



Star Throwers

Holistic Cancer Support Charity



Strategic Plan 2020 - 2021

Welcome

I am delighted on behalf of Star Throwers to welcome you to share our vision, our strategy and our current focus. I hope when you have read this information leaflet you will have gained a better understanding of our passion to ensure Star Throwers is in the best place to serve our patients and their carers now and in the future.

Understanding cancer patients physical and mental needs is vital to our success. I know from personal experience how scary it is to be told for the first time that you have cancer. For many of us it feels like we are rabbits caught in the headlights not knowing what is happening or which way to run. Here at Star Throwers we seek to ensure patients and their carers do not face the challenges alone.

Through adoption of our vision and strategy we are guided in our direction and decision making and held accountable in our relationships, in our work, and in our impact on patients and their carers. The strategic framework captures who we are today and drives us towards a collective aspiration. It allows us to build on the strengths of our current work whilst continuing to look for ways to be more effective and ensure we are fit for purpose in everything we do.

Demands for our services are increasing year on year. We want to

ensure that we are in a great place to meet demand by having dedicated, skilled staff and volunteers, enabled to give the best possible service to our patients and their carers. We are determined to ensure that we optimise the return for every penny of the vital donations and grants made to our charity.

We recognise the importance of looking outwards and we shall continue to reach out to other organisations to share synergies, experiences and great practices. Similarly, we will look for ways to maintain and increase engagement with our community.

None of this is possible without the continued commitment, passion and dedication that our staff, volunteers and fundraisers bring to Star Throwers. We should all take great pride in our individual and collective contribution because only by working together do we make the Star Throwers story live and grow.

As we step into a new era, we are proud to carry forward Dr Henry Mannings' legacy. We look forward to working with each and every one of you to ensure the continued compassion for our patients and their carers and a truly successful future for Star Throwers.

A sincere thank you for your unswerving support.

Sandra Betts
Chair of Star Throwers Trustees

Staff & Trustees

Chair of Trustees

Sandra Betts

Board of Trustees

Joan Welsby

Robin Upfold

Thomas Grant-Jones

Lead Clinician/Co-ordinator

Tina Hales

Cancer Information Nurse

Vacant

Operations & Fundraising Manager

Victoria Pigg

Community Fundraiser

Katherine Walker

Administrator

Vacant x 2

Finance Manager

Bethanie Collins

Shop Manager (Wymondham & Attleborough)

Helen Cozens

Assistant Shop Manager (Wymondham)

Sasha Webb

Assistant Shop Manager (Wymondham)

Kerri Aldous

Assistant Shop Manager (Attleborough)

Shannon Harman



About Us

Star Throwers is a cancer support charity in Norfolk dedicated to supporting people with cancer and their carers, from diagnosis through to life after cancer.

The Star Throwers Centre was opened in 2009 and has supported over 2,500 people affected by cancer, with:



Cancer Information and Help with Understanding Treatment Options



Complementary Therapies, Nutrition Advice, Counselling and Group Workshops



Lymphoedema Prevention, Treatment and Support

We support people with many types of cancer by providing evidence-based information about their diagnosis and treatment options.

Our wellbeing service aims to help patients and carers cope with the effects of their cancer and cancer treatments.

All of the support Star Throwers offers is completely free of charge, thanks to our amazing donors and supporters.

The Star Throwers Story

After a heavy storm, a boy walked along the beach throwing the stranded starfish back into the sea.

A man watching shouted, "There are too many of them - it won't make any difference."

As the boy threw another starfish back into the sea, he smiled and replied, "It made a difference to that one!"



“ I got so much out of my appointment with the Nurse. She explained really well so many things to me. Her manner was so kind, caring and informative. I now feel so positive about my future and the life I can still lead. Claire, July 2019.

”

Our Vision

To provide an individually focused support service for cancer patients and their carers.

Our Mission

We will work together to put the needs of cancer patients and their carers at the centre of everything we do.



“
I wish I'd contacted Star Throwers years ago. Although I feel I have coped quite well with my years of cancer, I can see how beneficial the support of Star Throwers could be.
Roz, Dec 2019

”

Our Values

We treat people with respect and dignity

We will aim to put the needs of each individual at the heart of everything we do and work in a professional manner at all times.

We enhance the lives of people affected by cancer

Using our cancer specialism to enable cancer patients to become better informed about their diagnosis and treatment options and improve the well-being of them and their carers.

We are collaborative and inclusive

We will aim to achieve more by working together collaboratively to ensure that everyone feels respected, valued and supported.

We have integrity and trust

We will maintain high levels of confidentiality to protect our service users, volunteers and supporters. We will be transparent and honest in all aspects of our work.

We strive for excellence

We will strive to produce support and information of the highest evidence-based quality, continuously improving and reviewing everything we do.

Our Progress

Over the past 18 months Star Throwers has experienced significant change, we have been working towards:

1. Developing a sustainable organisation, by:

- Recruiting a new Board of Trustees, who have refreshed and reviewed the Mission, Vision and strategic direction of the charity.
- Rebranding and refreshing the charity logo and image to appeal to a wider audience.
- Launching a new website with clear information about our services, fundraising opportunities and events.
- Investing in new IT software and equipment to safeguard our service user and supporter information.
- Reviewing our current structure, policies & procedures & making improvements to meet the needs of the charity.
- Developing fundraising initiatives and events to stabilise fluctuations in monthly income.
- Establishing regular volunteer 'thank you' events and feedback opportunities to ensure our volunteers feel more valued
- Developing our relationships with supporters, local community and corporates.

2. Continuing and maximising our services, by:

- Employing an additional Nurse to increase the capacity of our information service.
- Advertising for additional Complementary Therapists to meet the needs of our service users.
- Securing funding to train additional Therapists to support our lymphoedema service.
- Investigating ways to maintain and improve our buildings and contents and a redecoration/refresh of the centre.
- Measuring feedback from our service users.

3. Reaching out to new service users and supporters, by:

- Increasing our range of support services, including: Forrest Yoga, Zhineng Qigong and Nutritional one-to-one sessions.
- Linking up with new support groups, including: Flat Friends and Mesothelioma Support Group.
- Increasing awareness of our services through local press, fundraising, awareness events, corporate partnerships and advertising.
- Growing relationships with local GP surgeries, hospital and NHS contacts such as the Lymphoedema Clinic at Bowthorpe.

Our Demand

One in two people will be diagnosed with some form of cancer in their lifetime and whilst the survival rates have doubled in the past 40 years the anxiety and worry linked to a cancer diagnosis can be long lasting for all involved.



Cancer Information and Help with Understanding Treatment Options

The Need:

- **27%** of cancer patients do not completely understand the explanation given of their cancer.
- Only **27%** of cancer patients feel they had their treatment options completely explained to them.
- **23%** feel they were not involved as much as they wanted to be in decisions about their care and treatment. *

We Offer:

Cancer information sessions with our Nurse to support people to take control of their cancer journey. We can help patients become well informed about their cancer diagnosis and treatment options.

* National Cancer Patient Experience Survey 2016



Complementary Therapies, Nutrition Advice, Counselling and Group Workshops

The Need:

Around **40%** of people in the UK seek out complementary therapies or integrative therapies after receiving a cancer diagnosis.

We Offer:

A range of free complementary and supportive services to cancer patients and their carers throughout a cancer diagnosis and beyond.



Lymphoedema Prevention, Management and Support

The Need:

Lymphoedema is diagnosed in approximately 10-20% of cancer patients. It is a non-curable condition but can be managed with early diagnosis and ongoing support and therapy.

We Offer:

Information, support and management therapies for people who have been diagnosed with or who have cancer-related lymphoedema.

Our Impact

In 2019 we provided 1,590 individual and group support session to 264 cancer patients and carers. This number does not include the number of people who visit our centre for an informal chat and hot cuppa, often enjoyed by our roaring open fire in the Winter or in the beautiful gardens in the Summer months.

We are able to deliver this level of individual support due to the dedication of our small staff team and support of our wonderful volunteers, who donate thousands of hours of their time to supporting our centre, therapies, shops and fundraising events.



In 2019 we held 420 cancer information sessions for those affected by cancer.



Our Nurse held 60 appointments for cancer-related Lymphoedema.



Our therapists gave 951 free complementary therapy treatments to cancer patients and their carers.



We provided 20 nutrition talks and 43 one-to-one nutrition information sessions for those affected by cancer.

We held 96 group therapies and workshops for cancer patients and their carers.

Our Volunteers

Star Throwers owes its success largely to the ongoing support of our amazing volunteers. Our volunteers donate over 5,000 hours of their time every year to support our centre, therapies, shops, events, fundraising and governance.

Our centre volunteers provide administrative and emotional support to ensure that the Star Throwers Centre remains a positive and supportive 'haven' for cancer patients and their carers.



“Tuesday mornings at Star Throwers are always special for us meeting people to share a little time with them and hopefully seeing them leave uplifted after their visit here.”

Carol & Mary, Centre Volunteers.

Our volunteer therapists provide free complementary therapies for cancer patients, their families and carers at the Star Throwers Cancer Support Centre.



“I feel honoured and privileged to offer my complementary therapies to patients and their loved ones at Star Throwers. It is wonderful to put something back into the community, making friends of like minds along the way is to be cherished.”

Shelly, Volunteer Therapist.



Our shop volunteers help support the running of our Wymondham and Attleborough charity shops, which raise funds to support the Star Throwers centre.



“Star Throwers is a wonderful support for those feeling the anxiety and complications of learning how best they can support themselves and continue to live life to the full. Cancer has been part of my family now for some years and is becoming more prevalent. I love working in the shop and I appreciate all the lovely people who come into the shop - it's lovely to be part of the team.”

Susan, Shop Volunteer.

Our community volunteers give their time to support Star Throwers events, raising vital funds and raising awareness of the services we provide to those people affected by cancer locally.



“I love helping out at Star Throwers events and going along to events to represent the charity. It is great to be able to raise money and tell even more people about the fantastic work they do in helping people with cancer.”

Karen, Community Volunteer.

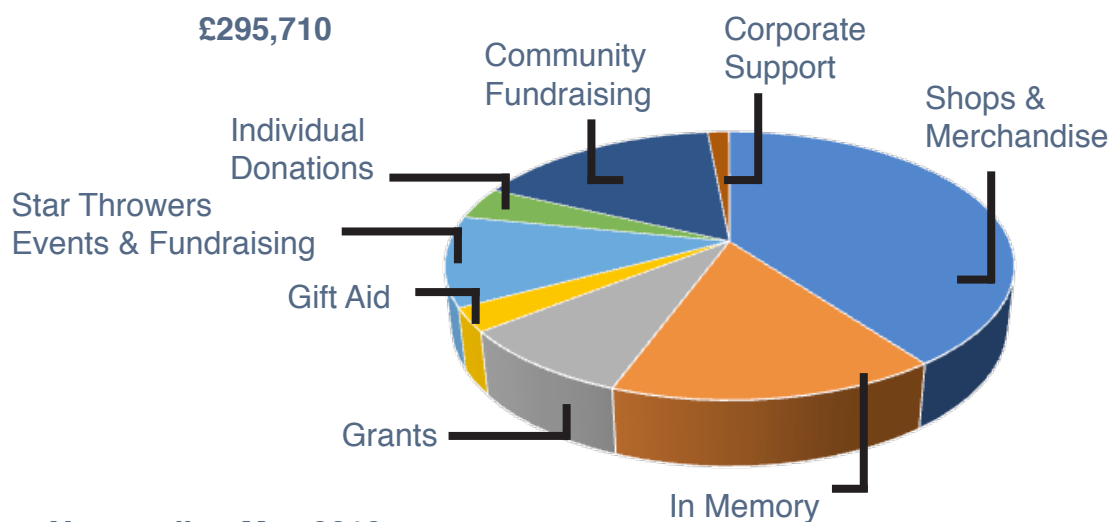
In 2019 we held two ‘Thank You’ events, during ‘Volunteers’ Week’ we held an afternoon tea in the Star Throwers gardens and in December we got together to enjoy a Christmas meal at the Green Dragon Pub. Thank you to all our volunteers past and present for continuing to support Star Throwers.

Our Income & Expenditure

The following pages are a summary of our income and expenditure - showing how we use our resources to run the Star Throwers Centre and support hundreds of local people every year affected by cancer. Our income continues to increase annually and we are incredibly grateful for our many fundraisers and supporters for helping us to support more people affected by cancer.

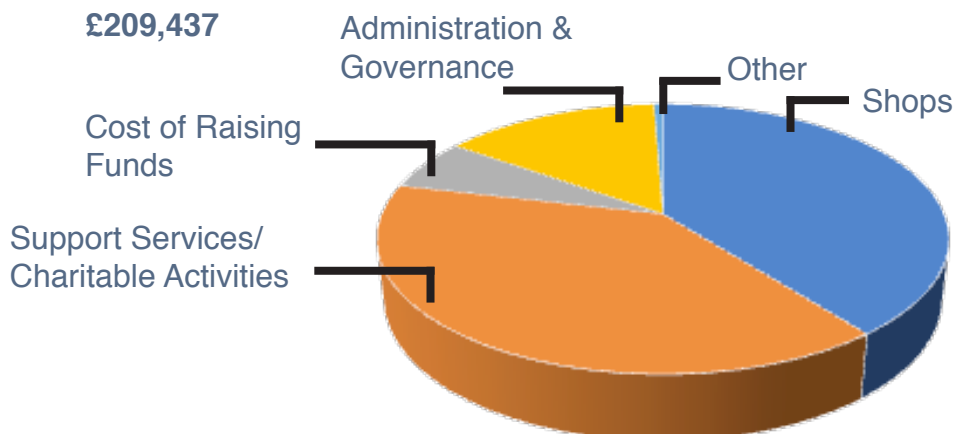
Summary of Income - Year ending May 2019

Shops & Merchandise	£117,931
Community Fundraising	£48,906
In Memory	£46,548
Star Throwers Events & Fundraising	£32,164
Grants	£25,887
Individual Donations	£11,540
Gift Aid	£8,361
Corporate Support	£4,277
Other	£96
Total Income	£295,710



Summary of Expenditure - Year ending May 2019

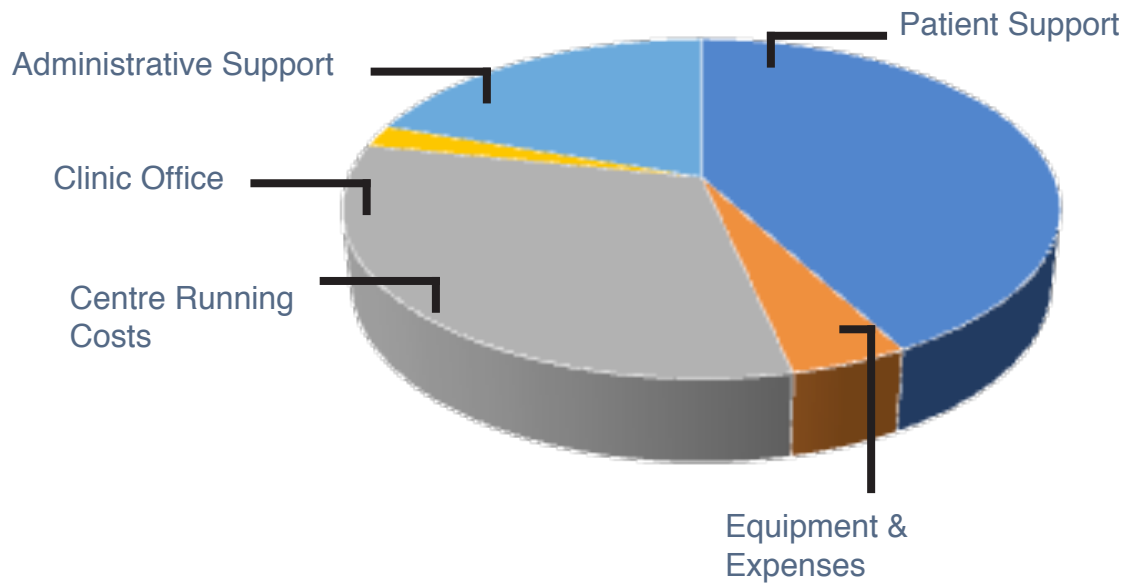
Support Services/ Charitable Activities	£82,480
Shops	£82,167
Administration & Governance	£30,560
Cost of Raising Funds	£12,948
Other	£1,282
Total Expenditure	£209,437



Summary of Charitable Expenditure

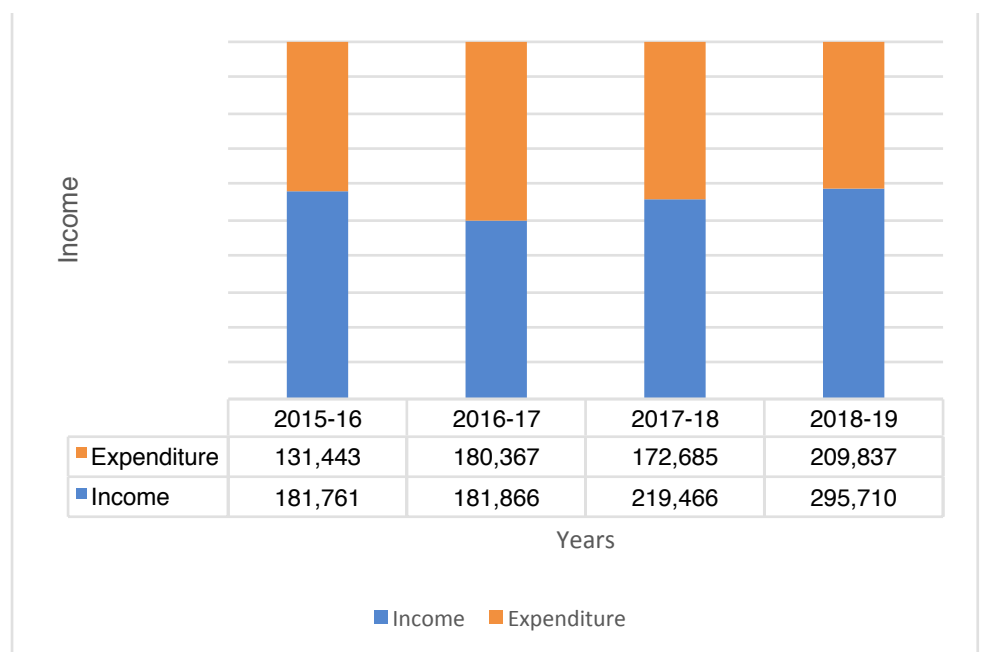
Year ending May 2019

Patient Support	£35,629
Centre Running Costs	£26,751
Administrative Support	£16,695
Equipment & Expenses	£3,805
Clinic Office	£1,763
Total Expenditure	£84,643



Income & Expenditure - 2015 -2019

Year	2015-16	2016-17	2017-18	2018-19
Income	£181,761	£181,866	£219,466	£295,710
Expenditure	£131,443	£180,367	£172,685	£209,837



Our 2020 Priorities

Star Throwers has achieved much as a cancer support charity over the past ten years, but we recognise now is the time to concentrate on the sustainability of the charity in order to grow our support services further. We have developed some key objectives to help us achieve this vision and have set specific actions for 2020.



1. We will strengthen our current processes and improve the sustainability of the charity.

2020 Actions:

- » Consider the current risks of the charity by creating a Risk Register and Asset Register and propose ongoing review.
- » Stabilise the fluctuations in monthly income by increasing Star Throwers own fundraising/events, corporate support and collection tins.
- » Improve value for money commitments and scope savings by budgeting effectively and reviewing contractual commitments.
- » Review and update our statutory compliance policies to safeguard the charity, service users, supporters, staff and volunteers.
- » Staff and volunteer structure to be reviewed and strengthened with continual self-appraisal initiated.
- » Ensure all volunteers feel valued and supported through improved induction, training, feedback process and recognition.
- » Invest in technology to support the charity's operations and service delivery.

2. We will maximise and increase the capacity of our current services and staff and volunteer skills.

2020 Actions:

- » Increase the capacity of our cancer information service by employing an additional Cancer Information Nurse.
- » Maximise the capacity of our complementary therapies by recruiting more therapists.
- » Expand our lymphoedema service by training additional therapist(s) to deliver information and support.
- » Maintain and improve our buildings and equipment to provide the best possible experience for our service users.
- » Improve our processes for measuring impact by implementing online, offline and face-to-face feedback options.



3. We will raise greater awareness of our services to users and supporters.

2020 Actions:

- » Increase our support services to appeal to a wider demographic by researching the 'need' for men's support groups.
- » Scope the provision for 'Family Therapy' available to support the families and children of those affected by cancer.
- » Establish an annual awareness/fundraising day accessible for all to take part in.
- » Increase our geographical awareness in Attleborough through local press, businesses and contacts.
- » Increase our presence and awareness in local GP surgeries and hospital contacts.
- » Draw up proposals for 'outreach' services in the community.

Support Us

Donate or Fundraise

Star Throwers does not receive any Government funding therefore we rely on the support of individuals, community groups and businesses supporting our work through individual donations, fundraising or event sponsorship. We will invite you along to one of our 'Supporter Open Mornings' where you can meet the team, learn more about where your money goes and have a tour of the centre.



“ We are delighted to support Star Throwers for the wide-ranging and comprehensive help and support they offer to cancer patients, survivors and their relatives. We went to visit them and saw first-hand the good work they do; we all have those close to us who have suffered with cancer and the personal stories of those we met at Star Throwers resonated deeply with us all. ”

**Scott Turner, General Manager,
Kerry Foods Ltd.**

Become a 'Friend of Star Throwers'

Sign up to make a regular donation to Star Throwers and you will automatically become a 'Friend of Star Throwers' receiving special rewards such as money off our merchandise and a special supporter newsletter.



Volunteer

We are always looking for people to join our team and help out at our centre, shops, or at events. Volunteering is hugely rewarding to know that you are giving something back locally.



Leave a Legacy

Remembering Star Throwers in your Will is a way to make a lasting difference to the lives of people affected by cancer.



Take on a challenge

Why not take part in our annual Skydive Day or sign up to take one of our spaces in the Royal Parks Half Marathon or take part in your own challenge.



Get your company involved

Could your company support Star Throwers through fundraising events, sponsorship, displaying a collection tin or sponsoring an event?



“Morgan Price International Healthcare Limited are incredibly proud to support Star Throwers. The dedication of Star Throwers can be seen through their support to patients and carers, and the fantastic fundraising events that are arranged.”

Jon Carpenter, Managing Director, Morgan Price International.

Spread the word!

The most important thing you could do for Star Throwers is to tell people we exist and the important services we provide to people at all stages of a cancer diagnosis. Follow us on facebook, twitter and instagram to see all our latest news, service updates and events and help spread awareness of Star Throwers.



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