Charity Co-founder cycles length of Britain to support cancer patients

Thursday 28 August, 2025

The Co-founder of a national cancer support charity and her friend will cycle nearly 1,000 miles from Land's End to John O'Groats in 21 days to raise funds for From Me to You, the charity she set up.

Alison Hitchcock, who co-founded the charity From Me to You in 2017, and her close friend and cycling partner, Siobhan McFeely, will set off on 1st September on a 3-week, non-stop cycling challenge that will take them through 22 counties and past dozens of cancer centres and hospitals supported by the charity.

The charity encourages people to write handwritten letters to those living with cancer - either people they know, or to strangers through the charity's Donate A Letter programme. Keeping these vital lines of communication open means patients feel less isolated during diagnosis, treatment and recovery. Every year the charity distributes over 10,000 letters across the UK.

Alison and Siobhan, both based in Dorset, are tackling the challenge despite neither having attempted a ride of this scale before. Their journey will take them through countryside, cities, and past many of the very cancer centres that distribute letters written by volunteers from around the UK.

> Co-founder Alison says; "Both of us are slightly terrified about what lies ahead. The training has been a full time job in itself, not to mention the exhaustion and the pain from the relentless cycling!
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> "However, we know that despite the tiredness and sore bodies, the thought of the cancer patients whose days will be brightened because of our letters will keep us going when the hills are high and the energy is low," said Alison.
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> "This ride is about connection, courage, and doing something meaningful for people who need our support. In comparison to fighting cancer, this is nothing".

Supporters can donate to Alison and Siobhan's campaign via their Just Giving page and follow their journey on the charity's social media pages. And if anyone is interested in receiving a letter from the charity during their own cancer journey, or would like to write for the charity's Donate A Letter programme, they can get full information, guidance and support from its website: www.frommetoyouletters.co.uk

Let the countdown begin — 1,000 miles, 22 counties, two women, one incredible cause.

ENDS

www.frommetoyouletters.co.uk
Photos attached are: Siobhan and Alison during training From Me to You's co-founder Alison Hitchcock with fellow co-founder Brian GreenleyAn example of some of the letters From Me to You post
Further photos / quotes available on request: contact Harriet Marsh, Charity Manager at From Me to You on info@frommetoyouletters.co.uk

About From Me to You

From Me to You was founded in 2016 by Brian Greenley and Alison Hitchcock to inspire people to write letters to those living with cancer. Cancer patients often feel socially isolated as friends drift away unsure of what to say. Letters are a wonderful way to keep people connected at a time when they feel most disconnected. From Me to You helps people to find the courage to write, either to friends or strangers for its Donate A Letter campaign. Each year the charity sends out over 10,000 letters; to some cancer patients, they are an instant mood lifter, to others they are a lifeline.

Registered Charity No. 1183413.

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