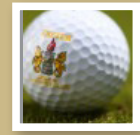




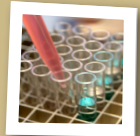
2010 supporter  
activity

» see page 2



Sports charity  
of the year

» see page 3



Research  
Update

» see page 4

## The Peninsula Foundation's DIRECT diabetes project newsletter



# PENINSULA

COLLEGE OF MEDICINE & DENTISTRY  
— FOUNDATION —  
UNIVERSITIES OF EXETER & PLYMOUTH

'Funding diabetes research through the DIRECT project'

## Top Diabetes Research at the

## Peninsula College of Medicine & Dentistry

The Peninsula Foundation's DIRECT diabetes project supports world class research at the college.

Can you help your local diabetes charity by giving a regular donation?

**P**eninsula Foundation, the charitable arm of the Peninsula College of Medicine and Dentistry supports researchers and students in all disciplines. It also runs a charitable project called DIRECT which supports only diabetes research at the College and educational resources at the MacLeod Diabetes centre at the Royal Devon and Exeter Hospital.

Our researchers have been recognised as being in the top 50% in the country (Research Assessment Exercise 2008). Professor Andrew Hattersley is one of the Colleges lead researchers, a consultant at the MacLeod Diabetes Centre and is dedicated to unravelling the processes and causes of diabetes. Diabetes is a disease that affects one in ten people and is entering epidemic proportions. His research has led to better treatment in hundreds of children across the world through discovering a rare genetic cause. A mother of a child helped by his research tells her story: "Family life has completely changed. Before we were unable to live the life of a normal family as he had 2-3 hypo's a day, now he is more independent, he is generally well and has not had one hypo. I have even had the courage to let him go to a friends' for tea". The Peninsula Foundation's DIRECT project helped fund this study.

**O**ur primary goal is to improve the lives of everyone with diabetes. Can you help support our aims and give regularly to help us protect your loved ones and beat diabetes?

*Thank you, your donations past, present and future have a huge impact on the future of diabetes care*

# Adventurous Fundraising

## James completes crossing the channel on bike

James Davis cycled from Greenwich to Paris in memory of his wife Georgina

James Davis from Exeter cycled from Greenwich to Paris on the 14th April 2010. His wife, Georgina had Type 1 diabetes and died of its complications



March 2008. Since then James has undertaken several fundraising activities for his local diabetes charitable project, DIRECT. James said " Research into diabetes progresses day on day, and it is vital to support local work in this area to ensure that the disease is better understood and new ways to deal with it are discovered".

The ride took 4 days, James reflects on his challenge: 'We were absolutely elated to have completed the ride and to have raised the money for our various charities and it wasn't long before we began talking about what we could do next.'



James raised the magnificent sum of £5400. Thanks to James for a successful fundraising challenge and supporting us. We would also like to thank Reuters for match funding the sponsorship James received.

## Kerry's triple challenge

in memory of her brother, Simon, who died in 2008

Kerry Taylor, from Dartington, and her friends Alison Tyler and Angela Evans took to the road for the start of their 'Three challenges' on the 21st June 2010. Kerry's aim was to raise money 'for (this) good cause, to prevent others dying unnecessarily from diabetes'. This was in memory of her diabetic brother who died in 2008. Kerry, Alison and Angela completed a trio of adventures; a 100k cycling road race (the Dartmoor Classic), 190miles cycling in Scotland from East to West, and running a mountain marathon.

Kerry raised £2487 and we are extremely grateful to Kerry and her friends for all their pedalling efforts in supporting us!

All fundraising events raise the necessary funds to help us beat diabetes. Some of our fantastic supporters have set themselves tough challenges.

Maybe you have been inspired by their stories?

# Charity of the year

## Local club captains support local diabetes



### DIREC-Tee's off at the Exeter Golf and Country Club

We were delighted that the Senior Men's Golf captain of 2010 at the Exeter Golf and Country Club elected the DIRECT project as charity of the year. Dr Keith Bolden, a retired doctor of the University of Exeter wanted to support his local diabetes charitable project. He held a charity day on a very wet Monday in September, the day of the Senior Men's competition with 120 players from around the county visiting the club. Following the game the competitors dried off in the clubhouse and took part in a charity raffle where they even sold cleaned lost golf balls! In total they raised £633.28.

? Are you a club member or captain? Why not consider making Peninsula Foundation's DIRECT project your charity of the year?

### Bowled Over!

The Exonia bowling club captains of 2010, John and Margaret Sanford nominated the Peninsula Foundation's DIRECT project as charity of the year. The diabetes research carried out near the clubhouse was regarded highly by the members and particularly to John who himself has diabetes. Emma collected their donation at the annual 'closing day' event on Saturday 25th September. Fifty members gathered to play bowls in the glorious autumnal sunshine followed by tea. The club raised just over one thousand pounds.

Ladies and Men's



We are extremely grateful for our local sporting captains for supporting their local diabetes charitable project DIRECT.

# DIRECT funding update

A brief update on what the DIRECT project helped fund last year

## Improving diabetes education

The Pan-Peninsula Diabetes Education initiative is run by various diabetes experts across the peninsula developing educational programmes for healthcare professionals involved in diabetes care. The DIRECT project has supported this programme through subsidising the cost of courses for participants. Attendees have included GPs, practice nurses, district nurses as well as care home managers, carers and cooks. The DIRECT project supports this important initiative to ensure the best diabetes care in our community.

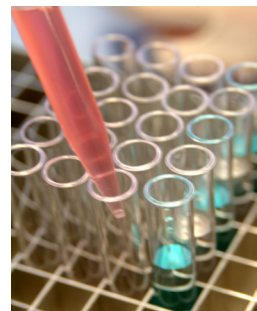


## Making an impact in clinical practice

The Peninsula Clinical Research Facility is working to develop a new way of testing if an individual produces their own insulin (known as a C Peptide test). This is a crucial test to help healthcare professionals to diagnose, monitor and treat diabetes. The DIRECT project provided funding for laboratory materials to carry out the study. Professor Hattersley and Dr Besser have shown that a new urine test gave the same result as the existing blood test. Furthermore, a urine sample can be taken at home rather than requiring a clinic visit. This work has been presented at diabetes conferences and has received several awards. This project looks set to change the way an important test in diabetes care is carried out and will make it much easier for patients too.

## The effect of salt in our diet and the onset of Type 2 diabetes

The DIRECT project helps fund the diabetes research carried out at the College. Professor Shore, Dr Gates and Cynthia To are interested in understanding the effect dietary salt has on blood vessels and if this affects the function of insulin in overweight individuals. The project has tested 15 patients so far. The results of this study are pending but it looks to answer a crucial question around diet and the onset of type 2 diabetes.



# What's on in 2011

First Wednesday of the month coffee mornings from 10am at the MacLeod Centre in March, June, September & December

We need you! Are you able to assist in fundraising activities? Please speak to Emma if you have some free time

New website launched please take a look  
[www.peninsulafoundation.org.uk](http://www.peninsulafoundation.org.uk)

Peninsula Foundation facebook page featuring the DIRECT project  
**facebook**

## 2011 MacLeod Memorial lecture

On the 10th February 2011 the second Ken MacLeod memorial lecture took place at the Wonford Peninsula Medical School building.



The lecture titled 'Screening and prevention of diabetes in the real world setting' was delivered by Dr Khunti from the University of Leicester.

Dr Ken MacLeod was a consultant physician and formerly director of clinical studies and Associate Dean for the Peninsula Medical School. Ken died suddenly in July 2009.

A memorial fund was set up to fund prizes for post graduate excellence. This was presented to Polly King (pictured above with Professor Steve Thornton, PCMD Dean) who completed her training as an oncoplastic breast surgeon last year.

If you would like to donate to this memorial fund please go to: [www.justgiving.com/kenmacleod](http://www.justgiving.com/kenmacleod)

## Cantilena Choir 2011 supporting the Peninsula Foundation's DIRECT diabetes project



### 2011 Concert Dates

*Saturday 26th March, 12pm at Silverton Community Hall*

*Saturday 2nd April, 7.30pm Woodbury Parish Church*

*Friday 1st July, 7.30pm Broadclyst Parish Church with visiting choir from Sweden*

*Saturday 9th July, 7.30pm Alington Parish Church (near Ottery St Mary)*

*Christmas concert: Friday 9th December, 7.30pm Rockbeare Parish Church*

Tickets can be purchased on the door or contact the DIRECT office

Contact Emma to discuss fundraising activities [emma.styles@pms.ac.uk](mailto:emma.styles@pms.ac.uk) or call 01392 403039

# Fundraising ideas



The Peninsula Foundation Team from left: Emma Styles (DIRECT project fundraising officer), April Faulkner (Peninsula Foundation fundraising officer), Michael Powell (Chairman) and Sue Durrant (Administrator-not pictured)

Dear DIRECT supporters,

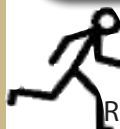
My name is Emma Styles and I am the new fundraising officer for the Peninsula Foundation's DIRECT diabetes project. My primary goal is to raise money for local diabetes research and patient support to help beat diabetes. Our success is entirely dependent on you, the local community, and larger trusts. On behalf of the Peninsula Foundation Trustees I would like to thank all of our supporters. I hope you find this newsletter informative and perhaps inspiring!

I look forward to hearing from you if you are interested in supporting the DIRECT project.

Emma Styles  
emma.styles@pms.ac.uk  
01392 403039

## Regular giving

For just a few pounds a month you can supply a researcher with some essential equipment. Please fill out the form overleaf and return to the Peninsula Foundation and we will do the rest!

 Set yourself a challenge and fundraise ... This year why not set a challenge to help support diabetes research. Run, walk, hop, swim, your way to raising money and feel good about it! Set up an event or challenge on our fundraising page at: [www.justgiving.com/peninsula](http://www.justgiving.com/peninsula)

## Birthday

donations...many of you kindly donate your birthday money to the DIRECT project. You can celebrate your special day and be assured that your gifts have helped us get closer to beating diabetes.



**!** Dress down at work, BBQ, cake sale, raffle, coffee morning, afternoon tea or organise your own event at work and support your local diabetes charitable project.

**In lieu of flowers** We receive many donations in lieu of flowers from friends and families of loved ones. Our thoughts and thanks go out to all those families who have considered the Peninsula Foundation's DIRECT project at this most difficult time.



## Peninsula Foundation supports all research disciplines at the college....

Peninsula Foundation raises funds for medical and dental research and support to students at Peninsula College of Medicine and Dentistry (PCMD). For more information, please visit [www.pmsfoundation.org.uk](http://www.pmsfoundation.org.uk). If you are interested in supporting other areas of research across Devon and Cornwall, and would like to be added to the Peninsula Foundation mailing list, please contact April Faulkner, Fundraising Officer. Email: [april.faulkner@pms.ac.uk](mailto:april.faulkner@pms.ac.uk) or Telephone: 01752 437443.

Donate to the Peninsula Foundation's DIRECT project, your LOCAL diabetes project.

Help us support the diabetes researchers and protect your loved ones from diabetes

Please fill out this form and send to Peninsula Foundation, FREEPOST NAT22350, PLYMOUTH PL6 8BU

Contact and donation details

Full NAME .....

Address..... I would like to donate £.....

..... Signature .....

Postcode ..... Date.....

Email address .....

STANDING ORDER

CHEQUE (payable to Peninsula Foundation)

Standing Order

I would like to make a regular payment of £ ..... on the .....day of every month/ quarter/ year (please specify) each succeeding year until I notify you otherwise.

To the: Peninsula Medical School Foundation, NatWest Bank, Plymouth City Branch, 12-16 Old Town Street, Plymouth PL1 1DG

Your account No.

Sort Code

Your bank's name and Address

Name of account holder .....

Bank Name.....

Address.....Postcode.....

Gift Aid Declaration: If you are a taxpayer, we can claim the tax back on your donation through GiftAid. This means for every pound you donate we receive £1.25. Please tick the declaration if you would like your donation gift-aided.  I confirm that I am currently a UK taxpayer

Privacy Statement: At the Peninsula Foundation we are committed to protecting your privacy, we do not share any information with third parties. We would like to keep you up to date with our work. I do not wish to receive newsletters

Thank you for your support !

(please send form to the freepost address above)




PENINSULA COLLEGE OF MEDICINE & DENTISTRY FOUNDATION UNIVERSITIES OF EXETER & PLYMOUTH

'Funding diabetes research through the DIRECT project'



give with confidence



*Help us beat diabetes by  
supporting world class  
research so we can help  
protect your loved ones*



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