

# brain across tumour yorkshire

research and support

We are Yorkshire's leading brain tumour charity, providing funds for brain tumour research and patient support.

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BTRS NEWSLETTER MARCH 2015

# Spring is almost here...

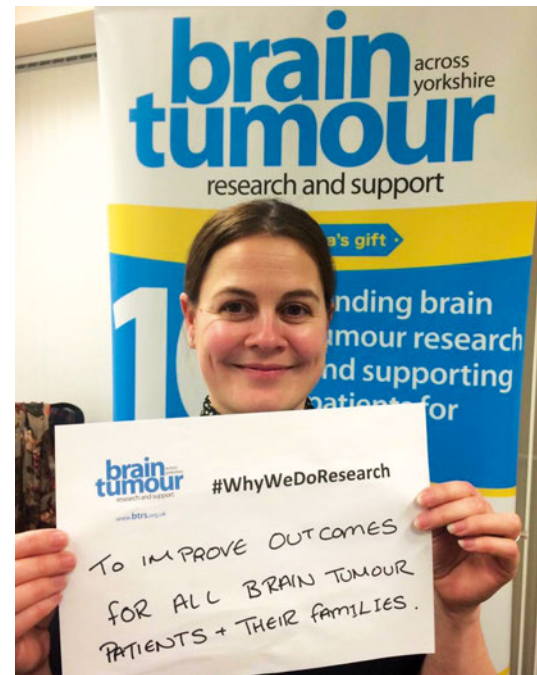
**We are moving quickly towards the Spring:** the clocks will change this month and the days will be lighter. So what are you going to do with all those extra hours of daylight? In March's edition of the BTRS Newsletter you will find links to our very own Big Bike Ride and the Run For All York 10k. Both events are an opportunity for you to swap your slippers for sports gear and get involved in these great Yorkshire sporting days out.

March is an important time in our community's calendar as it is Brain Tumour Awareness Month. At BTRS, we will be launching our new awareness-raising initiative in fine Yorkshire style with Flat Cap Friday on 20 March – keep reading to find out more!

Here at BTRS we are all about working in

collaboration with other charities in order to achieve a greater benefit for those we support and to make your fundraising and donations go further. We recently announced a research funding collaboration with Yorkshire Cancer Research and Ellie's Fund – Brain Tumour Trust. Last month we also got behind the Twitter campaign #WhyWeFundResearch.

Started by James Paget University Hospitals NHS Trust, this initiative encourages NHS research staff, charities and the wider research community to tweet their reasons for funding research. It highlights the need for more research into difficult research areas, such as brain tumours, and supports the need for more investment into these difficult diseases. To find out more, head to Twitter



OUR VERY OWN SAM WILSON SUPPORTING #WHYWEDORESEARCH

and use the #WhyWeFundResearch.

And to find out more about BTRS, please visit our website at [www.btrs.org.uk](http://www.btrs.org.uk) or call our office 0113 2473765.

## Yorkshire Charities Research Collaboration

**For the first time BTRS has joined forces** with Yorkshire Cancer Research and Ellie's Fund – Brain Tumour Trust to fund a pioneering investigation into brain tumour cells.

More men under the age of 45 and women under the age of 35 die from a brain tumour than any other cancer, and brain tumours are the most common malignancy and cause of death in children. Despite this, brain tumour research is under-funded and receives less than 1% of cancer research spending in the UK.

The eight-month investigation, led by Dr Lucy Stead from the School of Medicine, University of Leeds, will analyse brain tumour cells taken from patient samples. The researchers believe that by understanding more about the mix of cells within each tumour, more effective anti-cancer drugs could be developed.

Dr Stead said: "It is believed that current therapies fail because of the complex mix of cell types within the tumour. More effective, targeted drugs are desperately needed to help more people survive."



Rachel Finlay, BTRS Charity Manager, said: "Dr Stead's project is an exciting collaboration for BTRS, Ellie's Fund and Yorkshire Cancer Research. Our charities share the same goal of funding high quality research for the benefit of the people of Yorkshire. We hope this research will take us a step closer to improving outcomes for brain tumour patients."



# March is Brain Tumour Awareness Month

As part of Brain Tumour Awareness Month throughout March, BTRS will be spreading the word about our vital work and the importance of research and support throughout Yorkshire. If we all come together, we will make a huge difference to the lives of those who have been affected by a brain tumour.

This month, we are introducing Flat Cap Friday – our brand new campaign taking place for one day only on Friday 20 March.

We are encouraging all of our supporters to get involved and spread the word about BTRS. What better way to do this than by sporting Yorkshire's most prized headgear!

The concept is really simple...

- Dig out, buy or borrow a flat cap ready for Friday 20 March
- Take a selfie or group photo sporting your flat cap
- Make a donation to BTRS by texting FLAT60 £3 to 70070
- Share on social media using the #flatcapfriday
- Nominate three to five friends to take on the challenge!
- To find out more check out the website: [www.btrs.org.uk/flatcapfriday](http://www.btrs.org.uk/flatcapfriday)

Want to take it one step further? Why not throw on some tweed, pour a cup of Yorkshire tea



BRAIN TUMOUR AWARENESS MONTH – OUR FABULOUS FUNDRAISERS SHOWING THEIR SUPPORT

and enjoy some Yorkshire parkin!

As well as launching Flat Cap Friday we will also be out in York and Leeds doing street collections. We are looking for volunteers who can spare an hour or two to help collect on the following dates:

Leeds Railway Station – Friday 13 March

York street collection – Friday 13 March

Leeds street collection – Saturday 28 March

If you would like to volunteer your time, or organise your own fundraiser as part of Brain Tumour Awareness Month, we'd love to hear from you. Please contact us at [sorrell@btrs.org.uk](mailto:sorrell@btrs.org.uk) or call 0113 274 3765.

## The BTRS Ball is back for 2015

Following the success of the 2014 BTRS Strictly Sparkle Dinner Dance, we are delighted to be hosting the 2015 BTRS Masquerade Ball on Friday 9 October.

Prepare for an evening filled with mystery and surprise as the Cedar Court Hotel in Bradford is transformed into a magical Venetian palace, where guests can enjoy a chilled glass of bubbly and a delicious three-course dinner, and then dance the evening away to our live band and DJ. We'll also be holding a fabulous silent auction with some wonderful prizes to be won!

Set to be the event of the year, make sure that you book your seat in advance. Tickets cost just £45 per person.

To find out more, or to book your place today, please visit [www.btrs.org.uk/ball](http://www.btrs.org.uk/ball)



SEARCH LABORATORY AT THE 2014 STRICTLY SPARKLE DINNER DANCE

# BIG

# Bike Ride 2015



Saturday 6 June For more details please visit [www.btrs.org.uk/bbr](http://www.btrs.org.uk/bbr)

# The faces of our Jam Jar Campaign!



FIFI AND JAM JAR AT THE BTRS SUMMER BBQ 2014

**Most people refer to their grandmother as gran, nana or grandma.** But when Fifi was growing up she thought 'grandma' sounded like 'Jam Jar': from then on, that's how Fifi's grandmother has been known.

Fifi, her mother Mya and Jam Jar have been huge supporters of BTRS over the years and with such an amazing nickname, who better to be the faces of our 2015 'Change for the better' Jam Jar Campaign?!

Here's Fifi's story... as told by Mya.

"At Easter 2005, when Fifi was just three years old, she was diagnosed with a rare and aggressive brain tumour.

"Fifi's treatment meant she had to undergo nine hours of neurosurgery, followed by chemotherapy. She had a very high dose of chemo, which lasted for the majority of 2005. It was a harsh course of treatment, but Fifi's cancer was aggressive, so we had to fight fire with fire. In between, she had radiotherapy to the full head and spine every day under general anaesthetic for six weeks. She was absolutely amazing throughout the whole the thing!

"Fifi responded really well to all of the treatment, but she did lose some of her hearing due to the radiotherapy, and it's had some effect on her cognition and learning. Fifi's currently doing so well at school; she's in year 8 and really loves it. I know I'm biased

but she takes my breath away on a daily basis with how lovely and bubbly she is.

"BTRS was the first and only charity apart from Candlelighters that we had any contact with. They're just amazing – if we ever have any questions, we know we can ask the charity and they'll point us in the right direction. I've been lucky enough to have a tour round the lab and see the incredible work they do first hand. The fact that they're doing much needed work is fantastic in itself. We love BTRS, they've been brilliant for us."

To find out more about our Jam Jar campaign please visit our website: [www.btrs.org.uk/jamjar](http://www.btrs.org.uk/jamjar)

02 AUG  
2015

**YORK 10K**  
RUN FOR ALL  
KNAVESMIRE, YORK

ASDA  
FOUNDATION



Jane Tomlinson's

**YORK 10K**  
[www.runforall.com](http://www.runforall.com)

JOIN THE BTRS  
**BRAINRAISER TEAM!**

FOR MORE DETAILS [WWW.BTRS.ORG.UK/YORK10K](http://WWW.BTRS.ORG.UK/YORK10K)

## Charity of the Year 2014 round-up

**BTRS was very proud to have two amazing Charity of the Year supporters from Yorkshire in 2014.**

The Search Laboratory, based in North Leeds, raised over £5,300 by taking part in a variety of BTRS events, as well as having a team in the Leeds Abbey Dash and Leeds half marathon. Team members also took part in other office events including cake sales and 'wear a Christmas jumper to work' day.

Search Labs also supported us by donating their expertise in online awareness-raising through search engine optimisation.

Our other incredible Charity of the Year

supporter for 2014 was Rance Booth Smith Architects (RBS) based in Shipley, who raised over £500 as an office. Chartered architect Phil Lowe ran the Leeds half marathon, and an additional £14,424 was raised by the Tour de Force team of which Allan Booth, one of RBS's founders, was part.

RBS also supported BTRS by allowing us to use their office in Shipley during the Saltaire Festival in September, where Mark Edwards held an art exhibition of his wife Sue's botanical drawings.

If your company chooses a Charity of the Year and you would like to find out how we can support your efforts please do get in touch with Sorrell [sorrell@btrs.org.uk](mailto:sorrell@btrs.org.uk)



CEO OF SEARCH LABS IAN HARRIS  
WITH OUR EVENTS AND FUNDRAISING  
MANAGER SORRELL COULSON

Flat Cap Friday - help us to raise £500  
Text **FLAT60** £3 to 70070

JustTextGiving  
by **vodafone**

# Support news



**It's been a very busy few months since our last newsletter!**

Last October BTRS hosted a coffee and cake stand in the radiotherapy department at St James's Hospital to raise awareness of brain tumours and the support that BTRS can offer to patients, their families and friends. We are really excited to be able to host this event again in March during Brain Tumour Awareness Month!

The Leeds Adult Support Group got together for a Christmas meal in December. It was a fantastic opportunity to relax with friends, family and fellow support group attendees over a meal and a glass of wine.

We also held our annual Children's Christmas Party, which was a huge success. Everyone had a great time and as predicted, Magic Mike had all the children fascinated with his balloon tricks – and we had a visit from the man in red and white! We even had a surprise visit from some very familiar Emmerdale faces...

Over the coming months the Leeds Support Group will welcome further guest speakers



THE BTRS TEAM WITH EMMERDALE CAST MEMBERS, FROM LEFT, ANTHONY QUINLAN, DANNY MILLER, ADAM THOMAS AND MICHAEL PARR

including information and demonstrations on complementary therapy. The group meets at the Crowne Plaza Leeds on Wellington Street at 6.30pm on the first Thursday of every month.

We are really pleased to announce that our

first local support meeting in the Bradford region will take place this March.

If you would like further information about these groups or any other forms of support, please contact Sam Wilson on 07539457239 or email [sam@btrs.org.uk](mailto:sam@btrs.org.uk)

## Tax-free giving with Gift Aid!

Increase the value of your donation by more than 25% – and it won't cost you a penny!

As long as you are a UK taxpayer, Brain Tumour Research and Support across Yorkshire can claim back at least 25p for every £1 you give, at no extra cost to you. All you need to do is complete this form and return it to Brain Tumour Research and Support across Yorkshire. Thank you.

First name: \_\_\_\_\_

Surname: \_\_\_\_\_

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

\_\_\_\_\_ Postcode \_\_\_\_\_

Amount donated £ \_\_\_\_ . \_\_\_\_

I want all donations I have made since 6 April 2000 and all donations in the future to be Gift Aid until I notify you otherwise.

Signed \_\_\_\_\_ Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_



To qualify for Gift Aid, the amount that you pay in income tax or capital gains tax must at least equal the amount we will claim in the tax year.

Please make cheques payable to: Brain Tumour Research and Support across Yorkshire.

Mail to:  
Suite 21, The Tannery,  
91 Kirkstall Road, Leeds LS3 1HS

Registered Charity Number 1095931