



The Royal College of Pathologists

Pathology: the science behind the cure



GLOBAL HEALTH CHALLENGES

Fundraising Pack 2017

WELCOME

Thank you for registering and joining **#TeamRCPath** for one of our Global Health Challenges.

This is an exciting time to get involved in the international work of the College. Over the past year, the College's international activities focused on **building the capacity of pathology services in developing countries**, **establishing a cadre of College Fellows and members capable of being deployed overseas as volunteers** and **advocating for high quality laboratory medicine training and services around the world**.



Your support will go towards **improving pathology and laboratory medicine services in under-resourced countries**. **100%** of the money you raise from taking part in this challenge will be used to support and deliver the **College's global health work**.

'(It was) very surreal to go back to work after this brilliant week in the Sahara. It felt more like having been away for 5 weeks than just 5 days. I haven't laughed so much for a long long time.'

Sahara Desert Trek 2016

'It was a life-changing experience and one of the best things I've ever done.'

Sahara Desert Trek 2016

'It's our last day and I'm actually quite sad, the crew and challengers have become like family.'

London to Paris Cycle Ride 2016

THE IMPACT OF OUR WORK

The Royal College of Pathologists has a long-established commitment and track record of contributing to the improvement of pathology and laboratory medicine services in under-resourced countries through education and training. This work includes laboratory systems strengthening projects and activities such as:

- Sending volunteer pathologists overseas to mentor and train laboratory staff in low income countries;
- Providing education bursaries to overseas doctors and scientists, which will allow them to undertake a period of specialist training, research or study either within their country or externally; and
- Working with others to re-build the laboratory systems in countries where the health system has been weakened as a result of a humanitarian disaster or emergency situation.

The work of the International Department is led by the College's 5-year International Strategy (2013-18), **Pathology is Global**. The impact of our work continues to raise awareness amongst policy makers about the role of laboratory medicine in addressing global health challenges and its contribution towards achieving the health-related Sustainable Development Goals (SDGs).



Professor Soo-Yong Tan with trainees in Yangon, Myanmar

In **South East Asia**, the College's International Regional Advisor for the Western Pacific, Professor Soo-Yong Tan and his team in Singapore established the **Myanmar Educational Program**; a series of weekend lectures and workshops delivered to trainees in Yangon, Myanmar. Established in April 2015, RCPATH Fellows and collaborating institutions such as the University of Nagasaki (Japan) and Mahidol University (Thailand) volunteer their time to teach in Yangon over the weekend. Volunteers travel on their own expense and are hosted by the Myanmar School of Medicine. The current programme will continue until February 2017 and the team are planning to introduce the use of digital pathology facilities in the near future.



In **sub-Saharan Africa**, the College's **LabSkills Africa** initiative improved services in 20 public sector laboratories in Kenya, Tanzania, Uganda, Zambia and Zimbabwe. Together, these laboratories served a combined population of 110 million people and performed more than 1.7 million tests annually. Over a period of thirty months, we worked with country and regional partners to train and mentor 100 pathologists, biomedical scientists, laboratory technologists and technicians across the 20

laboratories to improve their diagnostic testing and services. The LabSkills Africa initiative helped to strengthen laboratory teams as well as deliver higher quality front-line services to those communities that are most in need. The pilot focused on improving the following key tests:

- Rapid HIV
- Rapid Malaria
- Peripheral Blood Film
- Haemoglobin/ Haematocrit Estimation
- Urinalysis
- TB

What we achieved – Case Study

Uganda: Supporting National Health Strategy Plan



Juliet Nayiga and her colleagues at Mubende Regional Referral Hospital

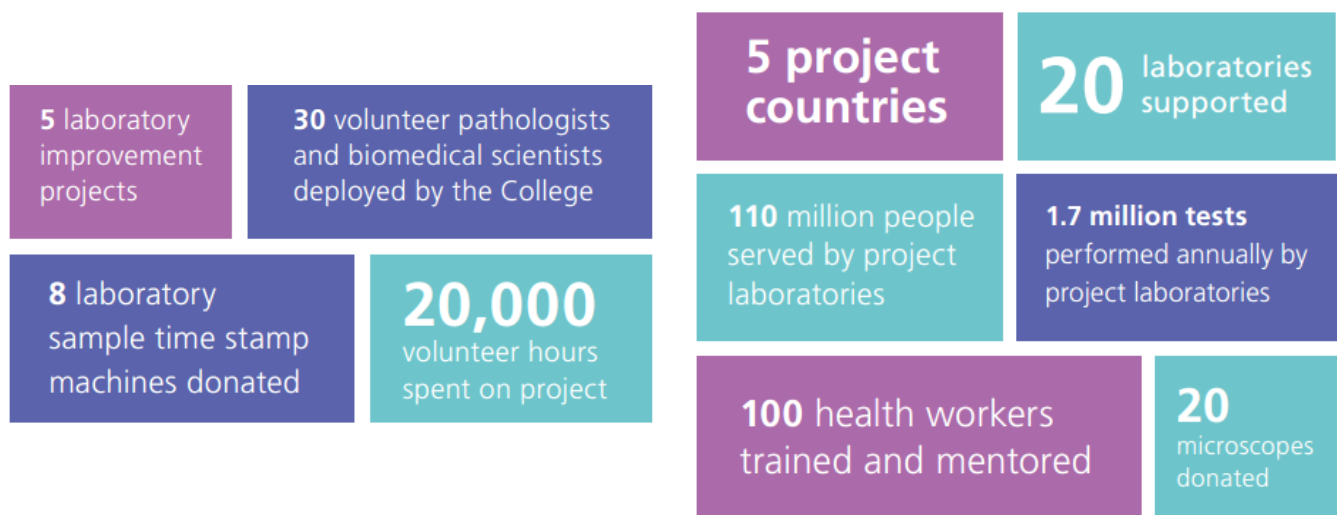
Due to the high prevalence of fevers in Uganda in the early 1990s a Ministry of Health (MoH) directive Pre 2008 encouraged doctors to treat all patients presenting with fever for malaria. As a result doctors moved away from the practice of relying on laboratory tests to make a diagnosis for malaria to relying on a clinical diagnosis. In 2011 the MoH changed its malaria case management guidelines and recommended that doctors tested all fevers before treatment.

In Mubende Regional Referral hospital, clinicians used to prescribing anti-malarial drugs at first diagnosis were reluctant to wait for tests to confirm their diagnosis, they complained about the length of

time it took for laboratory staff to run tests and deliver results. In an effort to respond to these concerns the lab embarked on a programme of improving their proficiency in malaria testing and updating their quality management systems. Laboratory staff attended both LabSkills Africa training retreats and were assigned course mentors who provided support in implementing these initiatives.

Juliet Nayiga, a laboratory technologist at Mubende is quite appreciative of the training on peripheral blood smears which she received as part of the project “..... Not only could I count the parasites in a patient’s blood, I was suddenly transformed into a new world, one where I could see the parasites so clearly I could distinguish the four types”.

A 2015 Mubende hospital report indicates that 93.5% of all patients now presenting with suspected malaria are tested before a course of treatment is prescribed.



Dr Mike Coutts with trainee in Moldova.

In **Europe**, the College has been collaborating with the International Cervical Cancer Prevention Association (ICCPA) on a cervical screening program in Moldova. A successful scoping visit to Chişinău took place in June 2016 with RCPaH’s International Regional Advisor for Europe, Dr Charles van Heyningen and Dr Mike Coutts, Consultant Gynaecological Pathologist at Maidstone Hospital. Following their visit two Moldovan pathologists were invited to undertake a three month training placement at Maidstone Hospital which began in September 2016.

FUNDRAISING – GETTING STARTED

Let the fundraising begin!

Setting up an online fundraising page couldn't be simpler! We strongly recommend you create an online fundraising page through [BT MyDonate](#) as **100%** of the money raised will go straight to supporting and delivering the College's global health work.

Guide to setting up your BT MyDonate page:

1. Visit RCPATH's BT MyDonate page:
<https://mydonate.bt.com/charities/theroyalcollegeofpathologists>
2. Under 'Forthcoming Events' in the box on the right-hand side of the webpage, find the name of the event that you are taking part in and click on 'More event details'.
3. You will need to click on 'Register a personal account' if you don't have one already and follow the instructions.

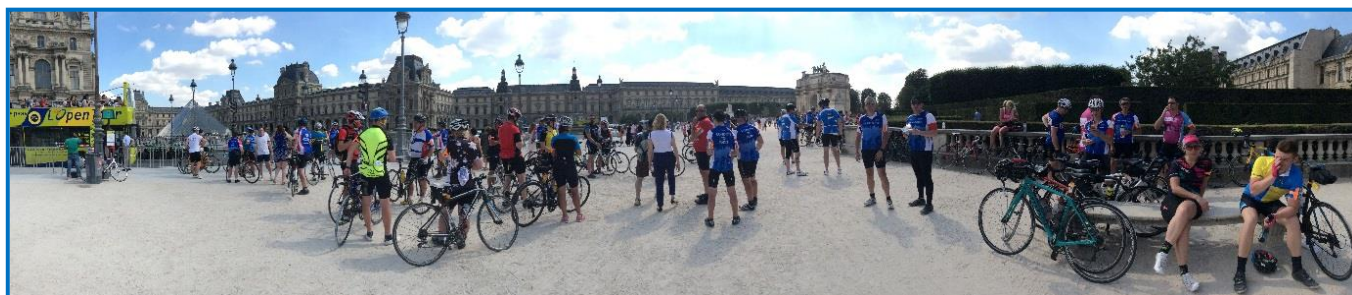
Further guidance can be found on the [BT MyDonate website](#) at
<http://www.btplc.com/mydonate/Help/Helpguides/Forfundraisers/Fundraiser.aspx>

If you require any help or assistance then please contact Gemma Hooley, International Administrator via email gemma.hooley@rcpath.org or on +44 (0)20 7451 6768. Alternatively, you can contact BT MyDonate directly on +44 (0)845 608 9922.

Gift Aid it

The College can claim Gift Aid on all donations from UK taxpayers. If you've set up an online sponsorship page through BT MyDonate, people will automatically be prompted to Gift Aid their donation. If you're collecting the money yourself, we can claim Gift Aid on donations made using our sponsorship form, as long as your sponsors have provided their name, address and authorised the donation.

Gift Aid will add 25p to every £1 you raise. There's no catch – as long as your donors have ticked the Gift Aid box!



FUNDRAISING IDEAS

Raising funds is easier than you may think! The key to success is raising awareness. Social media (Twitter, Facebook, LinkedIn etc.) is a great way for you to promote your fundraising challenge. Not only is it quick and easy to use, it can get your message out to a large audience of potential sponsors.

Top tips!

Keep your donation and/or social media page(s) regularly updated with photos and videos of your preparation for the challenge. Don't forget to hashtag #TeamRCPath

Let everyone know what impact their donation will make to the College's global health work.

Email the College regular updates of your progress and activities that can be shared with our membership.

Add a link to your online sponsorship page to your email signature.

Ask your employer to share your donation page through their newsletters, update emails etc.

RCPath are here to help you every step of the way. The College and its members will be encouraged to sponsor #TeamRCPath. In addition, fundraisers will receive:

- An induction on how to maximise the funds they raise
- A dedicated point of contact at the College who can assist you with the organisation of fundraising events
- Fundraising kit (posters, donation tins, stickers etc.)
- Regular promotion through our social media channels
- A feature article in the College Bulletin



Tweet: [www.twitter.com/rcpath_global](https://twitter.com/rcpath_global)



Like: <https://www.facebook.com/globalpathology>



Connect: www.linkedin.com/in/globalpathology

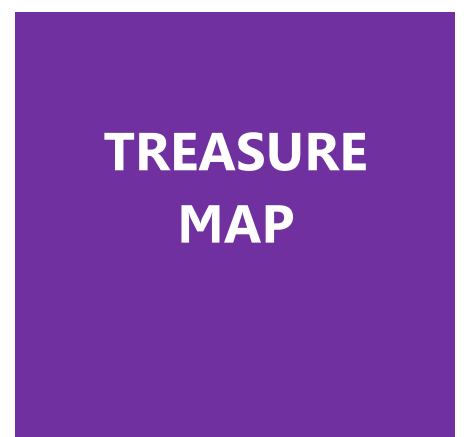
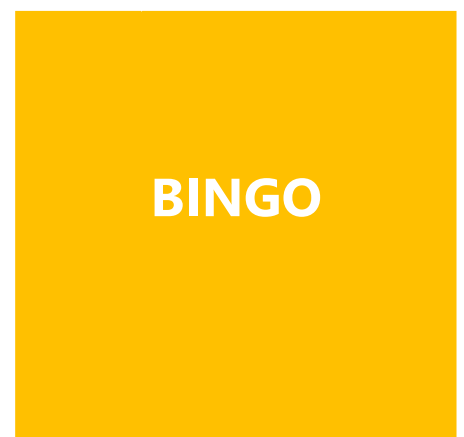
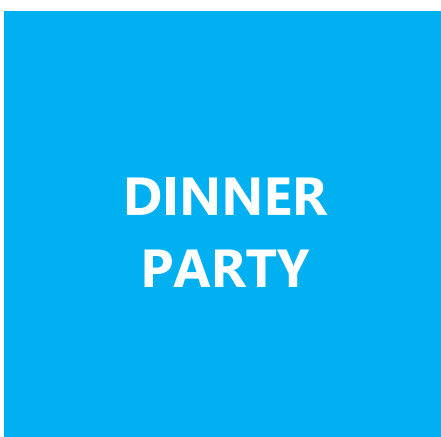
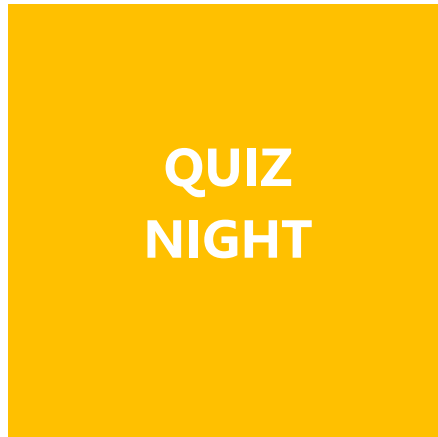


Share: www.flickr.com/photos/rcpath-global



Watch: <http://tinyurl.com/hx78bhh>

A few ideas to get you started...



FUNDRAISING CHECKLIST

Make sure your fundraising is on track with these handy steps.

- ☐ Your BT MyDonate page is set up
- ☐ You have shared your fundraising challenge with friends, family and colleagues through:
 - ☐ Facebook
 - ☐ Personal email
 - ☐ Twitter
 - ☐ Work email
- ☐ You have included a mention of your upcoming challenge in your email signature
- ☐ You have kept your page(s) regularly updated with photos and videos of your preparation for the challenge using the hashtag #TeamRCPath
- ☐ You have emailed the College regular updates of your progress and activities that can be shared with the membership through:
 - The College's social media links
 - Promotion on the College website
 - Regular features in the College's dedicated blogs.
- ☐ You have begun planning your first fundraising event
- ☐ You have sent your sponsorship money in. You should aim to raise 80% of your target before departing on your Challenge Event

Sahara Desert Trek 2016



Tips when planning your first fundraising event

1

PLAN A FUNDRAISING EVENT

Start early, keep it simple and stick to what you know! It could be a raffle, coffee morning, bake off, or pub quiz - the possibilities are endless.

2

SET A DATE AND TARGET

Set yourself a target of how much you would like to raise and by when.

3

CHOOSE A VENUE

Think - will it appeal to my target audience, is it within my budget and available on your preferred date(s)? Are you able to negotiate a discount with the venue?

4

SHARE YOUR UPCOMING CHALLENGE WITH EVERYONE

Make sure you spread the word about your upcoming event. Hang posters, hand out flyers and share the invitation through social media.

5

GET A LITTLE HELP FROM YOUR FRIENDS

Share your ideas with your friends and colleagues. Several heads are better than one! See if any of them would be willing to help you plan and deliver the event.

6

REMEMBER WHY YOU'RE DOING THE CHALLENGE

Spread awareness of why you are fundraising for the College. Don't forget to use your personalised promotional material!

7

STAY CONNECTED

Don't forget to share regular updates of your fundraising efforts with the College. These can be communicated to Gemma Hooley, International Administrator (email: gemma.hooley@rcpath.org) or using the hashtag #TeamRCPath



HOW TO PAY YOUR MONEY IN

You've done it! Now it's time to total up your takings.



BT MYDONATE

The easiest way to pay in your sponsorship is through BT MyDonate. Please ensure you select The Royal College of Pathologists when setting up your fundraising page, as this will allow payments to come directly to RCPATH.



BY POST

Send your cheques, made payable to 'The Royal College of Pathologists' and/or sponsorship forms to:

Gemma Hooley
The Royal College of Pathologists
Fourth Floor
21 Prescott Street
London E1 8BB





The Royal College of **Pathologists**
Pathology: the science behind the cure

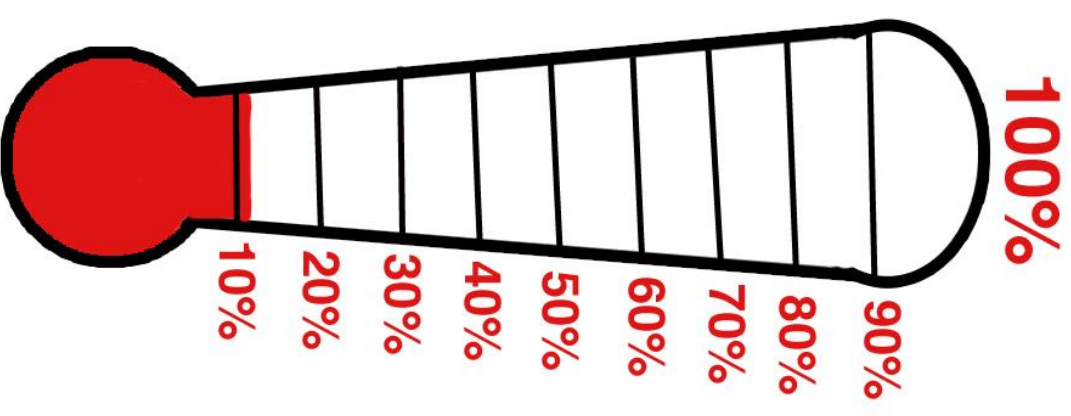
Global Health Challenge Event



I am fundraising for
The Royal College of
Pathologists global
health work

Please help me reach
my target of **£**
to improve pathology &
laboratory medicine in

under-resourced
countries



Thank you for your donation.

pathology and laboratory medicine

part in this challenge will be used to

A woman wearing a red sari is holding a small child. A large snake is coiled around her arm and the child, with its head near the child's face. The woman is looking down at the child. The background is dark and blurry.

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