



JANUARY-DECEMBER 2024

# MOVE Against Cancer Charity

## 12 Month Impact Report



# Message from the Chair of Trustees

It's an absolute pleasure to sit as a trustee on the MOVE Against Cancer board and this year involved me stepping back into the role of Acting Chair of Trustees.

The role I play as chair is made easier by the fantastic team we have and I wanted to say a huge thank you to our trustee board for their continued support and efforts over the past 12 months.

We are so proud of the work that supports children, young people and adults living with and beyond cancer and our programmes and initiatives continue to go from strength to strength.

This is largely thanks to our incredible MOVE Against Cancer Staff Team, but also due to the amazing community of volunteers we have. This community continues to grow and it's so inspiring to be part of this MOVEment!

**Lewis Moses**

**Move Against Cancer Acting Chair of Trustees**



# Summary From The Team

What a year at **Move Against Cancer**! We've welcomed **four new members of staff**: Naz, as 5k Your Way and Resources Lead (currently acting Charity Lead), Josie as Programme Coordinator and two new Cancer Rehab Instructors, Helen and Steph.

**Luke Grenfell-Shaw** became our first **Move Against Cancer patron**.

We launched **18 new 5k Your Way groups**, **160 young people** were triaged to start the online programme and we conducted a **pilot of our Community Resources work** in Birmingham, London and Nottingham.

Our **Edale Skyline Challenge** was the highlight of the summer.

**65 people** took on the trek, raising **£13,000** for MOVE and creating an incredible sense of community.

MOVE were awarded a grant **from Gilead**, which will enable us to conduct more community engagement work next year.

We got invited to **10 Downing Street** as part of parkrun's 20th birthday, we featured on **BBC tv and radio for Children In Need** and we launched our **brand new website**!



# Meet The Team



**NAZMEEN WARDLE-BI**

Interim Charity Lead

Naz is the Programme Lead for our 5k Your Way initiative and our Move Your Way Resources. She has over 20 years of experience in the charity and health sector, working in various roles in campaigning, change management, and youth development. She was diagnosed with non-Hodgkin's lymphoma two years ago, and has personally experienced the benefits of movement during her cancer journey.



**HELEN MURRAY**

Online Programme Lead

Helen has always had an interest in health, fitness and helping others. She runs our MOVE online programme. She is also a Triathlon coach, loves outdoor adventures and hosts the 'Inside Tri Show' podcast.



**GILLIAN RUSSELL**

5KYW Operational Officer

Gillian joined the team after a long shift (30 years!) at the BBC. She loves cycling, paddle boarding, walking and skiing and is passionate about encouraging others to be more active and helping to spread the word of what Move Against Cancer is all about.



**SOPHIE MULLIGAN**

Fundraising Manager

Sophie has had Leukaemia three times. She joined MOVE after completing the online programme herself. Sophie set up the 'Move as one' support group and now manages all things fundraising from supporting our community and corporate fundraisers, to submitting grant applications and organising charity events.



**JOSIE DARWIN**

Programme Coordinator

Josie is MOVE's Programme Coordinator and has previously worked in the charity and private sector. She enjoys running and sees the benefit of exercise in her own life, as well as in the lives of family members recovering from cancer. She is passionate about enabling people to find support and create community on their journey with MOVE.



**SOPHIE GASSON**

Cancer Rehab Instructor

Sophie is a trained Oncology Nurse and Level 4 Cancer Rehab Instructor. She has carried out research studying the benefits of exercise in young people with cancer and supports young people on our online programme.

# Meet The Team (continued)



**BETH BOXALL**

Cancer Rehab Instructor

Beth is passionate about helping people benefit from exercise they enjoy. For Move, she designs programmes for young people on the MOVE online programme, and is an Ambassador for the Rickmansworth 5K Your Way.



**NATALIE HALLAS**

Cancer Rehab Instructor

With a background in both exercise science and health economics, Natalie brings a range of experience to her role as a MOVE instructor.



**JADE DIEBELIUS**

Cancer Rehab Instructor

Jade is a Primary School Teacher as well as a L4 Cancer Rehab Instructor. She went through the 8-Week Online Programme herself after she finished her cancer treatment in 2019. She also helped launch and run the Hockley Woods 5K Your Way group.



**HELEN BECKMANN**

Cancer Rehab Instructor

Helen is a Chartered Physiotherapist with experience of working with oncology patients, palliative care, pain management and rehabilitation. She is a level 4 Cancer Rehab instructor and supports both participants of our Move programme and is the Ambassador for 5K your way at Alice Holt.



**STEPH STILL**

Cancer Rehab Instructor

Steph is a cancer rehab and fitness instructor teaching a variety of classes with an MSc in clinical exercise science. Steph was at dance college when she was diagnosed with a brain tumour and wants to help motivate young people to move.



**MARY GLEBOCKA**

Marketing and Comms Officer

Mary has a background in Graphic Design, Interior Design and Performance. She is passionate about spending time outdoors with her dog, practising yoga and meditation. In 2022, she became involved with Move Against Cancer after several close relatives were diagnosed with cancer. She enjoys creating visuals and graphic designs for MOVE and manages the MOVE's social media.

# 8 Week Online Programme

- In 2024, 160 Young People progressed through referral stage, ready to be matched with an instructor
- See our website for a few of the amazing stories of the young people who have benefited from the programme:



Jason's Story

'MOVE: The best thing that's ever happened in my life'



Reece's Story

'I've got back my purpose in life'



Alisbha's Story

'I want to help others in the way my sister was helped'

# 8 Week Online Programme – Quotes from Online Participants

“We cannot thank enough the Move Programme fitness team. They have been absolutely great. It made a big difference in [my son’s] life, he saw that he could do more than he had expected. The programme was shaped to his needs and abilities.”

“The Move programme has helped me stay motivated and gave me a good plan for the weeks ahead. It made me feel motivated and helped me to look at the positives as the weeks progressed... Made me feel part of something.”

“The MOVE programme has helped me incredibly...The sessions really helped me to work on my strength and balance which were poor when I first started. They gave me confidence to continue the work in the gym and I feel so much healthier and better in myself... [My cancer rehab instructor] also was very encouraging, reassuring and helpful, at a time when as someone in remission, you do feel the support around you dwindle, so she filled that void for me in many ways.”

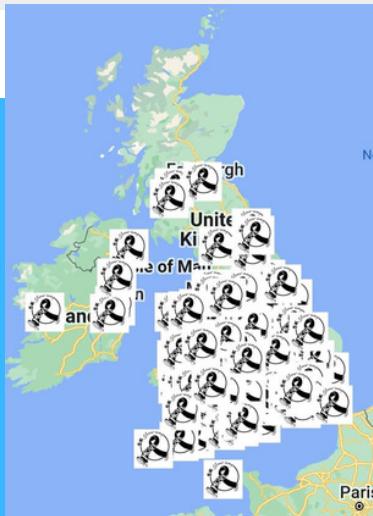
“The programme has helped me regain strength in not only my legs but also the rest of me. I would 100% recommend this programme to anyone going through treatment as I have come on leaps and bounds and am now able to take part in P.E at school which I struggled with before.”

# 8 Week Online Programme - Learning and Future Plans

- We had excellent monthly educational sessions - vital to ensure the Cancer Rehab team's knowledge is as up to date as possible.
- MOUs with WithU and Puregym were created to provide free membership for participants (+1) and lifetime access to WithU app.
- Referral forms and the referral protocol are being updated.
- Freelance team hours have increased, with additional time for triaging for two members of staff.
- Dedicated support for data and referrals from the Programme Coordinator has freed up time for delivery.
- Two freelancers left for personal reasons and two new instructors joined.
- Referrals have increased and there is more demand than capacity at the moment.



# 5k Your Way



- In 2024 we reached the incredible milestone of 100 5k Your Way groups across the UK and Ireland. 18 new groups were launched, including the first ones in Scotland!
- We have on average 1200 participants attending each month across the country.
- 550+ new participants have registered since March.
- 35% of these new participants had not previously attended parkrun.
- 25% of these new participants have recorded that they are currently going through cancer treatment.
- In a recent survey, 97% of our participants said that after attending a 5k Your Way group they feel more motivated to do more physical activity in day to day life.
- Ongoing support: We held 6 ambassador drop-in meetings, 6 Regional Ambassador meetings and 6 new group launch meetings. We also developed our information toolkits and relaunched our newsletter.
- New groups: We have streamlined and developed our onboarding process for new groups, including our information packs and setup checklist.
- Events: We have celebrated 5KYW's 6th birthday, World Cancer Day, Volunteers' Week, World Mental Health Day, Movember and parkrun's 20th anniversary.



# 5k Your Way - Quotes from the Groups

- “Walking/jogging the 5k with a lady who hadn't run for 18 months due to treatment. Her tears when she finished was emotional and inspiring”.
- “Support, friendship, watching winter change to spring, spring to summer, determination, achievement, a sense of belonging. Cancer affects so many people - not just the person who has been diagnosed but their family, friends, colleagues etc. Cancer can be very isolating. 5KYW brings people together”.
- “At a time in my life where everyone told me to rest and hide from the world while I started dealing with my cancer, 5k Your Way gave me the permission, motivation and drive to keep active”.
- “It is very good for our mental health. It makes us laugh. It gives us a life without cancer”.
- “A few participants currently undergoing cancer treatment walked 3km and plan to try a little further next month. Another friend of theirs was unable to walk as had been in hospital but joined us for coffee afterwards and hopes to join next month.”



# 5k Your Way – Learning and Future Plans

- We have at least 8 new 5k Your Way groups in the pipeline, including 2 potentially being funded from the London Cancer Alliance (in addition to the recently launched Lloyd Park, Croydon).
- In February we plan to hold World Cancer Day gatherings across the UK and Ireland - bringing ambassadors from all regions together.
- We are working on developing our induction training for ambassadors, including a module on safeguarding and mental health.
- We are developing our 5k Your Way strategy which will continue our work in locations around the country where we aren't already operating and connecting with underrepresented groups.
- We are continuing to raise awareness of 5k Your Way in the wider world by increasing our contacts, networks and promotion.

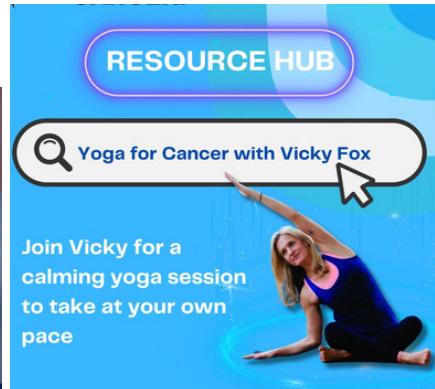


# Resources – online and in the community

- The Resource Hub on our new website has been updated to show a wealth of blogs, inspirational stories, workshops, Q&As, podcasts, information and useful links.
- For our Resources in the Community work we've already piloted targeted engagement in Birmingham, London, and Nottingham, working with local communities to ensure our support is accessible where it's most needed.
- Using the Index of Multiple Deprivation we identified key areas of deprivation and mapped them against our existing services, ensuring that each Community Resources project will have maximum impact.
- We will be launching a set of online exercises to be done as a warm-up before 5k Your Way or instead of 5k Your Way; beyond that we are planning a pilot of these exercises to be demonstrated at some 5k Your Way groups.



The homepage of the 'Move Against Cancer RESOURCE HUB'. It features a smiling woman in a blue tank top, a 'WORKSHOPS' section with three video thumbnails for 'LATERAL FATIGUE (PART 1)', 'POST-OP STOMA/ABDOMINAL SURGERY EXERCISES', and 'CANCER RELATED FATIGUE PART 2: GOAL SETTING', and a 'View All' button. The 'MOVE AGAINST CANCER' logo is at the top left.



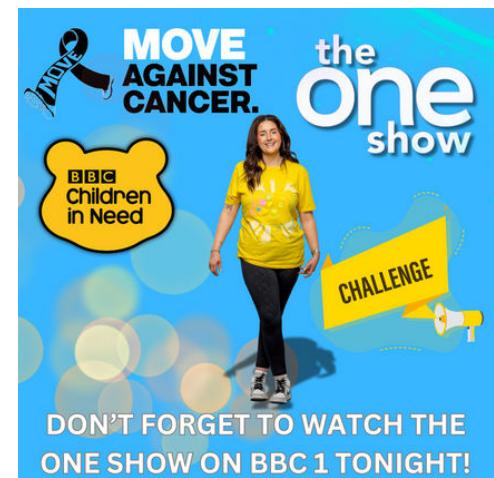
# Promotion, Marketing & Communications

- The promotions highlight of the year was our online programme participant Grace being involved with the BBC Children In Need challenge. Grace (and Move Against Cancer) featured on The One Show, BBC Radio 2, the Paddy McGuinness tv documentary, Morning Live and Children In Need night. A brilliant personal challenge for Grace and excellent nationwide opportunities to showcase the work of Move. We are currently working to capitalise on some of those links.
- In the past year we published 14 new blogs on our website, sharing the awesome personal stories of members of our community.
- We have increased and developed our social media posts, using graphics and photos more creatively, engaging/connecting with other organisations as much as possible and encouraging a call to action where appropriate.
- We launched a series of social media posts called 'Workshop Wednesdays', sharing our existing workshops in a simple format to re-engage our community with our resources and point them to our website.
- We also created our "How I found my way back to..." blog series which features stories from those living with or beyond cancer, describing how they found their way back to doing something they love.
- We have plans to develop our marketing and comms further in 2025.



*Debs*  
...DRIVING AND JOGGING AFTER  
CHEMOTHERAPY-INDUCED  
PERIPHERAL NEUROPATHY

Dr. Debra Willoughby (Debs) is a proud wife, mother of three and a grandmother to eight. An internationally recognised expert in inclusive management and leadership, she has over two decades of



# Partnerships

Over the past 12 months we have cemented partnerships with organisations that have supported us for a number of years and also formed new partnerships:

- Samworth Brothers have identified MOVE as their “chosen charity” and we are working closely with representatives from the Community Opportunity Fund to map out what this relationship looks like. We have requested £10,000 of funding from the fund to be put towards salary costs for a Part Time Cancer Rehab Specialist role. We awaiting the outcome of this. Samworth Brothers also bought 10 places in the Edale Skyline Challenge and brought in £2000 of sponsorship for those taking part.
- Zalaris were the headline sponsor of the Edale Skyline Challenge and donated £5000 towards the event. Their employees also fundraised £1,250 for the event.
- The Erdinger Alkoholfrei Challenge will run in January 2025 for the fifth consecutive year. It was announced in December. We forecast this will bring in at least £5,500.
- We have established links with Ellen Macarthur CT to work together.
- We are now part of the Children's Cancer and Leukemia Group (CCLG) physical activity sub-group and meet with members of the group quarterly, with the aim of developing physical activity guidelines for all treatment centres that treat children and young people.

This comes after we attended the CCLG conference in April and gave a talk.

- We continue our successful partnership with trundl.

**Samworth Brothers**  
QUALITY FOODS



# Partnerships & Events

- MOVE and Shine Day was our first ever collaboration event with Shine Cancer Support to support those in their 20s, 30s and 40s both mentally and physically following a cancer diagnosis.
- In October we hosted a webinar in collaboration with Royal College of Nursing Cancer Forum, talking about the importance of physical activity for those impacted by cancer, how nurses can refer patients to MOVE and the support we can offer.
- For Sarcoma Awareness month MOVE joined Teenage Cancer Trust, Bone Cancer Research Trust and Sarcoma UK to deliver a wellbeing session for 16-24 year olds following a sarcoma diagnosis.
- MOVE were invited to be part of CCLG sub-activity group for Physical Activity and presented at the CCLG conference.
- We had a month long trundle in February to mark World Cancer Day. October's "Community trundl" brought in £325 for MOVE, with lots of our community enjoying using the app knowing that 10% of their monthly membership comes to MOVE.
- We further established our partnership with parkrun by signing a MOU - working together to continue 5k Your Way at over 100 parkruns nationwide (and growing!)



# EDI & Values

## EDI Work and Engagement

Earlier this year our Diversity Survey highlighted that we're not reaching underrepresented communities as effectively as we should. We're ready to change that – in fact, our London, Birmingham and Nottingham volunteers are already working hard on pilot projects to make a difference. In Nottingham they have begun collaborating with well-established local groups, such as the Indian Community Centre Association (ICCA), Tuntum Housing, Sporting Equals,

Nottingham University and City Hospital Oncology Department, as well as community representatives like Tyrone l'Yungo Thompson and groups such as Notts Frontrunners. Moreover, they have been warmly welcomed at diverse community events to talk and/or provide informative leaflets – including the Hindu Festival of Chariots; two stoma support groups; ICCA yoga classes; and football matches. This local engagement is key to bridging the gap and ensuring our services are inclusive. Their activities and passion are being noticed, already resulting in two impromptu invitations to speak with other groups.

In London we're building strong connections with key partners like parkrun London Outreach and London Sport, who are working on strategies to increase physical activity in deprived areas. By aligning our project with their outreach efforts, we can amplify our impact and ensure we reach those most in need. Additionally, we're partnering with the Royal Marsden Cancer Alliance to extend our support to more deprived areas. We've just launched a new group in Croydon to further these efforts.

## Our Values

We developed our values and shared with our supporters and volunteers:

**Care**  
We will treat all participants, colleagues, volunteers, and community members with dignity and respect, recognising their unique experiences. We are committed to a caring approach and community support and engagement.

**Community**  
We will collaborate, knowing we are stronger together through shared ideas and support. We will promote inclusivity by respecting diversity and supporting people from all backgrounds.

**Communication**  
We will communicate openly and respectfully, ensuring clear and timely information. We will practice active listening and give feedback constructively for growth while maintaining respect.

**Passion and pride**  
We will work enthusiastically to support those affected by cancer, taking pride in our impact and celebrating successes while contributing to MOVE Against Cancer's goals.

**Reach and Value**  
We will proactively extend MOVE Against Cancer's programmes by connecting with new communities and partners to maximise impact, ensuring every action and resource adds value to our mission.

**Innovation and Creativity**  
We will work enthusiastically and commit to our mission, driven by our passion for supporting those affected by cancer.

# Fundraising

- Our London Marathon runners raised £6,786.65.
- Our Great North Run runners raised £2,925.
- The Edale Skyline Challenge raised £13,000.
- Lucy Gossage raised £36,779.21 doing The Spine race.
- David Missen raised £7,500 running 12 marathons in 12 months.
- David Twiss raised £7,348.80 doing numerous endurance challenges.
- Regular fundraiser Jenny Wilson conquered Kilimanjaro this year, which took her fundraising total to over £6,000 since she started in 2022.
- Dan Farmer raised £2,213.60 doing the Peak District 100k Ultra.
- John Haywood raised £1,883 doing an Ironman in New Zealand.
- Jenny Burtsell raised £1,787.50 doing the South Downs Way 100 Miles.
- Simon Lord raised £1,345.10 doing the London to Amsterdam Cycle.
- We secured a grant from the Gilead UK and Ireland 2024 Oncology Fellowship and Medical Grants Programme.
- We secured a £2,000 grant from the Hospital Saturday Fund to support 5KYW in Wales.

