

# SpeakOut

The newsletter of Oracle Cancer Trust



Winter 2014

## Leading Research into Head and Neck Cancer

### Oracle's "One Step Closer" Campaign aims to focus the brightest minds where the need is greatest

Oracle Cancer Trust funds early stage pioneering research to discover new, more effective treatments for head and neck cancer whilst significantly reducing or even eliminating side effects.

Head and neck cancers often cause problems with eating, speaking and swallowing. Key areas of Oracle's research have been finding treatments which aim to eradicate the tumour whilst minimising the damage to preserve the vital senses of speech, taste and swallowing.

**CRUK invests less than 2% of their £330m budget towards head and neck cancer research despite a 50% increase in cases over the past 20 years**

Each Oracle project is rigorously assessed by peer review and independently approved by the Oracle Research Committee, which includes three of the UK's leading head and neck cancer specialists: Mr Peter Rhys-Evans, Professor Kevin Harrington and Professor Chris Nutting.

**"We are proud of what we have achieved over the last decade. As a direct result of our pioneering research work many more patients are now receiving successful treatment, experiencing a better quality of life during their treatment and are suffering significantly less side effects"**

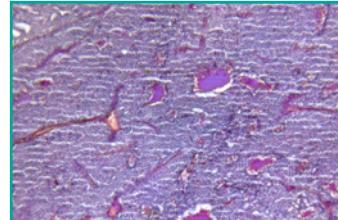
**Peter Rhys-Evans, Chairman and Founder**

Over the past ten years Oracle Cancer Trust has raised over £5M and granted awards for research projects which have paved the way for larger clinical trials. Trials include new drugs, treatments and surgical techniques.

Without Oracle providing the funding for these "seed" projects, larger more extensive trials would simply not be possible.



Oracle Researcher Dr Hind Hafsi at The Institute of Cancer Research



Focus on Thyroid Cancer



Fundraising Update



New Research Projects for Oracle



Oracle Launch Endowment Fund Product

Oracle's "One Step Closer" campaign means every pound we raise and every research project we fund brings us one step closer to finding new, more effective treatments for head and neck cancer

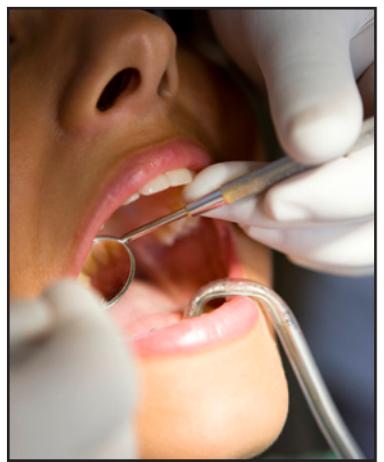


# New Research Projects for Oracle

## Oral Leukoplakia Project

The dentist is often the first port of call for patients who have a sore area or ulcer in their mouth that hasn't cleared up. Often these areas are white in colour and are known as "Leukoplakia." The dentist or GP will then refer the patient for diagnosis and treatment. However it is often difficult to assess where these abnormal areas start and stop.

## The benefits of early diagnosis of oral cancers are well recorded - regular check ups at the dentist are vital



The Oral Leukoplakia project involves a "stain", almost like a dental disclosing tablet, which is able to detect potentially pre-cancerous changes in the mouth. In addition to the benefit of the pre-cancerous diagnosis, using the stain can be very helpful for treatment of the affected area by also helping the surgeon identify much more accurately the area of abnormality that needs to be removed, giving much more of a safe "margin" around the lesion. It could also mean that the patients would not require to have a wider area removed than absolutely necessary.

The study is being headed by Professor McCaul, Consultant Oral & Maxillofacial Surgeon at The Royal Marsden Hospital, and is the first time the stain will be used on pre-cancerous patients. Oracle is very positive about this new trial starting in early 2015, which has the potential for being rolled out to a large scale trial involving surgeons and dentists nationwide.

## MR Linac Trial

MR Linac is a new machine that will revolutionise the treatment of cancer. The £10m machine is being installed at The Royal Marsden Hospital, Sutton and Oracle are funding a research project to maximise the targeting of head and neck tumours whilst preserving healthy tissue. This type of treatment is particularly important in the treatment of head and neck tumours to maintain the vital senses. The machine offers the potential to combine two advanced technologies: Magnetic Resonance Imaging (MRI), which uses a powerful magnetic field to acquire images of the body's internal anatomy and a linear accelerator, which accelerates electrons to almost the speed of light before converting them to x-rays. A team of physicists, computer scientists and clinical consultants from The Royal Marsden, Oracle Cancer Trust and The Institute of Cancer Research are supporting this technology through a rigorous pre-clinical research programme. Says Professor Chris Nutting, "We are enormously grateful to Oracle for supporting research on the MR Linac which promises to revolutionise head and neck radiotherapy."

## Research Focus: Thyroid Cancer



Dr Malin Pedersen,  
Oracle Researcher

The month of September marked Thyroid Cancer awareness month. Thyroid Cancer is one of the fastest growing cancers, particularly in women.

Oracle is currently funding a thyroid cancer research programme. Led by Dr Malin Pedersen, this three year project is focusing on testing new drugs, and drug combinations for patients with thyroid cancer.

Like all cancers, thyroid cancer is a disease that affects the DNA, or genetic code of cells. These genetic changes allow tumours to grow more

efficiently, spread and become resistant to treatment. In most patients, surgical removal of the thyroid gland, frequently followed by radioactive iodide is sufficient to cure the disease. Unfortunately in some cases the disease can return, which can make treatment more difficult. However, there has been a great deal of success involving developing new drugs.

One of these treatments will involve new drugs that can awaken the patient's own immune system to the presence of the tumour. These so-called immunotherapies are showing huge

## Patient Case Study: Lucy McCredie



I consider myself very lucky to have been treated by Mr Rhys-Evans and the team at the Head and Neck Unit at the Royal Marsden, and am a proud supporter of Oracle Cancer Trust.

I was diagnosed in April 2008 almost by total co-incidence. One of my close friends was being treated for a head and neck cancer at The Royal Marsden, and I was supporting her during the tests and treatment.

Thinking I was having psychosomatic symptoms, I went to my GP with a pain in the back of my neck only to be told this was just a sprained muscle. However my GP gave me a thorough examination and asked me if I knew that I had a large lump on my thyroid, which I hadn't noticed before. I am so grateful to my GP, Dr Rupal Shah, for finding this. An initial biopsy showed there was no cause for concern but I decided to get a second opinion at the Marsden and thank goodness I did – after a further biopsy I was diagnosed with papillary carcinoma of the thyroid.

Everything happened quite quickly and I was scheduled for the operation to remove my thyroid the following month.

For more patient stories,  
visit our website at  
[oraclecancertrust.org](http://oraclecancertrust.org)

promise across a wide variety of tumour types, but as yet no-one has investigated their role in treating thyroid cancers.

Says Dr Pedersen, "I had significant success with a similar project for the treatment of malignant melanoma and now with the support of Oracle Cancer Trust, I am confident that I can make important discoveries that will benefit patients with thyroid cancers."

Without this research grant from Oracle, funded by the newly established Peake Fellowship, Dr Pedersen would not be able to apply for funding for a more extensive clinical trial.

This was at the time when The Royal Marsden Hospital in London was being restored after the fire, so the operation took place in Sutton – which was slightly odd because I had a bed on the breast cancer ward and the nurses were a bit flummoxed by the drains in my neck! After a couple of days these came out and I came home and I was back at work within a further week. A big mistake! I did too much too early as I hadn't given my body enough time to get over the operation and adjust to life without my thyroid gland.

However, I have to admit that adjusting to life on thyroxine is still, 6 years later, a slight work in progress as my body can't adapt to its needs so easily – but with regular blood tests my levels are fairly easily managed.

Two months after surgery I returned to The Royal Marsden for radioactive iodine treatment and also participated in a research study. I count myself very fortunate that my treatment was virtually pain free and I received the best possible care from the Head and Neck Unit at The Royal Marsden. I continue to have regular check-ups at the Marsden to ensure that no cancer cells have found their way back.

Would you be happy to share your story with Oracle about your experiences of head and neck cancer treatment? If so, we would like to hear from you.

Please email [sarah@oraclecancertrust.org](mailto:sarah@oraclecancertrust.org) or call us on 020 7922 7984

## Facts about Thyroid Cancer

- Thyroid cancer is the 20th most common cancer in men and the 18th in women
- The most up to date statistics show that in 2011 around 2,700 people were diagnosed with thyroid cancer – that's more than seven every day
- Thyroid cancer is more common in women than men - around two-and-a-half times as many women are diagnosed as men
- Almost half of all cases of thyroid cancer in the UK are diagnosed in people aged under 50, with the under-50s accounting for a higher proportion of female cases (52%) than male cases (40%)
- Thyroid cancer incidence rates have doubled in males and more than doubled in females since the 1990s
- Survival rates for thyroid cancer are increasing. In the 1970s half of people diagnosed survived the disease for at least five years. Now around three-quarters survive

# Oracle Endowment - a fund raising first in the Charity Sector



**Oracle is spearheading an innovative new fund-raising initiative that is thought to be the first of its kind in the charity sector.**



The Oracle Endowment Loan programme gives Oracle the security of long term funding for its research projects<sup>1</sup> through interest free loans from its supporters.

Oracle's CEO, Anthony Sykes, says "We believe this is the first of its kind in the charity sector and we are proud to be pioneering a new form of investment for our supporters. We are asking those supporters who are in a position to help us to find out more and get involved."

Oracle is being advised on the arrangements by Bates Wells Braithwaite, a leading firm of charity and social finance lawyers. BWB partner, Philip Kirkpatrick says "This programme offers a great opportunity for major supporters to get their capital working for their charitable causes. It enables those who do not yet want to make a major donation to nevertheless make a hugely significant financial contribution to the charity and be more deeply engaged in its work."

## We asked Oracle CEO, Anthony Sykes to explain the detail of this new initiative:

### This is an exciting initiative - why has Oracle set this up?

We believe that charities like Oracle Cancer Trust need to be more responsive to their supporters. At the same time we recognised that some of our supporters would prefer to lend us money rather than donate it outright and we wanted to establish an efficient means for them to do this. Oracle also needs to try to match the tenor of its financial commitments to the researchers with the predictability of its own income over time. The nature of research is that it needs time and most of our

<sup>1</sup> This is Oracle's intended use but all loan interest and donations can be used for any of Oracle's charitable purposes.

projects need a three-year timespan to gain meaningful results, so the benefit to Oracle is the certainty that we can support our research projects with the security and predictability of long term funding.

### What is the benefit to your supporters?

There are supporters who have access to funds, which they would like to use for important research, but, for one reason or another, are not in a position to donate the money outright. This Endowment Loan fund provides them with a means of financially supporting Oracle's projects, following their progress over a five year period and receiving the capital back at the end of the period.

### How does the Endowment Loan programme work?

The Oracle Endowment Loan means our supporters provide us with a five-year loan, that can be made either on an interest free basis or interest bearing basis and invested through an independent fund manager to create an endowment fund. Oracle receives an annual 4% return on the interest free loans. Under the interest bearing loans, that 4% (plus a 2% per annum final payment made at the end of 5 years) is paid to the lenders. We hope that lenders using the interest bearing loans will donate their interest payments to Oracle using Gift Aid which gives them tax relief on the payments if they are UK tax payers.

### What is the minimum loan amount required?

In order to minimise the administrative burden, the minimum loan amount is £25,000.

### What is the total amount you are hoping to raise?

Oracle's Trustees have already committed £125,000 and for the first close, we are aiming to raise a minimum of £300,000 to £500,000. We will have further closes each year with a view to increasing the overall loan fund to £3m, which would provide predictable funding for almost a quarter of Oracle's total research projects.

### What interest will Oracle receive?

Oracle will receive an annual 4% return from interest free loans and the same from interest bearing loans where the interest is donated back to Oracle. All donated sums from UK individual tax payers will be uplifted by Gift Aid.

### When does the loan programme close?

It is currently expected that the first closing of the Endowment Loan programme will take place on 31st March 2015.

### Do you have any current Endowment Loan providers who I could talk to about this?

Yes, the Trustees of the Oracle Cancer Trust have committed to providing initial funding of £125,000 and if you would like to discuss this with me or any of the other trustees, do please drop me a line at anthony@oraclecancertrust.org

### How much notice is required to withdraw the funds before the five-year period?

Supporters retain flexibility and discretion to terminate their loans subject to a minimum notice period of two years.

### Which firm is managing the fund?

After careful consideration we have selected Sarasin & Partners as our Investment Manager. Sarasin is a well known and highly respected fund manager with long experience in the charity sector.

### What are the tax implications of this to the supporter?

#### Is the loan eligible for Gift Aid?

The loan is not eligible for Gift Aid. However, lenders who are taxpayers in the UK may choose to receive the annual yield of 4% from the Investment Managers and then gift those distributions back to Oracle. Those donations could then be grossed up through Gift Aid.

### What happens to the loan after the five-year term?

At the end of the term the loan is repaid to the lender. Alternatively if the lender would like to continue, another loan agreement can be put in place, or, if the supporter would like to convert the loan into a donation, that would be grossed up through Gift Aid and would remain in the Endowment Fund as permanent capital.

### What safeguards are in place to ensure supporters are repaid?

If lenders choose to terminate their loans early, they will give notice to Oracle and at the expiry of the two year notice period, the lender will receive the net asset value of the investment portfolio that corresponds to the loan value that the lender originally provided. If there is a difference between the net asset value and the original loan amount, the lender agrees to accept that loss.

### What is the risk to lenders?

The loans will be invested in a fund managed by Sarasin and Partners under an investment management agreement that cannot be amended without the approval of a majority (in loan in value) of the lenders. The aim of the investment managers will be to deliver a cautious 4% annual return and then be in a position to return the loan capital to the lender (plus 2% per

annum on interest bearing loans) at the end of the loan term. Any increase in the value of the fund then belongs to the charity.

If the investments do not deliver the necessary return, lenders run the risk of getting less back. If the value of the invested fund is less on the repayment date than the total loan sums invested plus accrued interest due to the lenders, each lender will receive only his share of the value of the investments at that time, proportionate to his loan amount and interest entitlement.

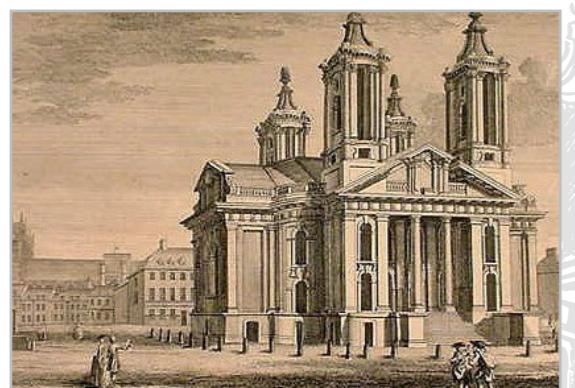
### Who should I contact for further information?

We would be happy to answer any queries you may have.

In the first instance please contact me –

Anthony Sykes, CEO, Oracle Cancer Trust by email anthony@oraclecancertrust.org





## Glory of Christmas 8th December 2014

**St. John's Smith Square, London SW1 at 7.30pm**

Very much an annual fixture in Oracle's calendar, Glory of Christmas is a celebration event for patients, supporters, friends and family where the whole team from Oracle, clinicians and staff from the Head and Neck Unit at The Royal Marsden come together for our annual event. The concert is being held once again at St John's Smith Square in SW1 with the Choir of Christ's College, Cambridge and the Thames London Chamber Orchestra.

This year Oracle are delighted to welcome celebrity readers Nicholas Owen of Classic FM and Jonathan Aitken as well as Oracle supporters Will Wells and Derek Young.

If you haven't booked your tickets yet we now have an online booking system via our website [oraclecancertrust.org/events](http://oraclecancertrust.org/events) or you can email [events@oraclecancertrust.org](mailto:events@oraclecancertrust.org) for more information.



## Fashionista Gala Dinner 21st March 2015

Fundraising co-ordinator volunteer Nicola Ridges-Jones is organising a fabulous evening of fashion and entertainment in support of Oracle on Saturday March 21st 2015 at the Botley Spa and Golf Resort near Southampton.

The black tie evening includes a gala dinner, fashion show, entertainment and auction. Ticket prices are £80.00, and a special room rate at the hotel has been arranged of £105.00 for a double room including breakfast.

For tickets and further information please contact:  
[nicola@oraclecancertrust.org](mailto:nicola@oraclecancertrust.org)



## "Heads" Photographic Exhibition

Karen Mulville, wife of Oracle President and Hat Trick Productions founder Jimmy, is producing a photographic exhibition featuring leading celebrities from the world of film, TV, sport and culture who have agreed to be photographed to raise vital funds to support Oracle's research programmes. "Heads" is a one-off exhibition scheduled to run in September 2015 featuring portraits of 30 celebrities all photographed from behind, head and shoulders upwards.

Pictured (L to R): Vanessa Hollander, Chelsea Pensioner and "Heads" model Arthur McCarthy with Karen Mulville



Top: Johnno Spence with team  
Centre: MC and Auctioneer Roger Dakin  
Right: Barrie Dawson and Derek Lucie-Smith



## Walkers raise over £5,000 for Oracle!

Over 100 walkers from ten different organisations joined forces to raise funds for Oracle walking the beautiful Test Way in Hampshire which runs from St Mary Bourne to Romsey. Walkers had a choice of distances from the whole 26 miles through to 5 miles. Jointly organised by the Rotary Club and Oracle's Fundraising volunteer Nicola Ridges-Jones, the team of walkers raised over £5,000 for Oracle which is a huge achievement. Thankfully the weather stayed dry until the very end when the heavens opened and the teams took cover!

Companies involved were Handelsbanken, Barclays Bank, Clarke Wilmott, MSX, Carswell Gould, Radcliffe's, Hampshire Garden Machinery, Baker Tilly, Watermill Wines and Locators, Oracle supporters Barrie Dawson and other friends and family.

Pictured: Peter and Fran Rhys-Evans with Maisie



## 2014 Golf Day

Our fifth annual golf day was once again held at the superb Burhill Golf Club in June. This year sixteen teams played the less forgiving Old Course and golfers enjoyed fine weather and a course to test the most experienced golfer.

**The winning teams were:**

1. The Lash Hags - Simon Hawkins, Andrew Hill, Andrew Smith, Laurence Gaitskill
2. JSC Sport - Johnno Spence, Robin Fox, Richard Jacques, Stephen Walks
3. The Prestige Group - Roger Bender, Warren Breen, Neil Whitfield, David Brown

MC and host Roger Dakin provided the post-golf entertainment and live auction with the event raising over £6,000!

Oracle are very grateful to supporters Barrie Dawson, Derek Lucie-Smith and Bob Howes for once again supporting this annual event.

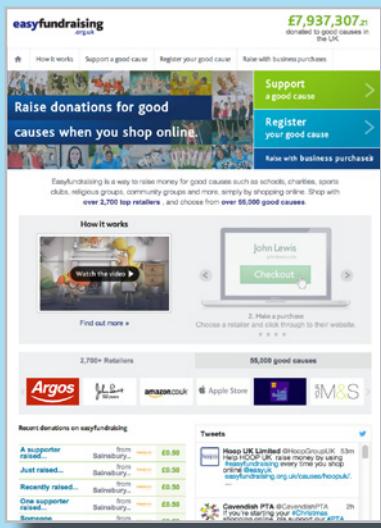
Planning for the 2015 Golf Day is underway and we are looking to once again host the event at Burhill Golf Club. If you are interested in taking a team at our next golf day please email [events@oraclecancertrust.org](mailto:events@oraclecancertrust.org)

# Supporting Oracle Cancer Trust

Oracle relies on donations, bequests and fundraising to support our ongoing vital research efforts to improve the lives of our patients. Overheads are kept at a minimum at Oracle to ensure that all proceeds directly fund our ongoing research projects. By donating to Oracle you are directly supporting our vital research programmes. Please contact [sarah@oraclecancertrust.org](mailto:sarah@oraclecancertrust.org) if you would like to learn more about supporting Oracle.

## Organising a fundraising event?

Our fundraising co-ordinator and volunteer Nicola Ridges-Jones would be happy to offer advice and support if you are planning a fundraiser for Oracle. Nicola can be contacted by email [nicola@oraclecancertrust.org](mailto:nicola@oraclecancertrust.org)



## EasyFundraising - support Oracle while shopping online!

Raise funds for Oracle at no cost when shopping online at all the major online retailers from John Lewis through to Pizza Hut.

Simply visit [www.easyfundraising.org](http://www.easyfundraising.org) and choose Oracle as your preferred Charity. You can then download the easyfundraising icon to your toolbar on your web browser, which automatically links to the online retailer and calculates the donation when you check out.

The retailers will donate a percentage of your online shopping spend to Oracle – in some cases up to 3.5%!

## Oracle Staff and Office Update

Oracle have recently moved to a dedicated flexible office space for charities and social enterprises located in Southwark, London.



### Sarah Bender, Charity Operations Manager

I have been voluntarily organising events including the golf day for Oracle for over five years and am now privileged to be involved with the the day to day Charity management of Oracle. I have previously worked in senior marketing roles for companies such as MasterCard, BUPA and NCR and for the past few years have become increasingly involved in the Charitable sector, including running a charity funded Children's Centre. My hobbies include horseriding and golf.  
**Email:** [sarah@oraclecancertrust.org](mailto:sarah@oraclecancertrust.org)

### Linda Wimble, Charity Administrator

I manage the administration of Oracle part-time and am also Vice-Chair of Friends of The Royal Marsden Hospital in Chelsea which involves managing and working alongside volunteers, and fundraising for projects that directly benefit patients and staff at the hospital. I enjoy travelling and am currently learning Spanish.  
**Email:** [linda@oraclecancertrust.org](mailto:linda@oraclecancertrust.org)



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Registered charity 1142037  
Leading Research into Head and Neck Cancer

