

## BREATHING MATTERS: ONE YEAR ON

### Who We Are and What We Want To Do



Some of you will have been at the Launch of Breathing Matters in January 2011. It was an honour to meet over 100 patients and relatives, to hear your stories and discuss ways we can help each other.

Feedback from the Launch was very positive; many patients and relatives had not heard of the work of the Centre for Respiratory Research (CRR) and gained hope by our efforts. Also, many scientists were inspired by meeting the patients whom their work helps.

Breathing Matters is a UCLH Charity fund supporting the CRR in their commitment to find better ways to diagnose and treat pulmonary fibrosis and infection.

Pulmonary fibrosis (PF) is a disease with a poorer prognosis than almost all cancers and for which there is no cure apart from lung transplantation. Many different diseases lead to PF, including rheumatoid arthritis, farmers' lung and asbestos exposure. No-one is sure why, but PF is on the rise and more people are predicted to die from these diseases in the future unless we find a cure.

Bronchiectasis is a disease in which damage to the lungs caused by a variety of conditions including childhood infections or genetic diseases, such as cystic fibrosis resulting in chronic lung infections. Again, lung transplantation is the only cure.

Neither of these diseases are caused by smoking. In contrast to heart disease and cancer, respiratory disease is relatively underfunded and under researched. Breathing Matters wants to change this.

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### OLYMPIC HISTORY QUIZ

1. What was the only event held at the first Olympics in 776BC?
2. When was the five ring Olympic flag introduced?
3. What does the Olympic motto "Citius, Altius, Fortius" mean?
4. Which sport made its debut at the 1996 Olympics in Atlanta?
5. In which three years has the Olympics been held in London?

Answers can be found on our website  
[www.breathingmatters.co.uk](http://www.breathingmatters.co.uk)

### We achieved the following in our first year:

- ♥ Breathing Matters launched in January 2011.
- ♥ Raised £17.5K in 2011.
- ♥ Added to Events Portfolio—Cycle Ride, Richmond Park, June 2011.
- ♥ Website and Twitter up and running, with increasing followers.
- ♥ Our amazing supporters have organised a wide range of events, including a tractor run, a golf day, 1000km cycle ride and others have raised money via running, cycling, swimming ... and, in one case, all three!
- ♥ Regular newsletters introduced.
- ♥ Charity Christmas Cards.
- ♥ We have raised enough money for much needed research into the role of platelets in PF.
- ♥ We have also helped raise the awareness of lung disease within the media.



**\*\*FACEBOOK Coming Soon to Breathing Matters\*\***

## KEEP IN TOUCH

Visit our website on  
[www.breathingmatters.co.uk](http://www.breathingmatters.co.uk)



Fighting  
pulmonary fibrosis  
and infection

twitter

Follow us  
@breathingmatter

Centre for Respiratory Research, 5 University Street, London WC1E 6JF  
Email: [breathingmatters@ucl.ac.uk](mailto:breathingmatters@ucl.ac.uk)

You can simply DONATE via [www.justgiving.com/breathingmatters](http://www.justgiving.com/breathingmatters)



JustTEXTGiving is now available to Breathing Matters supporters.  
Simply Text 'BMPF22 £xx' to 70070



### Targets for 2012:

- ♥ Double fundraising total.
- ♥ Increase supporters/followers.
- ♥ Introduce Facebook.
- ♥ Add to Events Portfolio.
- ♥ Liaison with Corporate/Industry—Charity of the Year.
- ♥ Increased awareness in the media.
- ♥ To develop a wish list for more supporter choice—see below.



### How you can help:

- ♥ Register on our website ... and get at least 3 other people to do the same. It's the easiest, fastest and cheapest way to help us spread the word and raise awareness.
- ♥ Follow us on Twitter.
- ♥ Join our Annual Cycle Ride at Richmond Park on Sunday, 17th June 2012.
- ♥ Organise your own local fun event—and advertise it in your local newspaper/radio.
- ♥ Make us your corporate charity of the year.
- ♥ Leave us a legacy in your will or in memory of a loved one.
- ♥ Buy our Christmas cards.
- ♥ We are open to all of your suggestions .....

## FUNdraising Events, Tributes and Inspirations

### INSPIRATIONS

- ♥ Make us your Charity of the Year. Do you know any local businesses who could support us?
- ♥ New Year's Resolution—get people to help you quit smoking by fundraising!
- ♥ Coffee and cake morning, or a Bake-Off.
- ♥ Some of our fantastic supporters have recently organised a Tractor Run and a Golf Day in support of Breathing Matters. See our website for the round-ups.
- ♥ Ask a local school to support us.
- ♥ Join in on any of our events ... or organise one of your own!



### UCLH CHARITY CYCLE RIDE RICHMOND PARK SUNDAY, 17th JUNE 2012

Join us on this fun 7 mile cycle ride in beautiful Richmond Park. There's no entrance fee; we just ask that you raise as much as you can. Bring friends, family and perhaps a picnic!

If you want to register for this event, please email Donna on [breathingmatters@ucl.ac.uk](mailto:breathingmatters@ucl.ac.uk)

### BREATHING MATTERS WISH LIST

- ♥ **Cryoscopic Extractor and Study:** Enabling a study to investigate whether lung biopsies taken via the bronchoscope using cryoscopic extraction, can give the same information as those taken during general anaesthetic and open lung biopsy. If this is the case, cryoscopic biopsy will replace major chest surgery. Better for the patients, safer and less painful. **Cost: 25K for equipment, £10K for study.**
- ♥ **PhD Research Fellow** to work on IPF in the laboratory for 3 years. **Cost: £45K with UCL contributing £45K of matching funds**
- ♥ **An imaging system called Nuance** from Caliper Life Sciences. A multispectral imaging system which would facilitate a lung pathologist and research scientist to identify unique abnormalities in lungs from patients with PF. **Cost £45K.**