Press Release

For immediate release

6th March 2020

Campaign to fund northern Leg Club with Aviva launches

The Lindsay Leg Club Foundation has launched a new fundraising campaign in partnership with the Aviva Community Fund, in a bid to raise money for a new Leg Club.

There are currently 44 Leg Clubs operating throughout the UK, combining almost 12,000 active members. By the end of 2020, the foundation hopes to have 50 clubs established. The money raised through Aviva will go towards opening a Leg Club in the north of England, where the charity is looking to build its presence.

The cost of setting up a new Leg Club and supporting clinicians for the first year is around £12,000. A large portion of this is the equipment required to treat lower limb conditions, such as Doppler machines, as well as laptops to record patient data, which totals around £5,000. This is what the money raised through the Aviva Community Fund will be used for.

The Aviva Community Fund has been running for four years and gives Aviva employees the opportunity to donate to community projects and charities that matter to them. Aviva gives £250,000 every three months, which is split equally amongst its employees. The company recently partnered with Crowdfunder to give organisations the chance to further build their capabilities, drive sustainable fundraising, and get ideas off the ground.

The closing date for fundraising through Aviva employees will be April 15, but the donation page will remain open to the general public.

Leg Clubs provide community-based treatment, health promotion, education, and ongoing care to people of all ages who are experiencing problems of the lower limb. They are based on Ellie Lindsay OBE's award-winning Leg Club model of care, which encourages patients – known as members – to take an active interest in their treatment. With the help of volunteers, Leg Clubs provide a friendly, welcoming atmosphere where members can share experiences, offer peer support, and have fun and enjoy refreshments together.

For many people, a visit to a Leg Club is their one outing of the week; helping to reduce the social isolation often associated with leg ulcers and providing emotional support which is beneficial to the healing process.

Ellie Lindsay OBE, Lifetime president, The Lindsay Leg Club Foundation, said: "The launch of this campaign is an exciting step for the foundation towards expanding our presence in England. There is currently huge demand for our services in the north and we hope Aviva employees and the public will connect with and support our cause."

The link to the campaign page is
www.avivacommunityfund.co.uk/LindsayLegClubFoundation

ENDS

Notes to editors:

1. Leg ulcers (and other chronic leg problems like lymphoedema) can affect people at any age but are particularly common in people over 60. At present, over 80 per cent of all leg ulcers are treated in patients' own homes by district nurses or by practice nurses in GP surgeries. However, patients often find it difficult to adhere to treatment plans, or to maintain the preventive measures needed to avert

recurrence of the ulcer. Many leg ulcers consequently reoccur or remain unhealed for many months or even years.

2. The Lindsay Leg Club Foundation exists to promote the national development of Leg Clubs. The Foundation also provides the necessary support and training for nurses to establish Leg Clubs and follow the Foundation's guidelines, as well as ongoing training in new developments in leg care.

3. The Leg Club is an innovative model of care that has been shown to improve the health and wellbeing of people with chronic leg conditions. By healing chronic leg wounds and keeping them healed, Leg Clubs also have the potential to save commissioners up to 80 per cent of their wound care budget in comparison with conventional leg ulcer treatment. A Leg Club is a local partnership between practice and community nurses, members (patients) and members of the community. Run by a committee of members and local people, each Leg Club operates according to strict guidelines of care, monitored by the Lindsay Leg Club Foundation. The Leg Club title, the wording and logo are protected by Registered Trademark in the UK.

For further information about the Leg Club Foundation and Leg Clubs visit: www.legclub.org

For media enquiries please contact: Juliette Lobley, Communications Consultant, Lindsay Leg Club Foundation, email: juliette.lobley@lindsaylegclubfoundation