



**GYNAECOLOGICAL  
CANCER FUND**  
SILENT NO MORE

The Gynaecological Cancer Fund is a newly established charity that has a mission to raise funds in support of The Royal Marsden Hospital and Dr Susana Banerjee, a leading oncologist, in her three-year research programme into personalised approaches to cancer treatment.

Personalised treatment involves looking at an individual patient's genetic (DNA) and molecular profile – to tailor individualised drugs for the patient and not a 'one-size-fits-all' approach. The delivery of personalised medicine is set to revolutionise life-changing treatment decisions for women.

Through its Lady Gardener Programme, the charity is kick-starting a major national awareness campaign and supporting this important change in the approach to treating gynaecological cancers (ovarian, uterus, endometrial, cervical and vulval).

The statistics for gynaecological cancers to date have been very poor, with 135 women dying every week. 60% of women diagnosed with ovarian cancer die (this compares with 25% for breast cancer). The UK death rates are far worse than in the rest of Europe - mainly because of lack of awareness of the symptoms, which are not obvious or clearly understood.

**Why are we doing this?**

Each member of our motivated and multi-talented Committee has lost a close member of her family or friend to gynaecological or breast cancer. We are all deeply committed to raising £250,000 a year to help fund Dr Banerjee's clinical research trials (so £750,000 in total). We are also committed to raising additional funds for a major awareness campaign to help doctors, nurses and the public to understand more about gynaecological cancers and their symptoms.

Please help us make these cancers SILENT NO MORE by joining our Lady Gardener Programme. Our thanks in anticipation of your valuable help.

**Our Committee**

Bridget Barker • Tamara Beckwith Veroni • Clare Beckwith van Dam • Josephine Daniel  
Chloe Delevingne • Jenny Halpern Prince • Astrid Harbord • Kate Percival • Mika Simmons

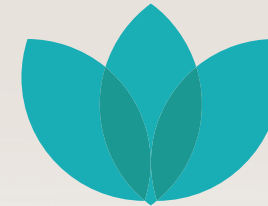
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[www.justgiving.com/gracebelgraviafoundation](http://www.justgiving.com/gracebelgraviafoundation)  
[www.gcfund.co.uk](http://www.gcfund.co.uk)

Gynaecological Cancer Fund Charity No 1154755 is operated by the Grace Belgravia Foundation



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**YOUR INVITATION TO JOIN**



**THE LADY GARDENER  
PROGRAMME**



© James Kerr

[www.gcfund.co.uk](http://www.gcfund.co.uk)

### What is the Lady Gardener Programme?

The Lady Gardener Programme is a new ambassador fundraising campaign for The Gynaecological Cancer Fund. The money raised from this programme will enable The Gynaecological Cancer Fund to support cutting-edge research into personalised medicine that will radically change the way women's cancers are treated.

The Lady Gardener Programme is a very personal way to contribute to this ground-breaking cancer research programme. We are looking for 100 Head Lady Gardeners to help raise money across the UK.

### What do Head Lady Gardeners need to do?

- Each Head Lady Gardener commits to raising **£250** for The Gynaecological Cancer Fund over the following year.
- Each Head Lady Gardener asks **three friends** (Assistant Lady Gardeners) to sign up and do the same (so raising 3 x £250 = £750 over the next year).

This means that each Head Lady Gardener and her three assistants will commit to raising £1,000 in total for the year. If we can appoint 100 Head Lady Gardeners, each of whom have three friends who commit to help, we should be able to raise £100,000 a year.

### How do I join the programme?

Go to the Lady Gardener Programme area on our website, [www.gcfund.co.uk](http://www.gcfund.co.uk), and here you can:

- Download a commitment form (for both Head and Assistant Lady Gardeners)
- Find fundraising ideas and practical tips about organising events
- Find details about sending money to us and about our Just Giving page
- Download Gift Aid forms
- Find more information about The Gynaecological Cancer Fund, the five gynaecological cancers and Dr. Banerjee's research

### What happens after I submit my form?

Once a Head Lady Gardener has submitted her commitment form, she will be sent a password which will give access to the Lady Gardener Programme area of The Gynaecological Cancer Fund website (this interactive area will be available Spring 2015). Head Lady Gardeners and their Assistant Lady Gardeners can have their own online profiles, including a photo, a brief biography, a running total of funds raised and forthcoming fundraising events. This area of the website will also allow members to exchange ideas and download logos and brand guidelines.

### Where can I see how the Lady Gardener Programme fund is growing?

If you look up the Lady Gardener Programme on our website you will see that for every £1,000 raised another petal on the flowers will turn bright pink! Happy Gardening!

© Charlie Hopkinson



“ If you join the Lady Gardener Programme you will be able to sow some invaluable seeds for future research. The funds raised will help benefit women and their families today - as well as for generations to come. ”

**Charlotte Rowe**

*RHS Chelsea Flower Show Gold Medallist, 2014*

### Fundraising ideas to get you started...

- Open your garden
- Run a flower show
- Have a treasure hunt or fête in your garden
- Arrange special events for children – for example a fancy dress party or an afternoon of outdoor games
- Say 'Don't give me a tree on my birthday; please just send a donation to The Gynaecological Cancer Fund instead'
- Have a garden coffee morning or a tea party
- Organise a flower-arranging demonstration
- Plant a tree or a shrub in memory of a loved one and ask for donations from your friends
- Say 'Don't give me flowers on Mother's Day, just send a donation to The Gynaecological Cancer Fund instead'
- Arrange window boxes for a donation
- Hold a fruit, vegetable or flower-growing competition
- Organise local florists to get together to raise funds
- Organise a gardeners' question time/quiz night
- Organise a raffle of garden accessories
- Buy some seeds and sell them at a profit
- Buy a Whichford Pottery flowerpot ([www.whichfordpottery.com](http://www.whichfordpottery.com)) and a percentage of the profit goes to The Gynaecological Cancer Fund

### How to send money to The Gynaecological Cancer Fund

#### POST CASH / CHEQUES

**Gynaecological Cancer Fund**  
c/o Grace Belgravia Foundation  
11c West Halkin Street  
London SW1X 8JL

Cheques payable to:  
**Gynaecological Cancer Fund**

#### ELECTRONIC TRANSFER

**Account Name:**  
Grace Belgravia Foundation  
- Gynaecological Cancer Fund  
**Bank Name:** C. Hoare and Co.  
**Account Number:** 66390460  
**Sort Code:** 15-99-00  
**Reference:** Lady Gardener