St James’s Place Foundation helps fund cancer support for lonely older people

Tuesday 9 April, 2019

St James’s Place Charitable Foundation, the philanthropic arm of the St James’s Place Wealth Management Group has donated nearly £30,000 to leading cancer charity, Penny Brohn UK.

The donation will help fund Penny Brohn UK’s Loneliness Package of Care which aims to create a tailored holistic pathway directly benefitting the health and wellbeing of older people living with cancer who experience loneliness and social or emotional isolation. The project is designed to improve feelings of loneliness which will be monitored by a bespoke evaluation programme delivered by Penny Brohn UK’s Research and Evaluation team.

For older people living with cancer, loneliness is a critical problem. There is growing evidence that suggests that improving community involvement in response to loneliness improves the overall sense of health and wellbeing among those facing illness. Penny Brohn UK’s Loneliness Package, supported by the funding from St James’s Place Foundation, will address the psychological and emotional concerns of older people living with cancer through a number of services including: a treatment support clinic; residential courses; weekly peer support groups such as Nordic Walking and Yoga; and counselling.

The donation was presented by Tony Anderson, Managing Director at Anderson Financial Management Ltd, on behalf of St James’s Place Foundation. Tony Anderson, commented: “For those receiving cancer treatment it is often the case that the battle is not just physical, but also psychological. Penny Brohn UK have taken steps to address the often debilitating feelings of loneliness that come with a cancer diagnosis. It is through a truly holistic approach that Penny Brohn UK help individuals live well with cancer. It is a privilege for St. James’s Place Charitable Foundation to help support Penny Brohn UK in the wonderful work they do to combat loneliness in those fighting cancer.”

Laura Kerby, Chief Executive at Penny Brohn UK said: “We are delighted that St James’s Place Foundation has chosen to support our work helping older people living with cancer who are feeling isolated. At Penny Brohn UK, we know from years of experience, that people living with cancer need more than medicine and that to function as well as they can, they need to pay attention to their mental emotional and spiritual health as well as their physical health. The funding will help us make a real difference to the lives of older people who have been diagnosed with cancer and are experiencing loneliness and social or emotional isolation.”

With nearly 40 years’ experience, Penny Brohn UK recognises that people with cancer need more than medicine to live well with the disease. It is the only charity in the UK to take an integrated whole person approach to cancer support using evidence-based therapies that work alongside medical treatment to achieve the best health and wellbeing.

For more information about Penny Brohn UK visit pennybrohn.org.uk.

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Company Contact:

Penny Brohn UK

T. 01275 370 100
E. rebecca.ellison@pennybrohn.org.uk
W. https://www.pennybrohn.org.uk/

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