



Summer/autumn 2013

Corporate Partnerships newsletter

Hospital news

Climbing Everest for Xtreme science



Twelve children from across the UK, including Jack, a Great Ormond Street Hospital patient, recently took part in the Xtreme Everest expedition, which aimed to help clinicians better understand how to treat critically ill children

The group trekked from Lukla to Namche Bazaar in Nepal, where they underwent a range of rigorous tests at an altitude of 3,500 metres. The children, aged eight to 16, had previously been assessed at the London Clinic to gather baseline data on their normal physiology.

Dr Mark Peters, Intensive Care Consultant at Great Ormond Street Hospital (GOSH), led the children's expedition and explained what they hoped to achieve: "The testing we are doing is a world-first, because at high altitude we can isolate the effect of low oxygen on otherwise healthy children. We want to describe the physiology of kids who do well at low oxygen levels, to then apply that knowledge to treat patients in intensive care."

One of the children taking part was nine-year-old Jack, a former patient at GOSH. His father, Dr Lee Elliot Major, accompanied him. Lee explains why they got involved: "There is a personal connection for us. Ten years ago, Jack was born with a condition that blocked his bowel. Thanks to the doctors at GOSH he had a successful operation, lived to tell the tale, and is now a healthy young boy. Since then I have kept in touch with the hospital and serve on the research advisory panel representing parents and past patients."

"This was a once-in-a-lifetime trip – getting to see the world's highest mountain, but also contributing to a really exciting medical study that has the potential to help other children in intensive care at GOSH and other hospitals. And it was the first time Jack and I had travelled together alone."

However, the trip wasn't all plain sailing: "I did find myself slightly out of breath as we reached the highest points of our trek. Life becomes very basic – no heating, no clean water, no electricity – so after eight days I was ready for a proper hotel room and shower! Jack was sick at the highest altitudes, but seemed absolutely fine when he wasn't vomiting. At times I was concerned that he may get weak, and it was a long walk back at that point! But he didn't complain once."

Dr Peters explains the questions they hope the trip will answer: "Research with these children will address questions like: is oxygen extracted more efficiently at altitude by the muscles? Does the muscle 'learn' and alter molecular pathways to become more efficient? We know that tissue dies when it doesn't get enough oxygen, but we also know that too much oxygen can be damaging, so we hope our findings will help us to optimise the delivery of oxygen to patients in a critical condition."

Lee expands on this: "Jack had to undergo three hours of various tests – checking heart rate, blood flow and various other things. All are needed for the medical study to find out how children adapt to low levels of oxygen, which may give some clues on how to better manage the use of oxygen in intensive care units for critically ill children."

On their return, Lee added: "We had an amazing time – Jack turned around to me one morning and said, 'Dad, this is not so much a holiday as an adventure,' and that sums it up. It will stay in our memories for the rest of our lives."

Whitbread Hotels and Restaurants pledges £7.5 million to Great Ormond Street Hospital Children's Charity

Premier Inn's annual conference at the end of June proved the ideal venue to deliver the fantastic news that Whitbread Hotels and Restaurants (WHR), the UK's leading hospitality company, has pledged to raise £7.5 million towards the construction of a new clinical building at Great Ormond Street Hospital (GOSH). Charity supporter Barbara Windsor, pictured with Simon Ewins, WHR's Business Development and Corporate Responsibility Director, Simon Ewins, was on hand to help make the very special announcement.

The new building, which will be named the Premier Inn Clinical Building, will form the second part of the Mittal Children's Medical Centre at the hospital and is due to open in 2017.

It will provide much-needed inpatient wards, more operating theatres and a recovery unit. It will also contain a new surgery centre, respiratory centre and specialist centre for children with severe forms of arthritis, skin conditions or infectious diseases.

Whitbread Hotels and Restaurants, which runs Premier Inn, Beefeater Grill, Brewers Fayre, Table Table and Taybarns restaurants, announced Great Ormond Street Hospital Children's Charity as their nominated charity in May 2012. Thanks to the generosity of employees, suppliers and guests alike, WHR has already raised over an incredible £1 million for the charity. WHR Team Members have been particularly adventurous in their fundraising, climbing mountains,

abseiling down the tallest Premier Inn, jumping into freezing lakes (in full fancy dress!), skydiving, car washing in the snow, and much, much more.

Simon Ewins said: "I am extremely proud that we have already raised well over a million pounds – a phenomenal achievement which will help some of the sickest children from all over the UK. We are so grateful to the thousands of Team Members and millions of guests who have been a part of our fundraising this last year. Having seen some of the lengths our teams have already gone to in the name of raising money for GOSH, I can only imagine what weird and wonderful sponsorship ideas they will come up with next!"



Barbara Windsor and Simon Ewins.

Mike and Sulley bring monstrous fun to patients at Great Ormond Street Hospital

Excitement filled the hospital air on Thursday 4 July, when the hospital restaurant, The Lagoon, was transformed beyond recognition into the venue for an exclusive mini-premiere screening of the new Disney.Pixar film, *Monsters University*. Patients received VIP treatment as they walked the monster-blue carpet, before meeting the film's stars, Mike and Sulley. Once photos had been taken, everyone settled down to watch the film, which they were being treated to nearly two weeks before its UK general release.

Great Ormond Street Hospital (GOSH) patient Oscar, aged eight, was one of the lucky ones who got to come along to the event. Oscar, whose favourite character is "definitely Mike", said that he'd seen the first film lots and lots of times, and that he was excited about seeing the second one. Oscar was there with his mum, who said, "We've been in the hospital all week and he's been really looking forward to it. It's just brilliant. He's having chemo everyday so it's just given him a little bit of a boost, really."

Patients who weren't able to come down to The Lagoon for the premiere didn't miss out – the film was also shown on the patient bedside entertainment system on Thursday evening. Patients Tyshan and Oscar are pictured on the

right, showing off their best scares with Sulley and Mike! Needless to say, there were smiles all round – the hospital will be abuzz with monster-fever for days to come.

Our special thanks to the Walt Disney Company for organising this magical event for the patients at GOSH.



Patients Tyshan and Oscar are pictured above showing off their best scares with Sulley and Mike.

Center Parcs pedal their way to half a million!



Center Parcs' directors crossing the line.

Back in April, six directors from Center Parcs cycled 125 miles from their Head Office in Nottinghamshire to the site of their fifth village at Woburn Forest in Bedfordshire, due to open in spring 2014. In the process they raised £25,451 for

Great Ormond Street Hospital Children's Charity, and pushed the grand total raised by Center Parcs over the last three years to a fantastic £500,000!

These funds were raised through a wide range of unique and imaginative fundraising activities taking place across all their villages and at Head Office, including rubber duck races down the rapids, teddy bear hunts, lost property sales and a number of individual challenges. Customers also gave generously to the cause when booking their break, which Center Parcs generously matched.

The money raised has gone towards our Beds for Bedz appeal, funding accommodation to help keep families together during their time at Great Ormond Street Hospital.

Martin Dalby, CEO of Center Parcs, added: "It was an amazing feeling, cycling over the finish line today. What an incredible end to our three-year partnership with this really worthy cause. We're extremely proud to have reached £500,000 and would like to thank our guests, staff and everyone else who has generously donated over the years – we couldn't have done it without your support!"

British Gas makes a splash!



On Sunday 30 June, nearly 2,000 British Gas employees and their families donned their goggles and trunks and took to the water to take part in British Gas Swims Britain, raising more than £200,000 for Great Ormond Street Hospital Children's Charity.

Swimmers of all abilities got involved in individual, team and family challenges in 11 pools across the country. Meanwhile, at Dorney Lake in Windsor, 300 brave swimmers took part in a one-mile open-water swim, cheered on by Olympic swimmers Duncan Goodhew and Mark Foster.



The guests of honour at each swim were some of our very special Great Ormond Street Hospital (GOSH) patients who, together with their families, had the most important job of the day – starting each race and handing out medals to some very tired, but happy, swimmers!

We're delighted to announce that British Gas has recently made a very generous pledge to raise £3 million for the hospital's new Respiratory Centre, which will open in 2017. The funds raised from this event have ensured that they're off to the best possible start!

Above: GOSH patient Tia and her brother, Hayden, with British Gas swimmers in Maidenhead, and GOSH patient Grace presenting a medal to one of British Gas' amazing swimmers.

Thanks a million, Towergate



Earlier this summer, Towergate visited the hospital to present a cheque to Great Ormond Street Hospital Children's Charity, marking the incredible achievement of reaching the £1 million fundraising milestone.

Over the past five years, Towergate has contributed to this impressive total in a variety of ways, including donations by Towergate businesses on insurance policy renewals. In addition, Towergate employees around the UK have been taking part in a range of fundraising activities including an annual Turn it Purple month, plus exciting physical challenges such as skydives, bike rides and running events. The Towergate Executive Committee even teamed up to take part in the gruelling Three Peaks Challenge. The Towergate Charitable Foundation has very generously matched pound-for-pound all employee fundraising for the charity.

Since January 2008, the Towergate Charitable Foundation has been raising funds for a number of essential redevelopment and pioneering research projects at Great Ormond Street Hospital (GOSH).

Peter Cullum, Chairman of Towergate Charitable Foundation, said: "Since January 2008, we have supported the world-class care provided by Great Ormond Street Hospital because it's the right thing to do. A company is not just about great business performance, it's also about having a heart and soul".

We are thrilled that Towergate has reached this landmark and has pledged to continue their fundraising efforts throughout 2013. On behalf of the patients, families and staff of GOSH, thank you to everyone at Towergate for your amazing support.

Above: Peter Cullum with GOSH Chief Executive Jan Filochowski and Great Ormond Street Hospital Children's Charity's Chief Executive Tim Johnson.

Charity joins Jaro



Anthony Farah, CEO of Vivant Ltd, the company behind Jaro, at the Jaro Launch event.

Great Ormond Street Hospital Children's Charity has recently signed up to be one of the founding charities of Jaro, a new online global charity initiative. The game, which launched on 17 April, is asking the world to help raise US\$1 billion through a knock-out tournament and then decide how to split the money between charitable causes and one lucky winner. Other founding charities include Age UK, Macmillan Cancer Support and War Child. To find out more or play the game, please visit www.jaro.com

RICS matrices Masterchef challenge



Michel Roux Jr in action.

On 8 May 2013, the Royal Institution of Chartered Surveyors (RICS) matrices division hosted its annual 'Chairman's Challenge', which this year was in aid of Great Ormond Street Hospital Children's Charity and CRASH. The event saw Rebecca Best take on Sean Tompkins in an exciting (and humorous!) live cook-off judged by celebrity chef Michel Roux Jr. Guests then enjoyed a sumptuous dinner prepared by Michel's chefs from Roux at Parliament Square, and a live auction, raising more than £5,000 for each charity.

This is the second event that RICS has hosted in aid of our Raising the Roof campaign which is helping to fund the next stage of the new Neurosciences Centre, so we are very grateful for their continued support.

Clinique takes up the challenge for Kiss it Better!



The Clinique Blenheim Triathlon team.

Congratulations and thanks to Clinique for their amazing fundraising this summer. Clinique staff took part in all types of sponsored events: the Cardiff team hiked through the Brecon Beacons, the London areas competed in an indoor netball match and the PR team jumped out of a plane at 13,000 feet!

Senior managers led by example: Clinique General Manager Janet Saunders took part in the Blenheim Triathlon relay team and Estée Lauder Companies' Managing Director UK and Ireland, Chris Good, led a team of 20 colleagues in the Tough Mudder challenge. Activities also took place in offices and at Clinique counters, including coffee mornings, cupcake sales, raffles and even five-minute makeovers and 'kissable lips' competitions.

All Clinique's fundraising goes towards the Kiss it Better appeal, which supports pioneering research into the causes and treatment of childhood cancer.

Strong first half to Credit Suisse partnership

We have now passed the halfway point of our Charity of the Year partnership with the UK office of Credit Suisse, and staff have been busy raising money to fund three new en-suite bedrooms in the hospital's new Respiratory Ward.

Some highlights of the partnership so far have included the inaugural Suisse Roll Bake Off, which raised more than £7,000 from employees competing to create a 'suisse roll' masterpiece to be judged by celebrity chef Tom Aikens and Great Ormond Street Hospital (GOSH) patient Niamh.

The Enduro Prequel challenge also proved popular with teams competing on static bikes and treadmills to cover the furthest distance in one hour. The event raised a fantastic £16,500 and was inspired by this summer's Enduro Challenge, where a team of six Credit Suisse athletes once again take on other city firms in a team triathlon race from London to Paris, all in aid of GOSH.

Departments have been busy organising pub quizzes, wine tasting events, fashion and beauty evenings, raffles, auctions and much more. Credit Suisse staff have also seen huge success with their own personal challenges, with more than £55,000 raised from marathon runs and other challenge events.

We are very much looking forward to the upcoming months, as fundraising is set to really take off with many exciting events planned by the Credit Suisse employees in the latter half of the year.



Tom Aikens with winner Laura-Jane Mason.

Congratulations and thank yous

2013 Virgin London Marathon

Congratulations and thank you to all the corporate London Marathon runners from Whitbread Hotels and Restaurants, Disney, Center Parcs, Credit Suisse, Morgan Stanley, Royal Bank of Canada, Pink Lady and Ideal World TV, who together raised a staggering £42,000!

Well done WorldPay

Massive congratulations to the team of 60 WorldPay employees who cycled from London to Paris and raised more than £75,000 for Great Ormond Street Hospital Children's Charity, and two other charities.

Congratulations Costain London to Gibraltar

A huge thanks and congratulations to Mark, Matt, Pete and Steve, who work for international engineering and construction group Costain, for completing their London to Gibraltar cycle ride this June. Their incredible journey saw them pedalling 1,600 miles over 20 days, a tough ride with a total climb of 110,000 feet – nearly four times the height of Mount Everest. The group have raised almost £10,000 so far and were inspired to take on the epic challenge after a colleague's son was treated at Great Ormond Street Hospital.

Bravo Bank of America Merrill Lynch Golf Day

Thank you to Bank of America Merrill Lynch EMEA Technology and Operations for supporting the charity through their annual golf day. With a full day of golf followed by a dinner and charity auction, the day was a huge success.

Well done Alchemy Partners London to Brighton

Congratulations and thank you to the 18 cyclists from Alchemy Partners who cycled the 65 miles from London to Brighton to raise more than £50,000 for the charity.

Thank you GDF Suez Energy International

Thanks to GDF Suez Energy International, formerly International Power Plc, whose previous shareholders contributed an amazing £65,996 from a Dividend Reinvestment Plan initiative. International Power shareholders were given the opportunity to donate the residual sums remaining from their dividend payment to charity. The donation will help to fund new blood filtering equipment.

Oh my GOSH, Christmas is coming!

We will be offering a range of bespoke festive E-cards again this Christmas. The cards will come personalised with your company logo and message of your choice, with all proceeds supporting the hospital's remarkable patients and their families at Christmas time. To register your interest please email rosie.morris@gosh.org

ASK Italian launches special dish created by Great Ormond Street Hospital patient

Earlier this year, Great Ormond Street Hospital (GOSH) patient (and budding chef) Niamh, aged 12, had a once-in-a-lifetime experience thanks to our corporate supporter, ASK Italian. She spent a morning in their kitchens developing a brand-new dish for the ASK Italian menu with top TV chef Theo Randall. Niamh's delicious pizza, the 'Prima pizza prosciutto e pancetta', uses a combination of roasted peppers, caramelised onions and pancetta, and is finished with prosciutto and seasoned rocket. Her creation is now on sale in ASK Italian restaurants across the UK, with 20p for each pizza sold donated to the Great Ormond Street Hospital Children's Charity.

Niamh says; "I am so excited about my pizza coming out at ASK! I absolutely loved making and designing it with Theo, it was so much fun! I can't wait to go and buy it in the restaurants. I just want to say a massive thank you to everyone that has made this happen. I really can't thank you enough!"



Right: Theo Randall with Niamh

Welcome

Welcome to Kuehne + Nagel

Staff at Kuehne + Nagel have chosen to support the charity after learning about Great Ormond Street Hospital at Whitbread Hotels and Restaurants' Supplier Gala Dinner. The newly formed charity committee is already planning lots of exciting events. The money raised by Kuehne + Nagel will be funding several pieces of vital equipment for the hospital.

Welcome to Wilkinson

We are thrilled that region 16 Wilkinson stores have chosen to support the charity for the next year. The staff have committed to raise a brilliant £35,000 to fund the vital work of the Play team at the hospital. The partnership launched in May and plans are already in place for staff fundraising as well as many in-store events.

Welcome to Phones 4u

We are delighted to announce that Phones 4u has nominated Great Ormond Street Hospital Children's Charity as their Charity of Year and are aiming to raise an impressive £100,000. The money raised will go to fund a patient bedroom within the new Respiratory Ward when the hospital opens its new clinical building in 2017. Employees will be taking on their first charity challenge this summer, a national Three Peaks Challenge which has to be completed within 24 hours. We wish Phones 4u staff the best of luck for the challenge!

Record-breaking RBC

Royal Bank of Canada fielded an amazing team of over 930 runners for 2013's sold out RBC Race for the Kids, which took place on Sunday 9 June. As well as pounding the 5km course around Battersea Park with their friends and family, RBC fundraisers also raised a fantastic £230,000 towards the redevelopment of the hospital. A huge thank you to all of Team RBC for their efforts, ingenious fundraising ideas and dedication to the charity, and congratulations on a record-breaking year!



From the top: some of the RBC runners who took part in the 2013 fun run; a runner from RBC comes first; participants scoot towards the finish line. Photographed by Ash Knotek.

Good luck

Good luck MetLife

The very best of luck to all MetLife employees who are taking part in a range of events this summer, including the Thames Path Challenge and Run to the Beat Half Marathon.

Royal Parks Half Marathon

Good luck to all those running in October's Royal Parks Half Marathon. Runners are taking part from partners including Credit Suisse, Disney, Iron Mountain, Whitbread Hotels and Restaurants, Towergate, Goodman Masson, Barclays, Trowers & Hamblins, HSBC, MetLife, Mind Candy, Morgan Stanley, Royal Bank of Canada and Strutt & Parker.

Meet Misha

Misha was a healthy baby when he was born in July 2009. But after four days, his skin changed a marbled-blue colour and he had a temperature. Although doctors at the local hospital informed his parents that it was just a virus, Misha suffered a cardiac arrest. After he was successfully resuscitated, Misha was sent to Great Ormond Street Hospital (GOSH).



Misha and mum Millie.

The doctors at GOSH immediately put him on extracorporeal membrane oxygenation (ECMO), a type of artificial lung. They later tried to wean Misha off the machine to avoid infection, but his heart just wasn't up to it and so he was put on a transplant list.

After a month on ECMO, Misha had two options: a risky operation to put him on a Berlin heart (a sort of mechanical heart) that would allow a few weeks to find a donor, or to take him off ECMO and see if he could survive for a week in the hope that a donor would arrive. Misha's parents decided

that if there was a possibility he could survive the operation, they had to give him that chance. Following a successful operation, Misha spent a month on the Berlin heart before a donor became available. The transplant went smoothly and Misha was allowed home.

"The staff at GOSH are wonderful people who know how to talk to parents," said Misha's mum, Millie. "The doctors and nurses aren't just great professionals – they're amazing people. While I wish this had never happened to Misha, I'm glad I had the opportunity to meet them."

Useful information

Fundraising materials

We can provide you with a limited selection of the following fundraising materials to help with your events. Please notify your Account Manager should you like any:

- balloons
- collection buckets
- collection tins
- company specific paying-in forms
- Gift Aid forms
- posters
- regular giving forms
- sponsorship forms.

Gift Aid

Through Gift Aid, Great Ormond Street Hospital Children's Charity will receive an additional 25p for every pound you donate. As long as you are a UK taxpayer you can download a Gift Aid declaration form from www.gosh.org/donate/gift-aid, complete the Gift Aid details on our sponsorship form, or contact your designated Account Manager.

How to send us your donations

All donations can be posted or transferred to Great Ormond Street Hospital Children's Charity. Please ensure all donations include:

- Your company name and address.
- Your name and contact details.
- A brief description of your event.

Cheques: Please make cheques payable to Great Ormond Street Hospital Children's Charity and send directly to your Account Manager.

Bank payments: We can provide bank details, but please let us know in advance so we can identify your donation.

Make payday count

Have you considered donating to Great Ormond Street Hospital Children's Charity through your salary each month? Payroll Giving is a simple, tax-efficient way to show your support. Visit www.gosh.org/payrollgiving to find out more.

Contact us

The Corporate Partnerships team are always happy to hear from you.

Account Management team

If you are a current corporate partner, please contact your Account Manager or another member of the Corporate Account Management team on 020 7239 3000.

New Business team

If you are interested in creating a mutually beneficial partnership with Great Ormond Street Hospital Children's Charity, please contact the New Business team on 020 7239 3000 or companies@gosh.org

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