

● believe in a brighter future ●

ISSUE 14 2023

# inspire



**Building**  
**belonging**



ellen  
macarthur  
cancer trust

# Bigger impact, brighter futures

2023 was to be a pivotal year for the Ellen MacArthur Cancer Trust in so many ways.

With no fewer than 636 young people experiencing the transformational magic of the Trust over our 20th anniversary summer, it was great to see trip numbers get back close to where we were before the pandemic.

The launch of 'Bigger Impact, Brighter Futures: Our Ambitions for 2023-2025' in March marked a new dawn in evolving as a Trust that remains relevant and is visible to every young person who has a cancer diagnosis in the UK in the 21st century. These Ambitions seek to build on the previous three years of progress.

To achieve our Ambition to Build Belonging, we continue to work to become an even more inclusive, diverse, and accessible organisation.

Over the past 12 months, we have created our Equality, Diversity, Inclusion and Belonging (EDIB) purpose, developed a new EDIB Policy and developed a comprehensive EDIB action plan to work towards achieving belonging for all at the Trust. Read more about what we have been learning on pages 10-11.

We also launched our live impact dashboard, which shows the difference we make to young people across the year. We always knew anecdotally what we do works, now we can see it in real-time. Not only that, we can now start to see which of our activities work particularly well, and which could work better to achieve greater impact, helping us to shape what we do into the future. You can find out more on pages 16-17.

All the work being put in is in aid of one goal: to inspire even more young people to believe in a brighter future living through and beyond cancer. We are getting to a better place than ever to deliver on that aim.

Thank you for everything you do to make all of this possible.



Frank Fletcher,  
Chief Executive



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# 2023 in numbers

636



Young people supported

36



Inspirational adventures



73%

of young people who sailed for the first time felt an improvement in their short-term wellbeing

73%

of young people who returned to sail or for an outdoor adventure felt an improvement in their short-term wellbeing

3,137



Young people supported since 2003

When treatment ends, our work begins

Cancer can have a big impact on a young person's mental wellbeing after treatment. For many, simply picking up where they left off before their diagnosis just isn't possible.

We are a national charity that takes young people aged 8-24 on sailing and outdoor adventures to inspire them to believe in a brighter future living through and beyond cancer.

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# Never too late

For many young people, cancer's lasting effects can become a part of life. Yet these are often overlooked, leaving people feeling unsupported to deal with their 'new normal'. That's why our work begins after treatment ends – no matter how long ago that was.



Now working at Young Lives vs Cancer, her colleagues talked her into signing up after seeing first-hand the difference the trips make. Even on the day of the trip, she almost didn't come.

Sophie said: "I had treatment so long ago, I wasn't sure if I'd fit in. I have quite a lot of long-term effects, which are very present in my life even though it's been so long.

"It's really nice I can still, in my mid-20s, access the trips and come along. All of us have had different experiences, but there are lots of parallels too."

**"It's been great to speak without shame"**

**Although Sophie, left, has been in remission since 2006, she still lives with cancer's late effects. But because it was so long ago, she can't access a lot of post-treatment support, despite her Ewing sarcoma diagnosis when she was 8 years old impacting her to this day.**

Physically, she still has annual hospital appointments, x-rays, and physio for her knee replacement.

But, her most prominent long-term effects are emotional ones. Her health anxiety makes any hint of a headache, bruise, or weird feeling trigger thoughts that her cancer has returned.

And she has survivors guilt too. She said: "This can be like 'why them and

not me?' when I hear the news of another person dying of Ewing sarcoma, or it could be not knowing which direction I want to go in life. I base decisions on what I think people who have passed away would want, rather than what I would truly want."

#### **Fitting in**

Before her first sailing adventure in 2023, Sophie felt some imposter syndrome. What if she was taking the place of someone more recently off treatment?

#### **Empathy and understanding**

The experience gave Sophie the chance to finally talk openly about something that has been a part of her life for so long.

She said: "I feel less shameful talking about the bad parts of treatment now. Speaking to someone who hasn't been through it, you put a very positive spin on things. But here, everyone gets how difficult treatment and navigating what comes afterwards is.

"It's been great to speak without shame because you know people here empathise and understand. It's a really special and unique thing to the Trust."





“I was always in a room isolated for my treatment”

## Two thirds affected by late effects in life

**Nicky Webb, a clinical nurse specialist at Nottingham University Hospital, specialises in late effects.**

She said: “It is estimated there are 60,000 survivors of childhood cancer in the UK, and two thirds of them will experience adverse late effects of their disease or treatment.

“Late effects can be physical such as damage to an organ or system such as the pituitary gland, loss of a limb or sight; and psychosocial, ranging from altered body image, self-esteem, impact on education, frailty and overall impact on the individual’s mental health.

“Monitoring late effects ensures early detection of potential problems and intervention. Professionals can provide ongoing psychological support, including signposting young people to organisations like the Trust, who specialise in post-treatment support.”

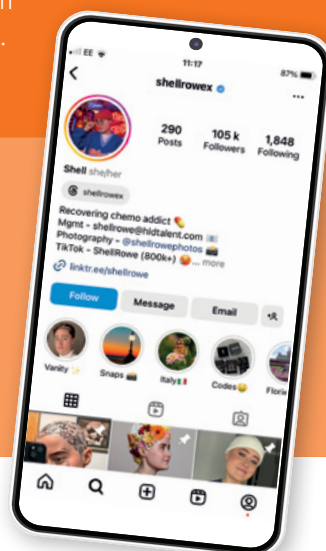
**Sophie shared a cabin with Teenage Cancer Trust Storyteller Shell, who despite having a significant social media presence within the cancer community, had not met many other young people with cancer.**

Shell, who was 20 when diagnosed with lymphoma, said: “I was always in a room isolated by myself for treatment. People assume I have a lot of cancer friends or know people, when I actually don’t.

“It got to the point where I was like ‘I don’t even know where I find these people anymore.’”

Shell and Sophie would chat late into the night, sharing stories and getting things off their chest. By the end of the week, Shell said she felt better mentally for having had a space to talk about cancer in a positive way, which helped her process what she had been through.

**“People assume I have a lot of cancer friends when I don’t”**



**Find out more and sign up today**



**If you were diagnosed with cancer before you were 25, live in the UK, and could do with some support, you can come sailing – no matter how far off treatment you are.**

# Why sailing?

It's like Dame Ellen says – on our boats, some magic happens. It isn't about the sailing, it's about beginning to believe in a brighter future. Where better to do that than on the water? So, if you've never thought sailing was for you, think again...

## Not for me?

**Don't see yourself as a sailor? And what's sailing got to do with cancer? It's difficult to explain, but every year, we are told those four days on a boat are completely transformational.**

Nabeel had no idea what being on a yacht was like, and he had built up a lot of worries around meeting new people following his treatment for neuroendocrine tumours.

A letter from the Trust led to a chat with his mum. He felt 'anxious and vulnerable' about the idea, going somewhere new with people he had never met, doing something he had never thought about.

"Sailing would help bring anyone closer together. It just brings joy."

But that conversation was the final push he needed. He had been stuck in a 'cancer bubble' and was looking to make friends and rebuild his confidence. This was the post-treatment support he was looking for.

"Cancer can affect your mental health, I know it affected mine, and what you need is support. The Ellen MacArthur Cancer Trust gives me support. Now I know there are other people like me.

"I was really nervous at first. There was one day we had the sails up and the boat was leaning to the side, I almost thought it was gonna flip over, but our skipper reassured me it's supposed to do that!

"One time I sat up on the bow (the front of the boat), which was the scariest thing to do in my life. Next time I come, I'll get over that fear.

"I love it here. I realised I wasn't alone here. Being close together, being a team, it's like a new family. Sailing would help bring anyone closer together. It just brings joy. And I'm actually into boats now!"





## New direction

**Our volunteer Emily had always enjoyed the outdoors, but losing her sight following treatment for an optic pathway glioma knocked her confidence. Suddenly there were new barriers to overcome. But, after sailing with the Trust for the first time aged 13, Emily discovered a huge passion for boats and the sea.**

Having returned for more sailing adventures, including the competitive Round the Island Race, Emily kept developing her love for this new sport while learning how to navigate a yacht too. She says all the stresses and worries of everyday life are left ashore when she's out on the water.

Sailing is now such a part of Emily's life she even represented the Para British Sailing Team at the 2023 Sailing World Championships!



"I lost some confidence during treatment, so my first Trust trip was an amazing experience. Being surrounded by people who wanted to include me rather than worry about boundaries and my history of medical issues really helped.

**"The trips helped me fall in love with sailing as an accessible sport."**

"The most important lesson I've learned at the Trust is you can do anything you set your mind to. Sometimes due to mental, physical or health challenges you may have to approach a task differently from others, but that doesn't mean you can't do it. It means you do it in your individually beautiful way.

"The trips helped me fall in love with sailing as such an accessible sport. It is my main hobby and a brilliant drive for me to continue to improve, while being surrounded by a lovely community of sailors."



## Discover what it's like for yourself

**Experience what it's like to come sailing with us with this virtual reality 360° video.**

## Ellen sets the course



Dame Ellen MacArthur knows a thing or two about sailing, calling the sea "her greatest inspiration."

Having sailed round the world twice on her own, including being the fastest person ever to do that, our Founder and Patron knows better than anyone the spirit of adventure, determination, and possibility that comes from being on the water.

That was why she launched the Trust, and it's still at the heart of our trips today.

"We find a huge transformation in many young people the first time they sail with the Trust. But sailing is just the vehicle. On the boat some magic happens.

"Everyone mucks in, they have stories to tell, they cook and clean and do normal things again, often things they haven't done since their diagnosis.

"It takes everybody to a very different place, and it works because they meet and make friends with others who have had similar experiences, often for the first time.

"I'll never forget the excitement I felt when I stepped foot on a boat for the first time. I completely fell in love with the freedom and feeling of connectedness the sea provides. Sailing gives everyone the chance to find out what they are capable of alongside others who completely understand what they've been through."

# Letting go?

Letting your child go on a four-day sailing adventure can be nerve-wracking. It may be their first time away from home after their treatment, or ever. But giving them their own space to meet others like them can benefit the whole family.

## The first big step



**Twelve-year-old Dan, left, had never even been away from home without someone he knew, let alone sailing! His mum Victoria says it made the world of difference – to him and the rest of the family. We chatted to her about their experience.**

### **How were you feeling before Dan came along?**

I was quite nervous. It was very literally last minute, and I wasn't sure if his hospital would be able to get the paperwork in time. Dan was super excited, he was literally telling everyone – including the Tesco checkout lady!

### **What made you think Dan could do with some kind of support?**

When Dan was six and diagnosed with lymphoma, we were on an army posting in Nottingham. We moved just after he had finished his treatment, so his support

network changed. This made it quite difficult for us all and meant that we got thrown straight back into 'normal' life without having time to process everything. Dan has always been quite adventurous, so when I saw someone mention the Trust on the Young Lives vs Cancer parent group, it sounded like something Dan would enjoy.

### **Had Dan stayed away from home much before?**

No, Dan had only stayed with his grandparents and occasionally at a friend's house. This was his first few

days away without anyone he knew, and it was his first time sailing.

### **What do you think Dan got from his sailing adventure?**

He is still telling people all about it. He was shattered afterwards, but seemed so much more confident. He was telling me about his new friends who all had something in common with him, he wasn't different, he just fitted in perfectly. He has also been getting on with his big brother a lot better. They play football together now and sometimes even talk to each other nicely!

*"He wasn't different, he just fitted in perfectly"*

### **How did it help your family too?**

When Dan was diagnosed, his older brother thought he had got cancer just so he could have attention. He hated that we couldn't go to places like we could before and that we spent so much time at the hospital. While Dan was on the trip I was able to spend time with his three siblings and do things that we hadn't been able to do for a long time.

### **Do you have any advice for parents who are nervous about sending their child along?**

Do it. Not only has Dan benefited from the trip, but the whole family too.



# A change of scenery



never seen anything like the view before. It was like something from a dream.

“Although it was challenging to get there, we were all capable, and it was so worth it. We couldn’t believe what we had achieved and there was all this amazing scenery.”

Tamsin was diagnosed with Hodgkin lymphoma in 2018 aged 15. She was treated at the Royal Marsden Hospital, where there was no one else her age to talk to or relate to. She felt isolated, before meeting people with the same diagnosis and who had been through the same things via the Trust.

### New experiences

With everyone sleeping under the same roof, she found it easier to talk to more people and loved how social the week was.

She said: “On the sailing trips you’re in separate groups, and although it’s amazing and I loved it, I never got to properly talk with the other boats.

“You make friends with everyone instantly. We all chilled out on the beach, and one day we lit a campfire.”

The week helped Tamsin achieve more than she thought she was capable of.

“I would never have hiked hills like these if not for this trip or taken part in some of the other activities like abseiling. Being here gave me the power to do it.”

**Young people have an awesome time, connect, and make lifelong memories at the Trust, which is why many choose to come back for more. Sailing is not for everyone, which is why they also get the chance to enjoy outdoor adventure centres across the UK. So, what is there to look forward to?**

Whether at sea or on land, the sense of connection and progress that comes from returning to the Trust is truly transformational.

Tamsin chose Water Park Lakeland Adventure Centre on the picturesque shores of Lake Coniston in the Lake

District because she wanted to stay somewhere bigger than a boat, and it offered different kinds of activities.

“We couldn’t believe what we had achieved.”

Over five days, she swung from high ropes, trekked up hills, kayaked, canoed, and scrambled along rivers and waterfalls.

### Something from a dream

She said: “When we reached the top of our hike, I had



## Take a look



**Get a taste for what outdoor adventures await you**

# Building belonging

To be a progressive, inclusive, and impactful 21st century youth organisation, everyone must feel they belong with us.

## Our commitment

**We must reflect and be relevant in today's diverse world so every young person who has had cancer believes the Ellen MacArthur Cancer Trust is open to them and they can be their authentic self with us.**

**We need to recognise how inequalities created by cancer and identity lead to discrimination, and ensure our values, culture and behaviours celebrate difference and create a place where everyone feels they belong.**



You know belonging when you feel it, and it's something we seek out and hold on to when we find it.

Our Ambition to Build Belonging says we will be visible, relevant, and accessible to every young person who has a cancer diagnosis in the UK and be somewhere everyone feels they belong.

Ok, so they're the words. But what do they mean? Over the past two years,

we've worked with behaviour change specialists, New Ways, to figure that out.

### **A New Way**

Through an extensive listening exercise – involving people who have been involved with us, and those who chose not to – we built a picture of people's experiences and perceptions of our organisation.

Some things we expected, such as perceptions of sailing can be a barrier

to people feeling the Trust is for them, and the diversity of our current beneficiaries and team (staff, volunteers, and skippers) doesn't fully reflect the inclusive charity we want to be.

Other things we had our eyes opened to, particularly double discrimination experienced by young people with marginalised identities and cancer. This creates further inequality and barriers to accessing support.

We are now working on, and will publish, our Equality, Diversity, Inclusion and Belonging Vision and Plan, focused around living our values, building a diverse community, collaboration for change, and presenting no barriers to access.

Measurement, accountability and understanding the impact of racism and other identity-based discrimination sit at the heart of this.

Frank Fletcher, our CEO, said: "This is on all of us, it's our shared responsibility, and it's about the whole organisation, not just our trips.

"Identifying and embedding the values and behaviours we want to uphold is integral to evolving an organisation-wide culture with belonging at its core and where we see improved mental wellbeing as a result.

"We want to be challenged and need to keep asking ourselves difficult questions, which is going to feel necessarily uncomfortable at times. We're still at the start, but can now see the road ahead."



"I could just be me."



**Ahead of the 2023 season, Lauren, who was supported by us after cancer and now volunteers, spoke to our Sound Waves podcast about belonging.**

"Belonging to me is being in an environment that you feel comfortable and safe, you feel loved and accepted."

When Lauren was diagnosed with Metastatic Alveolar Rhabdomyosarcoma – a soft tissue cancer – at 16, her life went on hold.

When she returned to school after two years, everyone else had moved on. Nothing was the same. As a young woman also discovering her sexuality, with the Ellen MacArthur Cancer Trust was where she felt safest. Now 27, and a volunteer, it's still the same today.

"When I was going through treatment, the last thing I was thinking about was my own personal life, my sexuality, boyfriends, girlfriends, which all my friends were doing at the time," Lauren explains.

"I didn't come out until I was 19 or 20, and the Trust just helped me know who I was as a person because I could be myself, I didn't have to pretend that I didn't have cancer, or I wasn't gay, I could just be me and that was great.



## Listen to Sound Waves



Listen to Lauren's full 'Build Belonging' podcast and catch up on every Sound Waves episode.



"After my trips I'd have learned something else about myself I could take into real life, often gaining a little bit of confidence to be myself in one area. I don't really have many friends who are part of the LGBTQ+ community who I haven't met through the Trust. I feel we are all part of one group and then a smaller group within that group."

### Setting the tone

We are getting it right for some but, we need to keep challenging ourselves to get it right for all.

To believe we are for them, young people must see volunteers like them. Having more volunteers from underserved communities is vital in young people feeling they belong.

Lauren knows how important it is to now help others feel the acceptance she did.

She adds: "On my first trip as a volunteer at Longtown Outdoor Learning Centre, we felt the original plan wasn't going to work to include everybody. It was all easily changed, and Longtown were great in working with us to make sure the trip was going to be perfect for every single young person on it."

That must be the standard.

# Fun-raising!

Whether on your own or with a group, you can change young lives by putting the fun in fundraising. The only limit is your imagination!

## Better together

**Think about what communities you are part of: where you live; clubs you belong to; your school, college, university, or workplace; your family and friends. Every one offers the potential to achieve something incredible together. Here's a bit of inspiration from some awesome 2023 fundraisers.**

### Make us your Charity of the Year

That's what the Shanklin Bowls Club and ladies committee at the Royal Southern Yacht Club did. From raffles and talks to Christmas fairs, being Charity of the Year helps raise money and spreads the word of the Trust over 12 months.

### Sponsored challenges

Young sailors from Worcestershire Youth Sailing Association held a sponsored 12-hour sail at Upton Warren Sailing Club. They wanted to support other young people, and plan to double their efforts with a 24-hour sail too!

### Give it a hook

Creating a community fundraiser with a focus, where everyone can do their own

thing to contribute to an overall target is a great way to get lots of people involved. This is what we did with our #200for20 anniversary fundraiser, with our awesome community tasked with raising £200 to celebrate 20 magical years of the Ellen MacArthur Cancer Trust. Our original £5,000 target was smashed with more than £12,000 raised!

### Dates for your diary

There are so many festivals and celebrations throughout the year, what could you do to mark a special occasion and bring people together to raise funds? Whether cooking and crafts are your bag, or you love themed social events, key calendar dates provide a great focus for fundraising.

## Meet Ella!

Have a fundraising idea? Community & Individuals Fundraiser, Ella, is here for any questions, advice, or resources you need.

She said: "It is always exciting to see the things our community comes up with and we are so grateful to have your support! All donations add up to have a huge impact – it goes to show the difference community support can make!"



## Shop our products



Get your exclusive Trust goodies at our online shop





## Going solo

**Fundraising on your own is just as much fun as together. Then there's the sense of personal achievement too! Showcase your talents, share a skill, give something up, play to your strengths to inspire brighter futures, like these wonderful folks.**

### Giving back

Jamie raised almost £1,300 and was 'delighted to give something back' by hosting a bake and raffle sale, after 'the amazing trips' his son Charlie had been on.

### Business sense

Joli Cowes, an Isle of Wight hand-made gifts and accessories shop, hosts fundraising days, and owner Lou raised £348 by donating 10% of a day's sales.

### Family ties

Katharine took on five walks in Wales that had personal significance to her as her daughter, Claire, was first supported by the Trust aged 14, after treatment for Hodgkin Lymphoma. Now 30, Claire has returned to volunteer multiple times and is also now a Trustee of the charity.

Having raised more than £2,000, Katharine said, "I cannot thank the Trust enough for helping Claire and us as a family to be able to move forward when things were so dark and difficult."

### Giving up

Our Largs-based fundraiser Hayley raised over £400 by imposing an Irn Bru ban – a massive deal for Scots! – for 20 days in celebration of our 20th anniversary.

### Be our Community Champion

Could you be the friendly face of the Ellen MacArthur Cancer Trust in local communities around the UK? You can play a unique role in raising both awareness and funds. Find and manage places to display Inspire magazines and collection tins, as well as championing for us to be the chosen charity at local events, clubs and schools.



Jamie and family



Lou



Katharine

## Once in a lifetime

**Some fundraisers go the extra mile to do something personally special.**

Stacey and her family drove round the entire Scottish coastline in style: in two tuk tuks! They visited seaside towns and villages, raising awareness of the Trust while giving locals a chance to take photos and hop a ride in 'Tilly' and 'Tuker'.

Stacey was supported by the Trust herself, before becoming a volunteer. With her husband and two children, their tuk tuk tour raised a whopping £4,406.



# Making your difference

Volunteers keep the Ellen MacArthur Cancer Trust magic alive all year round. There are now more ways than ever to volunteer. Could you use your skills, experience, and expertise to make a difference to young people after treatment?

## Share your story

Stories create powerful emotions that inspire people to do something, whether that's to donate, fundraise or sign up for a four-day sailing adventure.

You might be comfortable standing in front of an audience, or happier chatting one-to-one or in a small group.

But telling your story – whether you're a young person, family member, or have simply seen the Trust's magic first-hand – can be gamechanging in someone feeling motivated to do something for or with the Trust.

Children's nurse, Paula Kelly, was inspired in such a way. She attended a talk by someone supported by the Trust at an event for parents/guardians of children finishing treatment. She was so impressed, she had to get involved.

Paula said: "At work I'm very focused on treatment. To hear what young people gain by being supported by the Trust made me want to be a part of it. I love seeing young people come and have a great time, and not feel different, since they may feel different elsewhere."



By volunteering to share your story, we will make sure you have the most suitable opportunities and support, so your story has the biggest possible impact.



[Download our Talks Guide](#)

## Travel buddies

**Young people cannot join our sailing and outdoor adventures if they cannot get to where they take place. That's why volunteers, who travel with young people and make sure everyone arrives and gets home safely, are vital.**

Do you want to volunteer, but cannot do the full four or five days? By travelling with young people, you play a key part, setting the tone for the week ahead and keeping the magic alive when homeward bound.

Martin is an experienced volunteer who travels with young people. He says travel volunteers are more able to see the transformation in young people between the first and last days of a trip.

"Be the person who brings the Trust's magic to the journey"

He said: "While you have the responsibility for the safe arrival of the young people, you can also relax and enjoy the experience."



## Marvellous medics

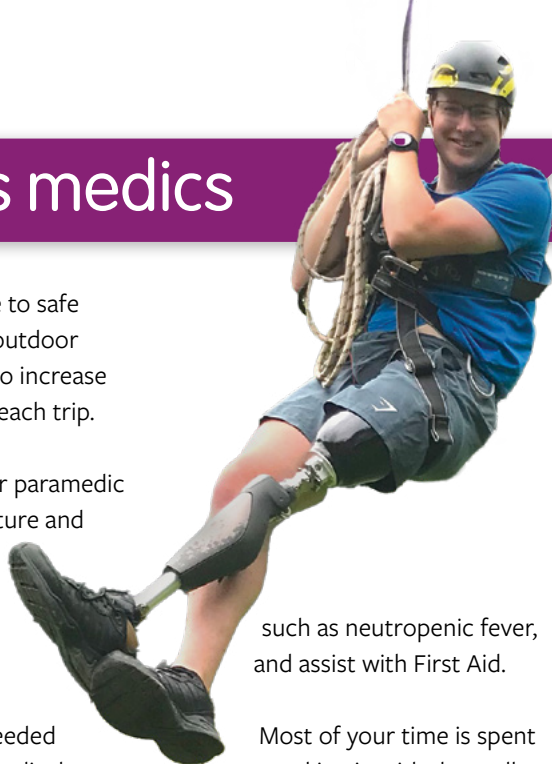
Volunteer medics are core to safe and enjoyable sailing and outdoor adventures, and we want to increase the number of medics on each trip.

If you're a nurse, doctor, or paramedic with a sense of fun, adventure and a desire to use your expertise beyond work, this could be for you.

No sailing, oncology, or paediatric experience is needed – medics simply provide medical advice or support, oversee medication, are vigilant for warning signs of conditions

such as neutropenic fever, and assist with First Aid.

Most of your time is spent mucking in with the really important stuff, like reloading during water fights and keeping the mugs of hot chocolate coming!



## Event-ful volunteering

Whether a hospital end-of-treatment day or a music festival, nothing is better than word of mouth at raising awareness. Could you talk about the Ellen MacArthur Cancer Trust all day? This is for you!

Events like these are where many young people and supporters encounter the Trust for the first time. Your passion could be why someone decides to seek our support or makes a donation, having never previously heard of us.

So, it's essential they are met with positivity, knowledge, and enthusiasm. Your smile could be the difference-maker.

## Be part of the magic



We aim to be open, accessible, and inclusive to every young person who has had cancer in the UK. To believe the Trust is for them, young people must see volunteers like them.

All volunteer roles can be found on our website at [ellenmacarthurcancertrust.org](http://ellenmacarthurcancertrust.org)

Applications for some roles are only open at certain times of the year, but you can submit an expression of interest all year-round.



"It's like being part of one big family, all spreading the magic of the Trust - all while covered in glitter!"

## Martin's top tips

- **Be organised** – know where and when you're going and who with. If it's easier, print out an itinerary and tickets ahead rather than have them on your phone.
- **Talk** – whether there's one young person or 20, talk and help them get to know you and each other. Nothing will make the journey feel longer than silence.
- **Games** – a deck of cards or a game like Uno, a Trust favourite, can always come in handy, particularly if conversation is in short supply at the start of the week.
- **Snacks** – sweets or savoury snacks are always good to have on longer journeys. As always, make sure to check for any dietary preferences or food allergies.



# Next chapter

'Bigger Impact, Brighter Futures – Our Ambitions for 2023-2025' are keeping us on course to be an even more progressive, inclusive, and impactful 21st century youth organisation.

## Our Ambitions for 2023-2025

**'Better Connections, Bigger Impact – Our Ambitions for 2020-2022' ended up being the pillar to support young people through the pandemic.**

'Bigger Impact, Brighter Futures' is about building on those foundations so all young people who have a cancer diagnosis in the UK experience belonging and improved mental wellbeing with the Ellen MacArthur Cancer Trust.

To do this, every young person must be able to look at the Trust and feel we're for them. That we 'get it' and we 'get them'.

And we must make sure when they are with us, we work our magic, and every one of those young people can start to believe in their brighter future.

### **Our Ambitions for young people**

We want to **Build Belonging**, to understand and remove barriers to accessing our support and be visible and relevant to even more young people from all communities across the UK. To do more of the things that make the biggest difference, we will **Drive Impact**, putting impact measurement at the heart of shaping what we do and why to improve young people's mental wellbeing. And we want to **Go Further**, to develop the mental health and year-round support many young people need beyond their summer adventures.

### **Our Ambitions for our team**

To achieve our Ambitions for young people, we must improve ourselves to improve outcomes. Maintaining quality as we grow – through investing in specific and role-appropriate training for our team of staff, skippers and volunteers – is vital to **Keep the Magic** and we must challenge ourselves to **Ask Questions** if we are to become increasingly representative of and relatable to all young people we could support. This includes to **Think Planet**, evaluating and reducing the negative environmental impact of our activities.

### **Our Ambitions for fundraising and communications**

This is the platform to build capacity and awareness so more young people can sail with us for the first time and keep coming back for as long as they need. We must **Talk Difference**, making impact and purpose central to our communications, and **Diversify Income** and **Grow Loyalty**, exploring and securing alternative funding sources, and nurturing positive long-term relationships across our community, so no one body contributes more than 30% of our income by 2025.





## Our Impact



### Proving and improving our 'why'.

'Drive impact' is at the heart of our 2023-25 Ambitions and our new live impact dashboard will be pivotal to how we engage, inspire, and support even more young people over the next three years.

This sector-leading live dashboard allows anyone to transparently see in real-time how our trips help improve young people's mental wellbeing. The data can be filtered in different ways to see the change made for different groups.

In three years working with impact specialists, Trust Impact (trustimpact.com), we put impact at the heart of our strategy, defining our purpose, developing our Theory of Change, and introducing the academically robust Warwick Edinburgh Mental Wellbeing Scale to measure how trips affect young people's wellbeing.

Immediately pre, post and three months after a trip, young people complete a short questionnaire of seven questions to score themselves in...

- Feeling close to other people
- Feeling optimistic about the future
- Thinking clearly
- Able to make up my own mind
- Feeling useful
- Dealing with problems well
- Feeling relaxed

The results of these questionnaires then update the dashboard in real-time.

The purpose of the dashboard isn't to prove or disprove what we do works. It is about the level of confidence we can have in how much our trips contribute to improvements in young people's mental wellbeing.



## Try the dashboard

Explore our real-time impact dashboard and learn how and in what ways we make a difference to young people living through and beyond cancer.

## How you can help



### Do you know young people with cancer?

If you work with young people with cancer, or you know a young person who could benefit from our support, we would love to hear from you. Visit [ellenmacarthurcancertrust.org/our-trips](https://ellenmacarthurcancertrust.org/our-trips)



### Can you support our fundraising?

Take on a challenge, rally friends, family, or colleagues to do something fun, make us your company's charity of the year, join our Brighter Futures Community, or get inspired to do anything else! Visit [ellenmacarthurcancertrust.org/events-and-fundraising](https://ellenmacarthurcancertrust.org/events-and-fundraising)



### Could you volunteer?

From using your professional expertise – from medical to sailing – to sharing your story and accompanying young people when they travel to their trips, it all makes a huge difference. Visit [ellenmacarthurcancertrust.org/volunteer-with-us](https://ellenmacarthurcancertrust.org/volunteer-with-us)

# Making magic together

**Ancasta Group sell boats across Europe and have a long history of helping young people sail safely with the Trust.**

Firstly, they adapted our flagship yachts – Solent Hero and Caledonian Hero – to make them accessible. Now they're helping more young people experience the transformational benefits of those boats.

For every boat they sell, Ancasta Group are donating the cost of a four-day sailing adventure, and they are already looking forward to helping many more access post-treatment support.

Nick Griffith, Ancasta Group managing director, said: "We hope our partnership will enable the Trust to help as many young people as possible."



## Other ways you can support



**PLEDGE A GIFT IN YOUR WILL:** Email us at [fundraising@emcancertrust.org](mailto:fundraising@emcancertrust.org) and we will be in touch with details.



**BY POST:** Send a cheque payable to the Ellen MacArthur Cancer Trust, Units 53-57 East Cowes Marina, off Britannia Way, East Cowes, PO32 6DG. Make sure you include your name.



**GIVE ONLINE NOW:** [ellenmacarthurcancertrust.org/donate](https://ellenmacarthurcancertrust.org/donate)



## People power

**Massive thanks to players of People's Postcode Lottery who, thanks to a £450,000 award in 2023, continue to make a life-changing difference to hundreds of young people every year.**

## Family ties



**We now have our very own coffee, Maritime Mornings, thanks to Baytown Coffee Company.**

The family-run roastery is owned by Nick and Ann Louise, whose son Harry we have supported since 2018 after being diagnosed with acute lymphoblastic leukaemia as a child. He returned for the fifth time in 2023.

Launched as a 'Thank you', £1 from every bag of Maritime Mornings sold is donated to inspire more brighter futures.

Nick said: "I wanted to give something back. Working with a small charity that's hands-on, it's easy to get things done. I think there are loads of parents out there who have small businesses that could help in different ways. The Trust supported us as a family, and I believe in everything it does."

Visit [baytowncoffeecompany.com](https://baytowncoffeecompany.com) to buy individual bags or subscribe to Maritime Mornings.



# Become a Friend of the Trust

Make a difference by signing up as a regular donor. Simply complete the Direct Debit form below and return it to the Ellen MacArthur Cancer Trust today.

Please fill in the whole form and send to: **Ellen MacArthur Cancer Trust, Units 53-57, East Cowes Marina, Off Britannia Way, East Cowes, IOW, PO32 6DG**

You can sign up to be a Friend of the Trust online too by scanning the QR code.



Title:	Forename:
Surname:	
Address:	
Postcode:	
e-mail address:	
Telephone number:	

**If you are a UK taxpayer, the value of your gift can be increased by 25% under the Gift Aid scheme at no extra cost to you.**

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year, it is my responsibility to pay any difference. I have given my home address to identify me as a UK taxpayer.

**YES**, I want The Ellen MacArthur Cancer Trust to treat all gifts of money that I have made in the past four years and all future gifts of money that I make from the date of this declaration as Gift Aid donations.

**NO**, I do not pay UK income tax.

Please notify us if you want to cancel this declaration, change your name or home address or no longer pay sufficient tax on your income and/or capital gains.

*giftaid it*

## Thank you for becoming a Friend of the Trust!

Sign up for our monthly e-newsletter to get the latest news and information on our impact, trips, fundraising, events, and volunteering straight to your inbox.

'Yes, please sign me up!'

For full information about how we use and store your personal data visit [ellenmacarthurcancertrust.org/privacy](http://ellenmacarthurcancertrust.org/privacy)

## Instruction to your bank or building society to pay by Direct Debit



### Name and full postal address of your bank or building society

To: The Manager	Bank/Building Society
Address:	
Postcode:	

### Service user number

6	3	1	1	1	3
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### Reference

E	M	C	T	D	O	N	A	T	I	O	N				
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### Name(s) of account holder(s)

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### Bank/building society account number

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### Branch sort code

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### Please fill in the information below

I instruct the Ellen MacArthur Cancer Trust to take £..... from my account on the ..... of each month until I instruct otherwise. Ellen MacArthur Cancer Trust will write to you to advise when the Direct Debit will commence.

### Instruction to your bank or building society

Please pay Ellen MacArthur Cancer Trust Direct Debits from the account detailed in this Instruction subject to safeguards assured by the Direct Debit Guarantee. I understand that this Instruction may remain with Ellen MacArthur Cancer Trust and, if so, details will be passed electronically to my bank/building society.

Signature(s):

--

Date:

**Banks and building societies may not accept the Direct Debit instructions for some types of account**



## The Direct Debit Guarantee

This guarantee should be detached and retained by the payer

- This Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits
- If there are any changes to the amount, date or frequency of your Direct Debit Ellen MacArthur Cancer Trust will notify you five working days in advance of your account being debited or as otherwise agreed. If you request Ellen MacArthur Cancer Trust to collect a payment, confirmation of the amount and date will be given to you at the time of the request.
- If an error is made in the payment of your Direct Debit, by Ellen MacArthur Cancer Trust or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society. If you receive a refund you are not entitled to, you must pay it back when Ellen MacArthur Cancer Trust asks you to.
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.

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## Always remembered...

As we reflect on another year of magic adventures, we never forget the extraordinary but all too short lives of those young people who are no longer with us. Every one of them continues to inspire us.

## Contact us

Call us on:  
**01983 297750**

Email us at:  
[info@emcancertrust.org](mailto:info@emcancertrust.org)



Follow us on social media:  
**@EMCTrust**



Watch us on YouTube:  
[www.youtube.com/emctrust](https://www.youtube.com/emctrust)

[www.ellenmacarthurcancertrust.org](https://www.ellenmacarthurcancertrust.org)

**Ellen MacArthur Cancer Trust,**  
**Units 53-57 East Cowes Marina,**  
**Off Britannia Way,**  
**East Cowes, IOW,**  
**PO32 6DG**



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Scottish Registered Charity No. SC044013

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