

# CASCAID

## UPDATE



WE'VE REACHED £1.5 MILLION!!

JP wends his  
way around the  
country

Gala Dinner  
raises over  
£150k

Sir Harpal Kumar  
thanks us for our  
efforts

LOOK AT THIS!



# CASCAID UPDATE

Welcome to the latest update from CASCAID. We're all celebrating crashing through that million pound target at the June Gala Dinner. What a night! Thanks to everyone who took tables and all those who came as guests for making it such a great evening. We have had fabulous feedback, particularly about the singing...well, maybe not! Thanks also to everyone who bid in the auction, which raised £50k.

Remember we have another dinner on December 4th and we'll be welcoming back "Rockeoke" for another singalong. We promise it will be even better than June (and hopefully not quite so hot).

Congratulations to everyone who's completed their challenges and good luck to those who are about to embark on theirs. This issue features some of the exciting challenges that have taken place or are coming up in the next few months.

## A WORD OF THANKS FROM THE CEO OF CANCER RESEARCH UK

To all those who have supported CASCAID so far,

I want to thank you on behalf of Cancer Research UK for your incredible efforts over the past six months. To raise £1 million in such a short amount of time is extraordinary.

The ambition of CASCAID aligns with that of Cancer Research UK, a pioneering global organisation leading the most cutting-edge breakthroughs in cancer research. Forty years ago, 1 in 4 people survived a diagnosis of cancer but now, thanks to research, we are able to say that 2 in 4 will survive. Our next target is to see 3 in 4 surviving by 2034.

Although we have seen tremendous progress since the 1970's, some cancers have survival rates of less than 10%, which is unacceptable. We want to improve the outlook for all people with cancer, and we have an ambitious strategy in place to continue this work. This focuses on four key areas - prevention, diagnosis, treatment and optimisation.

The funds raised through CASCAID will enable us to fund research breakthroughs in these areas. For example, just two weeks ago, we announced results from a large-scale clinical trial in metastatic prostate cancer, which showed a 37% improvement in survival. This represents a step change for men with this form of the disease.

We are hugely grateful to all of you for helping to make research like this possible. The progress we have made so far would not happen without your continued support.

We hope that you feel proud of the impact you are having; together we believe we can reach our goal of seeing 3 in 4 patients surviving their cancer by 2034.

With warmest thanks,

Sir Harpal Kumar

CEO Cancer Research UK



CASCAID HQ

# THE GALA DINNER

It's fair to say that a great time was had by all. Here's Helen's remake of Baggy Trousers, featuring all the Ambassador challenges that took place in the first half of the year.



Rob & Gary bought their car  
That heap of rust it won't go far  
They plan on driving loads of miles  
No suspension...they'll get piles

Jeremy and all his chums  
Did loads of cycles, rows and runs  
Their target was 300k  
All achieved in the month of May

Wharrier walked Hadrian's Wall  
Bailey hit some ping pong balls  
Hagen crossed the marathon line  
And Sam Gold drank lots of wine!

**Oh what fun we had  
This charity lark it aint so bad  
Trying different ways  
To make a difference and fundraise**

**We don't do things by halves  
But OMG we've had some laughs  
Trying different ways  
To make a difference and fundraise**

Grads had a quiz night in The Gable  
Aberdeen the winning table  
Investment Week held their quiz night  
Pioneer won, after a close fight

Two Tommys did a Thames-side walk  
Buxton's planned his walk and talk  
Darren and Rory are such gems  
They bought a boat and canoed the  
Thames

Phil Wagstaff did a cycle tour  
Rode to Denver, and more  
Rob Bowie climbed up Ben Nevis  
Al Mundy played a lot of chess

Charles Davies rowed 100k  
Took 9 hours, in one day  
And just to be clear what we mean  
That's not on a bike but a rowing  
machine

Darius played darts all night  
Newton walked the Isle of Wight  
James Rainbow ran a marathon  
3 hours 53 he had it done

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Bonham Carter leapt from a plane  
Andrew Formica's insane  
He and others from the c-suite  
Abseiled from 500 feet

Jim Leaviss climbed a lot of hills  
Others also took to 2 wheels  
Truscott, Burns and Morningstar  
All set out to cycle far

AlphaGen took to the Lakes  
Sophie Burke baked loads of cakes  
Square Mile did 3 peaks, Investec 6  
They added South Africa to the mix

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**Amazing what we've done  
And we're only six months gone  
We just can't wait to hear  
What goes on for the rest of the year**

# CAZENOVE TAKE ON THE THAMES

On Good Friday, Darren Morgan and Rory Cumming from Cazenove set off in the International Canoe Race. Their aim? To canoe a 125-mile stretch of the Thames, from Devizes to Westminster. Caspar Rock volunteered to be their support crew, ready to jump in the boat if anyone pulled a muscle. On Easter Monday, they pulled under Westminster Bridge and finally said goodbye to their boat. We caught up with them to see how they were feeling at the end.

## GUYS, WHAT AN ACHIEVEMENT, HOW DO YOU FEEL? WHAT PART OF YOUR BODY HURTS THE MOST?

For a large part of it, it was our backsides!! We put yoga mats on the seats which helped a little... but not enough. It's tough on the shoulders too.

## TELL US ABOUT THE THAMES, WHAT SURPRISED YOU?

The tides are more ferocious than you think. Once you get to Reading you get a bit of "flow" which is what the real canoeists call it, and from Richmond onwards you can really feel it's a lot faster. So our last day was pretty good, the tide being in our favour really sped us along. Much needed on the final day!

What you might not realize is how horrible the locks are to deal with. There's one area where there are 6-7 locks together. You have to get out, lift up the boat, walk round, back down the other side, back in, then find your rhythm again. As amateurs we had a pretty heavy boat – not good!

## WHAT WAS THE HARDEST PART AND WHAT WERE THE HIGHLIGHTS?

Around Henley was my lowest moment....it was a nice morning but as we hit Henley we got a massive headwind, then the sun

came out and we started to get sunburned. Then, to cap it all, Caspar turned up with a friend on a river cruiser. We were very envious of his comfortable ride!

But then that night we stayed with Warren and Suzy Tonkinson for the evening and it was fabulous to have a comfy bed, hot shower and good food. They ensured we started the next day with a good breakfast inside us.

## 3.5 DAYS IS A LONG TIME TO SPEND IN A SMALL BOAT. HOW DID YOU PASS THE TIME AND DO YOU STILL GET ON TOGETHER?!

Weirdly you don't talk that much, as the boat is quite long and you sit one in the front and one at the back. What Rory's really good at is he encouraged others when they overtook us, cheering them on, giving words of encouragement. And, let's be honest, a lot of people overtook us!! And we got the same back from others. Boats passing us would cheer us on and at certain points there were crowds on the banks shouting support. It really helps.

We had a little radio to listen to and a friend had told us to set it to Radio 2, so we had a mix of talk and music. Bad choice. As we started, they had "Love Hour" – one hour of love songs – great

for two guys in a boat. Then the next segment was songs from musicals. Can you imagine anything worse?! We both agreed that silence is a better option than Jesus Christ Superstar, so the radio was consigned to the bin.

But yes, we still get on!!

## WOULD YOU RECOMMEND THIS CHALLENGE?

I wouldn't rush into it again. It takes a particular sort of person, that person probably isn't me.

## YOU RAISED A FABULOUS AMOUNT OF MONEY FOR CHARITY AND THAT MUST FEEL VERY REWARDING. IS THERE ANYTHING YOU'D LIKE TO ADD?

A lot of thanks to everyone who helped. Thanks to those who've sponsored us, it really motivated us and we appreciate it so much. We've had so much support both internally and externally, it's really fantastic.

The biggest thanks to Caspar. He followed us round, fed us cake, swapped our water bottles, made sure we ate properly, and kept us in good humour. It would have been impossible without him. Honestly, he was amazing.



# THE AMAZING ABSEIL

In early June, one of **CASCAID**'s biggest and boldest challenges took place. We set out to abseil the Broadgate Tower...all 541 feet of it. 10 teams of 10 people were lined up to take part but unfortunately London's weather did not comply. There were unusually high winds that day, which made it all-the-more hairy for those that did abseil and meant that some were not able to.

We're really sorry to those that made the effort but couldn't abseil – we're actively looking at other options, including the possibility of repeating the Broadgate Tower abseil again next year.

For those that did get to abseil, there were some scary moments. Andrew Formica was blown round the edge of the building and one of the J.P. Morgan Asset Management team got stuck half way down for a good 20 minutes as the instructor had an issue with the equipment. For the rest of us, it was pure exhilaration with fabulous views of London and a real adrenalin rush.



# JP PEDALS THROUGH HIS PROMISE

At its company conference last year, Jonathan Polin (JP) stood-up on stage and announced to the business that he was going to cycle 850 miles around all of Sanlam UK's offices, to help raise money for CASCAID. No small feat for a man that hasn't been on a bike for over 20 years and no small challenge, seeing as the route navigates some of the country's most hilly and changeable landscapes. Nevertheless, the Great Sanlam Cycling Challenge was born and whatever the weather, JP was determined that he would achieve it.



## WHAT MADE YOU WANT TO CYCLE AROUND ALL OF SANLAM'S UK OFFICES?

Nothing! In fact, I don't know what came over me - it seemed like a good idea at the time. I suppose in the back of my mind I wanted to do something big, something that really challenged me and that all in the company could get behind. And something that we can look back on and say, "yes, we did it and it made a difference to people's lives".

## TELL US ABOUT THE ROUTE

The challenge started at our offices near Chancery Lane



and proceeded on day-one to Marlow. Myself and a number of colleagues cycled to Fareham, Bath, Bristol, St Asaph, Kirkby Lonsdale, Harrogate and Teesside before jumping on a train back down to London to finish the final leg, Sevenoaks to our Monument office. In total we cycled for around 7 hours a day, for 9 days, covering around 850 miles. Don't ask me how many calories we burnt!

## WHAT WAS THE HARDEST LEG OF THE CHALLENGE?

The hardest leg was day-two, a 70-mile cycle from Marlow to Fareham. Physiologically I thought that travelling south meant going down hill, but the reality soon hit home. This stage saw us tackle a series of really steep inclines - some of them 20% - and they were relentless. Just as I got to the top of one hill, I saw another



one straight ahead. What made it even worse was the weather. Wind, rain, cold all in varying combinations meant we arrived at our Fareham office freezing cold, wet, mentally exhausted and in my case, ready to collapse. It was at this stage I asked myself what had I let myself in for and seriously considered whether I would be able to complete day-three, let alone day-nine.

### AND WHAT WAS THE HIGH POINT?

Geographically, the high point was Cynr-Y-Brain in North Wales, at 1,300ft above sea level. However, the real high point was not a specific cycle, it was the way the Sanlam team came together to make it happen. While I cycled the entire route with colleague Dan O'Hanlon, we were joined at various stages by other members of the team. Some did just one leg, some did two or three. We were also joined by clients, contacts and even my son, Henry, so the whole challenge felt like a real team effort. Each of our offices put on incredible "welcome parties" when we arrived, putting on food, drink, entertainment and other fund raising activities for **CASCAID**. I'm immensely proud of everyone in the business for getting involved and throwing everything into it.

### YOU WERE ALSO JOINED BY INTERNATIONAL CRICKETER AND THE ONE PRO CYCLING TEAM, HOW WAS THAT?

Matt and the ONE Pro team joined us on three of the legs of the challenge. They came equipped with a full entourage, including a well-stocked coach and masseuse! They were brilliant and extremely supportive to me and the other cyclists (despite, I'm sure, thinking we were all completely mad). On one occasion, when we were due to cycle from Kirkby Lonsdale to Harrogate, I had to call Matt and see if one of his team could come and help us. Sure enough, within two hours Matt Winston had arrived and was already giving us tips for the cycle and getting us motivated. They are a great team with an incredible ethos.

### WOULD YOU DO IT AGAIN?

Maybe. It was a huge learning curve for me and despite all the training beforehand, it was nowhere near enough. If I have another rush of blood to the head and decide to do something similar I would be much more strict with my training regime and my diet. But, those who know me know, I never say never.



# #WALKTHEWORLD – FUNDRAISING FOR CANCER RESEARCH UK IN 2017



Creativity and imaginative thinking have always been at the centre of what we do here at Teamspirit. So to do our bit in reaching the top of 'The Totaliser' and hitting that £1million target, we thought we better get our heads together to see how we could help.

We decided the best step forward was to #WalkTheWorld – bringing the entire company together and tracking steps via an internal app whilst walking the equivalent number of steps between the five financial centres of the world – London, New York, Hong Kong, Singapore and Tokyo.

To collectively achieve a distance of 25,000 miles we definitely needed a year round calendar of events – and what better way to start than with a good old fashioned pub crawl around our favourite watering holes in Farringdon and Holborn.

We followed up the excesses of late March with our first true **CASCAID** challenge on the 6th April, walking (and running) from our respective homes into Teamspirit towers in Farringdon. We were blessed with gorgeous weather as people set out from their homes as early as 6am from all 4 corners of the capital – some even joined up forces at London landmarks along the way to complete the last few miles

together. This was a true team effort, and we were rewarded with some very generous donations as we passed the £1,000 mark for the first time.

We then went on to complete a few other amazing events including the London 10 Mile in Richmond Park and the North Downs Way Half Marathon, as well as the Night Walk in late June. Members of the Teamspirit family were all there, taking part at each of these events.

There are not many people that have not been directly affected by cancer. Everyone at Teamspirit is fully committed to helping Cancer Research UK continue their great work in beating the disease.





**SO WHAT ARE YOU WAITING FOR — HELP US  
#WALKTHEWORLD BY MAKING A DONATION NOW.**

**EXPERIENCE THE JOURNEY ON OUR TWITTER AND FACEBOOK  
PAGES VIA @TEAMSPIRITGROUP**



The **CASCAID** team here at Teamspirit have decided to take to the sky for our next summer challenge.

On the 31st August our very own James Maxwell, Jim Poulter and Victoria Milford will be completing a tandem jump 10,000ft above the Wiltshire countryside. This is all part of our target to raise £21,000 for Cancer Research UK, creating awareness amongst our friends in the financial services industry, who will hopefully be encouraged to donate towards the cause!

Want to support our sky divers in their fight to beat cancer? [View our fundraising page and make a donation now.](#)

# CHALLENGE HIGHLIGHTS



WHAT AN ACHIEVEMENT!



## HEADY HEIGHTS FOR AVIVA INVESTORS

Jeremy Leadsom and a team from Aviva Investors recently completed a challenging ascent of the Dolomites for **CASCAID**.

The team consisted of nine members of the Aviva Investors Wholesale sales and marketing teams, aged between 25 and 58. They tackled the mountain using a via ferrata route which uses steel cables already pinned to mountain. Most of them had some mountain experience but had not done anything of this magnitude before. Although 'attached' to the mountain, climbers are extremely exposed (with a 1500m drop). Getting up and down

took nine hours, which they said was exhausting and exhilarating in equal measures - and in a couple of places very frightening indeed.

The team members were David Rodney, James Tothill, Kate Gillespie, Jonny Braithwaite, Simon Young, James Moore, Simon Young, Ben Carter and Jeremy Leadsom, expertly guided by Simon Leadsom and Pete Greening from SL Treks. Their efforts raised over £23,000 for Cancer Research UK, under the **CASCAID** banner. Congratulations to all involved in this vertiginous feat.



## THE TWO TOMMYS THAMESIDE WALK

The Two Tommys (Mark Thomas and Tom de Lisle) set off on their River Thames walk in late May, from the source in Gloucestershire, walking at least a marathon each day. After 189.5 miles, 434,734 steps and 8 days, despite some serious blisters and certain degrees of chafing (!), it was with great excitement that they arrived at Tower Bridge in one piece. Mark said "the thing that kept us going, quite frankly, was the backing from all of our sponsors. It gives you a great sense of conviction and determination, so thank you once again for your support. We are delighted to have raised £15,000 which will be matched by River and Mercantile Group, taking us through to £30,000".



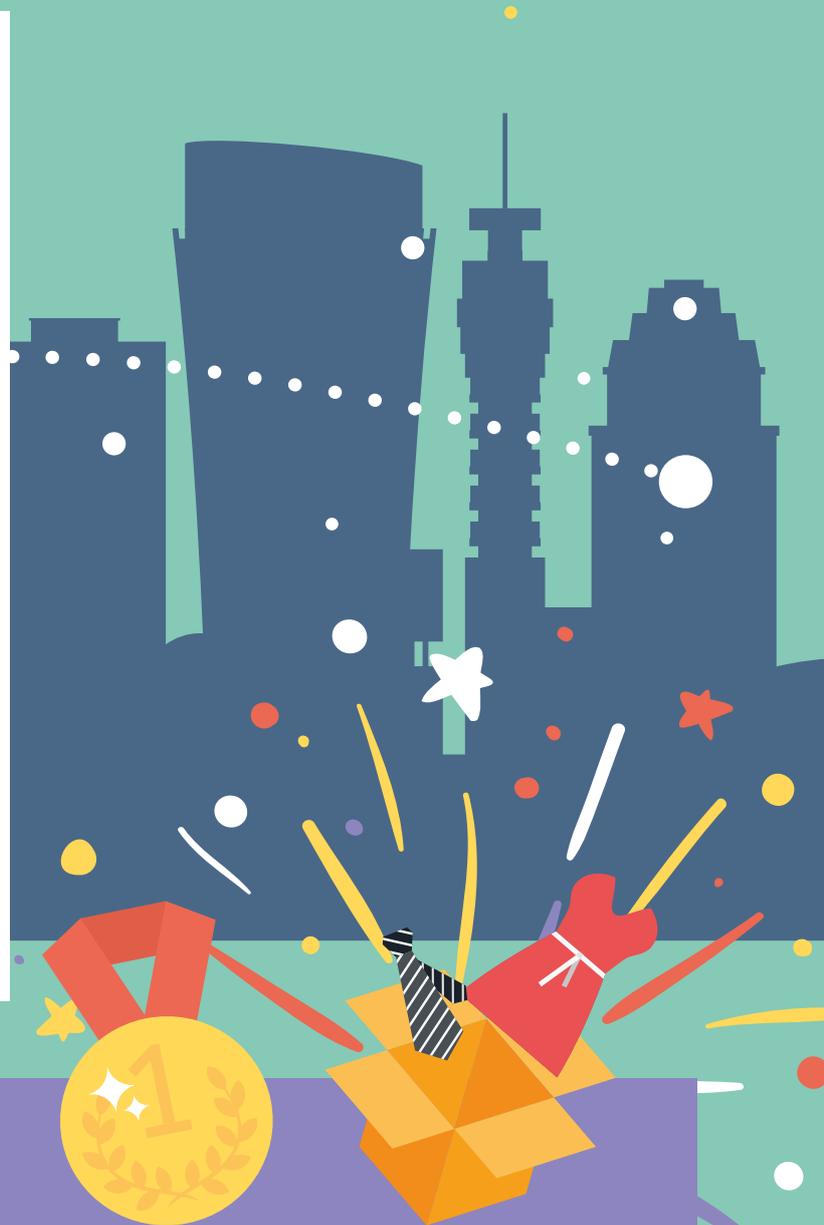
## NEWTON'S WALK THE WIGHT

Hanneke Smits, CEO of Newton Investment Management challenged her colleagues to walk a marathon across the Isle of Wight. The 57 strong team plus a handful of wonderful volunteers from across the business took to the hills of the Island raising over £60K for **CASCAID**. The 26.2 miles took in all the sights including, the stunning beaches of Bembridge, Carisbrooke Castle and finally The Needles. The walk took between 7 and 11 hours the blisters where quite a sight! Well done Newton!

# WALK AND TALK NIGHTWALK

The **CASCAID** Night Walk, supported by OMGI, took place on 30th June. Hundreds of industry friends got together and walked 13 miles around the amazing sights of London. DJ Wags got the warm-up party started at Exchange Place, with his favourite tunes. These Boots Are Made For Walking, Walk On, You'll Never Walk Alone, Walk On By....you get the idea. Richard Buxton then led us off, looking very dapper in city suit and his late father's bowler hat, which was a fitting tribute. Whilst it threatened to rain at times, we were lucky and had a glorious evening, made a little more glorious by a few pub visits along the way! Everyone's favourite bit was passing Tower Bridge, which looked simply wonderful. We then wended our way across rather a lot of bridges, through Westminster and Bloomsbury and back into the City. Sam Gold's team got a little lost and had to get a taxi back to where they went wrong – well done for not simply giving up!!

Hargreaves Lansdown are putting on a similar event in Bristol on 1st September, drop us a line if you fancy joining.



## CHARITY SHOPS CHALLENGE

We're part way through the Charity Shops Challenge, which involves different teams taking over the CRUK Superstore in Stevenage for a day. It has way, way exceeded our expectations!

BlackRock went first with their "Mad Hatters" themed day and increased the takings of the shop (as compared to a normal day) by a massive £26,500. Then Aviva Investors joined in the fun and achieved £50k on their day. We've still got M&G Investments, Incisive Media and T Rowe

Price to go, then BlackRock get another day to try and reclaim their "biggest fundraiser" crown.

We're so impressed with their efforts.

They've raised money through running "collection days" in their offices to gather unwanted goods, taking to the streets to sign-up volunteers and generally being amazing salespeople. They also encouraged Helen to clear out her wardrobe and offload all those no-longer-used designer handbags...which she found very cathartic!

# WHAT'S NEXT?

**MUNRO vs. MUNRO**

At the beginning of the year I was approached by CASCAID and asked to become an ambassador for a new initiative to raise £2 million for Cancer Research UK. Therefore, on 8 August I will be climbing Beinn Ghlas 1,103m (3,619ft) and Ben Lawers 1,214m (3,983ft).

Euan Munro, Active Investor

**THE ROUTE PROFILE**

**THE WALK STATISTICS**

Distance: 10.5km / 6.5 miles | Ascent: 968m | Time: 4-6 hours | Terrain: Exposure to Bad Weather

## STOAKLEY'S MARATHON EFFORT

Robin said years ago that his marathon days were behind him, but he's been persuaded out of retirement for **CASCAID**. We like to do things differently, so he's running his marathon in the Schrodgers gym! He'll set the treadmill on a slight incline to best match a real outdoor run and aims to complete it in four hours. We'll be there to cheer him on, feed him jelly babies and maybe even run alongside him on the neighbouring treadmill for a few miles.

## DECEMBER GALA DINNER

Our second Gala dinner takes place in December, details as follows:

- December 4th
- The Brewery, Chiswell Street
- 7pm-Midnight
- Black-tie
- Fundraising, networking, dancing and all-round good fun!



## THE CASCAID CAROL CONCERT

<http://vmgiving.co/CASCAIDCAROLS>

Nick Hutton is organising our final event of the year, a fabulous Christmas carol concert. This will take place at the beautiful St Stephen Walbrook church, nestled between Cannon Street and Bank, on Monday 18th December. Tickets are £30 per adult, £10 for kids and will go on sale in September; all proceeds will of course go to Cancer Research UK.

As there are only 200 spaces, we are offering Ambassadors the opportunity to secure a space now, before we offer it to a wider group. If you would like to register, please email [helen.wagstaff@mipagency.com](mailto:helen.wagstaff@mipagency.com). Feel free to bring a guest.

Join us for an evening of rousing carols to celebrate the end of a brilliant fundraising year. We'll be heading to a local bar/hotel for drinks afterwards.

### TIMINGS

Arrivals – 5pm

Carols – 5.30pm

Mulled wine and mince pies – 6.15 (approx)

# BRIGHTTALK REACH FOR THE MOON... AND BACK

A journey from the earth to the moon and back is 477,800 miles. Can we, as an industry, cover that distance on foot, bike or exercise machine before our end date of 4th December?

What do we want you to do? We would like you to pay the £20 entry fee (to CRUK of course) and challenge yourself. Pledge to do a certain number of miles by our end target, push yourself to your limits and help us achieve this audacious goal.

You can enter as an individual or a team and all miles will be logged on Strava. It's incredibly simple to use. We will run league tables on an individual and team basis to see how you're doing compared to competitors.

The more people we get involved, the more money we raise for CRUK and the more chance we have of reaching the moon. Come on, be a sport.

Ryan Ross from BrightTALK will drop you a line when the website is live.

We hope you can join this challenge.

## OFFICE-TO-OFFICE

A core peloton (two girls, seven guys) from Standard Life Investments; calling themselves 'Seventeen Legs Incorporated', are cycling from their office in London (the Gherkin) to their office in Edinburgh, from 5-9 Oct 2017. 450 miles in 4.5 days! Seventeen legs...you ask? Indeed! This challenge will be completed on seventeen legs as Jeremy 'Superhuman' Soutter has one carbon prosthetic, which in the saddle is more for balance and comfort than power. 95% of his effort will come from his right leg; begs the question which one is more bionic? Either way though it makes their journey all the more incredible!

ALSO



JOIN US FOR A  
**CASCAID**  
*Christmas  
Carol Concert*

**SAINT STEPHEN WALBROOK CHURCH, 39 WALBROOK, LONDON**

Put together by Nick Hutton, this fabulous event will take place on **Monday 18th December** at the magnificent Saint Stephen Walbrook Church (near Cannon Street).

This is the last event of the CASCAID 2017 calendar and we hope it will be a fitting celebration of our successes and an uplifting end to the year.

Join your colleagues, peers and friends to belt out some of your favourite carols, followed by mulled wine and mince pies.

**Date:** 18th December

**Arrivals:** 5pm

**Carols begin:** 5.30pm

**Mince pies and mulled wine:** 6.20pm

After drinks will be organised.

Tickets are £30 each, all of which goes to CRUK. We have a limited number of child tickets at £15 (under 16). To buy tickets, please make your donation on this page [www.vmgiving.co/CASCAIDCAROLS](http://www.vmgiving.co/CASCAIDCAROLS), clearly stating your name and the number of tickets required, plus also drop Helen Wagstaff a line to confirm your request.

**THIS WILL BE A WONDERFUL EVENING AND WE LOOK FORWARD TO  
CELEBRATING WITH YOU.**



A **MASSIVE** thank you to all who have worked so hard to get **CASCAID** through £1.5 million, whether through doing a challenge, donating, or spreading the word to get others involved.

We're so excited to see where the next few months will take us and to hear all about everyone's challenges.

Fingers crossed we hit that £2 million target by December so we can celebrate in style at the Gala Dinner.

**CASCAID**