



# KILIMANJARO CORPORATE SPONSORSHIP PACKAGE

[WWW.AHEADOFTHEGAMEFOUNDATION.COM](http://WWW.AHEADOFTHEGAMEFOUNDATION.COM)

16 DUDLEY ROAD, NEW BRIGHTON, WIRRAL  
CH45 9JP



# KILIMANJARO

## SUMMITTING AGAINST ALL ODDS™

On Monday 30th September Dave Bolton will be leading a team of 8, on a 10 day expedition to attempt to summit Mt Kilimanjaro.

Mt. Kilimanjaro is located in Kilimanjaro Region of Tanzania. It is the highest mountain in Africa and the highest single free-standing mountain above sea level in the world: 5,895 m (19,341 ft) above sea level and about 4,900 m (16,100 ft) above its plateau base. It is the highest volcano in Africa and the Eastern Hemisphere.

Kilimanjaro is the fourth most prominent peak on Earth.

The expedition, aptly named '**Summitting Against all Odds,**' is more than just a climb. It's a testament to Dave Bolton's remarkable journey of courage and determination in the face of severe adversity.

In 2014, Dave's world shattered with an unexpected hospitalisation after a violent seizure revealed a tennis ball-sized brain tumour. Despite surgery and a grim five-year life prognosis, he persevered, and fought back rebuilding a new life for him and his young family.

In 2015, a second primary tumour emerged, doubling in size within weeks. Given mere months to live, Dave refused to surrender, summoning every ounce of strength to battle against this relentless foe known as the 'Terminator' in the medical world. A Glioblastoma (GBM4) is one of the most deadliest and relentless of cancers in the world.

Dave was written off by the medical world, with the statistics seemly stacked overwhelmingly against him. Only 25% of those worldwide diagnosed with a GBM4 will live to 1 Year, only 17% will live to 2 Years, 5% will only make it to 5 Years and only 1% will make it to 10 years.





# KILIMANJARO

## “SUMMITTING AGAINST ALL ODDS”

Dave’s resilience and mental strength stems from surviving a near fatal motorcycle accident in 2004 where he was crushed by a 23-ton truck.

Left in a coma with life threatening and debilitating lower body injuries.

Doctors doubted his survival and was later told he will never walk unaided again.

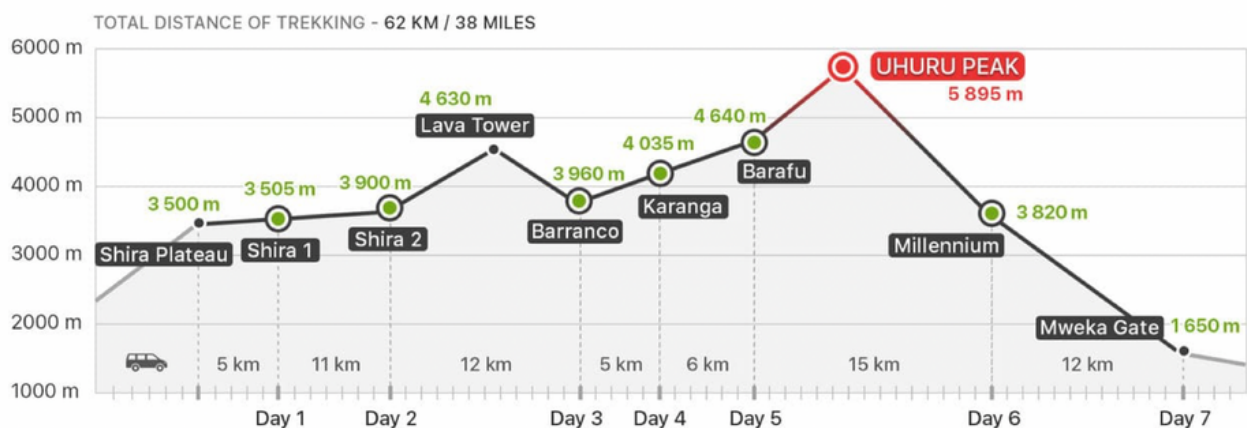
Dave defied all the odds, by not only by learning to walk unaided but in 2009 becoming a World Kickboxing Champion in Pisa, Italy 2009, showcasing his indomitable spirit.

Dave will be leading the expedition on the 20th anniversary of the life threatening, life changing and life defining accident.

Entering his tenth year of defiance since his terminal diagnosis, Dave embodies defiance, proving that against all odds, the human spirit can triumph, inspiring others with his remarkable journey of resilience and courage.

As Dave and his team embark on this extraordinary expedition, they aim to not only raise vital funds for Ahead Of The Game Foundation but also to inspire individuals facing similar life-threatening challenges. Their journey serves as a beacon of hope, reminding us all that with courage, resilience, and community support, anything is possible.

Support and join us as we witness the power of the human spirit reaching new heights, one step at a time. Together, **let's summit against all odds.**



\*\* You will also have 3 acclimatization hikes (not shown above) on the 2nd, 4th and 5th day of your adventure



# KILIMANJARO

**PLATINUM - £5,000**

**(ONE AVAILABLE)**

**Our lead partnership level with the highest recognition includes prominent mention in media and throughout fundraising promotional materials, including email, social media, online fundraising, and website placement.**

- Logo or signage displayed on a large 1.5 m individual flag, photographed at the top of Mount Kilimanjaro once Dave Bolton has reached the summit.
- Photograph of Dave in platinum partnership branded hoodie.
- Various press mentions highlighting the Kilimanjaro campaign and your partnership.
- Full company description on the event page Logo with hyperlink on AOTG website for the remainder of 2024.
- Email marketing campaign sent to full database with partnership mention.
- Ten posts or stories featuring the brand name of the platinum sponsor, along with social media updates documenting the journey.
- Logo with a hyperlink in the sponsorship section of the event webpage. Post-event thank you mention on AOTG website.
- Use of AOTG logo on your corporate website and any event photographs/ videos.
- Individual flag signed by climbing team and framed / presented to platinum sponsor.

**IF YOU ARE INTERESTED IN BECOMING A CORPORATE  
SPONSOR, PLEASE GET IN TOUCH WITH DAVE  
DIRECTLY VIA EMAIL -  
INFO@AHEADOFTHEGAMEFOUNDATION.COM**



# KILIMANJARO

**GOLD - £2,500**

**(FOUR AVAILABLE)**



**Our second partnership level with brand recognition through media and fundraising promotional materials, including email, social media, online fund-raising, and website placement. Gold sponsors also receive recognition via:**

- Logo or signage displayed on a large shared 1.5 m individual flag, photographed at the top of Mount Kilimanjaro once when the climbing team has reached the summit.
- Photograph of a team member in gold partnership branded hoodie.
- Coverage in any press articles highlighting the Kilimanjaro campaign.
- Email marketing campaign sent to full database with partnership mention.
- Logo with hyperlink on AOTG website for 1 month post completion.
- Five posts or stories featuring the brand name of the gold sponsor, along with social media updates documenting the journey.
- Logo with a hyperlink in the sponsorship section of the event webpage. Post-event thank you mention on AOTG website.
- Use of AOTG logo on your corporate website and any team photographs.

**SILVER - £1,000**

**(FIVE AVAILABLE)**

**Our third partnership level with brand recognition through media and fundraising promotional materials, including email, social media, online fundraising, and website placement. Silver sponsors also receive recognition via:**

- AOTG website coverage of ATOG on Kilimanjaro, social media:
- Photograph of a team member in silver partnership branded hoodie.
- Two posts / stories that mention the brand name of the silver sponsors.
- Logo in the sponsorship section of the event webpage.
- Post-event thank you mention on AOTG website.
- Use of AOTG logo on your corporate website and event photograph.

# TEAM FUNDRAISING

The climbing team have set up their own challenge to raise an additional £6,000 to purchase the best Lymph compression unit and relevant compression garments to offer FREE therapy to those diagnosed with cancer to improve their quality of life with Lymphoedema.

Lymphedema is swelling in various areas of your body that happens when something affects your lymphatic system. Your lymphatic system collects excess fluid, proteins and toxins from your cells and tissues and returns them to your bloodstream.

When your lymphatic system doesn't work well, your body accumulates fluid and may begin to swell. The swelling typically affects your arms and legs, but it can affect other areas of your body, too. Lymphedema also increases your risk of developing an infection where you have the condition.

Cancer or cancer treatment can affect the fluid drainage channels of the lymphatic system. Fluid then doesn't drain in the normal way, so the area swells.

About 1 in 5 people (20%) will have lymphoedema of the arm after breast cancer treatment that includes:

- surgery to remove lymph nodes
- radiotherapy to the lymph nodes

If lymphoedema is not treated, it may get worse. It can be painful and make it difficult to move your arm.

**ALTERNATIVELY IF YOUR BUSINESS WOULD LIKE TO DONATE TOWARDS THE TEAMS FUNDRAISING CAMPAIGN, CLICK ON THE BELOW IMAGE TO MAKE A DONATION.**

The screenshot shows a fundraising page for the 'Ahead of the Game Foundation'. The main heading is 'Summitting Against all Odds - Dave Bolton'. There is a search bar, a 'Donate now' button, and social media sharing options for Twitter and Facebook. The main image shows a hiker on a mountain peak at sunset. Below the image, there is a 'Join team' link. On the right side, there is a circular progress indicator with the text 'Become the first donor!' and a target of '£6,000 Target'. Below this is a 'Donate' button with the 'enthuse' logo. At the bottom, there is a 'Share this page:' section with social media icons for Facebook, Twitter, and a link icon.



# DAVES STORY

## Dave Bolton's story is truly extraordinary,

marked by triumph over extreme adversity, resilience, and an indomitable spirit. From his service in Air Ops Iraq to surviving a harrowing near fatal accident involving an articulated lorry, Dave's journey led him to become a World Champion Kickboxer and a high-flying Detective Sergeant within Merseyside Police tackling serious and organised crime.

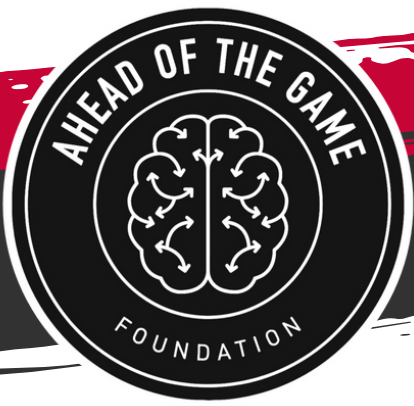
## Despite facing cancer twice before, Dave defies the odds!

Dave continues to outlive his current terminal diagnosis. In 2014, he suffered a 15-minute grand mal nocturnal seizure which later revealed a stage 2 Astrocytoma diffuse Brain tumour. Dave underwent life saving surgery involving a craniotomy and debulking. He was given a life prognosis of 5 years.

After reclaiming his life back as a Strength & Conditioning Coach. A routine scan in 2015 showed the presentation of another tumour, this time a stage 4 Glioblastoma Multiforme, carrying a life expectancy of just three months. The GBM4 is known as 'The Terminator' in the medical world.

Dave underwent a second surgery to remove the tumour. Refusing to accept this prognosis, Dave embraced a comprehensive 360° approach, integrating exercise, nutrition, supplementation, mindfulness and complementary therapies with traditional medicine. Compiling his extensive research and personal experiments, he has become a source of inspiration for those diagnosed not only with brain tumours but any form of cancer. As Dave's scans consistently indicated no progression, and stability persisted over the years, he felt a moral obligation to share his knowledge and assist others navigating their journey post-cancer diagnosis.





# DAVES STORY

**This year, Dave stands among the top 1% of global survivors of the most aggressive brain tumour.**

"I Don't fear cancer or my brain tumour. I don't fear this journey I must walk, I will fully embrace it!!!

It will make me a stronger, wiser and more relentless individual than ever. I have become richer through the new, old and renewed friendships that this steep journey has forced me to endure. I know that this is the ultimate fight and that the odds are stacked massively against me, but I will be a new type of statistic blazing a trail for others to follow.

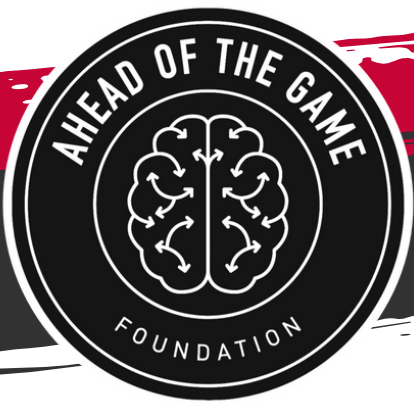
Nowhere at the end of my journey will it say that I gave up or quit. I will cherish every single second of this new outlook on life I have surrounded by the people I love and respect the most. I will succeed, there is no other option because I do not fear death any more.

I may have cancer but cancer doesn't have me. "

**In September 24, he will lead a team in an expedition to Tanzania and Mt Kilimanjaro called 'Summiting against all odds'. This expedition is to commemorate surpassing his NHS prognosis by a decade and to inspire others to stand up and take back control of their own situation as anything is possible!**







# DAVES STORY

DAVE BELIEVES THAT IT IS HIS DUTY, HIS MORAL OBLIGATION TO SHARE HIS KNOWLEDGE, POSITIVITY AND GIVE HOPE TO OTHERS DIAGNOSED WITH ANY TYPE CANCER.

**Dave Bolton's Determination  
- There Is Hope**

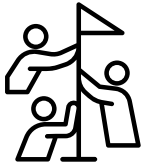
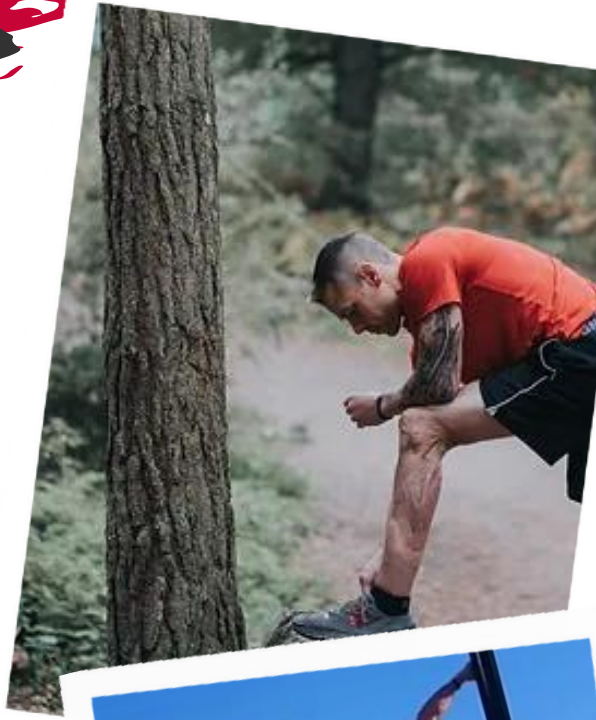
CLICK IMAGE TO WATCH VIDEO



## **BOLTMODE**

It's a state of mind.

"I WANT PEOPLE TO REALISE THAT THERE IS HOPE, THERE IS ANOTHER OPTION TO STAND UP AND TAKE CONTROL OF THEIR OWN SITUATION."





# ABOUT AHEAD OF THE GAME FOUNDATION

[WWW.AHEADOFTHEGAMEFOUNDATION.COM](http://WWW.AHEADOFTHEGAMEFOUNDATION.COM)

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# ABOUT AHEAD OF THE GAME FOUNDATION

In 2020 Dave Founded Ahead Of The Game CIC and in November 2022 we were officially registered with the charities commission as Ahead Of The Game Foundation (charity number 1200982)



Ahead Of The Game Foundation is a cancer charity that provides fully funded physical, mental and emotional support to those with a confirmed diagnosis of cancer. The Foundation also extends crucial support not only to those battling the life-altering impact of cancer but also to their families and loved ones, empowering them through the challenging and often overwhelming journey of life-threatening, changing, and life-debilitating effects caused by this cruel disease.

**Ahead Of The Game Foundation aims to bridge the gap by offering a comprehensive, fully funded rehabilitation program for individuals diagnosed with cancer worldwide.**

**CLICK IMAGE TO WATCH VIDEO**





# ABOUT AHEAD OF THE GAME FOUNDATION



**DAVE BELIEVES THAT NO ONE WITH  
CANCER SHOULD PAY FOR  
REHABILITATION AND SUPPORT!**

Our Health & Wellbeing Cancer Rehabilitation Programme not only enhances physical recovery, but also promotes mental wellbeing in the aftermath of a cancer diagnosis.

**Every client on our program is provided with access to Dave's comprehensive health protocol, which includes thorough research on nutrition, supplementation, therapies, and more.**

Our fully funded classes are available to offer global support to individuals enrolled in our program and support those currently on our waiting list for an upcoming placement. Our waiting list currently includes 130 individuals diagnosed with cancer, spanning across the globe, including Australia, South Africa, China, and America.

**Whilst on the waiting list, each client has exclusive access to a dedicated website featuring complimentary online yoga and pilates classes, along with numerous pre-recorded courses to nurture their mental wellbeing.**

**ALL CLASSES, COURSES AND THE FULL PROGRAMME WITH AHEAD OF THE GAME IS FULLY FUNDED FOR ANY INDIVIDUAL WITH CANCER AND THEIR FAMILIES.**





# ABOUT AHEAD OF THE GAME FOUNDATION

We are actively amplifying globally the awareness for brain tumours in a severely underfunded field. Astonishingly, brain tumours receive a mere 1-2% of funding compared to other cancers. This discrepancy is alarming considering that brain tumours claim more lives among children and adults under 40 than any other cancer. Shockingly, only 1% of the national expenditure on cancer research is allocated to combat this devastating disease.

Our mission is to bring about a positive transformation in the lives of those affected by cancer, extending support not only to the individuals diagnosed but also to their families. Ahead Of The Game Foundation addresses the unique challenges that cancer survivors face, ensuring they regain strength, confidence and a renewed sense of purpose by ultimately taking back control of their own situation.

The foundation takes a proactive and preventative approach to education, sharing vital information through impactful live Q&A's, seminars, and a comprehensive robust social media presence. Our focus extends to a range of critical subjects, including, but not limited to, warning signs, treatments, financial support, family assistance, counselling, nutrition, complementary therapies and exercise.

In addition to our educational efforts, we organise fundraising events that not only raise vital awareness but also contribute to tangible support for families navigating the challenges of a cancer diagnosis.

We understand the toll this journey takes, recognising that we provide respite through Ahead of the game hero's a rest-bite and rewards scheme, which offers relief to those facing the impact of cancer, enabling them to have unique experiences making memories that will last a lifetime.





## AHEAD OF THE GAME FOUNDATION TESTIMONIALS:

"Whilst the Surgeon and Oncologist saved my life, I truly believe that Dave saved my mental and physical well-being. When I was first introduced to Dave via a mutual friend, I was broken and desperate. A diagnosis of breast cancer had sent me into an emotional free-fall. Throughout Dave's weekly sessions, he rehabilitated me into an emotional, free-falling fitter than I've ever been, despite being in chemotherapy and optimism. He also rehabilitated me post two significant surgeries and steadily increased my exercise regime, making me ironically fitter than I've ever been, despite being in chemotherapy and optimism. Dave's weekly sessions increased my strength and stability incrementally fitting more pain and life back into me than I ever thought possible. My family and I are eternally grateful for his support and expertise during this difficult journey, making me ironically fitter than I've ever been, despite being in chemotherapy and optimism."

"I can't stress enough the fantastic feeling you get when you see your range of movement increase on a weekly basis and the confidence you build when you see your range of movement increase on a weekly basis with the support of Dave. I can't express enough the benefits of having Dave working with me to achieve this. I know I wouldn't be where I am both physically and mentally if I hadn't had the support and commitment of Dave."

"The program was an amazing thing to be on. It really helped to get my strength back and gave me so much confidence to work out again post-cancer. I was so amazed at how, with Dave's help and knowledge, my want to work out soon came back. Now it's all behind me; my cancer diagnosis and treatment feel almost like it was just a bad dream. Dave's hard work and determination to help so many cancer patients get back fit is just amazing. And I was so lucky to have been offered a place there. After seeing the hub last week, I am blown away by what him and Debbie have achieved, and I can't wait to go back and use the fantastic facilities and classes on offer (you'll be sick of the sight of me). Thank you from the bottom of my heart for your help and support at what was a very tough time."

"I cannot thank Dave, Tel, Debbie, and Leigh-Anne (they all deserve a mention) enough for the support and kindness they have given my partner and me since my partner's cancer diagnosis. The team are just phenomenal in their knowledge, skills, and ability to help others. We have mostly spoken to them online/over the phone but drove up to see them and their wellness hub, and it is next to none and will keep improving with their future plans. They are a family and make you feel a part of it. For anyone thinking of contacting them, stop thinking and do so, you will have no regrets. A massive thanks to them all, you are the A team to us!"





# ABOUT AHEAD OF THE GAME FOUNDATION

## OUR CANCER PRE/REHABILITATION HEALTH & WELLBEING PROGRAMME



### PROGRAMS CONSIST OF:

- INITIAL CONSULTATION UP TO 2 HOURS WITH DAVE
- FUNCTIONAL MOVEMENT SCREENING AND TESTING SESSION.
- A BESPOKE PRE/REHABILITATION EXERCISE PROGRAM. THE PROGRAM WILL BE SAFE, STRUCTURED, AND PHASED, COACHED WEEKLY. THE WEEKLY COACHED SESSIONS CAN BE DELIVERED BY A LIVE ONLINE PLATFORM, IN PERSON AT ONE OF OUR WIRRAL FACILITIES, OR, WHEN CLEARED BY THE CANCER SPECIALIST COACH, PARTICIPATION IN A FORTNIGHTLY GROUP EXERCISE SESSIONS WITH OTHER PROGRAM ENROLLEES / GRADUATES.
- NUTRITIONAL GUIDANCE AND SUPPORT.
- ACCESS TO AN EXCLUSIVE MEMBER'S HUB WITH INFORMATION ON NUTRITION, SUPPLEMENTATION, COMPLEMENTARY THERAPIES, AND PARTNERSHIP DISCOUNTS TO SUPPORT BOTH THE INDIVIDUAL DIAGNOSED AND THEIR CAREGIVERS.
- ADHOC EXPERIENCES AND THERAPIES SUCH AS EGG HEALING, WOOLLY THERAPY AND OTHER PARTNERSHIP OFFERS.

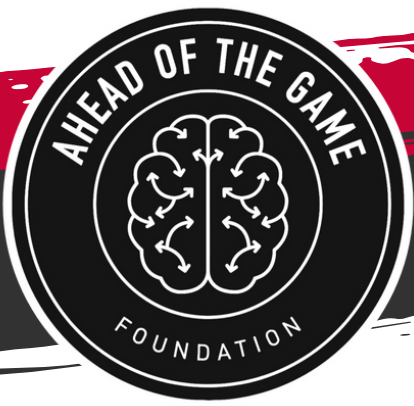
### MONTHLY IN PERSON & ONLINE CLASSES:

- YOGA: PRE-RECORDED CLASSES & COURSES
- PILATES: ONLINE AND IN-PERSON CLASSES
- GUIDED WALKS & EVENTS
- 8-WEEK MINDFULNESS ONLINE COURSE
- OTHER PRE-RECORDED COURSES

### WHEN DEEMED NECESSARY:

- MENTAL HEALTH COUNSELING
- FAMILY SUPPORT COUNSELING
- FINANCIAL SUPPORT/GUIDANCE





# ABOUT

## AHEAD OF THE GAME FOUNDATION

**WINNER OF THE NATIONAL LOTTERY SPECIAL RECOGNITION AWARD 2023.**

CLICK IMAGE TO WATCH VIDEO







## COUNSELLING SERVICES

**Ahead Of the Game foundation supports the mental wellbeing of not only those diagnosed but their loved ones too. Any client that is part of our Health & Wellbeing Cancer Rehabilitation Program receives 4 fully funded counselling sessions from Ahead Of The Game Foundation.**

### **Grief Counsellor**

Leigh-Anne is a QEC practitioner, dedicated to empowering individuals to heal, build resilience, and transform their lives. QEC, short for Quantum Energy Coaching, is a holistic approach that combines neuroscience and Gestalt Psychotherapy. It helps people rapidly address various issues, such as trauma, grief, stress, addictions, and more, without the need for medication or lengthy therapy.

### **Teen Counsellor**

Corey is an Integrative Counsellor, Holistic Practitioner, Adults, Couples & teens, ADHD/Addiction/Anxiety/Abuse with over 10 years experience with working with individuals from 11years above. She helps teens navigate through the emotional challenges that arise during such a difficult time when a parent has a cancer diagnosis.

### **Family Counsellor**

Graham is a Therapeutic Counsellor & Psychotherapist. helping with challenges associated with supporting a loved one in their battle against cancer. The emotional and psychological strain on caregivers is frequently disregarded amid the primary focus on the wellbeing of the individual diagnosed with cancer.





# CANCER REHABILITATION & WELLNESS CENTRE

A CUTTING-EDGE THREE STORY FACILITY LOCATED IN NEW BRIGHTON, WIRRAL, LEADING THE WAY IN INTEGRATING REHABILITATION AND THERAPIES UNDER A SINGLE ROOF, A RARITY WITHIN THE UK.



# THE HUB

**The Cancer Rehabilitation and Wellness Hub stands as a testament to our dedicated efforts and transformative journey. The once dilapidated facility has undergone extensive renovations and today, the hub proudly offers a diverse range of services and therapies specifically tailored to support individuals dealing with cancer.**



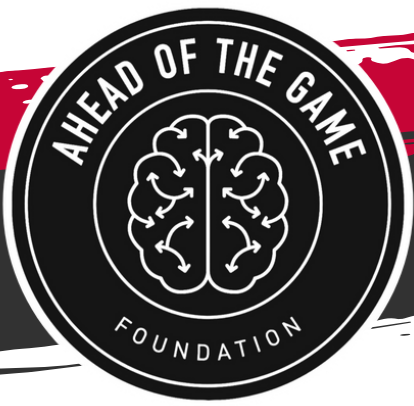
## CANCER REHABILITATION GYM:

Our state-of-the-art Cancer Rehabilitation Gym, equipped with top-tier equipment from renowned brands such as Primal Strength, Keiser, and KO8. This exclusive facility is an integral part of our Health & Wellbeing Cancer Rehabilitation Program, providing a dedicated space for individuals on their cancer journey to engage in transformative weekly sessions.

Clients attending our gym benefit from personalised guidance and support provided by our specialised Cancer Rehabilitation Coach. Before embarking on their rehabilitation journey, each individual undergoes a comprehensive consultation with Dave Bolton, ensuring a thorough understanding of their diagnosis. During this initial meeting, clients gain insights into what to expect from the program and how our Cancer Rehabilitation Specialist Coach will tailor a personalised regimen to meet their unique needs and requirements.

Our commitment to individualised care is reflected in the careful consideration given to each client's current position on their cancer journey. The Cancer Rehabilitation Gym serves as a safe and supportive environment where individuals can focus on their physical well-being, utilising cutting-edge equipment to aid in their recovery. With Primal Strength, Keiser, and KO8 at their disposal, clients experience a blend of effective and targeted exercises designed to address their specific challenges.





# THE HUB

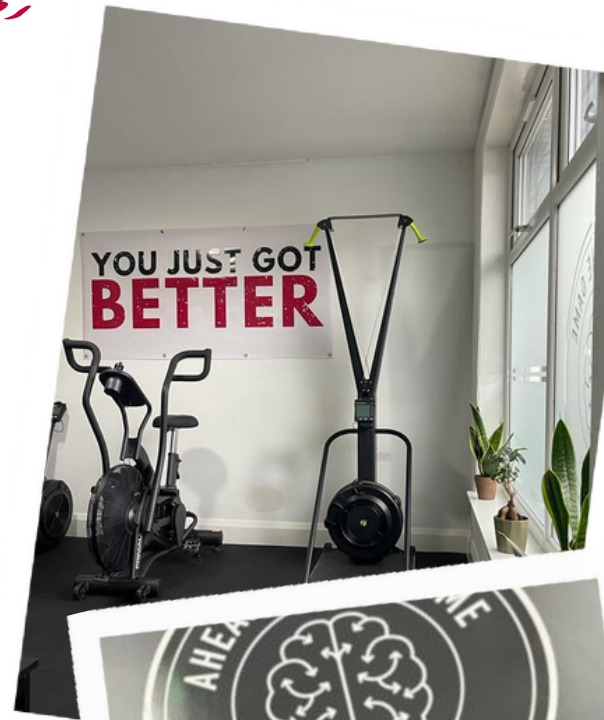
## CANCER REHABILITATION GYM:

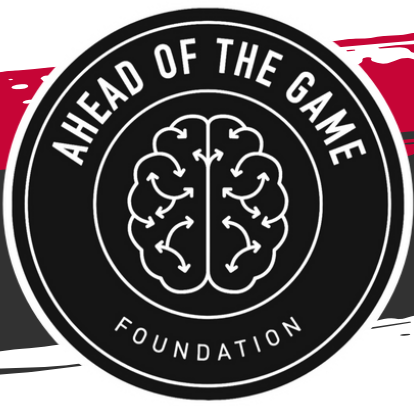
By combining advanced equipment with expert guidance from our dedicated team, the Cancer Rehabilitation Gym becomes a space where individuals find encouragement, empowerment, and a pathway to improved health. We take pride in offering a holistic approach to cancer rehabilitation, ensuring that each client receives the personalised attention they deserve on their journey to recovery.

In addition to our individualised one-on-one sessions in the Cancer Rehabilitation Gym, we offer Saturday fortnightly group circuit classes as part of our comprehensive program. These sessions provide a unique opportunity for individuals who have graduated from our program to come together with those who have recently joined. It's not just about enjoying the invigorating circuit class but also about fostering connections with others who share a similar diagnosis.

Our Saturday circuit classes serve as a supportive community where participants can engage in structured exercises, share experiences, and draw inspiration from one another. Graduates from our program can offer encouragement and insights to those who are at the beginning of their journey, creating a sense of camaraderie and understanding.

It's important to note that all our one-on-one and group sessions, including the Saturday circuit classes, are fully funded by Ahead Of The Game. We are committed to ensuring that financial considerations do not hinder individuals from accessing the support they need during their cancer rehabilitation journey. Our fully funded sessions underscore our dedication to providing comprehensive and accessible care for all participants, empowering them to thrive and connect on their path to recovery.





# THE HUB

## HYPERBARIC OXYGEN THERAPY:

Our therapy rooms are now fully operational, providing Hyperbaric Oxygen Therapy to those on treatment plans. The welcoming entrance and office have been strategically designed to make a positive first impression on visitors, fostering a warm and inclusive atmosphere.

At Ahead Of the Game, we collaborate with our therapy partners, The NorthWest Wellbeing Hub, to offer Hyperbaric Oxygen therapy. This therapeutic intervention extends support to individuals dealing with cancer, as well as the wider public seeking benefits for general wellbeing and various medical conditions. The facility houses two chambers that ensure privacy for individuals undergoing treatment, all within a tranquil and relaxing environment. Through recent fundraising we have been able to offer 6 individuals a starter package of therapies to assist them on their journey.

### WHAT IS HYPERBARIC OXYGEN THERAPY?

Hyperbaric Oxygen Therapy (HBOT) involves breathing almost pure oxygen in a special room or small chamber. Generally used by those wishing to give their body a quick boost in health & vitality. It enhances healing in people with various other conditions and energises your body, giving you the general feeling of strength & wellbeing.

### HOW HBOT CAN HELP CANCER:

Increased oxygenation: HBOT involves breathing pure oxygen in a pressurised chamber, leading to increased oxygen levels in the bloodstream. Tumours often have poor blood supply and are characterised by a low-oxygen (hypoxic) environment. HBOT can help overcome this by delivering high concentrations of oxygen to the tissues, potentially enhancing the effectiveness of radiation therapy and certain chemotherapy drugs that require oxygen to work optimally.

- Improved wound healing
- Reduction of radiation-induced side effects
- Management of radiation necrosis
- Antibacterial effects and osteoradionecrosis prevention



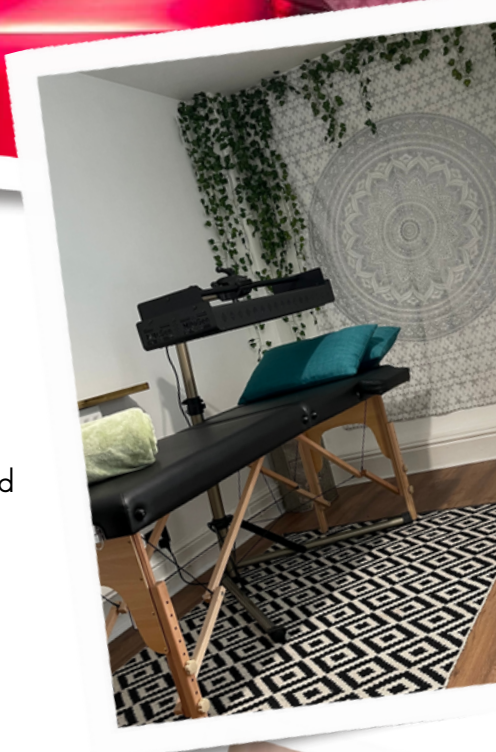


# THE HUB

## RED LIGHT THERAPY:

Red light therapy, also known as low-level light therapy or photobiomodulation, is a non-invasive treatment that uses red or near-infrared light to stimulate cellular function and promote healing. While red light therapy has been studied for various health conditions, its effectiveness in treating cancer is still under investigation, and it is not considered a standard treatment for cancer. However, there is some research suggesting that red light therapy may have potential benefits for individuals diagnosed with cancer / other illness, particularly in managing certain side effects of treatments.

- **Reducing chemotherapy-induced oral mucositis:** Oral mucositis is a common side effect of chemotherapy and radiation therapy for cancer. It involves inflammation and ulceration of the mucous membranes in the mouth and throat. Some studies have explored the use of red light therapy to alleviate the symptoms of oral mucositis and promote healing of the affected tissues.
- **Enhancing wound healing:** Cancer treatments, such as surgery and radiation therapy, can cause wounds that may be slow to heal. Red light therapy has been investigated as a potential adjunctive treatment to accelerate wound healing in cancer patients. It is thought to stimulate cellular activity and promote tissue repair.
- **Managing cancer-related skin reactions:** Radiation therapy can cause skin reactions, such as radiation dermatitis, which can be uncomfortable and affect a patient's quality of life. Some studies have explored the use of red light therapy to alleviate radiation-induced skin reactions and improve the overall condition of the skin.
- **Chronic pain management:** Red light therapy has been studied as a non-invasive treatment option for chronic pain conditions, such as fibromyalgia, osteoarthritis, and musculoskeletal disorders. It is believed to help reduce pain and inflammation by promoting blood circulation and stimulating cellular activity.
- **Hair growth:** Red light therapy has been explored as a potential treatment for hair loss conditions, such as androgenetic alopecia (pattern baldness). It is believed to stimulate hair follicles, improve blood flow to the scalp, and promote hair growth.





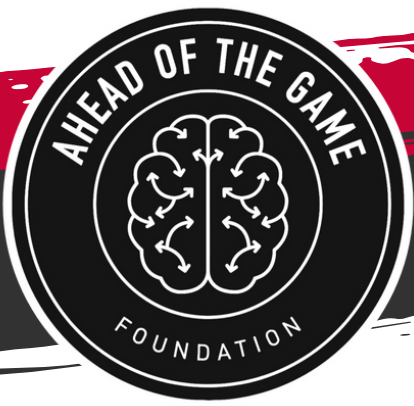
# THE HUB

## INFRARED SAUNA:

Infrared saunas are often suggested as a complementary therapy for individuals diagnosed with cancer. Here are some ways in which infrared saunas might be suggested to help individuals with cancer:

- **Detoxification:** Some proponents believe that infrared saunas can assist in detoxification by promoting sweating. However, the evidence supporting the idea that saunas aid in the elimination of toxins related to cancer treatment is limited, and the body primarily relies on organs like the liver and kidneys for detoxification.
- **Symptom relief:** Infrared saunas may offer relief from symptoms associated with cancer and its treatments, such as pain, fatigue, and stress. The heat generated in the sauna can help relax muscles, reduce tension, and improve overall well-being.
- **Improved circulation:** Heat therapy from infrared saunas may help improve blood circulation, potentially supporting the delivery of oxygen and nutrients to cells. Enhanced circulation may also aid in the elimination of metabolic waste products.
- **Immune system support:** Some research suggests that heat stress, as experienced in saunas, may have positive effects on the immune system. However, the implications for cancer patients are not fully understood, and more research is needed.





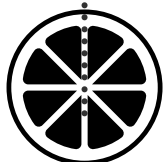
# THE HUB

## VITAMIN C SHOWER:

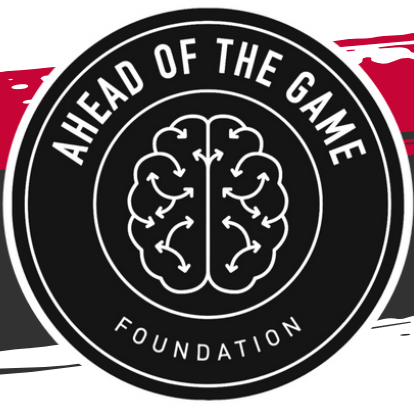
Each infrared sauna session is concluded with a vitamin c shower. The citrusy scent of a Vitamin C shower filter has aromatherapeutic benefits that can potentially elevate your mood, relieve your anxiety, and make you feel fresher overall. Showering is an activity that can engage all five senses, so it makes sense to enjoy a pleasant, lemony fragrance that can simultaneously relax and energise you!

Vitamin C is a powerful water softener and can remove impurities from shower water (such as chlorine, dirt, bacteria, and limescale) while making it feel gentler on your skin.

Your skin and hair need a certain pH level for optimal health. This can easily be maintained with a Vitamin C filter, as it can restore the pH of your body's largest organ — your skin! — and prevent dryness and flaking. Ascorbic acid has a low pH and is an antioxidant/free radical scavenger; in short, it is massively good for skin cells.







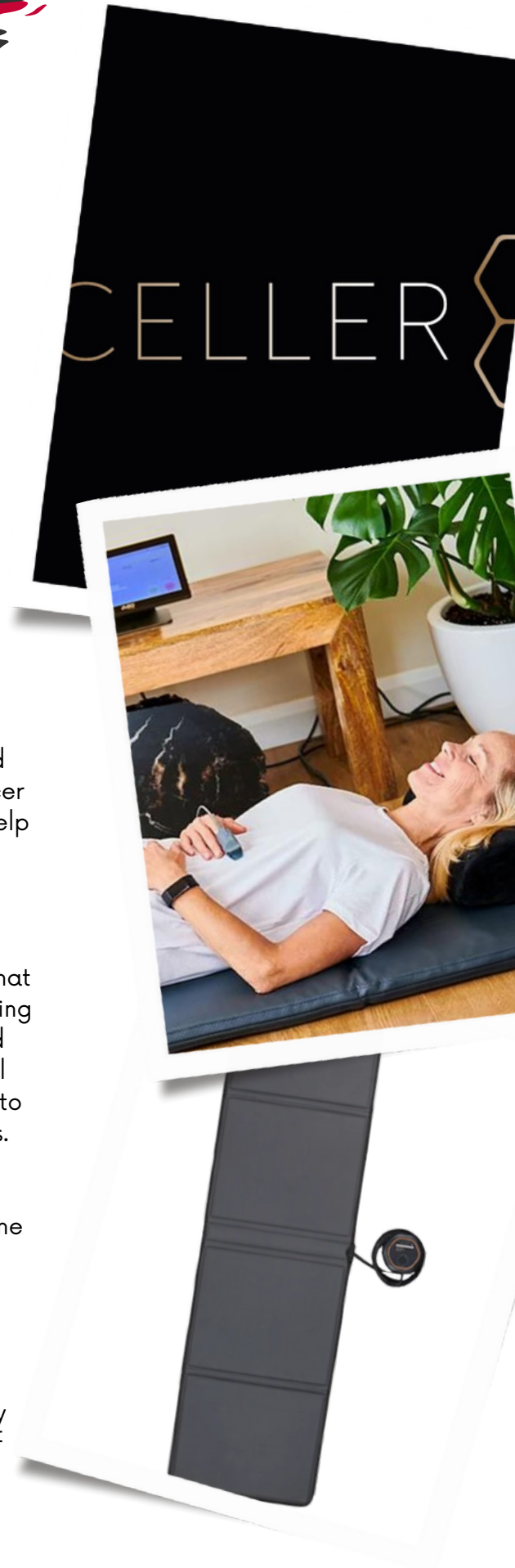
# THE HUB

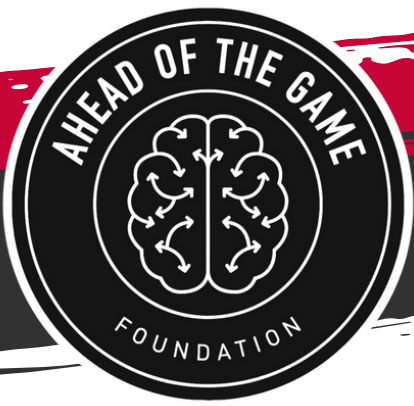
## PEMF ENERGY HEALING

PEMF stands for Pulsed Electromagnetic Field, and PEMF therapy involves the use of electromagnetic fields to improve health and wellbeing.

Here are some ways in which PEMF therapy may be proposed to help individuals diagnosed with cancer:

- **Pain Management:** PEMF therapy has been explored for its potential to manage pain associated with cancer and its treatments. Some studies suggest that it may help reduce pain and improve the overall quality of life for cancer patients, particularly those undergoing chemotherapy or experiencing cancer-related pain.
- **Cellular Effects:** There is some research suggesting that PEMF therapy may influence cellular processes, including promoting cellular repair and regeneration. This could potentially play a role in supporting the body's natural healing processes, although more research is needed to understand the specific mechanisms and effectiveness.
- **Immune System Modulation:** Some studies have investigated the impact of PEMF therapy on the immune system. The immune system plays a crucial role in the body's defense against cancer, and researchers are exploring whether PEMF therapy may help modulate immune responses.
- **Reducing Treatment Side Effects:** PEMF therapy may be considered to help alleviate certain side effects of cancer treatments, such as fatigue and nausea.





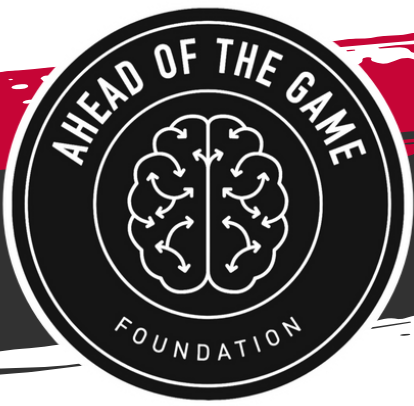
# THE HUB

## COLD WATER THERAPY

Cold water therapy, also known as cold exposure or cryotherapy, involves exposing the body to cold temperatures for therapeutic purposes. Here are some potential ways in which cold water therapy might be explored to support individuals with cancer:

- **Pain Management:** Cold water therapy, such as cold packs or cold baths, may be used to help manage pain and inflammation associated with cancer or its treatments. It can provide temporary relief by numbing the affected area and reducing swelling.
- **Reducing Treatment Side Effects:** Cold water therapy may be considered to help alleviate certain side effects of cancer treatments, such as chemotherapy-induced peripheral neuropathy (CIPN). CIPN can cause numbness, tingling, and pain in the extremities, and cold therapy may offer some relief.
- **Enhanced Recovery:** Some athletes and individuals use cold water therapy as part of their recovery routine to reduce muscle soreness and promote overall recovery. For cancer patients, especially those undergoing surgery or other intensive treatments, it may be explored to support the recovery process.





# THE HUB

## REIKI & COUNSELLING

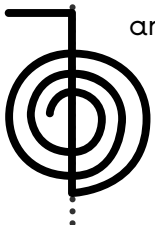
**Renew Therapy** operates as an independent therapist renting our garden room on a monthly basis within our hub. Corey, the practitioner, is an Integrative Counsellor and Holistic Practitioner specialising in therapy for adults, couples, and teens. Corey addresses issues such as ADHD, addiction, anxiety, and abuse.

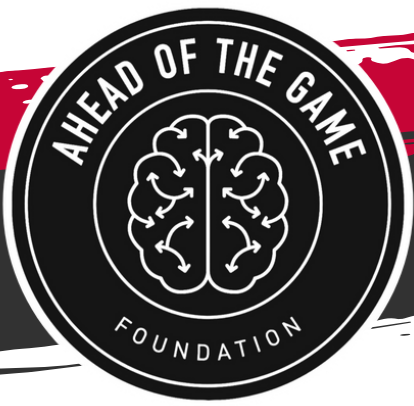
Presently, Corey is actively providing fully funded teen counseling as part of our Health & Wellbeing Cancer Rehabilitation program, extending support to the families of those currently enrolled in the program. All family members on our program are offered a 20% discount for any services booked.

## MASSAGE THERAPIES

**Tranquil Massage Therapies** offers alternative natural therapies to assist in physical, mental & emotional wellbeing.

Lyndsey operates as an independent massage therapist renting a room within our hub and specialises in hot stone massage, aromatherapy treatments, Indian Head Massage, Swedish massage and reflexology. All family members on our program are offered a 20% discount for any services booked.





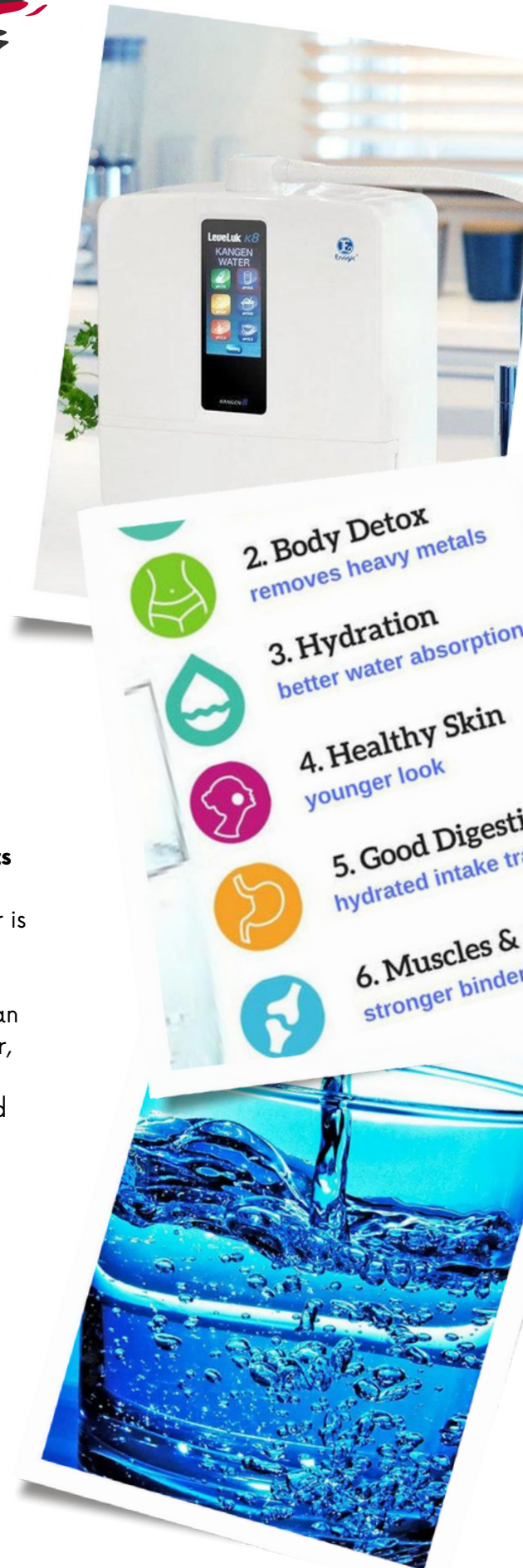
# THE HUB

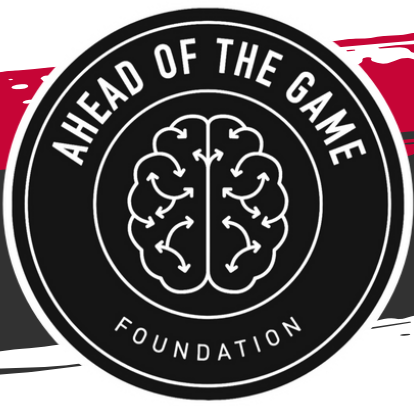
## KANGEN WATER

Kangen water is produced by a water ioniser machine, which claims to alkalise and ionise water through a process known as electrolysis. The machine separates water into alkaline and acidic streams, and proponents suggest that drinking the alkaline water may have health benefits.

Here are some benefits regarding Kangen water and its potential role in relation to cancer:

Alkaline Water: The main assertion behind Kangen water is that it is alkaline and has antioxidant properties. Some proponents claim that cancer cells thrive in an acidic environment and that consuming alkaline water can create a more alkaline environment in the body. However, the idea that altering the body's pH through water consumption can prevent or treat cancer is not supported by scientific evidence.





# THE HUB

## COMING 2024

In 2024, we have scheduled the introduction of the following therapies: **Vitamin IV Infusions** and the **Lymphedema machine**.



### VITAMIN IV INFUSIONS:

Vitamin IV infusions involve the intravenous administration of essential vitamins and minerals directly into the bloodstream. This method allows for a more efficient and rapid absorption of nutrients compared to oral supplements. IV infusions can be customised to address specific health needs, providing a boost of vitamins such as vitamin C, B-complex, and minerals like magnesium and zinc. This approach is often utilised to support overall well-being, enhance immune function, alleviate fatigue, and aid in recovery from illness or stress. While some individuals seek vitamin IV infusions for general health maintenance, others may explore this option under medical supervision for specific health concerns or as part of a wellness regimen.

### LYMPHEDEMA MACHINE:

A lymphedema machine, also known as a pneumatic compression device, is a medical device designed to manage and alleviate symptoms of lymphedema. Lymphedema is a condition characterised by the accumulation of excess lymphatic fluid, leading to swelling, typically in the arms or legs. The machine applies intermittent pneumatic compression to stimulate lymphatic drainage, helping to reduce swelling and improve circulation. The device consists of inflatable sleeves or garments that are worn on the affected limb. These sleeves are connected to a pump, which inflates and deflates them in a rhythmic pattern, mimicking the natural movement of the lymphatic system. Regular use of a lymphedema machine, under the guidance of healthcare professionals, can aid in the management and prevention of complications associated with lymphedema, promoting better overall quality of life for individuals affected by this condition.





# THE HUB

## NUTRITION CAFE: COMING SOON!

Presently, our hub provides nutritious smoothies and warm beverages available for takeaway after gym sessions or therapy sessions. We firmly believe that the food we consume plays a vital role as our medicine. There are plans for this cafe to turn into a full nutrition cafe that will offer not only beverages but nutritious food and meal preps to support those on their cancer journey.

Our healthy smoothies range include:

### TROPICAL

Pineapple & Mango chunks, Coconut water, Icelandic yogurt, Chia Seeds & Crushed ice.

### BERRY BLISS

Mixed berries, Banana, Icelandic yogurt, honey, Milk & Crushed ice

### GREEN ORCHARD

Broccoli, Spinach, Mango, Apple, lime Juice & Crushed ice

### BOLTIVATOR

Banana, Blueberries, Chia seeds Oats, Nut butter, Honey, Icelandic Yogurt, milk, Protein, Crushed ice

Additional supplements can be included, such as protein powder, which enables individuals undergoing chemotherapy to indulge in a calorie-rich beverage. Seamoss can also contribute to addressing inflammation and providing support for the immune system.

Our selection of hot beverages features a variety of adaptogenic coffees infused with medicinal mushrooms, including Lions Mane mushroom & Rhodiola, Cordyceps mushroom & Siberian Ginseng, and CBD & Ashwagandha. These blends are designed to offer cognitive support, alleviate the impacts of stress, tension, and irritability, and enhance physical endurance, strength, and vitality.

At present, our beverages are exclusively offered for takeaway as we lack a designated area for sit-down drinks. Unfortunately, our conservatory is in a state of disrepair, with issues pertaining to broken windows, doors, and the roof. Consequently, we are unable to maintain a warm and comfortable environment in this space for patrons to enjoy beverages or for us to initiate food service.





## GARDEN:

**Anticipated project completion: June / July 2024**

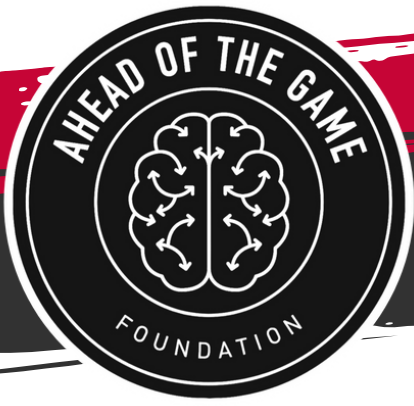
**Ahead Of The Game has an exciting project in store for 2024. We extended an invitation to Premier Plants Of Ledsham to visit our new Centre, where we shared our story and vision. Touched by our cause, the Premier Plants team promptly decided to lend their support to our foundation, taking on the task of transforming the exterior of the hub.**

Premier Plants of Ledsham, a beloved local independent Garden Centre with over 35 years of horticultural experience, is collaborating with us to execute a comprehensive garden renovation. This initiative aims to create outdoor space for activities such as yoga, meditation, and wellbeing classes, as well as establish a memorial garden for those who have passed.

To bring this vision to fruition, Lucy Stowell-Smith from Lucy Anne Designs, a local Garden Designer who frequently collaborates with Premier Plants of Ledsham, has generously volunteered her services for this noble cause. Renowned for her exquisite and therapeutic garden designs, Lucy's involvement underscores her commitment and skill. Her expertise will not only beautify the grounds but also transform them into a sanctuary for healing and peace.

In a heartwarming display of community spirit, Ellesmere Port Timber and Roofing Supplies have also joined the project, providing essential building materials. Their involvement is pivotal in translating the garden design into reality, creating a place of solace and rejuvenation for visitors.





# GARDEN PLANS

Remove and replace tree (if possible) add in raised planters with seating along back wall.  
 Remove redundant section of shed and add in another raised bed and integrated seating.  
 Planting to be green, leafy and tropical.

Lucy Anne Designs

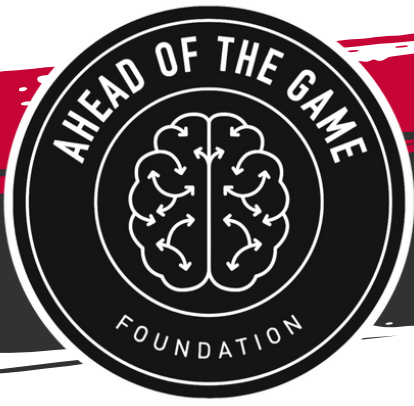
Entrance corridor – clad wall with pipes on to hide them with wood/pallets which could be used to sit pots in to trail over edge. Create arch/overhead beam to create more of a formal entrance as you come into the garden space.

Box in or clad to create storage space

Maximise staircase by creating a vertical garden by growing plants up from the ground level, and trailing them down from the top. Sections could be clad with wire panels or wires to provide structure for plants to grow up. Large metal containers to be put in place at the bottom to grow plants in

Lucy Anne Designs

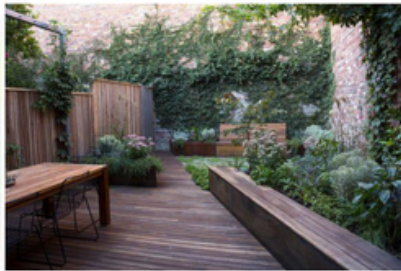




# GARDEN PLANS



Retain existing patio/paving, remove lawn and create new decked 'platform' to create large central area for yoga/cafe etc. Pockets of planting / raised beds / planters to break up hard landscaping. Erect pillars around the edge to suspend 'sails' from to protect from sun / rain and create more all year round usable outdoor area.



Refurb 'open garden room' clad walls with wood (could re-use pallets) bring in lighting and shade tolerant plants close to open edge to create softer reflection space





# THE CONSERVATORY



## 2024 Expansion plans

Cancer doesn't just impact the lives of those individuals diagnosed with cancer, it also has a profound lasting impact on their families and loved ones. The effects extend beyond the physical aspects of the illness, affecting emotional, social, and financial dimensions. Here are some key ways in which cancer impacts both patients and their families:

### Emotional Strain:

Family members will almost always experience a real strain on their mental health. This is usually due to loss of sleep, appetite, fear, anxiety, depression and feeling helpless. Witnessing a loved one go through the life debilitating, damaging and often destructive effects of cancer treatment. This is emotionally draining, leading to increased stress and anxiety within the family unit.

### Changes in Family Dynamics:

The family dynamics within the home often change as the partners become take on new roles to support the loved one diagnosed. This adjustment can be challenging and may require open communication to maintain a sense of balance and support.

### Financial Strain:

Supporting a loved one with cancer can lead to additional financial strain for families. The costs associated with caregiving, travel to medical appointments, and potential loss of income from both the person diagnosed and the family member who needs to take time off work which will have a major impact on the financial challenges.

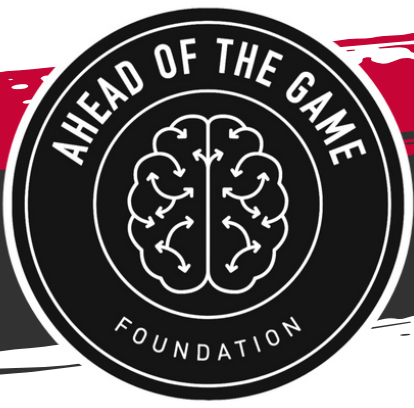
### Impact on Relationships:

Family relationships may be tested as members cope with the stress of the illness. Open communication, empathy, and understanding are crucial for maintaining strong family bonds during this challenging time.

### Fear of Loss:

Family members also grapple with the fear of losing a loved one, leading to anticipatory grief. This emotional process can be challenging and requires supportive networks, both within the family and through external resources.





# THE CONSERVATORY

**Anticipated project completion: July 2024**

In conclusion, cancer affects not only the physical health of individuals but also the mental, emotional, social, and financial aspects of their lives, which often has a direct impact to with the family unit. Coping with these challenges often requires a combination of medical support, emotional care, and community resources to help those diagnosed and their families navigate the complexities of a cancer journey.

**This year, the Ahead Of The Game Foundation aims to expand its support not only to individuals diagnosed with cancer but also to their families. We are in the process of establishing partnerships that will provide therapeutic activities for children, including sand, art, and play therapy. Our collaborators at 'Brighter Days Ahead' offer Drawing and Talking therapy, recognised as a leading alternative to CBT and direct talking therapies. These sessions, conducted by trained practitioners, provide 1:1 support as well as group sessions tailored to the children participating in our program. Unfortunately, our current hub lacks the appropriate space to safely host these sessions or create optimal conditions for group or private meetings.**

Furthermore, we aspire to provide a range of group sessions within our hub, addressing various needs such as grief workshops, cancer coffee mornings, wig fitting, nutrition workshops, face-to-face meetings with Dave Bolton, and caregiver support groups. Unfortunately, our current facilities do not offer space for these group sessions.





# THE CONSERVATORY

## MOOD BOARD / VISION

Our vision includes a cosy, warm and inviting cafe equipped with comfortable tables and chairs, a dedicated book section, a children's play area with toys and reading materials, filled with plants and soft furnishings, soft and welcoming lighting and a book library providing a space suitable for hosting various support groups too. This holistic approach aims to address the diverse needs of individuals and families navigating the challenges of cancer.

The conservatory will be available for anyone who has just completed a class or therapy, to even finish off with a coffee and a healthy treat.

