

# How to get involved this May, for ... BLADDER CANCER AWARENESS MONTH



bladder  
CANCER



Let's stick  
together for  
**Bladder Cancer  
Awareness  
Month!**

## Wee Are Family!

### May is Bladder Cancer Awareness Month –

a global campaign aimed at focusing attention on bladder cancer.

With Coronavirus taking centre stage in our lives, Fight Bladder Cancer is taking the decision to keep running the UK's Bladder Cancer Awareness month during May. It will be a very different month of activity – mostly indoors and “virtual” but given the number of postponed treatments; and the volume of patient emails and calls to our support team – we recognise that these are deeply worrying times.

**We feel that now – more than ever – it is important that this year's Awareness Month offers a sense of community, appreciation and love. We hope you will be able to join with us in solidarity during May – perhaps signing up to our 31 days of May Activity Calendar – and working with us to show our community that we remain here to support them.**

**Fight Bladder Cancer** has made such a difference to me. With their incredible support, I've had many questions answered, shared my worries and made friends for life. Through it all, I've had the Wee Family behind me.



Despite the Coronavirus, this May I'm determined to make the most of Bladder Cancer Awareness Month. Now, more than I ever, I will be keeping in touch with other patients, wearing orange, taking up the 31-day challenge and sharing messages on social media whenever I can.

*Paul Michaels*

**FIGHT BLADDER CANCER**

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## How we are supporting patients & families through the Coronavirus

The FBC team are working hard to adjust services and provide appropriate support while people affected by bladder cancer are trying to achieve social distancing and self-isolation, and carers and medical professionals are trying to shield the most vulnerable.

Here are some of the tasks we are undertaking:

- Mel and Sue are responding to a big rise in calls, emails and information requests on our forum. Patients and families are more concerned than ever and we are working hard to support them.
- Lydia is following policy developments so we can give up to the minute information via our website and social media. This includes liaising globally, in her role as Vice President of the World Bladder Cancer Patient Coalition.
- Sophie is liaising with Fight Club friends and facilitators to pilot ideas and respond to enquiries about the options available for taking our peer-support groups online.
- Emma is keeping in touch with fundraisers and donors to reassure them that our work continues and their support is needed now, more than ever before.
- Amy is continuing with our "Exemplar" research study – and carrying out phone interviews of people affected by bladder cancer, to understand how we can improve the experience for future patients and carers.

We need your help this May to carry on raising awareness of this neglected cancer whilst raising urgently needed funds for Fight Bladder Cancer. With these funds the charity will be able to continue supporting patients, who are feeling isolated and alone more than ever. We really want to carry on improving the lives of people affected by bladder cancer.

## 31 Days of Bladder Cancer Awareness!

Instead of the usual coffee mornings and bake sales at work, this year will have a special 'at home' creative feel. Find our Bladder Cancer Awareness Activity Calendar on the back page. The ideas cover all the days in May and range from wearing a Fight Bladder Cancer wrist-band and completing an online survey to creating an orange butterfly with your family, or even wearing orange socks! We really hope these orange and fun ideas will keep everyone safe while demonstrating support and kindness across our Wee Community.

### How can you help us raise awareness?

During this time of reduced social contact, FBC will be relying on social media, technology and its website to achieve its fundraising and awareness goals.

### What if I don't do email or websites?

If you prefer to phone or write, that's fine, too. Don't hesitate to call us – we LOVE to chat and hear your awareness month ideas. We have an answerphone if our lines are busy or if we aren't available to take your call. Similarly we really do like getting your letters, postcards and pictures. Please do write to us.

### Make a pledge!

We may not be able to participate in mass fundraising events like runs, sky-dives and cycle-rides at the moment, but you could always **make a pledge** to take up a fundraising or sporting challenge later in the year. If you decide to pledge an activity, email us and we can help you by making an announcement via social media and shouting out your idea!



Because of the Coronavirus, **Fight Bladder Cancer** needs your support more than ever!





## More activities for Bladder Cancer Awareness Month (that can all be done from home!)

Patient, family member, carer, employer or part of a healthcare team – we welcome you all! During these unprecedented times you can:

- **encourage** discussion on bladder cancer
- **eat an orange fruit or vegetable** every day in May
- **take up a home-based fundraising challenge**, such as treadmill running, staircase walking or a sponsored skip
- **share** Fight Bladder Cancer social media messages
- **dress up in orange for a day** – or the month!
- **signpost patients or family members** to Fight Bladder Cancer

### Make a donation via our website

We will spend your donations with care, adjusting our services and support programmes so that we can continue meeting the needs of the many people affected. You can visit our website, or send us a cheque in the post. Alternatively you can donate via this QR code by opening your smart phone camera and pointing directly at this image.



## THANK YOU!

You are the key to our success – particularly during these uncertain times – and we can't thank you enough for all your efforts. We appreciate every single person who has contributed to our Bladder Cancer Awareness Month in the past, and we really hope we can continue to work together this year.

P.S. Don't forget to send us your pictures and details of your orange activities!

**#BladderCancerAware @BladderCancerUK**

## Bubbles for bladder cancer

In memory of patients who have lost their fight and in solidarity with those who are still fighting, we take a moment in May to blow beautiful bubbles. This year we encourage you to blow your bubbles on Sunday 31 May and post photos on social media with the tag **#BubblesForBladderCancer**. This year's event will be particularly poignant as it marks the first anniversary of the death of our inspirational founder, Andrew Winterbottom.



## No Wee Walks for bladder cancer

We usually ask our supporters to take a Wee Walk during May to promote bladder cancer awareness. In light of Covid-19 we are sadly unable to encourage people to organise walking groups this year.

### REMEMBER OUR CONTACT DETAILS:

**Twitter:** Follow us on **@bladdercanceruk**

**Facebook:** Follow us on **www.facebook.com/BladderCancerUK**

**Website:** Visit us at **fightbladdercancer.co.uk/**

**Email:** You can email us on **getinvolved@fightbladdercancer.co.uk**

You can **phone** us on **01844 351621**

You can **write** to us at 51 High Street, Chinnor, Oxfordshire, OX39 4DJ

# 31 DAYS of Bladder Cancer Awareness!

Instead of coffee mornings & bake sales, **this year is a special 'at home' edition.**

**31 ideas – for sharing, fundraising, creating and doing – throughout the month of May.**

Take a look at our website <https://fightbladdercancer.co.uk/get-involved/awareness-month> to see other ideas to pick from. Feel free to send us your suggestions too!

Have a look in our online shop

4

Wear something orange



5

Wear an FBC wristband



6

Come and join us online at 7pm tonight!

7

Follow us on Twitter and post a Tweet

8

Display an orange butterfly in your window



9

Create your own fundraising challenge

10

Share our poster and let people know they're not alone

11

Shout out for International Nurses & Midwives Day

12

Pit your wits with the Wee Quiz at 7pm

13

Say thank you to the NHS



14

Your opinion counts – complete our survey

15

Snap the sunset



16

Make a donation by phone. Text 5FBC to 70085

17

Shout out for nurses today #ECND2020

18

Donate the cost of your coffee or your train fare

19

Make something orange



20

Join Amazon Smile & raise money for FBC

21

Set up a Facebook fundraiser



22

Be there for someone



23

Go on an orange coloured treasure hunt at home

24

Share your bladder cancer story with us

25

Can you set-up a monthly gift to FBC?



26

Read our Fight magazine

27

Like and share & let people know we're there for them

28

Talk to your work colleagues



29

Learn to juggle – with oranges!



30

Blow bubbles and remember



31

Cut out this calendar and put it on the fridge or the kitchen wall to share with the family. We look forward to seeing you take part in the coming weeks. **Good luck and most of all, enjoy yourself and THANK YOU.**

