



Chair's Report on Second Year of Operation

Year to 30 April 2008

This year has seen the operation of Amazon Heart take a more full flight with the organisation, in partnership with Helen Rollason Heal Cancer Charity (Registered Charity No. 1052861), of a full peer support ride in the UK.

The ride, involving 20 women from the UK, USA and Australia took place in August 2007 from Aviemore to London. These women ranged in age from mid 30's to over 70 and came from a range of backgrounds. The feedback on their experiences was incredible – for example, one participant wrote:

"Taking part in the ride was one of the best experiences I've had - I've learned a lot, reached some major decisions and most importantly, I've made really good friendships that I think will prove to be life long. Thanks to you all - it has been an honour and privilege to ride with such strong positive women ..."

A blog of the event, including photographs and participants comments is available on <http://ahthunderblog.amazonheart.org/categories/AHTUK07.aspx>

Although HRHCC commissioned the ride (paying the fees and expenses met by the ride organisers) we, through our Chair, were instrumental in a number of ways including:

- arranging sponsorship by Harley-Davidson UK who provided motorcycles for all the riders
- advertising the ride, recruiting and supporting the women who undertook the challenge
- contributing to media attention before, during and after the event

HRHCC received donations from the ride and passed on 1/3 of the proceeds to the Trust.

The ride generated some good publicity – thus raising awareness of breast cancer particularly as it affects younger women. Links to thirteen published articles are available on www.amazonheart.org/amazonheartnews/newsuk.htm

In December 2007 work commenced on the 2008 adventure – this time to be in October to coincide with Breast Cancer Awareness month. This is intended to be a ride of shorter duration to allow more women to participate without the large time and fundraising commitment of a longer ride. Again, sponsorship has been agreed with Harley-Davidson UK who will loan 20 motorbikes for the 2008 ride. In relation to this ride the Trustees decided that the funds available currently held should be set aside to cover the costs of the ride and other expenses until fundraising from the 2008 ride was received.

Thanks are due to all that have supported us over our second year of operation. Our thoughts go to the family and friends of Dee Mawdsley and Sal Baker, participants of the 2007 ride who are greatly missed.

Heather Chapple
Chair, Amazon Heart Trust UK

FINANCIAL REPORT

Non-audited

Sum carried forward from 06/07 £3287.43

INCOME

Sums received from HRHCC in relation to 2007 UK ride* £8666.03
Donation from Harley Davidson UK £2290.05
Donation from Hell's Angels £500.00
Interest on deposits £108.75

Sub-Total £11565.28

OUTGOINGS

Meal for participants of 2007 Ride – first night of the ride £281.05
Trustees Expenses (in attending meetings etc) £145.00
Initial costs in relation to 2008 ride (Deposit for Accommodation) £500.00

Sub-Total £926.05

Balance Carried forward to 08/09 £13926.66

Jacqui O'Keeffe
Treasurer, Amazon Heart Trust UK

*therefore net donations to HRHCC in relation to 2007 event £17,332.06