



William's Speech (Monday 15th May 2017)

Can you believe just how horrified I was when I noticed on the invitation that Willie Yeoward will give a short talk. It's not the talk that's the worry it's the short that could be a challenge!

Of course, you will all understand that this is a most difficult moment for me as this evening is about everyone and definitely not about me. So for just a few minutes, I have to beg your attention. Many of you are here as you have one thing in common and that is that you decided to support our charity Screw Cancer.

Have a look around the room and see what a great group we are; young, medium and not so medium, all together and all determined. And it is OUR CHARITY, this is about us all. We all help those with cancer to navigate an "adjusted life". We are here to launch a simple concept that can surely make a difference to anyone leaving hospital. THE patient APP. A simple uncomplicated APP that will display contacts of the team that will look after you as you leave the excellent care of hospital. So in my case, and at this point, I must only briefly reference my own experience and mention that I was a little dizzy by my diagnosis. I remember thinking that cancer was very

inconvenient and that I was rather busy being busy and had no wish to be busy dealing with cancer. As with every cancer patient, this is a choice that one is not free to make. I decided at that moment to think of myself as a fit person who happens to have cancer. I thought that then and I still do now. I felt in need of a clear path as to how to go forward. Of course I was given what I needed on my discharge but maybe not in the most clear, concise or modern way. What I yearned for was an easily accessible list on my telephone showing me MY vital contacts for MY immediate needs. In my case, these were to be GP, surgeon, oncologist, cancer nurse, pain manager, nutritionist, diet expert, nearest Maggie's Centre or support group or simply a number to call when I felt all was getting way too much. Each patient need is individual and different. I needed clarity and a feeling of organisation. I NEEDED A MAP and one just for me. The building of this APP can be done. I have now met with several extremely competent experts who understand the world of the medical APP. They have the experience of working with Apple and the NHS and of course the private sector. I have no doubt that soon we will have appointed our partner and will be on our way. As part of the APP I have identified, with these experts, a second need of an excellent highly trained team to promote and develop a network of hospitals who will gather up our technology and introduce this forward thinking clarity to their patients. There is, after all, no point in developing a wonderful product and then forgetting to tell those that could use it all about it. This would be tantamount to failure. We are readying ourselves to appoint three core trustees to our Board to take our charity forward and provide the expertise and guidance now required. So going forward we are focussing on raising money for both. I have been asked how much money we need and the honest truth is that the more we raise the more people we can reach and the more difference we can make. The APP is reasonably quantifiable, the sales and marketing is

more complex so I hope I'm clear in that these two parts are of equal importance, the very existence of the APP AND the delivery of that APP. So let's say we are aiming to hit our first million now.

Now I wish us to admire Maggie's Centres and bring to your attention the work of this extraordinary team of highly skilled and dedicated people bringing free practical, emotional and social support to people with cancer, their families and friends. Built in the grounds of some of our amazing NHS hospitals Maggie's Centres are places with professional staff on hand to offer the support people really need. Their Board has also been invaluable in helping Screw Cancer in the detail of forming our charity. We shall work together and be giving our support. Lastly and very importantly we wish to support Professor Justin Stebbing and his work at Imperial College in the vital research that he and his team are carrying out under his charity ACTION AGAINST CANCER. His work is groundbreaking, complicated and a necessity to the advancement of the understanding and eventual cure to this complex and elusive disease. I shall not even pretend to understand this area but I have been to the lab, met the technicians and viewed cells. This research is these people's life's work and it's invaluable. Please always remember we are a nation of great thinkers, never more obvious than here. Justin is also my oncologist and friend and is, in part, responsible for my life. Quite hard to say thank you for that bit.

There are many cancer charities doing great works and certainly to create another has to be individual, non-repetitive and valid. My feeling is that if one can make a difference then one is morally obliged to make the effort and try to do so. I can make a difference as I am privileged, strong and very supported by my extraordinary partner Colin, my family and friends. I am truly blessed.

Before I close I wish to remember some of our friends who sadly have died of cancer and whose lives have inspired me to make sure I do my very best in the cancer community and in their memory. Their families are here tonight.

Fred Rheinstein, Joseph Ettegui, Barbara Crowell, Melissa Wyndham.

In this room, there are many who live with and have borne the scars of cancer and are brave and smiley and whom I count amongst the most respected people I know. Sadly our club isn't very exclusive or choosy about whom it recruits.

SO

There is no auction tonight. There are no flowers tonight There is music and fun and dance and magic and celebration which will come in two acts, so beat off early missing the finale, with a delicious supper to enjoy rather better than a chicken breast taking its last gasp I'm sure you will agree!

NOW

I think we all know there are only three sorts of people in this life. Those who have cancer, those who have been touched by cancer and those who just wonder if they maybe next. There are pledge cards for you to do what you feel you would like to do. Everything that you are enjoying tonight has been given. All your donations are going straight to the bank. You are being asked in the most respectful way I know but we need to make this happen because we can. Now join me in thanking Cathie Sherning known to many of you simply as Cathie at Screw Cancer without whom there would be no party. Cathie is a dear friend and has given of herself totally and soullessly And now thanks to all our artists and supporters

Penelope Chilvers and her long-suffering team for her slippers. Connolly England and Jean Touitou of APC for the amazing tee shirts, so original and clever. The Anya, James and entire family Seymour tattoo parlour, the Bran tub of unique magnums of Pol Roger Champagne signed by members of the Pol Roger family and board and some pieces of Willie crystal.....signed of course! William Yeoward for his special Screw Cancer pre-edition of his new book Blue and White and other stories written on chemotherapy so it's most likely more entertaining than it might otherwise have been!! Colin Hawkins for his baby screws and my big 22" ruby crystal SCREW.

Now LASTLY AND NOT LEASTLY... thanks to all of you, our donors and supporters including; The Rheinstein Brodsky family, The Daniels family, The Dyson family, The Krehbiel family, Julia and Hans Rausing, The Joseph Ettedgui charitable foundation, Luke Fetherston and his delightful band of entertainers for their fantastic shows... The Funky Monkey musicians whom for some reason I thought were a Romanian street band but are music loving paramedics doing their thing! Sam Strange and Richard Young for their magic, Mark Spellman for his mind reading, Kylie for her lovely voice, The Kemp family and all at Ham Yard

Be modern, be generous and be thanked. Take up our pledge cards, and do your very, very best!

THANK YOU