



NORTH WEST
CANCER RESEARCH

CORPORATE PARTNERSHIPS

HELP US STOP CANCER SOONER



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North West Cancer Research

We are the leading independent cancer research charity for the North West of England and North Wales, fighting the toughest forms of cancer in the region.

Living in the North West of England or North Wales, we are 25% more likely to develop cancer than in other areas of the UK.

Around 40% of all cancer cases in Liverpool are diagnosed by doctors in the A&E Department, meaning that the cancers are usually advanced and can be more difficult to treat.

Cancer mortality in Merseyside and Cheshire is 76% higher than the European average and certain types of cancers, such as head and neck, skin and bowel cancers, which can be linked to lifestyle and social factors are particularly prevalent in the area.

At North West Cancer Research (NWCR), we are working hard to improve awareness, diagnosis and treatment of cancer, prioritising the forms which hit our region hardest. We are determined to find cures and stop cancer sooner.

Why support NWCR?

One in two people in the UK will be diagnosed with cancer during their lifetime. This means that sadly, cancer will almost certainly have some impact on your staff, customers and their families.

As a local charity, based throughout North Wales and North West England, we are dedicated to tackling the forms of cancer which hit the people in our community the hardest.

Our research takes place at world-class centres of excellence across the region, making it a natural choice to engage your customers and employees in our cause, and your business. With your support, we can find cures and stop cancer sooner.

There are many benefits of a Corporate Partnership including:

- **Ensuring your company meets its Corporate Social Responsibility (CSR) objectives**
- **Allowing you to engage with the communities in which you operate and trade**
- **Providing opportunities for your company to gain positive PR including print, digital and social media coverage**
- **Helping you to engage and motivate your workforce and build a sense of pride and belonging**
- **Creating opportunities for positive stakeholder engagement**
- **Giving your company a competitive advantage in a crowded marketplace**

How you can get involved...

If you're interested in supporting NWCR please get in touch with our Corporate Partnerships Manager Tim Charlton on tim@nwcr.org to discuss how we can best support your business.

Below are just some of the ways you can get involved.

Corporate Donation

By giving a one-off or regular donation to NWCR, your company can make a huge difference in the fight against cancer.

Your business can be listed as a supporter on our website and you'll be invited to exclusive events as well as featuring in press releases and social media. You'll also receive ongoing updates on the work of NWCR and our researchers.

Charity of the Year

By nominating NWCR as your company's Charity of the Year you'll be supporting a great local charity and be able to visit our labs to see where your money goes.

Our team will work with you to maximise this opportunity for your business and can create bespoke fundraising opportunities that will have the biggest impact for you.





Bootle-based JWT Commercial selected North West Cancer Research as their charity of choice after a valued member of staff was diagnosed with cancer.

The company, which transports containers from the Port of Liverpool, launched a charity truck, which has travelled 80,000 miles up and down the country raising both money and awareness for the charity. They then leveraged the support of 16 high profile businesses, who exchanged pledges for their logo to appear on the side of the specially commissioned truck.

Jon Whiteley, at JWT Commercial said: **“Every day, our trucks travel hundreds of miles across the UK and last year we had the idea to use one to raise money for North West Cancer Research. As we are a Merseyside-based business, when we heard about the ground-breaking work North West Cancer Research has done in the region, we knew it was our charity of choice and we hope to be able to continue supporting the charity in the future.”**

JWT were recently awarded the Corporate Supporter Award at NWCR's 70th Anniversary Gala Dinner and Awards.



Family-run Cheshire business, Dave's Gym Northwich raised over £7,000 for NWCR by engaging their staff and customers after nominating us as their 2018 Charity of the Year. As part of a charity day, members of the team set themselves extraordinary challenges such as cycling up and down Mount Everest four times, lifting the equivalent of a double-decker bus or setting a new personal best! They also held donation-tin collections and a raffle

with prizes donated by other local businesses to maximise the amount of money raised. Owner, Neil Mather said **“The charity day was a brilliant way of bringing our customers, local businesses and staff together for a good cause. It was a good laugh, we had a great time and raised a fantastic amount. It's really rewarding to know that the money we raised funds research taking place within the region.”**

Employee Fundraising

Your employees are your greatest asset. By engaging them in your support of NWCR, you'll be giving them a real sense of pride in your business whilst multiplying your impact on the charity.

With their support behind you, you'll be amazed at how big a difference you can make to the fight against cancer.

We can provide ideas, tools and internal communications support for you and your employees' fundraising efforts - all based on the individual needs of your business.

We can create bespoke events, specific to your business, or we have a calendar of events throughout the year for your team to get involved in from skydives to marathons or a sponsored walk!

Cause Related Marketing

We can work with you to create a product or campaign to help you find a new way to connect with and engage customers.

Payroll Giving

Your employees can support NWCR by making a monthly, tax efficient, gift through their salary.

Sponsorship

As a Charity, we host a variety of high-profile events that offer a range of sponsorship opportunities. Together, we can create a bespoke sponsorship package, tailored to suit your business needs. From sporting events, to large-scale family activities, sponsorship of our events will help you to engage your customers, stakeholders and wider community.



Rutherford

Cancer Centres North West

With locations across the country and one currently under construction in Liverpool City Centre, Rutherford Cancer Centres operate a network of national centres, providing all-encompassing cancer services for patients. The centres deliver high quality diagnostic imaging, chemotherapy, radiotherapy and, as of this year, Rutherford will be the first in the UK to offer high-energy proton beam therapy treatment.

Rutherford has shown great support and enthusiasm for the work of the Charity and sponsored NWCR's flagship fundraising event, Cycle of Hope,

encouraging their colleagues to take part. Mark Thorne, Financial Business Manager said of his involvement in the cycle: **“At the Rutherford Cancer Centre North West, we are working to transform cancer care and research plays such an important role in our ability to do this. Having seen first-hand the vital work NWCR does, I was determined to do my part. The cycle was an incredible experience and I felt really proud to know that my employer was playing such a big part in the success and ultimately helping to stop cancer sooner.”**

North West Cancer Research

Since we were established, 70 years ago, we have always funded world-class innovative research exploring the causes of cancer and helping to develop treatment.

For a small charity, we have a huge impact not just in the North West and North Wales, but around the world as we join the global fight to end cancer sooner.

Our impact

£39m

Since 2000 we have invested £39 million in life-saving research.

19 Countries, 4 Continents

NWCR funded researchers collaborate across the globe in 19 different countries – spreading their knowledge worldwide.

5 Patents

Since 2000, our research has led to 5 pending patents and licences which could pave the way to new discoveries which may improve the outcomes of patients.

£15m

35% of NWCR funded projects have opened the doors to new funding opportunities from other funders accounting for over £15 million of new funding dedicated to cancer research in the North West.

Meaningful Partnerships

We work with a number of world-class Universities including Liverpool, Bangor, Liverpool John Moores and Lancaster as well as leading public sector bodies including: Public Health England, Local Authorities, CCGs and NHS Foundation Trusts.

100 Grants

We have awarded 100 research grants to 45 Lead Researchers between 2005 -2015.

16 Collaborations

NWCR funding has led to 16 collaborations with pharmaceutical companies – working together with industry is a crucial step in translating research into treatments which in the future will make a difference to people with cancer.





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To discuss the ways in which we can help
your business, please contact:

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