



Press Release

RUH charity launches 'Special Appeals' to mark Anniversaries

As the NHS celebrates its 70th birthday, The Forever Friends Appeal at the Royal United Hospitals, (RUH) Bath is also marking its twentieth year of fundraising by launching a number of 'Special Anniversary Appeals', inviting public support for the NHS at this special time.

The hospital charity helps fund major projects to make a real difference to patients and their families being cared for by the RUH – going above and beyond what the NHS can provide. Since 1999, well over £20 million has been raised for the hospital.

The Special Appeals launch comes in the week that staff at the RUH celebrate the 70th anniversary of the NHS - the perfect opportunity to celebrate the nation's most loved institutions, appreciate the vital role the service plays in our lives, recognise and thank the extraordinary NHS staff – the everyday heroes – and highlight how the public can show their support for their local hospital.

The Special Appeals aim to raise significant funds to help further improve some more specialist but important services at the hospital, which are:

- **Facial Surgery and Orthodontics Unit** – £200,000+ required to see it become a 'Centre of Excellence' for conditions of the head and neck including cancer
- **Critical Care Unit** – £150,000 towards the upgrading of the Critical Care Unit, with support directed towards its new Patient Service's systems that will transform and enhance patient care
- **The Breast Unit** - £450,000 to redevelop and enable expansion of the work of the Unit
- **The Friendly Faces Project** – £30,000 to complete the funding for a 3-year pilot project supporting patients living with dementia and to ensure its work reaches all wards and departments in the RUH.

Tim Hobbs, Head of Fundraising, The Forever Friends Appeal said:

"First of all, I would like to personally thank our donors, supporters and volunteers who have supported us over the last 20 years – we could not have done it without you. With everyone's support, we have been able to provide the RUH with valued, life-enhancing equipment and facilities for the benefit of our patients.

"Earlier this year we announced that the minimum £8.5 million fundraising target for the Cancer Centre had been reached – and we are continuing this campaign to ensure that the quality and facilities of the new Cancer Centre are as good as they can possibly be. We are also well on the way towards achieving the £2million needed for the new Therapies Centre at the RUH.

"We also still need to raise money to help with some of the hospital's other specialist but urgent needs so we're encouraging people to get behind, especially if they or their family have been treated in one of the departments, and support our Special Appeals – whether that's taking part in one of our special

fundraising events and pledging their sponsorship, making an online donation, fundraising at your place of work – there are plenty of ways people can help support us, just visit our website.”

Throughout 2018, leading up to the Appeal’s official twentieth birthday on 29 June 2019, the fundraising team are planning to celebrate what has been achieved, thank donors, supporters and volunteers whilst promoting both the Special Appeals and its current major campaigns to encourage people to support. With the anniversary to mark and developments with key projects such as the opening of the new RNHRD & Therapies Centre, the summer of 2019 should be a busy period.

James Scott, Chief Executive, RUH said:

“On behalf of the hospital, I’d like to say a huge thank you to everyone – whether you’ve seen one of our collection buckets and made a donation, visited the hospital to find out how you can support or given up your free time – your support is valued and very much appreciated.

“We are incredibly proud of the work by The Forever Friends Appeal and what has been achieved during the past 20 years and I hope through our Special Appeals and our future major campaigns, we can continue to make a real difference to these truly deserving areas within the hospital and the patients staff care for. Thank you for your support.”

For information on the Special Appeals and how you can show your support please visit: www.foreverfriendsappeal.co.uk.

Ends

For more information contact Rebecca Hedges, Marketing and Communications Officer on 01225 826282 or email: Rebecca.hedges@nhs.net

Notes to Editor:

N.B. please see attached for the project sheets detailing each Special Appeal

About The Forever Friends Appeal

- The Forever Friends Appeal is the principal fundraising charity for the Royal United Hospitals, Bath. As well as fundraising for major campaigns, we raise funds for the hospital’s wards and departments to pay for state-of-the-art medical equipment and facilities, research and innovations, staff training and the creation of welcoming and highly beneficial healing environments for our patients and their families. Each year we invest in projects that go above and beyond what the NHS can provide. For more information about the Appeal visit: www.foreverfriendsappeal.co.uk

Branding for The Forever Friends Appeal 20th Anniversary

All stories / associated developments on the Appeal and our Special Appeals will be linked to the following brand

