

**WE ARE
MACMILLAN.
CANCER SUPPORT**

MACMILLAN WHERE YOU LIVE

Birmingham and the Black Country • Spring 2009

Birmingham and the Black Country get active in 2009!

In 2009, we are offering a fantastic opportunity to help you in continuing your healthy lifestyle – all you need to do is dust off your running shoes and get involved as we aim to repeat the success of The Birmingham Mail 5km Fun Run for Macmillan Cancer Support. 2009's event is due to take place on Sunday 3rd May at 10am.

The Fun Run will start in Perry Park, and then take you out onto a road route before returning to Perry Park to complete a full lap in the Birmingham Alexander Stadium and cross the finishing line. You can run it, walk it or jog it, so it really is one for all the family!

Last year saw 1800 people taking part raising over £70,000 for us, and this year we would love you to join us to

help make it even bigger and better.

The Fun Run has a real whole community feel about it – everyone is welcome to have a go. So why not get your family to take part, or a group of friends or work colleagues? You could also enter as a team from your school or college, and fancy dress is always encouraged! It doesn't matter how fast or slow you are – it's all about joining in, having some fun, keeping fit and



The crowd warms up at the 2008 Birmingham Mail Fun Run for Macmillan Cancer Support



Recruiting for the 2009 Fun Run

raising some money for Macmillan in the process.

On the day, Smooth Radio will be joining us to help cheer everyone on. There will also be lots of entertainment to keep you amused, and refreshments are available to help you re-fuel in Perry Park. Prizes will be given out on the day to winners of eight different categories.

If you feel like getting active, you can register by visiting www.wetaketothestreets.org.uk or call the fundraising team on 0121 742 6393. We look forward to seeing you there!

A massive thank you from the fundraising team

We really want to say a sincere thank you to everyone who has raised money for Macmillan during 2008. We never cease to be amazed at the generosity of our supporters. Here are just a few examples of some of the ways you raised money for us over the last 12 months;

Chris Woolley rounded up three of his friends to take part in Macmillan's Longest Day Golf Challenge. The team named themselves 'The Unusual Suspects' and took to the golf course at The Shropshire Golf Centre in Telford on the 25 June 2008 to play 72 holes of golf in ONE day! They started playing at 5am and eventually finished at 9.30pm, raising an amazing £2,500 for the charity through sponsorship and arranging a charity race night and raffle.

Why not follow their lead and register to take part in the 2009 Longest Day Golf Challenge for Macmillan?

Many of our supporters saddled up in 2008 to raise money. Peter Dobson



All the team taking part in The Birmingham Irish Cycle Appeal 2008

from Dudley cycled on his own from Lands End to John O'Groats and raised £5,000. Supporter PJ McGowan and colleagues involved in the Birmingham Irish Cycle Appeal raised a staggering £17,500 for Macmillan, cycling 565 miles from Malin Head to Mizen Head in Ireland in July 2008.

Melbicks Garden and Leisure Centre in Coleshill

chose Macmillan Cancer Support as their Charity of the Year for 2008 and raised a fantastic £11,560 through fancy dress days, World's Biggest Coffee Morning and store collections. The enthusiasm

and support from all the staff at Melbicks has been fantastic.

Once again a huge thank you to each and every one of you – The Birmingham & Black Country Fundraising Teams.

We need your help!

We couldn't do what we do without our volunteers – we always need more!

Here are a few ideas of how you can help Macmillan locally as a volunteer;

- Store Collect
- Clerical Administration
- Telephone manning
- Helping at various local events – for example, we require marshals for the Birmingham Mail Fun Run in May
- Organising your own fundraising events
- Setting up your own fundraising group

We always ensure that our volunteers have all the support and training they need. We really appreciate whatever time you can give us.

To find out more about volunteering locally please contact the fundraising teams on either 0121 742 6393 or 01902 312460; we would love to hear from you.



The Unusual Suspects' Longest Day Golf Challenge Team – Chris Woolley, Adam Fall, Simon Palmer and Sann Dhir

On your marks

Now that the days are getting longer there are few excuses for not getting out in the fresh air and taking part in some of Macmillan's marvellous events. Whether it's a walk, bike ride, a run or something a little more unusual, this year we've made it even easier for you to find out more.

There's something for everyone no matter how fit you are or where you live, from moonlight walks across the Malverns or the Camel trail, cycling through Warwickshire or Dorset, to pounding the streets of Bristol or Birmingham, taking to the water in a coracle in Shropshire or even swimming from Padstow to Rock. You could even walk across England

on the 290 mile Macmillan Way!

If you have younger members of your family at school, or if you or your friends are teachers, we know that the Macmillan Big Sports Day will really grab your interest. New for 2009, it's easy to join in. You could simply hold your school sports day as usual, but ask every pupil to bring in a suggested £1



donation. How about a sponsored teachers' race? All children love to see their teacher's letting their hair down. You could make it a little more interesting and have a three-legged, fancy dress race or even an obstacle race complete with Macmillan space hoppers and sacks!

Visit www.macmillan.org.uk/Get_Involved and click on any of the event types or 'In your area' to find out more. If you'd like to register for the Big Sports Day, all the info you need is at www.macmillan.org.uk/bigsportsday or you can call 0845 601 1716.

Dive in and lend a hand

At the end of 2008, Macmillan made a splash on TV and radio, in newspapers, magazines, in your high street and online, with a campaign to raise awareness of our services and the support we offer. Many of you got involved in different ways, from putting up Macmillan posters in your local doctor's surgeries and libraries to allowing us to share your story with journalists. Huge thanks to everyone who took part in this massive joint effort, but what did we achieve?

More than 40 million people across the UK saw a Macmillan advert, and nearly 160,000 people visited our website. The campaign prompted over 7,000 people to give us a call – 69% of whom had never contacted us before. Put simply, it meant that thousands of lives were changed and many more people are now aware of the vital support we provide.

Before this campaign, we were reaching 1 in 3 people living with

cancer; we now reach 1 in 2. By the end of 2010, our ambition is to reach and improve the lives of everybody living with cancer. It's a tall order, but with your continued hard work and support we can do it!

So as 2010 approaches, how about getting more involved? You could volunteer with your local fundraising office. The opportunities are endless and don't necessarily require a long term commitment. Alternatively, why



not share your story with us, so that we can ask more journalists to write articles? This always makes a major impact on the number of people we reach and it's not as daunting as it may initially sound!

To lend a hand volunteering, call your local fundraising office, or phone Nicki in the regional communications team to tell your story on 01264 343807.

What's on

Sunday 3 May 2009

The Birmingham Mail 5km Fun Run for Macmillan Cancer Support

Run It! Walk It! Jog It! Take to the streets for Macmillan Cancer Support.

Following the success of last years fantastic event which raised tens of thousands of pounds for Macmillan and saw 1800 people taking part, we would like you to join us to make this years event even bigger and better!

To register online or download an entry form please visit www.wetaketothestreets.org.uk or www.macmillan.org.uk/birmingham or call the fundraising team on 0121 742 6393.



Cheryl Bradburne, Fundraising Manager with the team from Sadliers Coffee Lounge in Tettenhall Village taking part in WBCM

Sunday 10 May 2009
Knowle Fun Run

Knowle and Dorridge Lions have chosen Macmillan as one of the charities to benefit from their 26th Annual Fun Run. This 8km Fun Run

gets bigger every year. In 2008 it raised over £40,000 for charity. There are trophies and prizes to be won for all ages and teams. Visit the website at www.knowlefunrun.org.uk for more details and to enter online.

Thursday 14 May 2009
Sutton Coldfield Rotary Golf Day for Macmillan

Sutton Coldfield Golf Club

Enter a team of 4 for £275 per team. This includes 18 holes of golf starting at lunchtime, refreshments and dinner to follow. This is a great opportunity to network and help raise money for Macmillan.

To enter a team or find out more information, please contact Zoe from Sutton Coldfield Rotary direct on 0121 353 6292.

Friday 25 September 2009
World Biggest Coffee Morning

Create a huge stir and join or host a coffee morning to help people affected by cancer. To register to host a coffee morning call the hotline on 0845 602 1246 or log onto www.macmillan.org.uk/coffee.

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Entrants get ready to start the 2008 Fun Run

Macmillan Cancer Support, Birmingham Fundraising Office, 2nd Floor, Delta View, Coventry Road, Sheldon, Birmingham, B26 3PG Tel 0121 742 6393 Fax 0121 722 2016 www.macmillan.org.uk/birmingham

Macmillan Cancer Support, Black Country Fundraising Office, Fire Safety Centre, Retreat Street, Wolverhampton, West Midlands, WV3 0RG Tel 01902 312460 Fax 01902 312357 www.macmillan.org.uk/blackcountry

Macmillan CancerLine 0808 808 2020

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