



Raisa Gorbachev Foundation
Combating Childhood Cancer

impactreport

2010



This report provides an insight into the achievements of the Foundation since its formation in 2006. The Foundation remains committed to raising funds to help children suffering from cancer. With our supporters we will continue to ensure that every pound, dollar, rouble or euro makes a significant difference.

Here we set out our aims for 2010 and beyond. It is against these aims that our performance and impact will be measured.

Mission statement

Combatting Childhood Cancer

The Foundation is committed to the control and elimination of childhood cancer. Through investment in detection, treatment, control and welfare we aim to transform the young lives of those afflicted with cancer.

Transforming the lives of children with cancer is at the heart of everything we do. We want to remove financial, national and political barriers to access to treatment, both life-saving and life-enhancing, for those lives touched by this disease.

Raisa Gorbachev's dream was to pave a way towards the eradication of childhood cancer. The Foundation is committed to her vision. Following Raisa's death from Leukaemia, President Mikhail Gorbachev and Evgeny Lebedev set up the Foundation in Raisa's name.



"It fills me with great pride that we have raised money to provide essential medical help, supplies and equipment and that we have brought hope to so many. It is clear to see that what we do really does have a positive impact. We will continue to take action to meet the identified needs in this critical area. We have challenging goals which will build on the work of the past four years. Heart-felt thanks to you, our supporters, who have helped to raise a staggering £5.4m so far."

Evgeny Lebedev, Chairman



"Cancer is a disease which knows no boundaries or whom it chooses to infect. It seems particularly cruel when it attacks children, destroying their health and endangering their lives."

Mikhail Gorbachev, Patron

"We can now treat about 300 children a year. Without the Raisa Gorbachev Foundation, the necessary treatment would not be available to the patients."

Dr Natalia Zubarovskaya, Raisa Gorbachev Institute, St Petersburg

The story so far

Supporting those who make a difference in the lives of young cancer patients is the core of our work and purpose. We have invested on both an institutional and an individual level. We have awarded grants totalling £4.62 million since 2006.

This support has furnished hospitals with life-saving equipment. Quantitative measures do not always adequately demonstrate the impact that the Foundation has made. The lives of hundreds of young patients have been changed by the Foundation's contribution. With the support of the Foundation, doctors have access to cancer treatments and modern diagnostic equipment otherwise unavailable to them.

We have provided support to multi-disciplinary teams who deliver comprehensive care and specialise in the control, detection and treatment of cancer, both in Britain and Russia. All of the institutions we support provide treatment and care free of charge.

The Foundation has focussed its support on medical centres of excellence where clinical and academic services are closely linked, and also on the leading UK provider in palliative care.

"Step by step results are improving... in the level of care, quality of life and positive outcome of treatment. The role played by the Raisa Gorbachev Foundation is beyond measure."

Dr George Mentkevich
Director of Blokhin Centre for Paediatric Oncology, Moscow

Centres of excellence in the treatment of cancer and palliative care



Raisa Gorbachev Institute (St Petersburg)

Opened in 2007 (pictured above), a pioneer in the treatment of children suffering from Leukaemia and other serious life-threatening diseases.

Marie Curie Cancer Care (UK)

One of the UK's largest charities and our charity partner in Britain. The foremost provider of high quality care to those suffering from terminal cancer in the UK.

Blokhin Centre for Paediatric Oncology (Moscow)

Affiliated to the Russian Academy of Medical Science, a national centre treating children from all over Russia suffering from complex strains of cancer.

Supporting Cancer Treatment Centres

Since 2006 the Foundation's priority has been the providing and improving of essential facilities, infrastructure and equipment for the treatment of children with life-threatening conditions. The Foundation has been instrumental in furnishing Russia's first dedicated unit with equipment, beds and other resources. Further grants have enabled new screening technology to be purchased, giving doctors the ability to analyse, diagnose and treat patients with accuracy formerly unavailable at the centres.



Top and bottom left: Raisa Gorbachev Institute, St Petersburg.
Middle and bottom right: Marie Curie Cancer Care Patient Rooms.

"This equipment provided by the Raisa Gorbachev Foundation will be appreciated every hour of every day for a long time into the future."

Dr George Mentkevich, Director of the Blokhin Centre for Paediatric Oncology

Computer Tomography, Blokhin Centre for Paediatric Oncology, Moscow

(Grant £1.156 million)

Philips CT Scanner allows doctors to diagnose the spread of tumours without exposing the patients to further over-invasive and radioactive interventions.

Marie Curie Cancer Care Patient Rooms in the Glasgow, Hampstead and Solihull Hospices

(Grants totalling £690,000)

These warm, welcoming spaces are used by both hospice counsellors and by patients, their families and children. Bereavement counsellors spend time here with young people being cared for at the hospice and with well children during the process of a loved one's terminal illness.

Treatment equipment, Raisa Gorbachev Institute, St Petersburg

(Grants totalling £1.37 million)

The Foundation has awarded grants towards the purchase of equipment, including:

- > Macogenic equipment to treat graft-versus-host disease, a complication in certain types of bone marrow and stem-cell transplantation where cells from a transplant can attack the patient's own healthy body cells
- > LabScan equipment provides tissue-type matching for transplant purposes. This is the first step allowing the Institute to create a bone marrow donor registry

Ultrasound Diagnostics, Blokhin Centre for Paediatric Oncology, Moscow

(Grant £698,000)

Revolutionising the doctors' capability and capacity in the diagnosis and assessment of tumours. These ultrasound imaging systems provide excellent image quality and unparalleled accuracy in the measurement of each cancer.

Marie Curie Cancer Care – Child Bereavement Counselling

(Grant £75,000)

Few life events have greater impact on a child than the death of someone he or she loves. Children can cope with their grief much more effectively if they are helped to understand what has happened to their loved one, why it has happened and what it means for the future. Marie Curie Children and Young Person Support Workers use a range of techniques to encourage open communication in the family and help children understand what they are feeling. This is crucial to help guide them through the traumatic but necessary process of grieving.

"Thanks to the Foundation, we have high quality equipment allowing us to treat more patients more effectively."

Professor Boris Afanasyev
Director of the Raisa Gorbachev Institute

"Saida is aware that she is being treated with a very expensive drug, and she asked us to pass on her thanks to you for giving her a chance at life."

Galina Chalikova, Director of Grant Life Foundation, Moscow

Supporting individuals and families

Removing the financial barriers to treatment for young patients has meant that children have had direct access to life-saving treatment otherwise unavailable to them. The Foundation has financed projects including the search for bone marrow donors, the purchase of specific pharmaceuticals as well as supporting the welfare of impoverished parents who are faced with the terrifying battle ahead when a child is diagnosed with cancer.

In Russia especially, the financial challenge can be enormous, not to mention the emotional and physical battle. The Foundation has supported Marie Curie, providing funding for young patients to spend their last days either at home surrounded by family and friends or in hospices with 24 hour medical and emotional care.



Saida, above, one young patient the Foundation has helped

(Grant £34,265)

"Saida was given the chance to get well, find hope and believe in miracles. Seventeen-year-old Saida, has been suffering from acute lymphoblastic leukaemia for two years. Saida is now in remission after treatment with Erwinase®, a drug which is produced in the UK. Saida's case is very rare and alternative treatment was not available in Russia. The Foundation made a grant of £34,265 for the full six month course of the drug.

Saida is still in hospital dreaming of going back home and opening a charity fund in Dagestan to support sick children. She is aware that she is being treated with a very expensive drug, and she asked us to pass on her thanks to you for giving her a chance at life."

Galina Chalikova,
Director of Grant Life Foundation, Moscow

Influencing change



Marie Curie Cancer Care

(Grants £698,000)

Grants totalling £698,000 have gone to Marie Curie to be spent on nursing care at home and in hospices for 16-25 year olds. This ensures young people can spend their last days in the place of their choice. Home nursing care allows young patients to spend their last days at home surrounded by family and friends and Marie Curie hospices provide around the clock medical care in a relaxed, caring environment.



There is a history of under-financing of medical projects in Russia. The Foundation has taken a lead by identifying and targeting change and investing in the future. The high profile of the Foundation increases public knowledge about the care of young people diagnosed with cancer.

The Foundation will continue to influence and exert pressure on key players who can make a difference.



"Today the State budgets are starting to include the provision of high-end diagnostic and treatment equipment and facilities."

Professor Boris Afanasiev, Raisa Gorbachev Institute, St Petersburg

The future: Strategy and priorities

We are driven by the desire to improve the lives of children suffering from cancer. We aim to set in motion a series of initiatives to increase our fundraising and to ensure the money raised is used effectively. Support will be given to those who diagnose and treat children, and we will extend our activities to investing in those cases where treatment options have been exhausted.

The development of an international clinical advisory group will guide the Foundation's strategy and grant-awarding priorities. The Foundation will respond with flexibility to the needs of children suffering from cancer.

Grant-awarding

We will review and refine the policy of the distribution of funds, establishing new criteria to the awarding process. On this basis, the priorities for 2010 will be:

- > **Cancer treatment centres:** the completion of institutional grants providing essential equipment or specialist facilities to clinics that will make a real difference
- > **Welfare and Treatment:** to increase the number of children and families that have access to life-saving treatment
- > **Research and Development:** to invest in targeted research and training in the fields of diagnosis and treatment of cancer
- > **Beyond treatment:** to support and develop paediatric palliative care and awareness in Russia and UK

Partnerships

We will strengthen our existing relationships and investigate the need to engage with new partners in order to deliver programmes that improve the lives of children and their families. We will open dialogue with service providers to avoid duplication and work closely together to ensure effective and efficient use of time, energy and available resources.

Partner selection and review will concentrate on ensuring our partners have clear transparency, audit trail and reporting policies. We will select organisations that have the capacity to deliver the desired outcomes and provide value for money.





Fundraising

We will continue to raise money through donations, fundraising events, celebrity support, corporate support, auctions and partnership. Our goal for 2010 is to exceed the funds raised in 2009.

Aims

- > Raise sustainable income to fund programme growth for the Foundation
- > Test and identify new fundraising approaches to deliver a profitable and sustainable stream of funds

Looking ahead

- > 5th Annual Fundraising Gala on 5th June 2010
- > Capacity fundraising in collaboration with Trusts and Foundations
- > Increase income from major gift benefactors
- > Identify ways ahead to a targeted fundraising campaign

Communications

PR and marketing material will reflect the Foundation's new distribution and fundraising approaches. We will increase the visibility of our work and activities in both Russia and the UK.

We commit to deliver a cohesive and effective stakeholder engagement strategy to ensure our supporters have timely information on how your help makes a difference in the lives of children with cancer.

The communications approach will include:

- > Overhaul of content and design of website
- > Two newsletters a year
- > Update website continually
- > Arrange visits for supporters and benefactors to see the impact of donations

Thank you to the following sponsors who have generously supported the 2009 Foundation Gala:

Arsenal	Four Seasons Hotel	Polo Ralph Lauren
Abercrombie & Kent	Le Caprice	Quantum of Solace
Audi	Longleat	The Roald Dahl Museum and Story Centre
Beluga	Loree Rodkin	Rob Van Helden Floral Design Ltd
Beyond Black	Louis Vuitton	Scouts
Donmar	Metro Drinks	Serpentine Gallery
London Evening Standard	Monate Game Lodge	Soneva Kiri
Fiat	Moussaieff	Vamizi Island, Mozambique
Grand-Hôtel du Cap-Ferrat	The Old Vic	Working Title
Graff Diamonds Ltd	Olympus	Urban Caprice
Halston	PepsiCo	

We are especially grateful to Baroness Thatcher, Hugh Grant, Madonna, Viscountess Rothermere and David Hockney for their support with the committee and to Thomas Hughes-Hallett and the remarkable team at Marie Curie.

Finally, we would like to express our heartfelt thanks to all those who have supported the Foundation thus far.

A glance at Galas past





Raisa Gorbachev Foundation
Combatting Childhood Cancer

The diagnosis of cancer is the start of a painful journey for everyone affected. The news is devastating. Twenty years ago it was akin to a death sentence. Now the survival rates offer real hope. Financial barriers should not decide the fate of a child with cancer. The Raisa Gorbachev Foundation will redouble its efforts to make a difference. This is where your contribution has already had, and will continue to have, an impact and will touch the lives of children, parents, grandparents, doctors and beyond.

The Foundation's accounts can be found on our website.

www.raisafund.org.uk

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