



10-month old Kasey

## A gift that will never be forgotten.

**For Heather Fowler, deciding to leave a gift to the Rosie in her Will was a natural choice. Here, she shares her very personal story with us.**

### The Fowler's story

Heather Fowler lives in Cambridge with her husband Ewen and their children Dylan, 7 and Kasey, 10 months (pictured).

"When I went into labour a little earlier than anticipated, I was advised by my midwife to go straight to hospital. I felt absolutely fine on the way to the Rosie, but just as we arrived, I haemorrhaged.

We were rushed into the labour room and the contractions suddenly became very intense. Just an hour and a half later, I gave birth to Kasey. Unfortunately, our bloods mixed, causing complications. Kasey also had a collapsed lung and air around his heart, so he had to be resuscitated.

### A gift in their honour

Did you know the Rosie Hospital was named after local philanthropist David Robinson's mother? He donated £3 million towards the building costs to ensure her memory lives on forever.

Kasey was taken straight to the Neonatal Intensive Care Unit (NICU) where he was given the care he needed to make a full recovery. Eventually, we were able to take Kasey home and it was the best day of our lives. He is now 10 months old and doing so well.

Because of the fantastic care we received, we decided to amend our Will, adding ACT to our list of beneficiaries. A gift in your Will can make such a difference to the lives of others like Kasey – I hope one day my gift will help a baby like him."

### How to leave a lasting gift

If you'd like to leave a gift to Addenbrooke's or the Rosie in your Will like Heather, or in memory of a loved one like David, please call Yvonne Francis on **01223 256163** to find out more or tick the box on the enclosed donation form.

We would like to give a special thanks to supporters who have already pledged a gift to Addenbrooke's or the Rosie in their Will.

**Remember, every gift can make a difference.**

## What's happening?

### Prostate Cancer Appeal

You might remember our recent appeal for a new, state-of-the-art ultrasound scanner, to make prostate cancer diagnosis faster, easier and more reliable.

The great news is that we have now raised the funds to buy the new scanner, thanks to generous supporters like you, including a major additional donation. The scanner is now in place in the clinic and already helping give patients like Ian the excellent care they deserve.

Thank you so much again.

*"I'm so pleased the appeal has been such a success. I hope now even more men like me will benefit from quick, early diagnosis for prostate cancer thanks to the new scanner. I feel like the luckiest granddad alive."*

Ian Smith, prostate cancer survivor.



Ian Smith with his grandchildren

**If you would like to see the new scanner you helped to buy, please contact Susanne Owers on 01223 349298 to arrange a suitable time.**



Little Vivien's counting on your support

### Children's Ward Christmas Appeal

To everyone who has already donated to our Christmas appeal for 14 new volumetric infusion pumps for the children's ward – thank you so much. With your support, children like little Vivien won't have to be confined to their beds all day long. They will have the chance for a happier stay in hospital, with the freedom they deserve.

**If you would like to make a donation to the Christmas appeal, please complete and return the enclosed donation form with your gift. Thank you.**

## Beating Breast Cancer

### Three Cheers!

A recent Pink Rose Ball raised an astonishing £40,000 for the Cambridge Breast Cancer Research Unit. Thanks and congratulations to everyone involved.

### Pink Rose Party Time

Our fabulous female hosts are still going strong, throwing as many fundraising parties as they possibly can for breast cancer research at Addenbrooke's. The Pink Rose Appeal ladies have now thrown 60 parties altogether, anything from tea parties to pudding and wine parties and delicious pink cocktail soirees.



Becky Lamont's fabulous "Come Dine With Me" bash

**To find out more about hosting a Pink Rose Party, contact Gemma Richley on 01223 256183.**

### One More Woman A Day

*"I urge you to give whatever you can to ACT's Specimen X-ray Machine Appeal, so that one more woman, like me, can undergo a life-saving lumpectomy operation every day."* Sally Darmody

So far, thanks to the support of people like you, we've raised £10,000 for a vital new Specimen X-ray Machine for the Cambridge Breast Unit. If we hit our target, we'll be able to help one more woman a day beat breast cancer. Someone like Sally, who shared her inspirational story with us for this appeal. Thanks to Sally, and thanks to you.

**There's still time to donate, just visit [www.act4addenbrookes.org.uk/breastcancer](http://www.act4addenbrookes.org.uk/breastcancer) to find out how.**



Sally with her daughters

Winter 2011

# Thanks to you

- Reinventing the Rosie
- Inspired fundraising ideas
- Gifts that will never be forgotten

act

Making a difference for patients

Registered charity number: 1048868



# Hello

Welcome to the first newsletter of 2011.

It's already shaping up to be quite a year, as we launch our campaign to help expand the Rosie and help it continue to be one of the best maternity and women's health hospitals in the world. From 2008 to 2009, over 5,700 babies were born at the Rosie – 1,700 more than it was designed to cope with. So this expansion really will make a huge difference.

However you've helped us recently, I'd like to thank you so much. Your support means the world to patients in your local community, who rely on the excellent services of Addenbrooke's and the Rosie every day.

Your support means just as much to doctors like Wilf Kelsall, who inspire us all to keep working hard. Not only is he a fantastic neonatal consultant, but a dedicated fundraiser for the Rosie. You can read about his amazing efforts on this page.

With your continued support, I'm confident we'll reach our fundraising target and ensure the Rosie remains the very best hospital it can be. So thank you again and I hope you enjoy reading about everything you have helped to achieve. We couldn't do it without you.

Peter Dalton  
Director of Fundraising

# Reinventing the Rosie

**Thanks to you, you and you! It's not just supporters, patients and their families showing their amazing generosity to Addenbrooke's and the Rosie. The staff are going above and beyond too.**

When he's not doing the 'day job', Consultant Neonatologist Dr Wilf Kelsall (pictured on the front cover and right), is a real-life action hero. First, he climbed Mount Kilimanjaro with colleague Dr Jag Ahluwalia, raising over £11,000 for the Neonatal Intensive Care Unit (NICU) at the Rosie. Then, he raised another £2,500 for NICU by jumping out of a plane. And he's not stopping there.

Dr Kelsall is already thinking about the next big adventure – the Three Peaks Challenge – climbing the highest mountains in England, Scotland and Wales in one weekend.

So far, our superstar consultant has raised enough money for a new brain wave monitor, which has already helped to influence state-of-the-art research at the Rosie.

**Thanks to our incredible supporters and inspirational staff like Dr Kelsall, we're proud to say the Rosie Hospital for women's health and maternity services is one of the best in the UK – and it's about to get even better.**

This year ACT is launching a campaign to raise £500,000 with help from our local community towards our goal of £7 million, to help transform the much-loved Rosie Hospital. And with your support, we're determined to reach our goal. We're delighted that we've raised £3.5 million to date, so we're already halfway there.

The Rosie is nearly 30 years old and with more babies born every year at the hospital, the need for more space and facilities is growing. The ambitious expansion plans would see the hospital almost double in size, with a new three-storey extension.

The plans include a dedicated imaging centre, an



Our superstar consultant Dr Kelsall with baby Levi

enhanced neonatal intensive care unit, a new fetal medicine and day assessment unit, a new midwife-led Rosie birth centre and family accommodation. As Dr Kelsall explains, "the transformation would help give even more mothers and babies from across the East of England access to the world-class facilities and excellent care they need."

**With your support, we can raise the funds we need to help make sure the Rosie continues to be the best of the best.**

## Support the Rosie campaign

Visit [www.therosiecampaign.org.uk](http://www.therosiecampaign.org.uk) to donate online or return the enclosed donation form. Or why not organise your own special fundraising event? Read on for some inspiring ideas.

## RosieBorn on Facebook

If you or your children were born at the Rosie, you can join our new RosieBorn Facebook group and keep up to date with the latest news and chat.



# Inspired fundraising

Thanks to you and people like Marcus and Jason, fun fundraising ideas – whether silly, challenging or downright glamorous – are a fantastic way to make a real difference to patient care. Here are Marcus and Jason's inspirational stories.

## Dad becomes baby

Marcus Powling decided to banish his suit for the day, opting for a bib and nappy to raise funds for the Rosie. Marcus raised a fantastic £720.



Rosie fundraiser Marcus with baby Matilda

"My wife and I were so grateful for the excellent care the Rosie team gave our daughter Matilda, that we really wanted to do something special to say thank you", Marcus told us, "so I walked to work in my nappy and spent the entire working day in costume!"



Jason with baby Izzy and Jasmine presenting his cheque

## Marathon man

Jason Tyers decided to put his best feet forward running the London marathon and raising a whopping £2,100 for NICU. The team at the Rosie cared for Jason's daughter Izzy when she was born 16 weeks prematurely. "I don't have to mention what a wonderful job they did to keep Izzy alive in those difficult first months", Jason said. "The £2,100 is the least my sponsors and I could do."

**If you're still searching for a fabulous fundraising idea, or planning your own sponsored event like a coffee morning, fun run or garden party, visit [www.therosiecampaign.org.uk](http://www.therosiecampaign.org.uk) or call the ACT team on 01223 217757 to find out more.**

## The Rosie Gift List

ACT has teamed up with John Lewis, Cambridge to give you a chance to choose a gift especially for the Rosie online. From blankets to toys, simply choose your gift from the list and know that every penny will be helping the mothers and children being cared for in the brand new hospital.

**Choose your gift at [www.johnlewis.com/cambridge](http://www.johnlewis.com/cambridge).**

**Interested in corporate giving opportunities? Please contact Claire Billing on 01223 348464 to find out more.**

Sponsored by **John Lewis Cambridge**

# Amazing Achievements

Our latest fundraising campaign for the Rosie is one of our biggest and most significant to date. But over the years, thanks to your support, ACT has been able to help supply new equipment, training and research funding to help the Rosie save more precious lives.



Rosie staff, with Friends' Chair Jane Small

## Summer Party Success

Last year saw the 12th annual Friends of Addenbrooke's Summer Party, with over 300 guests joining the event at Trumpington Hall. The Friends raised a tremendous £5,000, which is being put towards new equipment for the Rosie, including folding chairs for the Delivery Unit and furniture for the counselling room.

**If you would like to join the Friends of Addenbrooke's, call Yvonne Francis on 01223 256163 to find out how.**

## Neonatal Monitors Save Lives

Thanks to your generous support, two new monitors were purchased for the unit in 2008, for £10,500 each. These monitors will make a life-saving difference for the 700 critically ill babies we see on the ward every year.

## Midwives get connected

ACT also awarded a grant of £49,887 for a Community Midwifery IT Programme, providing laptops and training for 40 midwives. Thanks to you, our community midwives can now stay in touch with patients and colleagues.

## Sharing Skills Abroad

Our dedicated medical teams are not only helping women and babies at the Rosie. Thanks to your support, our Addenbrooke's Abroad scheme gives Addenbrooke's and Rosie staff the chance to share their skills and help save vulnerable new lives in poor communities around the world. In turn, the experience they gain can help improve patient care back at home too.

The Addenbrooke's Abroad team are currently supporting the National Maternity Hospital in El Salvador, working hard to advise staff in their work and help save more precious lives.

**To find out more, visit [www.addenbrookesabroad.org.uk](http://www.addenbrookesabroad.org.uk) or contact Evelyn Brealey on 01223 274878.**



Precious newborns at the El Salvador hospital