



World Cancer  
Research Fund

# World Cancer Research Fund **Corporate Partnerships**



**“Developing a partnership with us provides substantial benefits for your company whilst supporting vital cancer prevention – a cause close to everybody’s hearts.”**

**Marilyn Gentry**

**Chief Executive, WCRF UK**

# Foreword

About a third of people in the UK will be diagnosed by cancer during their lifetime., millions are affected indirectly Cancer does not discriminate and affects people regardless of race, religion, age or class.

World Cancer Research Fund (WCRF UK) are pioneers in cancer prevention, we are focused on educating and researching into the prevention of cancer through simple lifestyle changes, an area we have made real progress in.

WCRF UK's aim is **“Stopping cancer before it starts”**.

## What we do

WCRF UK are unique; we are the only UK charity dedicated solely to the prevention of cancer through research and promotion of healthy diets and lifestyles.

We fund scientific research into the relationship between food, nutrition, physical activity and cancer. Through this and our wide range of public education programmes, WCRF UK delivers the positive message that cancer is a largely preventable disease.

**According to the World Health Organization, cancer is set to become the world's biggest killer.**

**In the UK a third of people will develop cancer during their lifetime and a quarter of them will die from it.**

**If current trends continue 13 million men and women in the England alone will be obese by 2012, with obesity-related cancers accounting for 35% of all cancers.**

WCRF UK is part of the WCRF global network, an international alliance of charitable or non-profit organisations, dedicated to the prevention and control of cancer through healthy diets and lifestyles. The network comprises of World Cancer Research Fund International (WCRF International), an umbrella association based in the UK and its member organisations – national charities based in different countries.



## Why support WCRF UK?

**“Whatever the size of your organisation or the level of commitment you can give, we can work together to develop a bespoke partnership of mutual benefit adding value to areas of your business and making a positive difference to the lives of everyone.”**

Marilyn Gentry  
Chief Executive, WCRF UK



# Maximising the potential of your brand

WCRF UK's Corporate Team are experts in developing bespoke strategies for improving the brand and corporate profile of our partners.

Our focus is on cancer prevention through living a healthy lifestyle a topic that is always high on the public agenda and provides the perfect tool for developing your brand and public profile.



## Case Study informa

Every year Informa support WCRF across the globe by hosting our flagship CSR event Beat the Banana. They put our key healthy messages into practice, hosting 16 races all over the world with hundreds of Informa employees raising funds and chasing fruit! The partnership has been a huge success so far raising over £250,000 for vital cancer prevention projects.

### Adding value to your brand

For businesses associated with a cause:

**86% of people are more likely to choose a product**

**75% either switched brand, tried a new brand or bought more**

**80% felt increased loyalty to the brand and more positive about their purchase**

**(CONE 2008)**

# Developing your Corporate Social Responsibility

Working with WCRF UK will raise your corporate profile and help your company deliver its Corporate Social Responsibility (CSR) agenda. Our unique focus is perfect for delivering your CSR commitments at the highest standards; we excel in many areas including:

- ◆ Workplace Health
- ◆ Employee wellbeing and job satisfaction
- ◆ Local, national and global support
- ◆ Global citizenship



# Supporting our Partners

At WCRF UK we know that a charitable partnership is not just a one-way street, we endeavour to provide the following benefits to our corporate partners:

## Workplace Health

WCRF UK is in the unique position of being able to provide qualified nutritionists who can attend offices and offer practical advice about how your staff can improve their diet and lifestyle to reduce their risk of cancer.

## Events Support

WCRF UK are experts in providing and supporting creative and exciting fundraising events of all types, specific to your companies needs.

## Dedicated Staff

WCRF UK have a highly successful and experienced account management team who have successfully developed partnerships with numerous high profile brands.



## Campaigns

'Cancer Prevention Week', 'Fruity Friday', 'Pink on Purpose', 'Wildflower Picnic' and 'Fitness Friday' are some of our awareness and fundraising campaigns and are a proven source of media attention, helping you stand out amongst your competitors and boosting staff morale.

## Communication Channels

WCRF UK have an award-winning dedicated PR & Media Team. Our website, newsletters, e-mails, cookbooks, magazines and other literature enables us to promote the partnership to our loyal supporters.

WCRF UK recently commissioned a YouGov survey; the following figures don't only show the huge impact the charity has had on people's lives, but also reinforce the power of our brand and our ability to communicate our message to the public:

- ◆ **26%** have tried to eat more fruit and vegetables
- ◆ **18%** have made more effort to watch their weight
- ◆ **18%** have tried to be more physically active

Our dedicated PR & Media Team have a wealth of experience in securing both local and national press coverage for our partners.



# Supporting WCRF UK

There are many ways to support WCRF UK, from simple free fundraising mechanisms such as recycling, to adopting us as a staff morale boosting charity of the year. WCRF UK is able to tailor a bespoke partnership to your company's needs.

## Charity of the Year

Adopting WCRF UK as your staff and member charity of the year realises numerous benefits for your company. It helps to strengthen internal communications, staff morale and motivation, aiding staff development, and improving communication across departments and regions. At the same time it creates numerous PR opportunities with regional and national media.

In partnership WCRF UK can provide:

- ◆ A dedicated Account Manager
- ◆ On site educational visits from WCRF UK's Nutritionists and Health Promotion Experts
- ◆ Media exposure from our award winning Press and PR Team
- ◆ A creative and fun calendar of events and simple fundraising mechanisms
- ◆ National sporting and challenge event places
- ◆ The opportunity for us to host a variety of campaigns just for you, including our successful annual campaigns: 'Beat the Banana' and 'Fruity Friday'

## Gifts In Kind

Transform your expertise and facilities into support for WCRF UK, enabling us to spend more of our money on vital cancer prevention.

## Fruity Friday

The annual awareness and fundraising campaign, held by WCRF UK, where we encourage companies across the country to GO BANANAS! by holding a yellow dress-down day

## WCRF UK Recommendations

Put our message into practice by informing your staff about our simple recommendations and lifestyle changes that can help reduce the risk of cancer.

# Support WCRF UK for free!

## Recycling

Recycling mobile phones, toners, print cartridges and MP3 players for WCRF UK is a free, easy and environmentally friendly way of supporting our vital research and education programmes.



## Case Study



Apex Credit Management went bananas for WCRF UK on 'Fruity Friday'. Over 175 staff wore yellow wigs and dressed in yellow clothing, doing crazy things all day such as waxing the legs of willing victims and covering people in custard. Rebecca King, Head of HR for Apex said "Fruity Friday is a fantastic event - we had so much fun raising money for WCRF, especially as cancer prevention is something our staff are very passionate about."

## Case Study



ProHass (the Peruvian Hass Avocado Association) supported WCRF UK by donating 3,000 delicious avocados towards our Fruity Friday campaign. ProHass and WCRF volunteers were at King's Cross Station in London, handing out avocados in recycled bags covered with vital WCRF fruity facts - encouraging people to think differently about eating fruit as a snack.

# Developing your staff

Some of the many advantages of involving your employees in supporting WCRF UK are:

- ◆ Teambuilding, training and job satisfaction
- ◆ Public demonstration of your CSR
- ◆ Press, PR and media opportunities
- ◆ Developing your company's reputation in the local community
- ◆ Connecting you with your customers and suppliers

Involvement in charitable activities increasingly forms part of training and development programs. A partnership with WCRF UK proves a useful tool for both CSR and HR whilst your employees are motivated to support our emotive cause.

## Ways in which we can develop your staff

### Teambuilding

Our company wide teambuilding and motivational events such as our unique 'Beat the Banana' runs provide the highlight of many of our partners' social calendars.

It's not all about having fun; WCRF UK's Workplace Health Initiative is the perfect resource for teambuilding whilst educating your employees about ways to reduce their risks of cancer!

### Living a healthy lifestyle

There are plenty of practical steps you can take as a company to help reduce your employees' cancer risk by making changes to your onsite food options and providing options for physical activity. Why not make a start today?

### Volunteering

WCRF UK can offer a range of volunteering opportunities available for our partners' staff.



**“Informa has been delighted to support WCRF through our ‘Beat the Banana’ races and other efforts. The races have been lots of fun and have given everyone at Informa a chance to let their hair down and ‘go bananas’. We have always found the team at WCRF to be helpful and professional.”**

Peter Rigby (below)  
Informa Chief Executive



# Your support can make a difference



There are several ways a donation can help our vital cause and save lives by helping fund new research and raising vital awareness of cancer prevention. Here are a few examples:

- ◆ **£75** funds the printing and distribution of 100 copies of our Informed newsletter for doctors, nurses and health professionals, containing the latest facts and news on cancer prevention
- ◆ **£120** provides 15 schools with quarterly copies of our Great Grub Cub magazine for their library. This publication spreads our healthy eating messages to 4-7 year-olds helping to set healthy habits from an early age
- ◆ **£300** enables an expert team to carry out one day's worth of life-saving cancer research
- ◆ **£750** allows WCRF researchers to publish their work in Open Access Journals allowing the scientific community to access our key findings more easily
- ◆ **£1,500** enables an expert team to carry out one week's worth of life-saving cancer research.
- ◆ **£1,850** funds a fellowship for a WCRF UK researcher to attend a course in Nutritional Epidemiology at Imperial College, London
- ◆ **£12,000** will fund an expert team to carry out two months worth of life-saving cancer research
- ◆ **£40,000** will provide a grant to fully fund a 'seed grant' for an innovative start-up research project in the field of cancer prevention
- ◆ **£150,000** will fund one of our vital investigator initiated research grants for up to 4 years
- ◆ **£350,000** will fund a groundbreaking large-scale research project into cancer prevention over 3 years



# Helping us to Prevent Cancer

Thank you for taking time to read this document, WCRF UK is very grateful for your support. Our life-saving work aims to ensure that as many people as possible are aware of the ways that they can help prevent cancer in the years ahead. Together we still have much to achieve, however, thanks to businesses like yours we are making real progress.



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**World Cancer Research Fund (WCRF UK)**

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