurately.

## Making MRI scans less scary



**£27,300**

Thanks to a generous donor, we've been able to buy an integrated entertainment system so children (and adults) can watch their favourite shows while having their scan. It means less anxiety, fewer general anaesthetics and better results.

## Improving learning through doing



**£69,273**

With new, highly detailed, full-size adult and baby simulation dolls, we're helping to transform hands-on learning for trainees.

## Earlier diagnosis of dementia



**£6,220**

A grant from ACT is funding the development of a new 'Test Your Memory' App to help diagnose dementia and allow faster treatment planning.

## Quicker diagnosis of leg ulcers



**£2,580**

A new method to diagnose leg ulcers is being trialled which could identify ulcers sooner, enabling faster treatment and more successful outcomes for patients.

## Tackling a rare children's immune disease



**£10,000**

A project is under way to improve recognition across the UK of a rare children's disease that causes the immune system to attack the bones. Early diagnosis is critical to avoid complications.



# Treatment



Our funding is helping to push the boundaries of innovation to find the treatments of the future.

## Transforming even more transplant patients' lives



While the COVID-19 crisis has greatly reduced the number of liver transplants carried out nationally, the liver perfusion machine has enabled this life transforming surgery to continue. 12 of the 16 lockdown transplants were made possible because of our funding.

## Virtual reality reassurance for children



**£1,980**

A new 'Little Journey' App and virtual reality 'take home' headsets mean children can explore the hospital and see what they will experience before they come in for surgery, greatly reducing anxiety.

## Specialist children's ambulances



**£216,000**

Thanks to incredibly generous support, we have raised enough money for two emergency children's ambulances. With specialist equipment, they'll make sure critically ill children across the region get the fast response and expert care they need.



## Finding effective treatments for advanced breast cancer



**£24,600**

Research into whether a simple blood test can establish early treatment response and allow ineffective treatments to be stopped quickly and minimise side effects.

## Reducing anxiety in children's A&E



**£20,000**

We've helped make a huge difference to the newly expanded children's Accident & Emergency Department with carefully considered art, furniture and activities to keep everyone occupied if there's a wait.



# Research

Research is the driving force behind ongoing innovation and excellence in healthcare. ACT provides critical early-stage funding to support research that is vital for improving patient care at Addenbrooke's and across the NHS.

Thanks to your generous support, we have been able to fund **over £1m of research** into treatments and diagnostics for COVID-19 or services impacted by coronavirus. The more research that is carried out, the more it will help our understanding of the disease and save lives.

## Cell-based therapy for COVID-19

We have been able to provide the rapid funding necessary that allowed research into cell-based therapy to start without delay and in a timeframe that could benefit everyone.

## Improving understanding of COVID-19 in children

The paediatrics team is researching differences in the way children are affected compared to adults, which could unlock important information needed to treat the disease.

## Unravelling the long-term effects of COVID-19

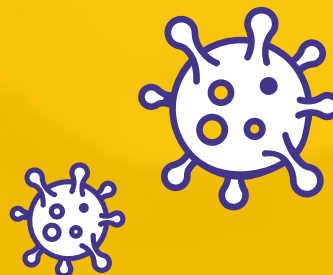
With ACT funding, Cambridge Biomedical Research Centre is leading multifaceted research into the long-term consequences of this devastating new virus, which is also a major contribution to the large-scale national research programme.

## Improving the triage process for COVID-19 admissions


This vital research is looking into the use of a blood test to ensure those COVID-19 positive patients not exhibiting the usual symptoms are not misdirected to an ordinary hospital ward.

## New rapid testing for COVID-19

The new test makes screening for infections in critically ill patients possible in a matter of hours rather than days.







As well as reacting to the unexpected challenges presented by this pandemic, in many ways it is business as usual as we continue to support and invest in vitally important non-COVID research and innovation.

### **New web-based testing apps**

With coronavirus impacting the normal ways of diagnosing people we have been able to fund research and development of two web-based testing apps – DigiHear & DigiVis – helping patients self-test for hearing and sight during telephone consultations.

### **Researching treatments of the future**

This year we have invested in research to find new treatments and cures for acute genetic UV light sensitivity, irritable bowel syndrome, oesophageal cancer and currently incurable brain disease.

For example, early-stage funding has helped research into treating the harmful inflammation of brain cells caused by conditions such as Parkinson's disease, multiple sclerosis and certain psychiatric disorders.



## **Types of funding we offer**

We support innovative and sustainable research, help build research capacity, further extend the capabilities of our hospitals, and address gaps in funding for research. Funding can be awarded through:

### **Research fellowships**

The starting point for many aspirational researchers and future leaders of clinical research.

### **Pump-priming & bridge funding**

ACT funding can be the catalyst to help research projects get off the ground and bridge temporary funding gaps.

### **Grants panels**

Applications for funding are received by the Research Advisory Committee (RAC) who meet four times a year.

### **Unrestricted funds**

Flexible funds we can use for programmes when the need arises.

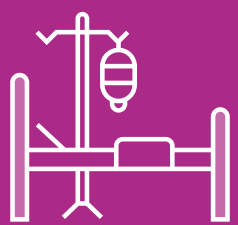
# Recovery and support



Helping patients through every step of their recovery as well as those who need ongoing support.

## Promoting wellbeing and inspiring hope

CUH Arts is dedicated to improving the hospital experience through creativity, with live performances in wards and waiting areas, pop-up recitals, puppetry and public tours of our art collection and exhibition spaces.



## Pioneering ward improvements

Thanks to a kind gift in a will, Addenbrooke's is the first in the UK to use new decorative headboards to conceal gases and medical equipment. This helps create less clinical, more comfortable wards, which in turn aids recovery.



## Easing distress in children with life-long blood conditions

**£12,000**

Children attending the Haemophilia and Thrombophilia Centre are under its care for life and will need frequent follow-up appointments. To help ease anxiety, we have equipped the waiting room with new toys and activities, as well as electronic games systems in the consultation rooms.



## Improving dementia care through virtual reality

**£5,472**

We're delighted to have funded new training aids that immerse staff in a virtual world where they can experience dementia first-hand, helping to promote better understanding and better care for dementia patients throughout the hospital.





# Cambridge Global Health Partnerships (CGHP)

Cambridge Global Health Partnerships works in partnership to inspire and enable people to improve healthcare globally. At the start of the year, CGHP launched its CGHP 2020+ Strategy to help us achieve greater breadth, impact and rigour across its activities. CGHP is a linked charity to ACT, and benefits from governance and administrative support as well as a high degree of autonomy.

The COVID-19 pandemic has illustrated sharply that health is global, and that global solidarity is essential for an effective response to global health challenges. CGHP and ACT have played an important role supporting the COVID-19 response in Cambridge and overseas, working with our partners and members to share resources and learning.

We have continued to strengthen health partnerships by innovating how we work with partners and have transitioned quickly to virtual and remote means to continue our partnership activities. With our partners in Kampala, we have helped procure vital personal protective equipment and maintain in-house production of alcohol gel. The partnership has been commended in a letter of appreciation from the Executive Director of Kawempe National Referral Hospital.

Responding to the climate crisis, virtual engagement will continue to play a



significant role in future partnership activity. Using a blended approach, we will be combining partnership visits with virtual activity.

CGHP offers a range of support to individuals and groups in Cambridge and overseas, ranging from resources, to advice and signposting, small grants, and the management of long-term established health partnerships between NHS institutions in Cambridge with partners in low- and

middle-income countries. We continue to deliver this wider tiered support through online engagement opportunities, such as webinars and the East of England Global Health Conference.

“  
**CGHP and global health partnerships are vital, essential and fundamental to our healthcare mission.**”

**Dr Mike More**  
 Chair, Cambridge University Hospitals, September 2020

# It's all thanks to you

With the kindness of generous donors and supporters like you, we're helping to make our world class hospital even better.

## The ALBORADA Trust

With grants of over £300,000 in response to COVID-19, the trust moved swiftly to support the staff of Addenbrooke's: paying for the new wellbeing rooms, helping with the creation of a hardship fund to ease financial pressures and in the provision of staff vouchers.



## Meet some of this year's inspirational fundraising stars



### Imogen Papworth-Heidel

Imogen, age 10, set herself the challenge of doing 7.1 million keepy-uppies – one for every key worker in the country. She has been joined by people around the world and has raised over £14,000 for a number of charities, including ACT. No wonder her supporters include Alex Scott MBE and Captain Sir Tom Moore.

### Ray Parcel

Another inspirational fundraiser organised over 110 vintage tractors carrying donation buckets to travel 33 miles through Cambridgeshire villages.

“If I can fundraise, so can you. It's easier than you think!”

Ray Parcel



### Claire Robinson

Fundraiser Claire Robinson has climbed Kilimanjaro twice for ACT.

“Addenbrooke's has kept three generations of my family together. My mother, who donated me her kidney, me, and my beautiful daughter who was born prematurely at 28 weeks and 6 days. I will forever be grateful to Addenbrooke's.”

Claire Robinson



## NHS Charities Together



With donations in excess of £200,000, NHS Charities Together is helping Addenbrooke's cope with the after-effects of the pandemic – funding the purchase of iPads so COVID-19 patients can see their families while in isolation, physiotherapy equipment to aid recovery and targeted funds to address specific needs experienced by ethnic minority staff at Addenbrooke's.

## Tea@Three

Our virtual tea break proved to be the perfect incentive to help our volunteers, corporate supporters, friends and families to keep in touch, while raising over £25,000. Cambridge Regional College alone hosted ten virtual meet ups, raising £242 and helping their own staff wellbeing.



## Thank you Thursday

Thanks to the overwhelming thoughtfulness of our local community, we've been able to deliver amazing care boxes to our hospital heroes. From fresh fruit and flowers, to hand cream and spirit-lifting goodies, the generosity of individuals, organisations and businesses has helped keep our hard working hospital staff going through challenging times.

There are just too many amazing supporters to list - you can find out more at [act4addenbrookes.org.uk/thankyouthursday](http://act4addenbrookes.org.uk/thankyouthursday)



## James Langley

James took on the 2.6 Challenge but rather than opt for a mere 26 mile marathon, he doubled the distance to 52 miles. On 12th June he did laps of his village and, cheered on by his neighbours, completed the challenge in under 12 hours, raising a wonderful £3,500 in the process.

## Cambridge Commodities

Local business, Cambridge Commodities, raised over £18,000 by launching an NHS Heroes art competition over the Easter holidays. Their hard work is helping to fund medical supplies and support Addenbrooke's and the Rosie staff throughout this crisis. The winners had their art displayed online and will have their work framed.

# Our finances

## 2019/20 Charitable spend

For every £1 we spent on fundraising last year, we raised another £2.18 to help improve your hospital



**71p**  
For charitable purposes



**27p**  
For fundraising and the running of the charity



**2p**  
For investment management



Voluntary income



Charitable expenditure and fundraising costs

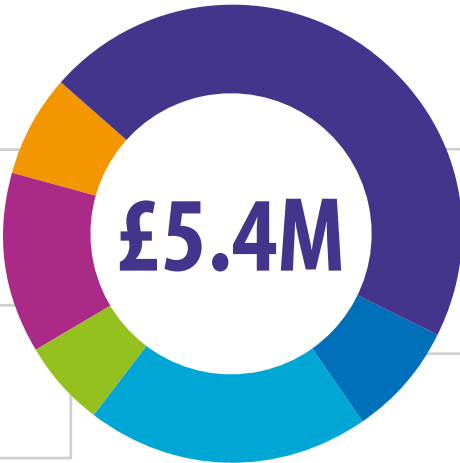


### Charitable expenditure

Other direct costs  
**7%**

Medical equipment  
**13%**

Hospital staff training  
**6%**



Patients' welfare and amenities  
**46%**

Hospital staff welfare and amenities  
**8%**

Research  
**20%**



# How you can make a difference

There are so many ways you can support Addenbrooke's and help ensure it's always improving and always leading the way.

Support our **even better** campaign

that funds a huge range of projects across our hospital.



Get behind our **campaigns & appeals** aimed

at specific areas, from children's services to our forthcoming surgical robot appeal.



Do something fun to **fundraise**.

The options are almost limitless, and our team is here to help every step of the way.



Become a **volunteer** if you have time to give.



Leaving a **gift in your will** is a wonderful way to leave a lasting legacy.



Become a CUH **Foundation Trust member** and shape the future of your local healthcare services.



Every single act of generosity helps to make our great hospital even better.  
[act4addenbrookes.org.uk/get-involved](http://act4addenbrookes.org.uk/get-involved)

Becks the postie started doing her postal delivery in fancy dress during lockdown to put a smile on people's faces and has raised a stunning £3,703 for Addenbrooke's.



The logo for Addenbrooke's Charitable Trust, featuring the lowercase letters 'act' in a white, handwritten-style font.

**Addenbrooke's  
Charitable Trust**

Registered charity number: 1170103

**Addenbrooke's Charitable Trust**

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Registered charity number: 1170103

Company registration number: 10469089