

## Saving the lives of children with cancer

# Every day in the UK, 12 families receive the devastating news that their child has cancer.

In 1988, Eddie and Marion O'Gorman's lives were completely shattered when they tragically lost their 14 year old son, Paul, to cancer. Just weeks later, they lost their daughter, Jean, also to cancer.

Just before he passed away, Paul asked his parents to help others kids like him. To fulfil this promise, the O'Gorman family began fundraising to help prevent other children's lives being cut short.

Over 30 years later, those fundraising efforts have evolved into Children with Cancer UK today. We are one of the leading funders of childhood cancer research in the UK funding over 300 research projects. We have accelerated breakthroughs to improve childhood cancer survival rates and find safer, more effective treatments so that one day every child can survive and grow up happy and healthy.

## What we do



We invest in childhood cancer research that could otherwise go unfunded. Only around 2% of cancer research funding in the UK\* is spent on research that is fully dedicated to childhood and young adult cancer.



We are currently funding over 50 research projects across the UK. We have also funded the Paul O'Gorman Centre, a research centre that has enabled more clinical and lab-based childhood cancer research possible.



We want to make people aware of the impact that cancer can have on young lives. We raise awareness throughout the year, especially during worldwide campaigns, to stand together against childhood cancer and bring hope to young patients and their families.

\*estimated amount based on data from the NCRI Cancer Research Database (CaRD) for 2018/19.



Paul and

lean

O'Gorman

We support families through their child's cancer journey. We have co-funded the building of ten patient hotels so that families can stay close to their child during treatment for free.



Lucy, Caroline's mum



We organise family days out, providing young cancer patients and their families with a much needed break from gruelling treatments. We also fund the Beads of Courage UK oncology programme which provides mental health support to young patients.

## Why partner with us?

## We can help you with



### Employee engagement

We can help you motivate staff and encourage team building



### Social responsibility

We help companies deliver their social responsibility goals



#### Reach

We can help you connect with new audiences



#### Media

We create positive PR opportunities



#### Socials

We can help you create engaging content for your social platforms



#### Rrand

We can help you build positive brand awareness

## Help to save young lives

Nieve (pictured) had only just celebrated her 5<sup>th</sup> birthday when she was diagnosed with cancer. After over a year of gruelling treatments including chemotherapy, radiotherapy and a 12-hour surgery, she was able to ring the end of treatment bell in October 2018.

Nieve's family are thrilled that she can enjoy life as a normal child again. Your support could help to transform the lives of more children like Nieve.



### Be part of our next success story

Children with Cancer UK have funded many ground-breaking clinical trials, including the Minimal Residual Disease (MRD) test. The MRD test measures how much leukaemia remains after treatment and how likely it is a child will relapse. This test has enabled doctors to tailor treatments, avoiding unnecessarily intensive treatments which can cause extremely unpleasant and sometimes lifelong side effects. The MRD test is now used in the NHS as part of standard care for young patients.

\*Office of National Statistics (ONS). Childhood cancer survival in England.

## How you can make a difference



We can help you host your own fundraising event



Match fund one of our appeals or your staff giving



Whether you are a runner, cyclist or keen walker we will have a challenge for you to do individually or as a team



Nominate us as your charity partner or charity of the year



Sell raffle tickets or Christmas cards, volunteer or take part in a challenge and ask your colleagues to sponsor you



Micro-donations. You can round up bills, add donations to the bill or donate a percentage of sales



Promote payroll giving so staff can donate from their pre-taxed income



Sponsor one of our events

## You're in good company

Here are some of the companies we have worked with

























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Please contact the corporate team at Children with Cancer UK to hear more about how you and your team can help more children ring the end of treatment bell.



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