

Gina Long MBE



Gina Long recognised in the Queen's New Year Honours 2016.

[Gina Long, from Bury St Edmunds, has been appointed MBE](#) for charitable services - including the **Sir Bobby Robson Foundation**.

Gina Long has spent more than 35 years campaigning and fundraising for local and national charities and causes. In that time, she has helped raise well in excess of £2 million. She

was delighted to be invited to become one of our patrons. The Women's Aid Centre is something Gina is very passionate about and she looks forward to pro-actively working with the team.

Gina's passion, enthusiasm and commitment to charity has been long-admired from the world of celebrity, sport, media and charity. But something was missing. She wanted to know exactly where every penny of the money she raised was going, hence founding her own GeeWizz Charitable Trust. Launched in the autumn 2015 by Gina to help two specific groups; children with disabilities and those affected by cancer, along with funding cancer research, specifically Sarcoma's and Breast Cancer. Disabled children will be provided with wheelchairs and healthcare equipment, along with helping support families too.

Gina was also one of the founding members of the Suffolk Breakthrough Breast Cancer group which announced in the summer of 2015 that it had raised £1 million over the last fifteen years to help fund research into the disease.

In 2011, Gina founded Sir Bobby's Online Charities Auction, in memory of her great friend and former England football manager Sir Bobby Robson. The auctions boast incredible money-can't-buy experiences, donated by a wealth of national and international celebrities. Bidding on the four online auctions came from as far afield as Australia and Bangkok while Gina also organised a charity ball to coincide with the fundraising. To date, the Sir Bobby auctions and balls have raised more than £875,000 and supported a number of charities including the Sir Bobby Robson Foundation, Breakthrough Breast Cancer (now called Breast Cancer Now), EACH, West Suffolk Hospital and Ipswich Hospital.

Gina, and her husband Andrew, created the Classic Sports Cars by the Lake which is held annually at their farm raising money for St Nicholas Hospice Care. She was also part of the Suffolk fundraising committee of The Prince's Trust, chairing it for two of her 10 years, where she helped raise more than £400,000, and later became chair of EACH's special events committee, covering Suffolk, Norfolk, Cambridgeshire and North Essex.

With a wealth of communications and marketing skills working with some major corporations, Gina's journalistic work can often be seen in the pages of the Suffolk Magazine and the East Anglian Daily Times where she also edits her own monthly column 'Charity Pages'. She also has a weekly charity slot on Stephen Foster's Sunday morning show on BBC Radio Suffolk hosting 'Sweet Charity' with Foz.

Gina is also patron of the Ipswich and Suffolk Business Club while in 2015, she was delighted to be asked to become the first ambassador of West Suffolk Hospital Charity.

Away from fundraising, Gina is a 'farmer's wife' living on the outskirts of Bury St Edmunds with her husband Andrew. She has two children, Samuel and Alexandra, and five stepchildren James, Charles, Georgina, Thomas and Olivia.

You can contact Gina at: Gina@hallfarmfornham.com