



Chair's Report on First Year of Operation

Year to 30 April 2007

This year has been one of establishment and setting the framework for future operation. The Trust was formally established on 20th April 2006 with three trustees.

At that time, work was already ongoing on the organisation of our first peer support adventure - a support group on wheels - to take place in August 2006. Sponsorship had been agreed with Harley-Davidson UK and a route scoped out for a 1,000 mile motorbike ride from London to Aviemore. Since the Trust was not registered with the charity's commission at that time we formed a partnership agreement with IBC UK (Registered Charity no. 1104375), who's role it was to host the web-based donation pages, receive donations from the ride, and pass on 1/2 of the proceeds to the Trust.

However, being such a new charity and without funds for establishing activities we were unable to raise the profile of the event to attract sufficient participants. We received applications from just two women living with breast cancer.

We therefore re-thought our strategy and agreed, with our sponsor, a short awareness and fundraising ride. Over the August Bank Holiday weekend, four women living with breast cancer (including the Chair of the Trust) rode from Oxford to Aviemore with a representative of Harley-Davidson UK. We visited dealerships, met with women of the Ladies of Harley (LOH) and Harley Owners' Groups (HOG) and some of whom rode with us for a leg. We also joined and made a speech to a large HOG rally in Aviemore. After making speeches at these gatherings other women affected by breast cancer sought us out to share their experiences, even some who had kept their diagnosis a secret for many years. The ride, in addition to fundraising, met the objectives of the Trust in:

- raising awareness of breast cancer in young women by personal advocacy and press coverage in HOG and local media,
- bringing funds to a partner charity (IBC UK) working to support women with breast cancer, and
- raising awareness of peer support adventures, and aiding recruitment for future years' adventures.

As we were unable to offer a full peer support adventure in the UK in 2006 we offered both the applicants referred to above financial assistance in attending similar adventures overseas. The assistance offered was to cover their travel costs from the UK to either Australia or the USA to a maximum of £900. The participation of these women in the overseas adventures, in addition to fundraising activity, met the objectives of the Trust in:

- raising awareness of breast cancer in young women
- bringing funds to a partner charity (IBC UK) working to support women with breast cancer
- allowing UK women to participate in a peer support adventure, and,
- the establishment of a global network of women living with breast cancer.

Although the offer was made to both women only was in a position to accept it - hereafter she is referred to as 'case 1'. The other woman joined us on the fundraising run in the UK, and sadly died within a month of the ride. We understand that she viewed this, her last blast, with pride and some satisfaction, tempered only with the frustration that we didn't ride fast enough!

'Case 1' participated in Amazon Heart Thunder - Australian ride in October 2006. In addition to raising over £1,400, the feedback from her experience demonstrated the value, to her, of attending the adventure.

In December 2006 work commenced on the 2007 adventure with the establishment of a relationship with the Helen Rollason Heal Cancer Charity (Registered Charity No. 1052861) who offered to bring the profile and publicity to the ride that was lacking in 2006. Again, sponsorship was agreed with Harley-Davidson UK who will loan 20 motorbikes for the 2007 ride.

At the same time, work was being carried out to further define our objectives and mode of operation and to obtain registration with the Charity's commission. The Trust was registered with the Commission on 3rd April 2007.

Thanks are due to all that have supported us over this first year of operation. Our thoughts go to the family and friends of Jane Walker who provided inspiration to everyone she met and is much missed.

Heather Chapple
Chair, Amazon Heart Trust UK

Financial Report

Income

Start-up donation	£50.00
Proceeds from fundraising*	
UK ride - £6,969.11	
Australian ride - £1,208.57	
(£1,423.98 before the costs of the ride)	
Total from both rides £8,177.68	
AHT UK and IBC UK both received	£4,088.84
Donation	£90.00
Interest on deposits	£3.57
Total Income	£4,232.41

Expenses and Costs

Case 1 – travel expenditure	£864.00
Trustee Expenses	£80.98
Total Outgoings	£944.98
Balance Carried Forward	£3,287.43

Jacqui O’Keeffe
Treasurer, Amazon Heart Trust UK

*The sums raised and received as reported by IBC UK