

## **Brighter Futures Radiotherapy Appeal Case Study**

### **BRIGHTER FUTURES HELPS BRING NEW RADIOTHERAPY CENTRE TO SWINDON WITH THE HELP OF THE GOOD EXCHANGE**

#### The background / challenge

The National Radiotherapy Advisory Group recommends 45 minutes as the maximum time that patients should travel to places providing radiotherapy treatment, but Swindon and many areas within Wiltshire are among parts of the UK which exceed this time limit for many patients. Every month, 284 people in Swindon and Wiltshire are given a diagnosis of cancer at Great Western Hospital. These cancer patients have to make the journey to Oxford, Bath or Cheltenham to receive their radiotherapy treatment, which can be a 70-mile round-trip for some. Treatment cycles usually last for a period of four to seven weeks, requiring daily visits. At a time when patients are focusing on recovery, this journey places an unnecessary emotional and financial stress on patients and their families.

[Brighter Futures](#) – the registered charity of Great Western Hospitals NHS Foundation Trust – raises money over and above what the NHS is able to provide and to fund that extra special level of care needed to make a real difference to patients, their families and the hospitals' staff. The charity wanted to alleviate this additional stress by bringing radiotherapy services closer to home for cancer patients in the Swindon, West Berkshire and South Oxfordshire. In partnership with the Oxford University Hospitals NHS Foundation Trust (OUH), a new radiotherapy satellite centre is to be built at the Great Western Hospital (GWH) site in Swindon. Specialist OUH staff will undertake the treatment of those patients who attend the new facility.

Oxford University Hospitals is investing £18 million in order to bring this much needed facility to Swindon and Brighter Futures is fundraising £2.9 million of the £5,386,769 needed to equip the centre with two linear accelerators and associated equipment. Brighter Futures Radiotherapy Appeal aims to raise £2.9 million to help meet these costs and the balance of funds needed will be met by Oxford University Hospital's NHS Foundation Trust. This development provides the opportunity for people to be treated closer to home, in a modern purpose-built facility that provides a welcoming environment during a period which is often an anxious time for patients.

#### The project with The Good Exchange / outcome

With such a large target, the Brighter Futures team needed to look for new ways to raise money. They had heard of the work that Greenham Trust, The Good Exchange's founding funder, had been doing with local charities and how they were using The Good Exchange's on-line matching platform to find suitable charities and good causes to fund and to help them manage and distribute their grants. They felt that it would be a great way for them to both raise awareness of their appeal and access additional grant funding. In addition, they looked to The Good Exchange to help them to get the message out in the local area and further afield and to help them drive fundraising and donations through the platform's access to grant-makers offering match funding (where every one pound raised through fundraising or donations is matched to double the amount raised).

While the team had traditionally pointed fundraisers and donors to the JustGiving platform, they felt that The Good Exchange's not-for-profit, charity-owned platform's principles and aims were a good match for theirs. They also liked the fact that as well as being backed by a charitable trust, The Good Exchange provides its users with additional support through marketing services (such as fundraising, PR, social media training and Google Adwords to drive donations) and business development to help them find new funders and grant givers. The Brighter Futures team therefore took the decision to [register their organisation and the Radiotherapy Appeal](#) on The Good Exchange platform so that they could be matched to potential grant givers.

The Good Exchange platform has helped Brighter Futures to increase the profile of a worthy local cause that will provide a huge benefit to the people of Swindon. It has also enabled the Radiotherapy Appeal to reap the benefits from match funding, which is highly motivational, driving fundraisers to the fundraising site because they knew their money would be doubled. Match funding gives applicants the opportunity to reach their fundraising target more quickly by doubling donations (or more) to their projects, which has had a huge impact on the success of Brighter Futures' Radiotherapy Appeal to date.

As at the end of July 2018, due to the efforts of the local community and with the support of many corporate partners and local community groups, Brighter Futures has raised almost £2.5 million of which £151,161 has been raised via The Good Exchange platform. 274 donors have raised £74,849 of which £72,500 has been matched by match funding. Aiming to complete the fundraising activity by the end of 2018, Brighter Futures is pushing to raise the final few hundred thousand pounds to turn its vision into a reality.

When the centre opens, cancer patients will finally be able to receive radiotherapy treatments closer to home and be spared long, daily trips to Oxford or even further away from their homes. In fact, the development of a local radiotherapy centre will mean that more than 13,000 patient journeys to receive radiotherapy treatment will be significantly shorter each year.

#### Quote

*"The Brighter Futures Radiotherapy Appeal is a once in a generation opportunity to make a vital difference to cancer treatment in Swindon and the local community are backing the campaign in their thousands in such extraordinary ways. Starting to use The Good Exchange in 2017 was a turning point for our Appeal as it helped us to pass the half way mark with its combination of grants and match funding.*

*"The support of Greenham Trust via The Good Exchange has been instrumental in helping us to gather momentum for the Radiotherapy Appeal and we are so grateful for the matched funding support that the Trustees granted earlier in the year. It has been a great pleasure to work with Greenham Trust and The Good Exchange and we can't thank them enough for all the support given to Brighter Futures. It has been a fantastic experience to be a partner on The Good Exchange platform and to work with its passionate team, who I know work hard to champion the campaign to bring radiotherapy services to Swindon."*

- **Catherine Newman, head of fundraising at Brighter Futures**

During 2018, Brighter Futures has launched a new [Special Care Baby Unit Incubator Appeal](#) aiming to raise £175,000 for five state of the art Dräger Babyleo neonatal incubators that will help deliver care to some of the 450 babies that need additional support in the first few days and weeks of their life.

About Brighter Futures (Great Western Hospital NHS Foundation Trust Charitable Fund)

Brighter Futures is the registered charity of Great Western Hospitals NHS Foundation Trust, and supports services at Great Western Hospital in Swindon, Wiltshire, and in community health sites across Swindon. We aim to raise funds to support and extraordinary provision of care to our patients. Our charity funds the purchase of equipment, supports education for our staff, and improves the environment for our staff and patient, all of which are over and above the existing NHS budget. Our vision is to provide the best care possible to our patients, their families and visitors to the Trust. We rely completely on the generosity of our supporters to enable us to provide that extraordinary provision of care.

For further information, please visit <https://www.brighterfuturesgwh.nhs.uk/>

To donate to, give a grant or fundraise for any of the Brighter Futures Appeals through The Good Exchange's not-for-profit, charity-owned on-line platform visit:

<https://app.thegoodexchange.com/applicants/1614/brighter-futures-great-western-hospital-nhs-foundation-trust-charitable-fund>