

MOT YOURSELF

PSA Mobile Screening Service Sponsorship Proposal



 **calfordseaden**

Proud sponsors of The Errol McKellar Foundation



One in eight men in the UK are affected by prostate cancer, rising to one in four men from black African or Caribbean backgrounds. The number of Asian men with prostate cancer is one in twelve.



Studies have found that screening with a simple PSA blood test could mean that fewer men die from prostate cancer.



Find out how your sponsorship of the MOT Yourself PSA mobile screening service can help tackle prostate cancer and save lives.

the errol mckellar story



My journey with prostate cancer started in 2010 quite by chance when I went to see my GP about something else. My wife had been complaining that my snoring was making it difficult for her to get off to sleep, so I went to talk to my doctor to discuss possible treatments.

Whilst waiting in the surgery, I picked up a leaflet about PSA blood testing for prostate cancer. I decided to make an appointment to come back and get the test done but the receptionist said to me "...an appointment isn't necessary, this is a simple blood test that takes less than 10 minutes and we can do this now."

I took the test immediately and a week later, I was called back for a repeat blood test as something had flagged up. Another week passed and I was called in for a biopsy, followed quickly by a scan. I was given an appointment to see a consultant and he told my wife and I that my prostate was covered in cancer. I got up and walked out of the room and went

back to my car. Frightened, helpless, lost, I sat there and burst into tears.

After speaking with my wife, I went back to the room and the consultant highlighted the severity of the cancer by informing us that if it was not removed, I could die within six months. My options were an operation or radiotherapy. I had the operation (radical prostatectomy) but the cancer had started to spread, as a result I was given 28 days of radiotherapy.

Spreading Awareness

I was a mechanic and MOT tester and was out of work for six months. In my first week back at work, a man came in to the garage to have some work

done on his car and we spoke about the reason for my absence. During our chat, I had asked him when was the last time he had his prostate checked. He gave me a peculiar look and questioned the relevance of that question in relation to his gearbox. Without thinking, I said to him "if you go and get your test done I will give you 20% discount on the work repairs on the car."

Two weeks later the same man came back in to the garage, waving a piece of paper in his hand and said "I took your advice" and my first thought was 'oh no this has just cost me £200.' After seeing the shock in my face he said "I don't want you to give me any money, I would rather you donate it to charity but I think you need to read this." When I looked at the letter he had 25% cancer in his prostate.

He was the first of the 48 men who came into my garage who was diagnosed with prostate related issues.

If you go and get your test done I will give you 20% discount on the work repairs on the car"

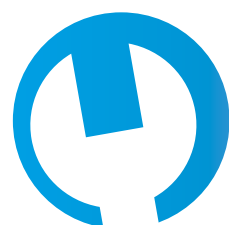




the Campaign + Mission Statement



Our mission at The Errol McKellar Foundation is to inform men and their partners to ensure they are fully aware of the dangers posed by prostate cancer, the potential symptoms and the available testing methods. We want to stop men dying through ignorance and fear.



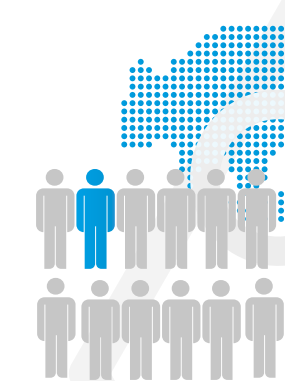
We plan to do this through launching a mobile PSA blood testing vehicles to enable and encourage men over 45 to have their PSA blood test in their local area without impacting the overworked NHS. It's vital that men are tested and they are aware a simple blood test could save their life.

Background on Prostate Cancer

- Prostate Cancer is the most common cancer in men. It affects one in eight men in the UK, one in 12 men from an Asian background and one in four men from a black African or Caribbean background. We aim to reach out to men in those communities.
- Men aged 50 and over or with a family history of prostate cancer are more at risk of getting prostate cancer.
- Prostate cancer is the most common cancer in men and it was recently announced that for the first time in the UK more men are dying of prostate cancer than breast cancer kills women.
- Over 47,000 men are diagnosed with prostate cancer every year that's 129 men every day. Every 45 minutes, one man dies from prostate cancer - that's more than 11,000 men every year. Over 330,000 men are living with and after prostate cancer.



One in 8
Men in the UK
are affected



One in 12
Men from Asian
background affected



One in 4
Men from black African or
Caribbean background affected

MOT Yourself

"If you're driving along and your car starts making a noise or sending out strange emissions you don't just leave it and hope it goes away, you take it to a garage or call a recovery company. So why don't men do that with their bodies?"

If you have a problem with a tire or the brakes on your car, you get it fixed immediately and don't wait for their failure to cause a crash before you go to the mechanics for an examination and repair. When men get together they love talking about sport and sex but not their bodies.

It costs £40 - £50 for an MOT test. It costs approximately £15 for a PSA test. Both can save lives!"

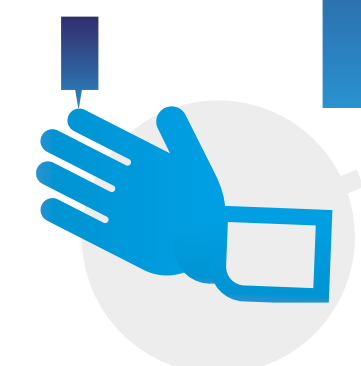
It's £40 to £50 for a MOT
test. It **only** costs
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Errol McKellar

the PSA test: Four Key Facts

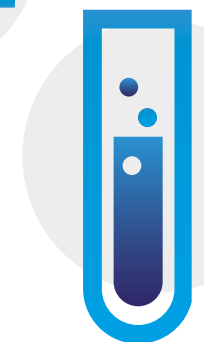
1

The PSA test is a simple blood test to help detect prostate cancer. Whilst it is deemed not perfect, it is the easiest method of detecting a problem with the prostate.



2

The test measures the level of prostate-specific antigen (PSA) in your blood. PSA is a protein made only by the prostate gland. Some of it leaks into your blood, but how much depends on your age and the health of your prostate.



3

You have the right to a PSA test if you are over 50. If you're black or you have a family history of prostate cancer, this can increase your personal risk – so you may want to consider asking for a PSA test earlier, from the age of 45.



4

Given that one in eight men in the UK are affected by prostate cancer, it is surprising that there is no national screening program in the UK. We wouldn't leave the health of our cars to chance like this - it is a legal requirement to MOT them every year.



PSA blood testing vehicles

We want to launch mobile PSA blood testing vehicles, which will be based in various locations nationally for at least 48 weeks in the year. Designed with COVID-19 specifications in place.

- These vehicles will enable and encourage men to have a PSA blood test at least once a year.
- Not only will this service alleviate the pressure on our currently overworked NHS service, it will ensure that men take control of their well-being and give them peace of mind. It's a simple blood test!
- Results will be available within 48 hours via text and/or email with potentially shorter waiting times once the service is established.
- To build, fit, and run one vehicle for two years it will cost in the region of £1.1m.
- We will create jobs for specialist nurses, receptionists, class two drivers, administrators, and medical advisors.
- For the first year we can test as many as 10,000 people, and more with greater funding.
- With the assistance of an app, designed especially for The Errol McKellar Foundation, men will be able to pre-book appointments for a PSA test when the unit is in their location.
- Once the first mobile unit is built and on the road, every further £10,000 will ensure that 2,000 men will be tested!



How YOU can help

One Mobile PSA Blood Test Vehicle	Year One	Year Two	Total cost
Build & Fittings inc. VAT x 1 Vehicle	£450,000.00	£00.00	£450,000.00
Running costs, Insurance, Maintenance, Storage and Cleaning for Mobile Unit	£40,000.00	£40,000.00	£80,000.00
Staffing Costs including Insurance	£171,000.00	£171,000.00	£342,000.00
Clinical Testing Equipment x 2 ICHROMA 11	£5,000.00	£2,500.00	£7,500.00
PSA Blood Testing Kits x 10,000	£50,000.00	£50,000.00	£100,000.00
Marketing, PR & apps.	£15,000.00	£12,000.00	£27,000.00
Equipment & Sundries	£55,000.00	£33,000.00	£88,000.00
Total	£786,000.00	£308,500.00	£1,095,500.00

Sponsorship... So, what's in it for YOU



Well, yes, we are asking you for large sums of money and we wouldn't want you to think that it's all for nothing... **YOU WILL SAVE LIVES...** there is no doubt about that as early detection of prostate cancer means that it is treatable!

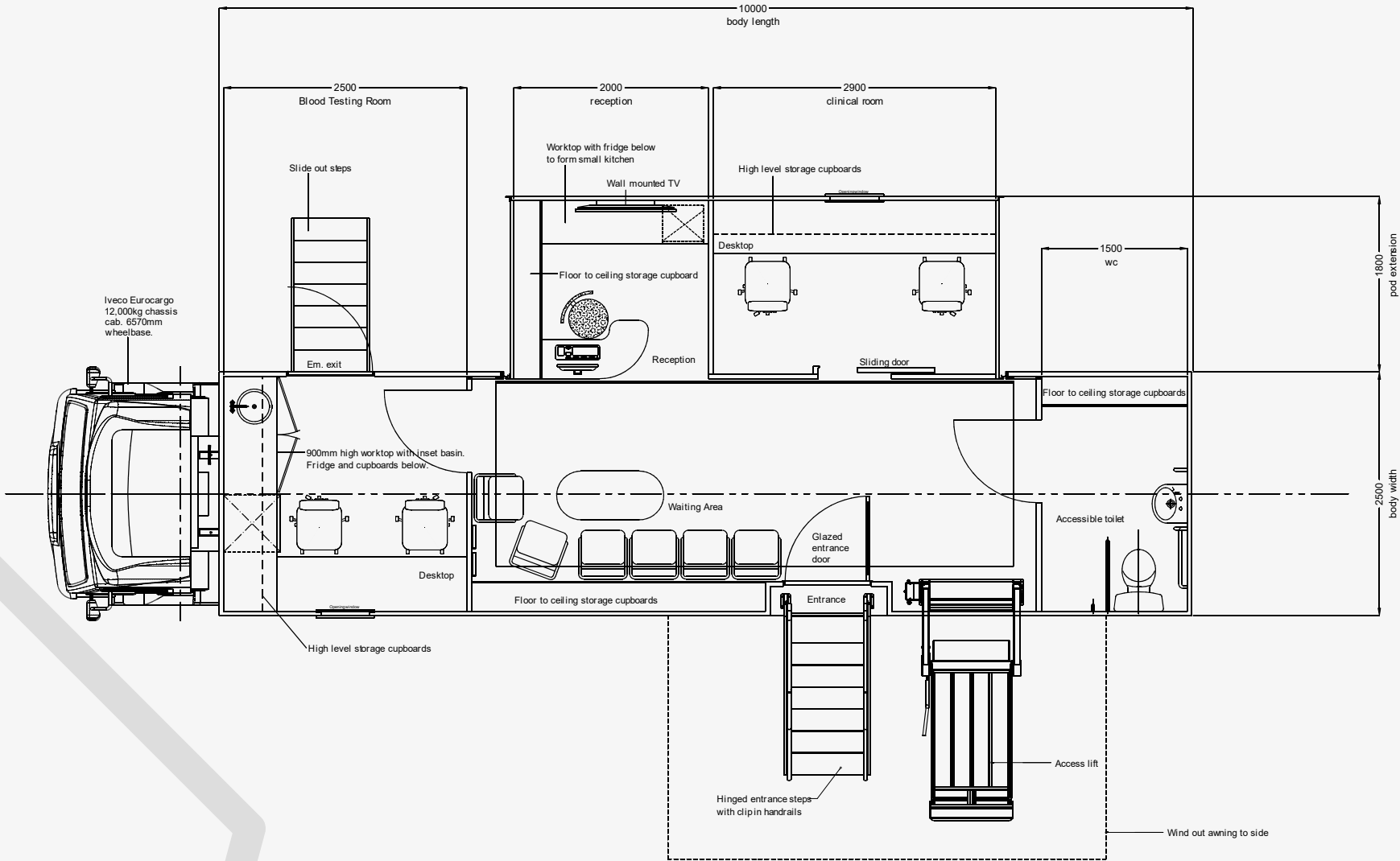


We have detailed some of the packages available, but please contact us to discuss any other sponsorship ideas you may have. We need your help to continue raising the awareness of this deadly disease.

Tier 1 Sponsorship of £1.1mil	Tier 2 Sponsorship of £790,000	Tier 3 Sponsorship of £450,000	Tier 4 Sponsorship of £320,000	Tier 5 Sponsorship of £175,000	Tier 6 Sponsorship of £50,000 - £75,000	Tier 7 Sponsorship of £10,000 - £49,999	Tier 8 Sponsorship of £1,000 - £9,999
<p>Your support of £1.1m will fund one mobile PSA blood test vehicle fully operating for two years.</p> <ul style="list-style-type: none"> This will ensure that at least 20,000 men are tested. You will receive advertising on the mobile PSA test unit/s and via every campaign launched within the media and social media. We will invite you to participate in and/or mention sponsorship to the media at every given opportunity. The Errol McKellar Foundation already has links with Sky, BBC, ITV and Channel 4. Full coverage at all events held by The Errol McKellar Foundation, this could include, but not limited to campaign launches, sports events, corporate events, auctions, and community events. Errol will pledge to attend up to three health seminars in the UK, held within your company each year with the mobile testing unit to encourage up to 1,500 of your colleagues/employees to be tested or seek advice from our specialist nurse. Prostate Cancer Awareness Health Seminars can be arranged via Zoom/Teams/Webinar for international employees/colleagues. 	<p>With your support we will be able to build, fit and operate 1 x mobile test vehicle for one year.</p> <ul style="list-style-type: none"> This will ensure that at least 10,000 men are tested. You will receive advertising on the mobile PSA test unit/s and via every campaign launched within the media and social media. We will invite you to participate in and/or mention sponsorship to the media at every given opportunity. The Errol McKellar Foundation already has links with Sky, BBC, ITV and Channel 4. Full coverage at all events held by The Errol McKellar Foundation, this could include, but not limited to campaign launches, sports events, corporate events, auctions, and community events. Errol will pledge to attend up to two health seminars in the UK, held within your company each year with the mobile testing unit to encourage up to 1,000 of your colleagues/employees to be tested or seek advice from our specialist nurse. Prostate Cancer Awareness Health Seminars can be arranged via Zoom/Teams/Webinar for international employees/colleagues. 	<p>Your support will assist the build and fit of one mobile PSA test vehicle</p> <ul style="list-style-type: none"> You will receive advertising on the mobile PSA test unit/s and via every campaign launched within the media and social media. We will invite you to participate in and/or mention sponsorship to the media at every given opportunity. The Errol McKellar Foundation already has links with Sky, BBC, ITV and Channel 4. Coverage at all events held by The Errol McKellar Foundation, this could include, but not limited to campaign launches, sports events, corporate events, auctions, and community events. Errol will pledge to attend up to two health seminars in the UK, held within your company each year with the mobile testing unit to encourage up to 250 of your colleagues/employees to be tested or seek advice from our specialist nurse. Prostate Cancer Awareness Health Seminars can be arranged via Zoom/Teams/Webinar for international employees/colleagues. 	<p>With your support, this sponsorship package will assist with the running costs of a mobile testing unit for one year.</p> <ul style="list-style-type: none"> This will provide at least 10,000 testing kits. You will receive advertising on the mobile PSA test unit/s and via every campaign launched within the media and social media. We will invite you to participate in and/or mention sponsorship to the media at every given opportunity. The Errol McKellar Foundation already has links with Sky, BBC, ITV and Channel 4. Coverage at all events held by The Errol McKellar Foundation, this could include, but not limited to campaign launches, sports events, corporate events, auctions, and community events. Errol will pledge to attend up to two health seminars in the UK, held within your company each year with the mobile testing unit to encourage up to 300 of your colleagues/employees to be tested or seek advice from our specialist nurse. Prostate Cancer Awareness Health Seminars can be arranged via Zoom/Teams/Webinar for international employees/colleagues. 	<p>With your support, this sponsorship pack will enable us to cover the staffing costs and relevant insurance for one year.</p> <ul style="list-style-type: none"> This will ensure that at least seven key members are employed and insured to run the mobile test vehicle for one year. You will receive advertising on the mobile PSA test unit/s and via every campaign launched within the media and social media. We will invite you to participate in and/or mention sponsorship to the media at every given opportunity. The Errol McKellar Foundation already has links with Sky, BBC, ITV and Channel 4. Coverage at all events held by The Errol McKellar Foundation, this could include, but not limited to campaign launches, sports events, corporate events, auctions, and community events. Errol will pledge to attend up to two health seminars in the UK, held within your company each year with the mobile testing unit to encourage up to 250 of your colleagues/employees to be tested or seek advice from our specialist nurse. Prostate Cancer Awareness Health Seminars can be arranged via Zoom/Teams/Webinar for international employees/colleagues. 	<p>Your support will provide the much needed running costs and maintenance for one mobile testing vehicle for one year.</p> <ul style="list-style-type: none"> You will receive advertising on the mobile PSA test unit/s and via every campaign launched within the media and social media. Your sponsorship will be mentioned to the media at every given opportunity. The Errol McKellar Foundation already has links with Sky, BBC, ITV and Channel 4. Coverage at all events held by The Errol McKellar Foundation, this could include, but not limited to campaign launches, sports events, corporate events, auctions, and community events. Errol will pledge to attend a health seminar in the UK, held within your company each year with the mobile testing unit to encourage up to 150 of your colleagues/employees to be tested or seek advice from our specialist nurse. Prostate Cancer Awareness Health Seminars can be arranged via Zoom/Teams/Webinar for international employees/colleagues. 	<p>Your support will assist with the purchasing of clinical testing equipment as well as marketing and advertising for one year.</p> <ul style="list-style-type: none"> You will receive advertising on the mobile PSA test unit/s and via every campaign launched within the media and social media. Your sponsorship will be mentioned to the media at every given opportunity. The Errol McKellar Foundation already has links with Sky, BBC, ITV and Channel 4. Limited coverage at all events held by The Errol McKellar Foundation, this could include, but not limited to campaign launches, sports events, corporate events, auctions, and community events. Errol will pledge to attend a health seminar in the UK, held within your company each year with the mobile testing unit to encourage up to 50 of your colleagues/employees to be tested or seek advice from our specialist nurse. Prostate Cancer Awareness Health Seminars can be arranged via Zoom/Teams/Webinar for international employees/colleagues. 	<p>Your support will assist in the purchasing of additional PSA testing kits for one year.</p> <ul style="list-style-type: none"> This will purchase 200 kits for every £1,000 sponsored. You will receive advertising on the mobile PSA test unit/s and via every campaign launched within the media and social media. Your sponsorship will be mentioned to the media at every given opportunity. Acknowledgment at all events held by The Errol McKellar Foundation, this could include, but not limited to campaign launches, sports events, corporate events, auctions, and community events. Errol will pledge to attend a health seminar in the UK, held within your company each year with the mobile testing unit to encourage up to 25 of your colleagues/employees to be tested or seek advice from our specialist nurse. Prostate Cancer Awareness Health Seminars can be arranged via Zoom/Teams/Webinar for international employees/colleagues.

Mobile PSA Blood Testing Vehicle

- We have sought professional advice with regard to the clinical requirements and from the UK's leading Mobile Clinic specialists who already follow NHS approved guidelines.
- Each mobile unit will take 16 weeks to build and completely fit out. It will be designed to meet the needs of all visitors and ensure that our team will have the best and safest working environment possible.
- We will operate a simple traffic light system, and the unit will contain a nurse, who will be able to point people in the right direction for future steps (if necessary).



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in the MEDIA

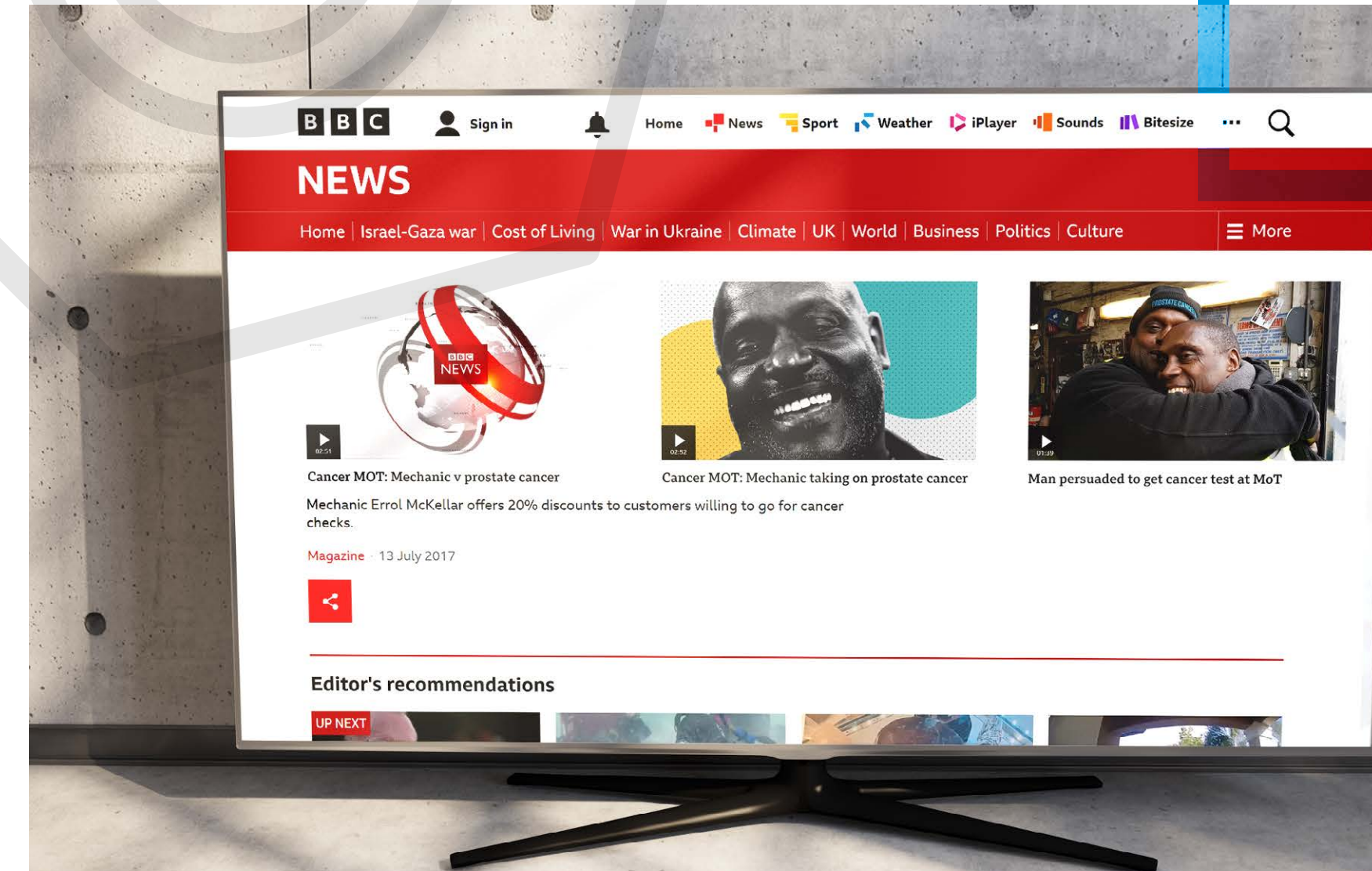
Errol McKellar MBE fronts our campaign with a strong national media presence – from BBC News to the Daily Mirror and London Evening Standard. As an ambassador for leading cancer charities, he inspires men to take charge of their health.

Honoured as an NHS Hero Volunteer in 2018 and awarded an MBE in 2020, Errol is a tireless voice for prostate cancer awareness.

With your support, The Errol McKellar Foundation can reach more men and save more lives.

Making Headlines

- [Patricia Talks](#) with Professor Chinegwundoh MBE and Errol McKellar MBE on Prostate Cancer.
- BBC TV Interview [‘Cancer MOT: Mechanic taking on prostate cancer’](#)
- Sky Sports Premier League interview [‘Leyton Orient coach Errol McKellar’s inspiring campaign to help fight prostate cancer’](#)
- BBC Radio5 Live’s [Afternoon Edition](#) broadcasting their show live from [Errol’s garage in 2017](#)
- Prostate Cancer UK interview on [YouTube](#)
- Daily Mirror interview [‘How leaflet on prostate cancer in black men saved me... and 43 others’](#)
- Evening Standard interview [‘Hackney mechanic saves lives with discounts for customers who agree to cancer MOT’](#)
- [NHS Heroes Award](#)
- [BBC TV report](#)
- The Voice YouTube interview [‘Prostate cancer campaigner Errol McKellar has been rewarded for his sterling work with an MBE’](#)



Thank you for **YOUR** time...
give me a call and together,
we **CAN** make a difference
to **mens health**”

Medical & Professional Advisors

Dr John Bolodeoku MBBS Cert Mgmt, MSc, MBA, DPhil (Oxon), FRCPath, FRSB; Chemical Pathologist & Pharmaceutical Physician| JB Consulting MDP Ltd; Chief Medical Officer| Innoture Medical Technology; Clinical Director & Chemical Pathologist | PathDirect; Chemical Pathologist | London Medical Laboratory; Honorary NHS Consultant Physician (Lipids) |Hampshire Hospitals NHS Foundation Trust; and Visiting Senior Lecturer | Faculty of Life Sciences & Medicine, Kings College, London

Professor Frank Chinegwundoh MBE MBBS MS MML (Med Law) FRCS (Eng) FRCS(Ed) FRCS (Urol) FEBU, is a Consultant Urological Surgeon at Barts Health NHS Trust, the Honorary Visiting Professor at City University of London, School of Health Sciences, Chairman of Cancer Black Care, Trustee of TACKLE (National Federation of Prostate Cancer Support Groups) and an advisor to Prostate Cancer UK.

Suresh Rambaran Prostate Cancer Support and Information Specialist Nurse.

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Errol McKellar MBE | 07850 317 995 | info@errolmckellar.com | www.theerrolmckellarfoundation.com



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MBE



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