

Choose Fight Bladder Cancer as your **Charity of the Year**

Do you work for a company that has a Charity of the Year opportunity? Are you in a position to choose what charity support your business or your employer gives to the community? Are you interested in learning how Fight Bladder Cancer works with the business community?

Fight Bladder Cancer is committed to improving the quality of life and the treatment outcomes for bladder cancer patients, and supporting anyone affected by the disease – partners, carers, families and friends. At FBC, we work hard to raise awareness, support and influence medical research, and campaign to affect policy at the highest levels to bring about change in bladder cancer treatment.

We rely on our supporters' brilliant fundraising efforts, which make a huge difference to what we are able to do to help bladder cancer patients and those caring for them.

Over the past couple of years, companies such as Big Bear and InHealth have chosen FBC as their Charity of the Year, which is a great way to raise awareness of bladder cancer and to raise much-needed funds for FBC.

How you can help us

Why not suggest to your company that they choose Fight Bladder Cancer as their Charity of the Year? Or perhaps you'd liked to explore a partnership?

If you have a connection with a company that you think would like to partner with FBC, then we would LOVE to hear from you. Partnership and support from your company would make a massive difference to FBC. Fundraising support from employees, suppliers, stakeholders, and customers is very welcome – as is your company's help with signposting patients and carers to FBC.

We are also keen to explore opportunities to raise awareness about bladder cancer in partnership so that more people learn about the symptoms and how early diagnosis can improve survival. This could include putting posters on the back of toilet doors or including links to us on your website or on other communication platforms.

How does the company benefit?

It's not just a one-way street! Charity link-ups are recognised as being great for staff and for the company:

- it brings people together who would not normally work together
- increases brand, reputation and credibility: 84% (C&E Barometer)
- engages and retains employees: 88% (Charities.org)
- fulfils the expectation of the workforce : 67% of millennials expect their employers to support causes (KPMG)
- 81% of consumers are more likely to buy a product associated with a cause they care about (Business in the Community)

'Charitable activities really do bring everyone together and, in our case, many different teams of people who wouldn't normally come together, worked alongside each other to fundraise. I believe all businesses should support a charity as this type of partnership is mutually beneficial – and above all it's a lot of fun!'

Zosia Hedges, Head of Brand and Communication, InHealth



There are multiple business benefits and value to be reaped from working in partnership with Fight Bladder Cancer. These include:

- **Profile Raising:** A 'Charity of the Year' partnerships gives year-long visibility with Fight Bladder Cancer's stakeholders – the key names in the bladder cancer space.
- **Developing Publicity and Brand Affinity:** Exposure through sharing communications platforms with the UK's patient and carer-led charity for people affected by bladder cancer and those working with the disease.
- **Patient-facing:** A unique opportunity to position the business brand as an engaged provider of products and services within the bladder cancer health space.



Partnership, values and terms and conditions

The core values and ethos of a Fight Bladder Cancer corporate partner will need to closely mirror the charity's – a process that will be overseen by one or more Trustees and the charity Chief Executive. The spirit of partnership and collaboration will be the essential ingredient for the effective delivery of the Charity of the Year commitment. Any Charity of the Year partner is expected to comply with the Fight Bladder Cancer's Ethical Collaboration Policy.

By working together to Fight Bladder Cancer we can achieve more for patients, help to improve their lives & increase their chances of survival.

If you have an idea or a connection that could help develop a company partnership with Fight Bladder Cancer – then get in touch with us today. All ideas and suggestions are welcome. Please call Amy on **01844 351621** or email her at amy@fightbladdercancer.co.uk



'I felt that the charity's values clearly resonated with Great Bear's and was inspired by their passion for the cause... For us, the biggest benefit of collaborating with Fight Bladder Cancer was that, at a time when we all had to work remotely, fundraising for the charity united us in a common goal ... Not only was this a great way to collectively do a sponsored walk and raise money, it also incentivised the team to get out walking and keep active.'

Lindsey Morham, Great Bear Healthcare



Give us a call on **+44 (0)1844 351621** or email getinvolved@fightbladdercancer.co.uk to find out more. It could be the best thing you do this year.

The spotlight is on FBC:

InHealth Charity of the Year

ARTICLE

KATE MOORE
FBC Intern

EMMA LOW
FBC Head of Fundraising
and Development



To be chosen as their Charity of the Year by the UK's largest specialist provider of diagnostic and healthcare solutions is quite something. For the charity, it shines a spotlight on their activities and helps boost awareness – not to mention the chance to gain much-needed funds. For the company, it is a fantastic bonding opportunity for management and workforce to come together to fundraise and support a non-profit organisation.

So FBC was thrilled to begin its Charity of the Year status with InHealth at the start of 2019 and, after a successful year, we interviewed InHealth's Head of Brand and Communications, Zosia Hedges, to talk more about the Charity of the Year partnership, working with us and their year of fundraising events.

How did you first hear about FBC?

Every year, our staff nominate and select our Charity of the Year and, as a company, we encourage them to support smaller healthcare charities that are less well known but have a presence and an impact across the UK. We ourselves are based across the UK, so it's a great way to get lots of people involved and build relationships.

Fight Bladder Cancer was nominated by Alison Hill, a colleague who cares for her husband who has bladder cancer (see page 46). We selected it from all the nominations because we were so surprised by the statistic that it was the fifth most common cancer but that it receives such a small percentage of the national budget for research. Knowing this made us very keen to get involved and raise awareness of both the charity and the disease. Once the partnership was announced, we discovered that another colleague was a bladder cancer survivor but had not heard of the charity – all the more reason to help to raise awareness.

What type of challenges did you take on?

Where do I start? We ran a Valentine's Day breakfast, cake sales, a Halloween fancy dress sponsored walk, charity runs, knitted Christmas decorations and gifts. We also had a Christmas raffle at the end of the year where prizes were kindly donated from suppliers.

Tell us some of your favourite moments

I am sure everyone has their favourite, but mine was Halloween. After one of our colleagues noticed how the black and orange colours for Halloween matched perfectly to FBC, it was a natural fit! It was the first time we had tried a dressing-up event in the office before so I was a

bit nervous about what the response would be, but the whole team really went all out and there were some great costumes and props. It happened to be our Townhall event that day, too, so seeing our CEO present work-achievement recognition to skeletons, witches and mummies was brilliant! Everyone really enjoyed it and there was such a buzz in the office.

Aside from the fundraising, I also enjoyed Emma and Sophie coming to visit our offices to talk about the charity's story; one of our colleagues also told us of his journey surviving bladder cancer. Many colleagues have taken away these stories to share with others, which demonstrates perfectly how you can spread awareness not just within the company but on a wider scale, just like the ripples on a pond – that's quite special.

On the awareness front, we also shared stories and tweets throughout the year on various social media platforms, which was great not just for Fight Bladder Cancer but also for InHealth.

What did you enjoy most about working with FBC?

I would say the enthusiasm from the staff at Fight Bladder Cancer, as well as their continuous support throughout the year, was something that stood out for me. We had regular monthly calls to touch base and the staff helped us with setting up our personalised online fundraising page. I think the relationship we developed was really productive and they made the whole process so easy!

"Being charity of the year for InHealth during 2019 was extremely important to Fight Bladder Cancer. InHealth was the charity's first ever 'employee fundraising partner' and we really enjoyed working with them. We found them supportive, engaged and generous-hearted. The fact that we had been nominated by a staff member who is personally affected by bladder cancer meant the world to us. Thank you InHealth for smashing your target and raising over £3,000. We really are so grateful."

Emma Low, Head of Fundraising and Development

What have been the benefits for InHealth of collaborating with a charity like FBC?

The biggest benefit has been highlighting how important it is to raise awareness. Diseases like this can strike so close to home without our even being aware of them – as our two colleagues demonstrated. This just shows how much of a difference raising funds and raising awareness can make.

The fundraising brought everyone together from all over the company; even a subsidiary to InHealth, Preventicum, came together to show support and raised money by doing a 10k run in December, raising just under £1,000 of our £3,000 target. That was fantastic and helped develop our own relationship and their organisation.



Was the fundraising of benefit to your staff?

Absolutely! Teamwork was the biggest benefit. Charitable activities really do bring everyone together and, in our case, many different teams of people who wouldn't normally come together, worked alongside each other to fundraise. I believe all businesses should support a charity as this type of partnership is mutually beneficial – and above all it's a lot of fun!

Plus, having supported FBC and having had such a successful fundraising year, more people have come together to suggest charities for our next year's Charity of the Year, which shows the positive impact our collaboration has had!



SHARING a common goal

ARTICLE
LINDSEY
MORHAM
Great Bear
Healthcare
Content & Brand
Manager



In the midst of a pandemic, the team at Great Bear focused on what they could do, not what they couldn't

Great Bear Healthcare chose Fight Bladder Cancer to be their Charity of the Year in 2020. Lindsey talked to FBC Head of Fundraising, Emma Low, about the collaboration.

What made Great Bear Healthcare choose Fight Bladder Cancer as charity of the year?

In the summer of 2019, I read about the Wee Bookshop and Café in a copy of Fight magazine. It struck me as such a unique initiative that I was curious to find out more, so I arranged a meeting with the CEO of Fight Bladder Cancer, Dr Lydia Makaroff, who explained the story of the charity, how it came to be and the work that they do. I came away thinking that there was an opportunity to support them.

I felt that the charity's values clearly resonated with Great Bear's and was inspired by their passion for the cause.



We would like to thank Gareth for his sponsored head shave which raised over £350 for Fight Bladder Cancer!



After further conversations, we made the decision to align with them. Our goals were to help them reach new audiences and help tackle the ongoing stigma with a cancer that, despite its prevalence, remains largely overlooked in terms of research and funding.

What activities have been particularly enjoyable?

Bladder Cancer Awareness month in May was a big highlight for us – we achieved our highest engagement across the organisation with some of our activities. From blowing bubbles to getting the younger cohort of our community to colour in some butterfly templates, it was great to see so many people getting involved.

The Fight Bladder Cancer '31 Days of May' Calendar was also great fun.

How did you overcome the fundraising challenge presented by Covid-19?

At the beginning of 2020 we were optimistic about hitting our fundraising target. One of our teams had entered a Tough Runner event, there were sweepstakes organised for the Euros and the Olympics, sponsored walks up Pen y Fan and a family fun day planned for the summer. Then, in March, Covid-19 struck. Sporting events were

cancelled so we could no longer do a sweepstake; half marathons and mass participation events were cancelled so we could no longer use these to raise money. It was so overwhelming to try and think how we could still raise the £3,000 we set out to achieve, with many of our fundraising options curtailed.

However, the Great Bear team is never one to be defeated and, after a slow start, we turned our efforts to what we could do, rather than focusing on what we couldn't. In June, one of our warehouse team undertook a brave the shave and shaved his head, raising £215. From there, other teams got involved with step challenges, quiz nights, bake sales and 'Movember' efforts helping the donations to climb slowly but steadily towards our target. An end-of-year raffle gave us a final push and we ended up raising a total of £2,455 – a fantastic effort given the constraints that Covid-19 had put in our way!

How did the team at Fight Bladder Cancer support you?

The team at Fight Bladder Cancer were always on hand to help us come up with fun fundraising ideas and provide us with handy resources and toolkits. They helped us to set up a personalised online fundraising page that proved to be a real asset as we made the move to work remotely, as

it acted as a centralised point for all donations so we could easily keep track on how we were progressing to our target.

Despite the challenges, the team at Fight Bladder Cancer remained enthusiastic and positive throughout and that really helped keep us motivated to achieving what we did.

What have been the benefits of collaborating with FBC for Great Bear Healthcare?

For us, the biggest benefit of collaborating with Fight Bladder Cancer was that, at a time when we all had to work remotely, fundraising for the charity united us in a common goal. It motivated us to think of initiatives that would allow us to raise money whilst also having lots of fun. The marketing team, for example, set the challenge to collectively walk the distance from our head office in Cardiff to Chinnor, Oxfordshire (where the charity is based) and back again over the course of the month. Not only was this a great way to collectively do a sponsored walk and raise money, it also incentivised the team to get out walking, and keep active during lockdown.

Collaborating also gave us access to some inspiring patient case studies. We interviewed Dorothy Markham, a bladder cancer survivor. It was a true pleasure to meet such a wonderful character and share her story amongst those who may be going through a similar experience – an opportunity that we wouldn't have had without Fight Bladder Cancer.

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