Friends of Anchor 20 for 20

Anchor Voyage
July - October, 2017
www.friendsofanchor20for20.org
Welcome

This is a momentous year for Friends of ANCHOR as we celebrate the 20th anniversary of the charity. A passionate commitment to North-east cancer and haematology patients that has spanned two decades.

In this milestone year we have launched the ‘Dream Big’ campaign – our biggest ever fundraising appeal to raise £1m towards the University of Aberdeen’s ambitious £4.5m project to attract and recruit a world-class oncology research team to the North-east of Scotland.

This will have a lasting impact on the care, treatment and wellbeing provided to local cancer and haematology patients.

The 20for20 Anchor Voyage is our milestone anniversary project to celebrate our 20th year. It is an opportunity for everyone - the public as well as artists, sponsors and partners – to raise awareness and funds for Friends of ANCHOR in a creative and exciting way.

The incredibly talented, local artists involved in the project have poured their creativity and emotions into each anchor and we invite you to join us on this inspirational voyage.
20for20 Anchor Voyage

We chose to mark our 20th anniversary at Friends of ANCHOR by embracing local talent and capturing the imagination of the general public.

20 large anchors representing 20 years of support to cancer and haematology patients at the ANCHOR Unit, Aberdeen Royal Infirmary, offered artists and schools the opportunity to create a unique design to celebrate this special year.

The collection of anchors is a collaboration of genuine creativity and diversity of styles that will delight all who undertake the voyage.

The anchors are on public display throughout the North-east of Scotland from 1st July until the end of October. In November the anchors will go to auction to bolster funds for the campaign.

Campaign patron

Balmoral Group has generously covered the substantial costs involved in the engineering, logistics and manufacturing of the anchor sculptures.

Thanks to Balmoral’s generous financial commitment and the contribution from the campaign’s sponsors and partners we can assure you that EVERY penny of your donations will go directly to the cause.

Campaign patron

Balmoral
Set sail on the voyage
We encourage you to take the voyage and visit as many of the anchors as possible. Plan a day trip and head up the coastline or walk around Aberdeen city to see 11 in one day. Our voyage map on the next page will help you plan your visits.

Take a virtual voyage on our website
Visit www.friendsofanchor20for20.org and enjoy the anchors in their locations at your own pace.

Anchor paparazzi
Be sure to take pictures when you’re out on the voyage and post your pictures on social media using the #20for20anchor or anchorvoyage hashtags. There is a weekly photo competition running on Friends of ANCHOR’s Facebook, Twitter, Instagram and LinkedIn social channels, so connect with us to get involved. Spread the word!

Mini adventurers
We have a selection of activities for our little adventurers to complete on pages 14-15.

Text to donate
It’s easy to donate. Just text ANCH20 £5 to 70070. If you wish to double your donation simply change the amount to £10 in your text.

Donate online
Visit www.friendsofanchor20for20.org and click on the donate online button.
Friends of ANCHOR

Helping to make North-east Scotland’s cancer and haematology care the best it can be

Friends of ANCHOR is an Aberdeen-based charity dedicated to supporting the clinics and wards of the Aberdeen and North-east Centre for Haematology, Oncology and Radiotherapy (ANCHOR) Unit which operates within Aberdeen Royal Infirmary.

Our vision is to ensure every cancer patient in the North-east has access to the highest quality care, comfort and support and the best possible treatment during and after diagnosis. This is achieved through investment in non-NHS diagnostic and surgical equipment, patient wellbeing services and ground-breaking cancer research projects led by top clinicians at the University of Aberdeen.

Crucially, every penny donated goes directly to the cause as all the charity’s administration and running costs are 100% covered by Balmoral Group.

MEDICAL EQUIPMENT
Investing in the latest technology, over and above what NHSG provides, to continually develop and improve cancer diagnosis and treatment.

PATIENT WELLBEING
Offering additional care, comfort and support within the ANCHOR Unit.

LEADING CANCER RESEARCH
Funding local, leading research to push the boundaries in the fight against cancer.

To find out more about the charity and how it supports the ANCHOR Unit, please visit www.friendsofanchor.org
The ANCHOR Unit at Aberdeen Royal Infirmary serves cancer and haematology patients from the whole of North-east Scotland, Orkney and Shetland.
1. **Heritage**  Moira Milne
   *Beach Esplanade, Aberdeen*

2. **Rise of the Gulls**  Stuart Allan
   *Castlegate, Aberdeen*

3. **Grace**  Shelagh Swanson
   *Footdee, Aberdeen*

4. **Big Hero 20**  Ferryhill School/Fiona Chance
   *The Fountain, Duthie Park, Aberdeen*

5. **The Silver Darlings**  Gabrielle Reith
   *David Welch Winter Gardens, Duthie Park, Aberdeen*

6. **AnchoRED in Glory**  Ewen Milne
   *Union Square, Aberdeen*

7. **This Guy and that Guy**  Ugly People
   *The Green, Aberdeen*

8. **A Nautical Knit**  Jenny McHardy
   *Bon Accord Centre, Aberdeen*

9. **The Artist’s Garden**  Howard Butterworth
   *Rubislaw Gardens, Aberdeen*

10. **Folk Song**  Laura Bremner
    *Hazlehead Park, Aberdeen*

11. **Porcelain**  Kelly-Anne Cairns
    *Aberdeen International Airport*

12. **We Are Stardust**  Mary Butterworth
    *The Old Pier, Stonehaven Harbour*

13. **Mrs Melgorium’s Botanical Emporium**  Mel Shand
    *Bellfield Park, Banchory*

14. **Never Lose Hope**  Penny Downes
    *The Memorial Garden, Inverurie*

15. **Thistle Help**  Judi Milne
    *Gordon Park, Ellon*

16. **Light the Way**  Catherine Redgate
    *The Scottish Maritime Academy, Peterhead*

17. **Prionnsa Dinnesar (Ginger Prince)**  Lorna Jappy
    *Kinnaird Head Lighthouse, Fraserburgh*

18. **Granite n’Gold**  Lesley McKenzie
    *Cooper Park, Elgin*

19. **North Sea Sucker**  Katie Guthrie
    *Foreland Road, Kirkwall, Orkney*

20. **The Parting Song**  Lindsay Allardyce
    *Main Esplanade, Lerwick, Shetland*
Moira's design was inspired by visiting her grandmother in 'Fittie' and the stunning coastal views she admired around there. As well as images from Aberdeen city's heritage, Moira has incorporated small hidden tributes to her own heritage within the design. It was a natural progression for her to use familiar landmarks alongside the sky, sea and its wildlife to create a colourful, lively, narrative design that appeals to all ages and visitors alike.

I visited this anchor: __________________________ (date)

Sponsored by 
Handelsbanken

The first thing Stuart thinks of when you say Aberdeen is the massive seagulls! Love 'em or hate 'em, they're as much a part of the city as the granite they nest on. Taking this thought and his love for 1980s neon and chrome space age graphics, Stuart created the 'Rise of the Gulls'. The anchor depicts two Gull Overlords in space, controlling their robotic feathered minions in and around the city. It's a pretty fun idea that he hopes people will enjoy.

I visited this anchor: __________________________ (date)

Sponsorship opportunity available

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Shelagh was inspired by the collection at Aberdeen Maritime Museum to illustrate her anchor with imagery relating to the incredible ship building heritage. The front of the anchor features an interpretation of the figurehead of the 'Star of Tasmania'; the back includes a number of illustrations of other Aberdeen-built ships, maps, and plans. Shelagh explains: "I see the anchor as not only being an informative piece, but also a symbol of human endeavour, courage and strength. This is also reflected in the name, 'Grace', named after Grace Darling who famously participated in the rescue of survivors in the shipwreck of the ‘Forfarshire’ in 1838.

I visited this anchor: __________________________ (date)

Sponsorship opportunity available

Pupils from two classes at Ferryhill Primary School created individual superhero masks that reflect all different types of heroes. The anchor’s name is a nod to the movie Big Hero 6. The inspiration for the superhero theme is twofold. Firstly, it is a fun and engaging theme for primary-aged children. Secondly, and perhaps most importantly, the theme reflects the true heroes of this project – the cancer and haematology patients Friends of ANCHOR supports.

I visited this anchor: __________________________ (date)
Gabrielle's design is inspired by Aberdeen and its history with the fishing industry. Her anchor cleverly captures a multitude of sea creatures and marine life. Having recently lost two friends battling a cancer diagnosis, Gabrielle is pleased to be able to support the work of Friends of ANCHOR and ultimately the patients in the ANCHOR Unit.

☐ I visited this anchor: __________________________ (date)

Ewen sees his design as a tribute to the Aberdeen FC's past and present glories both on and off the field, with particular acknowledgement of the achievements made by the Aberdeen FC Community Trust. His strong geometric style is based on the theme of symmetry, which signifies relationship, harmony, balance and union - much akin to a family bond as well as the relationship between AFC/AFCCT and its staff, players and wide-ranging support network.

☐ I visited this anchor: __________________________ (date)

Ugly People typically tries not to overthink his pieces and likes to let the audience interpret them for themselves. The main inspiration for this piece was the shape of the sculpture; the curves of the anchor immediately made him think of a curly, flowing moustache and a smile which form the basis of his design. The artist is happy to be contributing to Friends of ANCHOR and all that the charity does for those affected by cancer. His desire is that the campaign not only raises funds to support those facing a cancer diagnosis but also brings a few smiles to those visiting his anchor on the voyage.

☐ I visited this anchor: __________________________ (date)

Jenny's anchor has been built up with layers of knitted lace bonded in place with yarns and knitted embroidery. She explains: "My anchor highlights my interest for fisherman's ganseys and Scottish textiles." Jenny's style challenges people's perception of knitting and gives her anchor a lifelike sea-themed element. The anchor has lots of fine detail such as knitted barnacles and sea life attached to it. Having had multiple friends affected by cancer, Jenny is privileged to be a part of the campaign which will ultimately raise much needed funds for the ANCHOR Unit.

☐ I visited this anchor: __________________________ (date)
Howard’s design is a tribute to those beautiful spaces that inspire, lift spirits, provide tranquillity and hold precious memories - drawing both from the gardens of home and the June borders of Crathes Castle. His anchor is dedicated to his wife Hilary and the support of Friends of ANCHOR.

I visited this anchor: ___________________________ (date)

Sponsored by John Clark Motor Group

Laura wanted to design an anchor that was very intricate and detailed – encouraging the viewer to get up close and study all of the patterns and elements. Knowing people who work at the ANCHOR Unit and patients who have been treated there makes this a cause close to her heart. In Laura’s words: “Using art to create awareness can be amazingly effective. It makes art more obtainable to the general public; taking it out of a gallery and putting it out in the open.” As a mum, Laura feels immensely proud to show her son an anchor adorned with her own hand-painted artwork for such a worthwhile cause.

I visited this anchor: ___________________________ (date)

Sponsored by Stewart Milne Homes

Mary’s anchor is based on celestial navigation and the night sky. She explains: “There are many reasons we look to the stars: navigation, spiritual guidance, to feel our place in the world. They are there to help us find our way. The journey through the ANCHOR Unit is the toughest many of us will face. Strength can be found through shared human experience, stories and remembering you are not alone. We are all connected, made of star stuff... We Are Stardust”. The title comes from a song lyric by Joni Mitchell - one of her mum’s favourites who sadly passed away after battling cancer twice.

I visited this anchor: ___________________________ (date)

Sponsored by Stewart Milne Homes
Having lost her mother and several close friends and family to cancer, Mel is delighted to support the work of Friends of ANCHOR. During the time Mel's mum received treatment, she always appreciated the beautiful flowers that surrounded her. Some of her mum's favourites were roses and parrot tulips which form the basis of Mel's stunning design. The parrots ascending are a colourful nod to raising spirits, the flowers bring the uplifting solace, whilst the anchor roots us in reality.

I visited this anchor: ___________________________ (date)

The prominent features in Judi's design are her favourite national symbols; the thistle and the stag. Both are symbolic of strength and courage, which is needed in the fight every cancer patient and their loved ones face. After losing loved ones to cancer, Judi is delighted to be part of the special anniversary voyage.

I visited this anchor: ___________________________ (date)

Originally from Caithness, Catherine feels a strong sense of connection to the sea. Her anchor highlights the light and dark sides to health and wellbeing; with one side of her design showing a lighthouse in the day and the opposite, a lighthouse in the dark guiding a boat through the sea. Catherine shares: “Sometimes you just need to be rescued from the dark so that you can soar free in the light again.”
Lorna's husband, Chris, was the motivation behind getting involved in the project. Chris was diagnosed with a brain tumour five years ago and was recently an inpatient at the ANCHOR Unit. Lorna explains: “It was a difficult time with many long days and nights, but many evenings were spent looking out at the amazing views across Aberdeen.” Lorna's design is inspired by those night views and each shape and fragment represents the people that pass through Aberdeen Royal Infirmary on a daily basis. The bright colours are a personal interpretation of the laughs that she shared with her husband Chris during his time in the ward.

Lesley's design is based on the beautiful granite that surrounds us in the North-east as well as the gardens and parks within Aberdeen. The granite symbolises core strength while the delicate flowers emphasise that life can thrive on the smallest of foundations. Lesley is proud to be part of this voyage raising awareness for Friends of ANCHOR.

Laurie wanted her anchor design to be fresh, happy and uplifting – conveying both tradition and love. She worked from her appreciation of folk art to create a striking design with a reference to the charity's 20th anniversary down the sides of the anchor. Having worked in the third sector for 14 years, Laurie knows the value of charitable organisations like Friends of ANCHOR and feels honoured to contribute her artwork to something as important as cancer research. ‘The Parting Song’ title is inspired by a traditional folk song about making the most of time together over a drink or two with pals and is dedicated to her friend, Shonagh Thom, who was also full of love.
We would like to take this opportunity to thank all of our campaign partners who offered their support, resources and services to make this voyage truly special. Their dedication and commitment to the cause is an inspiration.

Sponsorship

Thank you to all of our sponsors who are already on board with the campaign. Your support and enthusiasm for the project is sincerely appreciated.

There are still sponsorship opportunities available. To sponsor an anchor or support the campaign in a corporate capacity, please contact the Friends of ANCHOR 20for20 project team: friendsofanchor20for20@balmoral.co.uk or call 01224 859153.

Auction event

The anchor auction will take place in November and will give you the opportunity to own one of these unique sculptures. The auction celebrates the conclusion of the voyage and the tremendous work undertaken by the artists. All proceeds will go directly to Friends of ANCHOR’s Dream Big campaign.

If you are interested in attending, please let us know by contacting the team on friendsofanchor20for20@balmoral.co.uk.
Activity deck

Wordsearch

How many anchors can you see?

ABERDEEN  FRASERBURGH  ORKNEY
BANCHORY  INVERURIE  PETERHEAD
ELGIN  KIRKWALL  SHETLAND
ELLON  LERWICK  STONEHAVEN
Design your own anchor

Anchor treasures
Can you spot the hidden gems on the real anchors?

- One anchor has hidden knitting needles, a football and a pair of ballet shoes.
- One anchor includes a famous Dr Who character.
- One anchor has incorporated the red tulips from the Friends of ANCHOR logo.
- One artist depicts her husband’s head in her design.
- One anchor has a wasp hidden somewhere in its design.
This year, in our milestone 20th anniversary, we've launched our biggest fundraising appeal yet, 'Dream Big'. We've pledged a total commitment of £1 million to the University of Aberdeen's ambitious £4.5 million project to attract and recruit a world-class oncology research team to the North-east.

This is a huge investment that will ultimately see clinical care excelled for cancer patients in the region. Members of the research team will have dedicated clinical hours to bolster the overall oncology consultant clinical hours for the ANCHOR Unit, enhancing patient care within the cancer wards. The team will also aid further opportunities, access and participation for clinical trials – often the last hope – for North-east cancer patients.

Every penny raised from our 20for20 campaign will go directly to Friends of ANCHOR's Dream Big, to see Aberdeen become a centre for ground-breaking cancer research.

Join us as we Dream Big to pioneer and drive cancer and haematology care forward.

It's easy to donate £5: Text 'ANCH20 £5' to 70070
If you wish to double your donation simply change the amount to £10 in your text

Professor Heys
Breast Cancer surgeon and Head of the School of Medicine, Medical Sciences and Nutrition at the University of Aberdeen:

"The support of Friends of ANCHOR is second to none and will be pivotal in helping us achieve our goal of establishing Aberdeen as a centre for world-class cancer research.

"Partnership with Friends of ANCHOR in such a vital area is a major driver for success and the results of our joint endeavour will be of immense benefit to the local community and beyond for many years to come."

To find out how you can help, visit www.friendsofanchor.org
Registered charity No. SCO25332