

Worcestershire Acute  
Hospitals NHS Trust  
Charitable Fund

# Rory the Robot

Fundraising for the future of  
prostate cancer surgery in Worcestershire



Help us  
raise  
£1.6m

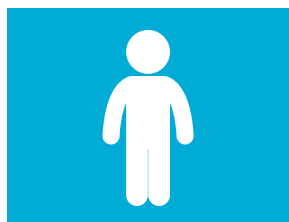
Registered charity number: 1054612

# An introduction

## Rory the Robot Appeal

Worcestershire Acute Hospitals NHS Trust Charitable Fund launched the £1.6 million Rory the Robot fundraising appeal in March 2014. Since then £50,000 has been raised towards the cost of a state of the art da Vinci robotic surgical system. The system itself will primarily be used to treat patients with prostate cancer but has the potential to be utilised by other surgical teams in the future.

Prostate cancer claims the life of one man every hour and by 2030 will be the most common cancer. In Worcestershire alone there are between 125 to 150 radical prostate cancer operations carried out each year with approximately 2,500 men in the region surviving prostate cancer at any one time.



**500** patients in Worcestershire are diagnosed with prostate cancer every year



Most cases affect men over **50 years old**, the risk increases with age



**81.4%** of UK prostate cancer patients survive five or more years



**40,000** new patients are diagnosed every year across the UK

## Who is Rory the Robot?

Rory is a da Vinci surgical system, which allows surgeons to perform minimally invasive surgery. This means surgeons operate through a few small incisions instead of a large open incision.

Removing the prostate gland using the da Vinci prostatectomy system is potentially the most effective and least invasive surgical approach to prostate cancer treatment available today.



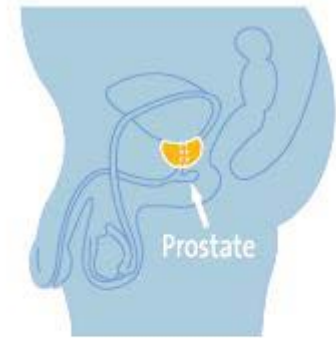
*"A surgical robot would enable us to offer our patients an enhanced service with more precise surgery, better recovery times and a reduced stay in hospital. This surgery is already becoming available elsewhere in the country and we want to make it available in Redditch for all Worcestershire patients. Please support the Rory the Robot Appeal and help us save lives."*

**Adel Makar - Urology Consultant and Lead Cancer Clinician**

# The Disease

## Prostate Cancer

Prostate cancer is a disease in which malignant (cancer) cells form in the tissues of the prostate. The prostate is a gland in the male reproductive system located just below the bladder and in front of the rectum. It is about the size of a walnut and surrounds the urethra (the tube that empties urine from the bladder). The prostate gland produces fluid that makes up part of the semen.



Approximately 500 patients in Worcestershire are diagnosed with prostate cancer every year. Treatment options and prognosis depend on the stage of the cancer, the Gleason score, and the patient's age and general health. With greater public awareness, early detection is on the rise and mortality rates are declining.

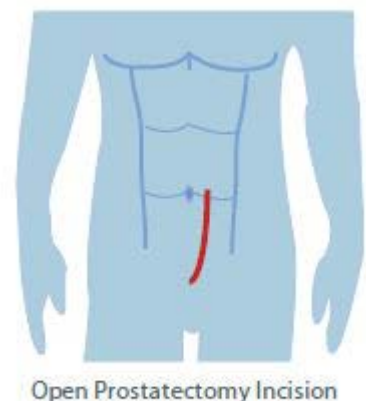
*A Gleason score is a way of describing the grade of the cancer using samples obtained by a biopsy.*

Additionally, new advances in medical technology are enabling those affected by prostate cancer to go on to live active and productive lives after their treatment.

## The Surgical Treatment

### Radical Prostatectomy

One of the most common treatments for prostate cancer involves the surgical removal of the prostate gland, known as radical prostatectomy. Traditional radical prostatectomy requires a large 8-10 inch incision. The open surgery commonly results in substantial blood loss, a lengthy and uncomfortable recovery and the risk of impotence and incontinence.





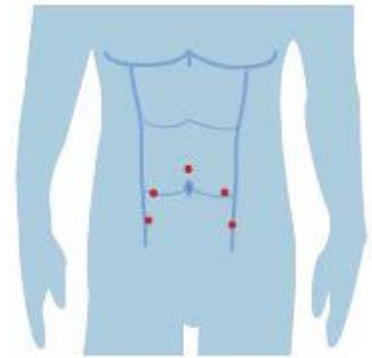
# Da Vinci Prostatectomy

## A Less Invasive Surgical Procedure

This procedure incorporates a state-of-the-art surgical system that helps the surgeon see vital anatomical structures more clearly and to perform a more precise surgical procedure.

For most patients, da Vinci Prostatectomy offers numerous potential benefits over open prostatectomy including:

- Shorter hospital stay
- Less pain
- Less risk of infection
- Less blood loss and transfusions
- Less scarring
- Faster recovery
- Quicker return to normal activities



da Vinci Prostatectomy Incisions



# Case Study

## Ian Jukes

Ian Jukes' life changed when he popped into register with a new doctor in December 2011 after moving house.

Days later the 59-year-old was left shattered after being told a routine blood test revealed he had a raised PSA level which was then confirmed as prostate cancer.

"I had no suspicions or idea anything was wrong at all. Even to this day I still can't believe I had it because there were no signs or symptoms."



Mr Jukes, who runs Praybourne Products based in Eagle Road in Moons Moat and lives in Worcester, underwent surgery at the Alexandra Hospital in May 2012 to remove the tumour. During his recovery Mr Jukes discovered other hospitals were using surgical robots to carry out the operation but it was not available in Worcestershire.

He says if he had been given the choice he would have opted to have his operation using the surgical robot and has now committed to campaigning to raise the money to ensure Worcestershire patients can enjoy the benefits the technology brings.

"I have a 12 inch scar which isn't a problem personally, I'd rather have my life and a scar than not, but having just five small incisions would have been a lot easier to recover from than full open surgery," he said.

"It was at least six months before I felt fine and up to 12 months before I felt as if I'd never had the operation.

"The most important thing is the surgeon, you have to have faith in the surgeon, but from my point of view I wanted the operation in a Worcestershire hospital. I live in Worcestershire and I wanted that support network of family and friends around me. It's so important this is available locally.

"Mr Makar and his team and the nurses were marvellous and I just feel it is my civic duty to do something to help.

"More men are going to be diagnosed with prostate cancer in the future not less. This can be a win-win situation for Worcestershire."

# Fundraise for Rory!

Raising **£1.6million** is a big challenge! We need you to get your fundraising caps on and help us change the future for Worcestershire's prostate cancer patients.

To help you help us, here are some fundraising tips to get you started.

## Take up the Challenge

Challenge yourself to run, cycle or swim for the Rory the Robot Appeal and ask for sponsorship

## Charity of the Year

Get your school or business to adopt the Rory the Robot Appeal as it's chosen charity of the year.

## Auction of Promises

Can you offer a special skill or service? Why not auction it off for a day to the highest bidder

## Office Olympics

Are your colleagues competitive? Charge a few £s for entering and see who comes out the winner with events like pencil javelin and chair racing

## Bake Off

Everyone brings in their best baked goodies, pick a judge and award a winner. Ask for a donation for entry and then sell the treats after judging.

## Quiz Night

Get everyone exercising their brains and raising money for Rory

## Fancy Dress

Make your day at work or school more interesting by holding a fancy dress day or non-uniform day. Make it even more interesting by making it a themed day

## Go online!

Pay your money in from fundraising activities at [www.justgiving.com/rorytherobot](http://www.justgiving.com/rorytherobot) or set up your own personalised fundraising page.

Tell your friends and family to make a donation and help you raise even more!

An orange starburst graphic with a scalloped edge, containing contact information for fundraising.

Tell us what  
you're up to  
01905 760 551  
fundraising@  
worcsacute.nhs.uk

# Rory the Robot Appeal

## How to make a donation

You can make your donation using our online donations service or by post.

### Online donations

You can make secure online donations by credit or debit card, either on a one-off or regular basis by going to [www.justgiving.com/rorytherobot](http://www.justgiving.com/rorytherobot)

### By Post

Please complete this form as appropriate (using CAPITALS) and send it, along with your donation, to: Fundraising Team, Executive Suite, Worcestershire Royal Hospital, Charles Hastings Way, Newtown Road, Worcester, WR5 1DD.

Please make cheques payable to Worcestershire Acute Hospitals NHS Trust Charitable Fund (WAHNSHT Charitable Fund) and return them to us with the donation form below.

Name: .....

Address: .....

Postcode .....

Email address: .....

Telephone number (inc. local dialling code) : .....

### Gift Aid

☐ I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity or Community Amateur Sports Club (CASC) named above to reclaim tax on my donation(s).

I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities or Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for that tax year.

I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 28p of tax on every £1 that I gave up to 5 April 2008 and will reclaim 25p of tax on every £1 that I give on or after 6 April 2008.

Signature: ..... Date: .....

**NB: please make sure to tick the box above**

# Paying in your money

Once you have finished your fundraising activities, please remember to pay in your money.

You can pay in your total online at [www.justgiving.com/rorytherobot](http://www.justgiving.com/rorytherobot).

You can send a cheque and your sponsorship forms to:

**Communications and Fundraising Office**

Worcestershire Royal Hospital

Charles Hastings Way

Newtown Road

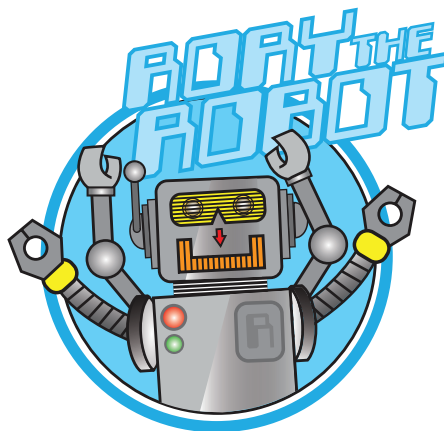
Worcester

WR5 1DD

## Get in touch

Email [fundraising@worcsacute.nhs.uk](mailto:fundraising@worcsacute.nhs.uk) or call **01905 760551** to let us know what you're doing.

# Thank you





# Sponsor me!

|                     |  |
|---------------------|--|
| My event            |  |
| My name             |  |
| I'm fundraising for |  |

Make your donations go further *giftaid it*

Tick the Gift Aid box and we will receive an extra 25p for every pound you donate - at no extra cost to you.

You must be 18 years or older and a UK taxpayer.

| First name | Surname | Home address | Postcode | Amount donated | Gift Aid?<br>✓ | Date paid | Signature |
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Total raised

£

Remember to pay your money in

Just return your cheque (made payable to Worcestershire Acute Hospitals NHS Trust) and sponsor forms for all the money you have raised to the **Charitable Funds department**, Worcestershire Royal Hospital, Charles Hastings Way, Newtown Road, Worcester, WR5 1DD.

Remember to mark on the back of the cheque who you are fundraising for (i.e. neonatal).

Please fill in your details here

Title

Full name

Address

Postcode

Signed