



## How your organisation can help

John van Geest Cancer Research Centre

### John van Geest Cancer Research Centre

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## About us

We are a unique purpose-built scientific facility in the East Midlands. Our aim is to save lives and speed up recovery by improving the early diagnosis and treatment of all cancers, but with a particular emphasis on breast and prostate cancers.

The opening of our purpose-built premises on NTU's Clifton campus in 2010 has allowed us to continue our work focusing on two key approaches to the treatment of patients with cancer:

- Improving the diagnosis and management of breast and prostate cancers.
- Developing effective vaccines and immunotherapies that will significantly improve the survival rates and quality of life for cancer sufferers.

We work closely with clinicians based in local hospitals and patient groups across the region. This means that our research is translated directly into clinical practice. We have some impressive international research partnerships with other established cancer research institutions in the USA, Europe, Asia and the Far East, ensuring that our impact is not restricted to the local level, but will affect treatment worldwide.

Everybody is different, and reacts to cancer differently – so our research aims to develop new methods for diagnosing and personalising individual treatments for cancer.



We will make a difference – and you can help.



## How will your support help?

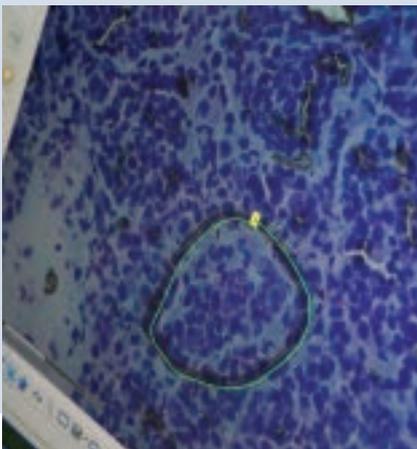
Cancer research of this sort is expensive, but even modest support from businesses can quickly add up to make a real difference. Together we can achieve more – and your workplace could partner with us to save lives.



**£10** could allow us to sequence a gene, helping our scientists understand how our unique genetic makeup affects the development of cancer.

**£100** could pay for the costs of screening tissue from 100 patients with breast cancer. This will allow us to relate the presence of certain molecules to the progress of patients and their response to particular treatments.

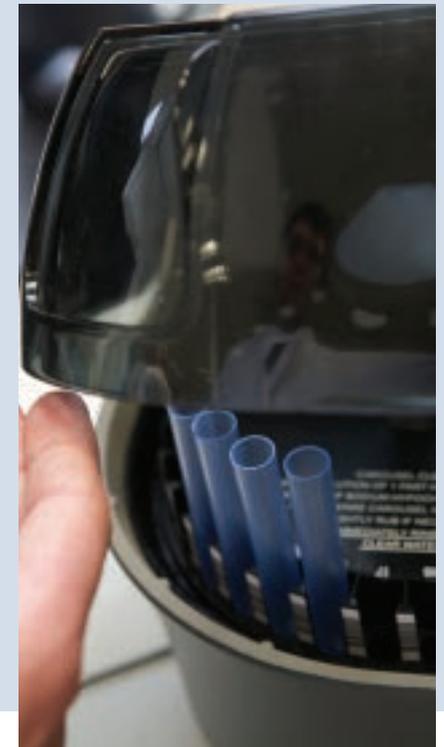
**£500** could go towards the costs of our clinical collaborators cutting sections of tumour tissue from 150 patients with prostate cancer. We can use these samples to examine the relationship between their genes and the progress of the patient through treatment.



**£1,000** could pay to test the health of the immune system of 100 patients with breast or prostate cancer, enabling them to receive the treatments which will be most effective, and equipping us with the data to analyse how they respond to that treatment. This will help us to improve outcomes for more patients in the future.

**£5,000** could pay for equipment which measures protein and DNA to a high degree of accuracy – vitally important for conducting our research.

**£10,000** could pay for a high-end microscope with a camera attached. This allows the scientists to examine cells which have been collected from patients and identify the cancer cells for further study.





## How can businesses help?

Every business is different, and what works well in one may not be appropriate for another. We are keen to work with you whatever shape that support takes. Here are a few ideas you might consider:



### Staff involvement

We'd love to work with you in encouraging everyone at your workplace to be aware of our work, and to get involved with supporting us. Staff-led events such as fun days and cake sales are great ways for staff to work together and unleash their creativity!

You might consider including us in any payroll giving schemes you run, and we could work with you to promote this.

It's wonderful to see staff undertaking their own challenges for the centre, such as bike rides, running, swimming and climbing. You can do whatever activity you wish – why not join us to take part in runNTU, our annual 5km and family fun run event?



### Host a charity event

We would love you to hold any charity event you wished to increase awareness of our cause and raise vital funds. Why not hold a special event for customers, colleagues or contacts where they are encouraged to get involved?



### 1in3 Day

Perhaps you could also consider taking part in 1in3 day, an annual event named to reflect the statistic that over 1 in 3 of us are statistically likely to be diagnosed with cancer at some point in our lifetime.

The aim of the day is for staff to have fun, and raise awareness of our work and valuable funds to support the centre. With your help we can make 1in3 day massive!



### Making a donation

All support is valued, and as well as anything you do to support the centre you might consider partnering with us in our work by making a corporate donation? Or perhaps choosing to donate a share of profits from the business?

### Making us your nominated charity

By entering into an ongoing relationship our friendly team can support you in whatever activities you might plan. This is really important because it means that we can work with you to build a community of committed supporters from your staff and customers.



## How can businesses help?



*"I love to bake so set up a cake and chocolate stall at my workplace. I think the staff at the supermarket looked at me a little weirdly when I scanned the mountain of eggs at the checkout but I had great fun making them and everyone at work got involved by donating to a great cause – and helping to eat the cake of course!"* **Janice**



*"We've experienced first-hand the dreadful effect of cancer within our family so this cause is so important to us. When the chance came to support this work through our pub business we jumped at the chance. We've held various events throughout the year and had a lot of fun getting others involved – there really is something everyone can do to make a difference, no matter how large or small."* **Neil**



## The benefits of working with us

There are many benefits to working together. Here are just a few:

- You will know that 100% of the funds we receive from your efforts will be used to make a difference to cancer patients and treatments worldwide.
- Keeping your business up-to-date with our work is important, so we will come to talk to you to keep you informed about how your help is making a difference.
- We love being creative so we will work with you to develop new ideas and ways by which you can support our work.
- Our scientists are fascinating – we would love to invite key members of your team to visit the centre to meet them.
- Publicity is important, for your organisation and for the success of your fundraising for us. We will provide logos and text for you to use on promotional material.
- Finally, we will provide a professional and fun support service – we are very approachable!

Please contact us on 0115 848 8807 or on [vangeest@ntu.ac.uk](mailto:vangeest@ntu.ac.uk) to discuss how we could work together to achieve more.

Thank you for taking the time to consider this.



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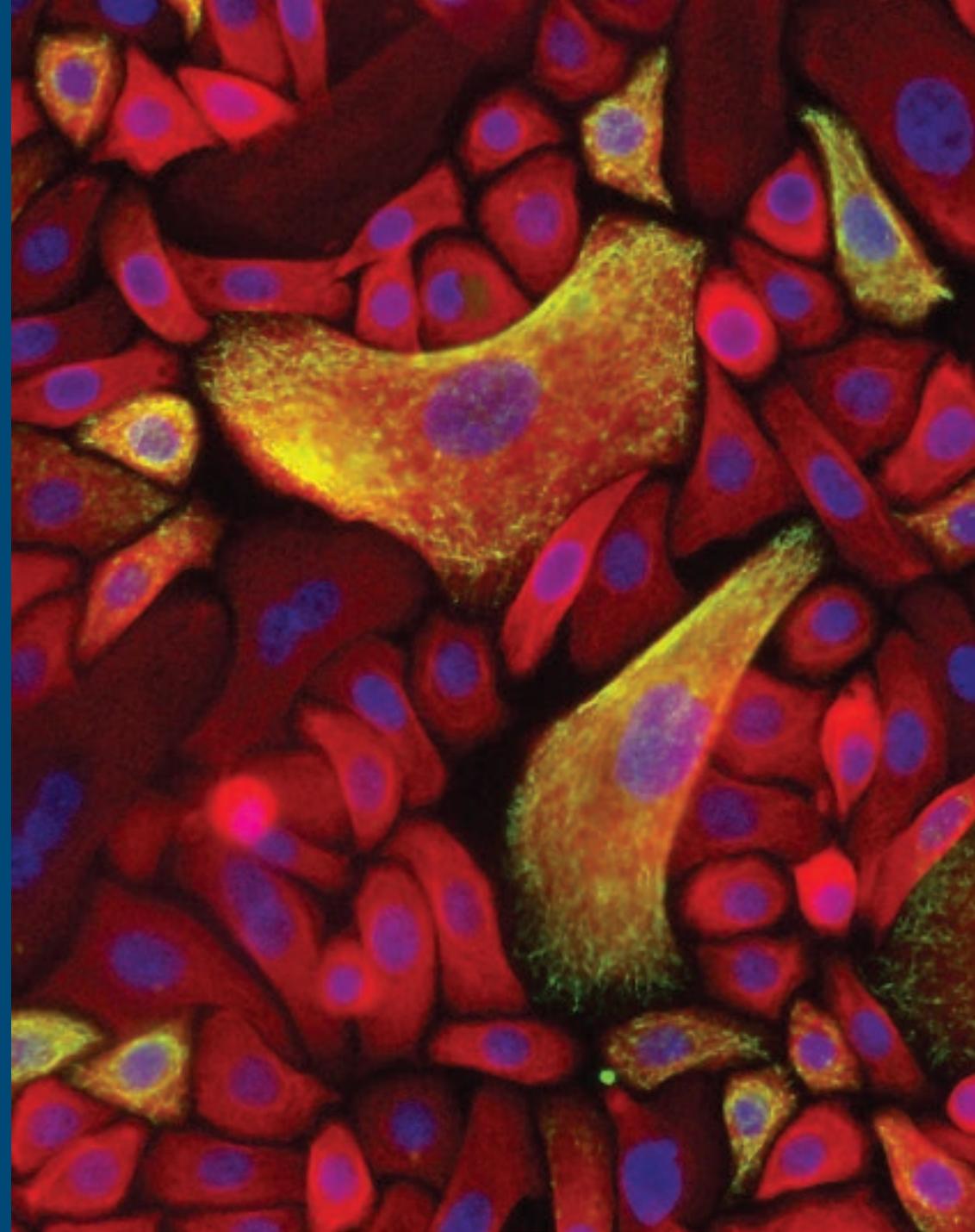


Image shows prostate cancer cells stained to show proteins of interest to our scientists

