



“ Through our own experience of working with Hope for Tomorrow, it has increased employee pride and engagement. We engage with partners like Hope for Tomorrow because they are supporting patients with serious diseases at a critical time. ”

Bristol-Myers Squibb

How we can drive cancer care forward together





# Driving cancer care forward together

Every day 1,000 people are diagnosed with cancer in the UK, meaning an increasing number of people are facing a frightening and life-changing diagnosis, sometimes alone.

The practical and financial impact of cancer care is not often considered, and a cancer diagnosis can raise many questions like;

- How will you get to appointments if you don't drive?
- Will you be able to afford to take time off work to have your treatment?
- Will you spend hours in a hospital waiting room on your own?

That's why we are there for people with cancer, so we can help eliminate these unnecessary stresses and so they can live a life outside of cancer.

Our corporate partners make a crucial contribution to our work, and get to enjoy the benefits of associating with a life-changing organisation. A relationship with Hope for Tomorrow will benefit your company including your staff, customers, and shareholders, whilst ensuring mobile cancer care is delivered to people when they need us most. With you, we can support our communities together.

**A unique opportunity to link locally, regionally and nationally with Hope for Tomorrow; a well-established organisation at the frontline of community healthcare and a chance to make a real positive difference in our community.**



# Rachel's Story

## Mum of 2, Rachel, was diagnosed with breast cancer at age 39.

I was just 39 when I was diagnosed with breast cancer. My children, William and Leilani, were 16 and 12 – young enough to need me but old enough to understand the implications of the situation we found ourselves in. The thought of not being there for them in the future was terrifying to me.

I wanted to take some time to process things myself before telling William and Leilani. Without a shadow of doubt the hardest thing I have ever had to do. I remember them asking if I was going to die and I told them I was going to do my best not to, but we would all have to eat a lot more vegetables!

My bosses and colleagues (friends) could not have been any more supportive. Naturally, they were upset (some of them could barely even look at me for a while as they just didn't know what to say or do), but they

would let me talk about what was going on, and they gave me time to step away when I needed to. That's the thing with cancer; it doesn't just impact the person with the diagnosis. I think that it is often harder for the family and friends as they tend to have less support.

It is because of Hope for Tomorrow and 'Frisbey' that over a 12-month period, I was able to receive much of my treatment away from the hospital and retain a massive part of my normal routine, which was so important for my mental health. Being away from my desk for less than an hour for a quick procedure on 'Frisbey' made all the difference.

When I was unable to use 'Frisbey', it had a huge impact. There was the cost of travel to and from the hospital, the challenge of finding a parking space and the parking charge, along with arranging for someone to collect my daughter from school if I was delayed for any reason, this all caused huge stress. I also had to plan my work load to factor in my absence from the office.

Being in such a calm environment, away from the constantly beeping machines and the smell you associate with hospital was much less stressful and helped to get us all through yet another treatment or procedure. For people who have to rely on public transport, the mobile units are invaluable. When you have spent most of the day at the hospital having a gruelling chemotherapy treatment,



“ I was lucky I could use 'Frisbey'. It also allowed me more time to do the things that mattered to me – collecting my youngest from school and spending time with my family. Using 'Frisbey' meant that I only had to take a minimal amount of time off work between treatments. As manager of a busy payroll department, I wanted to cause as little disruption to my colleagues, employers and our clients, as possible. ”

imagine what it must feel like to face a 45-minute bus journey home when you can only shuffle rather than walk, and you're feeling so incredibly sick that you just can't get home fast enough.

By supporting Hope for Tomorrow, you'll be reducing the stress and anxiety patients and their families feel, and importantly give them extra time with their friends and family. The difference that the units make to cancer patients is immeasurable and with 1 in 2 of us likely to receive a cancer diagnosis in our lifetime, it is vitally important, now more than ever before, that we continue supporting Hope for Tomorrow.

When every minute is precious, the mobile units enable grandparents to spend time with their beautiful, much-loved grandchildren. Husbands and wives can have

a little more time with their soul mates, and parents can cherish some precious, extra time with their children to make more memories. Time that they wouldn't have if they had to receive all of their treatments in a hospital setting.

I really cannot put into words how grateful I am to everyone who has been part of Team Hope and to all who support this incredible charity. Just saying 'thank you' will never be enough. I know I am being presumptuous, but I wanted to thank you in advance for considering to support Hope for Tomorrow. Any donation will do so much good, and give people like me something they cannot buy – time.”

Rachel

Rachel, Hope for Tomorrow patient and hero

# How we help people locally, regionally and nationally

Being faced with a diagnosis of cancer can be really frightening and instantly makes time crucial.

We understand that living with cancer and receiving treatment can be extremely tough – treatment can cause horrific side effects, from extreme tiredness and nausea to forgetfulness and trouble concentrating.

We believe that cancer shouldn't dictate people's lives, and everyone who receives a life-changing diagnosis should have control over the way they receive their treatment.

This is why the charity Hope for Tomorrow was founded and we have made it our vision to enable cancer treatment to be delivered in the right way, at the right time, closer to patients. We achieve this by operating mobile cancer care units into the heart of communities throughout England, working in partnership with NHS Trusts.

We design, build and maintain each unit which are provided free of charge to NHS Trusts who are then responsible for the drugs, specialist nurses, drivers and costs of vehicle insurance and fuel. As well as a unit, we also

“Cancer touches everyone and everything in your life, the ripple effect is tremendous.”

Sheenagh, Hope for Tomorrow patient

provide each NHS Trust with a nurse support vehicle to enable nurses to pick up drugs and medications without interrupting the daily treatment of patients. Our units ensure that local cancer patients not only have a choice, but can fit treatment into their lives closer to them, saving time and money, and leading a life outside of cancer.

In 2007, Hope for Tomorrow launched the world's first mobile cancer care unit, which changed the lives of thousands of people suffering from cancer in England. Today, because of the wonderful support from people like you, we are the largest organisation in England that provide mobile cancer care units to NHS Trusts and now have 14 units (including our 3 reserve units) on the road, dedicated to driving cancer care forward and bringing vital cancer care closer to patients.

Our units park in convenient and large spaces, close to patient's home and workplaces so they can walk to their appointment if they don't drive, or they can receive their treatment on their lunch break. They don't have to spend hours travelling to a hospital and can receive their treatment almost immediately on arrival – saving the most precious commodity of all, time.



“Hope for Tomorrow really has changed my life and attitude to treatment because I now have no additional fatigue and no stress. I am living my best life, watching YouTube and history channels, and I also do voluntary work rehoming dogs. Despite the cancer and side effects, this is definitely my best decade.”

Ann, Hope for Tomorrow patient

In 2021, patients who received their treatment aboard a unit and took part in our survey reported:

94%  
saved at least  
1 hour  
in travelling time

with  
38%  
saving  
more than  
3 hours



47%  
drove themselves



and 8%  
walked to their  
appointment



38%  
Saved more than

21 travel  
hours



# How you can make a difference



## Join us at a Hope For Tomorrow event

From challenge events to VIP events, we do it all. Whether walking on fire, jumping out of a plane or wining and dining is your thing, we'd love you to join us to support people on their cancer journey.

## Sponsor an event

Looking to boost your brand and gain positive exposure at the same time? Why not become a sponsor for one of our events, and we'll share your logo with our community.

## Matched Funding

Many companies support their employees by offering to match funds they have raised. Funds can be matched entirely or up to a certain amount. This is a great way to engage employees and show them how much you care.

## Charity Partnership

That's right, you can support us for a whole year or for however long you'd like to! If your company runs a Charity Partnerships programme, we'd love to learn more. We can add value to your Corporate Social Responsibility and work together for mutual benefit.



## Fundraising at work

Whether it's a dress-down day donating a pound, a bake sale or wearing something rainbow in aid of Hope for Tomorrow, getting everyone involved is simple and so much fun! Hybrid working? No problem, you can fundraise virtually!



## Collect Clothes For Cancer Care

Have a competition with colleagues and/or your contacts, to see who can collect the most bags of clothes. If you collect a minimum of 20 bags, we can collect from you or you can drop to your nearest Clothes Bank.

## Host your own Clothes Bank

If you have an outside space that you don't mind losing, host your very own Hope for Tomorrow Clothes Bank. For every tonne raised, we receive £250 – all from items you didn't need!

## Payroll Giving

It's so easy to set up and benefits us as well as your employees. Donations are taken before tax is deducted from your salary, making it the most tax-efficient way to give.



## Employee volunteering

We're always in need of a helping hand, from collecting tubs to providing awareness talks on our behalf, we'd love to hear from you.



## Gifts in Kind

Donating products, discounted services or even professional advice is an easy and valuable way you can help Hope for Tomorrow.



## How your fundraising helps

With your support, we can give time back to those living with cancer so they can spend quality time with their loved ones.

To give you an idea of how the money you raise can make a difference:

£30

could enable 7 patients to have their PICC line cleaned. Having this done closer to them means their work day isn't disrupted and cancer doesn't dictate their lives.

£212

could 'pay for a day'. This could mean 20 patients have more time with their loved ones instead of being sat in a hospital, waiting for their treatment.

£1,165

could pay for a chemotherapy chair to go on-board one of our units, ensuring patients can have their treatment comfortably.

£3,180

could keep all of our units operating for one whole day, helping up to 280 cancer patients receive their treatment locally.



Last year, our units delivered over 25,000 cancer care treatments to patients. We couldn't have achieved this without the amazing support from people like you!



“ Everyone on the unit was really helpful. It was a good experience, and I felt really comfortable. I was able to chat with the other patients – three at a time were treated – and we even ate doughnuts together! ”

John, Hope for Tomorrow patient

£6,360

could help one of our units deliver life-changing cancer care treatment for one whole month.

£15,000

could pay for a nurse support vehicle, enabling nurses to pick up treatments and medications through a more convenient and economical means.

# Getting started

Here are some tips to get your fundraising started, but by partnering with us you'll get a dedicated member of staff supporting you along your fundraising journey. You can find our contact details on the next page.



## CONSIDER YOUR GOALS AND/OR CHALLENGES

# 1

Think about what you'd like to achieve from our partnership. Do you want to boost team morale? Would you like to increase brand awareness? Together, we can build a bespoke and tailored fundraising plan to support you, whilst raising vital funds for local cancer patients.

## SET A TARGET OR GOAL

# 2

Having a clear end goal will help you achieve your fundraising. We can provide you with tangible monetary targets so you can visualise the direct impact your support will have.



## FUNDRAISING MATERIALS

# 3

We have an array of collateral that will support your fundraising such as leaflets, banners, balloons and graphics. Please ask and we'll be happy to help.



## ONLINE FUNDRAISING

# 4

With hybrid working, we find it best to set up an online giving page for colleagues and your contacts to donate. Check out [www.justgiving.com](http://www.justgiving.com) as a starter, and why not add the link to your company email signature to encourage donations?

## SPREAD THE WORD

# 5

Share our partnership far and wide via your staff intranet, staff newsletter, staff email or on your notice boards. We can also spread the word via our social media platforms and website.



## PAYING IN MONEY

# 6

By post, online, in the bank or over the phone – just get in touch and we can help you arrange it.



## DELIVER IMPACT AND DRIVE CANCER CARE FORWARD

# 7

Rest assured that you have had a direct impact on many local people's lives, giving them hope and helping them to feel reassured that they can receive their cancer care treatment closer to where they need it.

# What's in it for you?



There are lots of positives that can come from a partnership with Hope for Tomorrow.

## Enhanced and positive perception of your brand

- Committing to a collaboration with Hope for Tomorrow gives you the opportunity to demonstrate to your staff, customers and suppliers that you support positive change, in a meaningful and memorable way.
- In an increasingly competitive market, contracts and tenders are strengthened by a company highlighting their corporate social responsibility and efforts to go the extra mile.

## Staff involvement

- We would be delighted to present to your staff and highlight the difference you are making to local cancer patients.
- We can bring the partnership to life and are happy to provide updates on what our partnership is achieving on a regular basis.

## Cost effective brand exposure

- We have over 7,000 page views on our website each year. Hope for Tomorrow can host your logo, company information and link through to your website.
- We regularly communicate via Facebook, Twitter, Instagram, LinkedIn and other social media channels, which reaches over 6,700 followers.
- Every quarter, our newsletter goes out to nearly 9,000 people. This is another opportunity to spread the news about our collaboration.

- Our in-house Marketing team can further promote our partnership.
- At the end of our partnership, we can host a cheque presentation which can go to local press.

## Exclusive functions

- You'll be invited to our special events, which provide fantastic opportunities to hear about the difference you're making whilst networking with like-minded people.
- There is an opportunity for staff to visit your local mobile cancer care unit, so you can see first-hand the difference you are making.
- We can provide you with real life patient stories.

## Reinforced positive work culture

- Evidence shows that an association with a charity improves staff morale and motivation, team building and company culture.
- Inspired and empowered staff can lead to increased productivity and work satisfaction, thus increasing staff loyalty and retention.
- Increased opportunities for staff to improve and expand their skill set benefits your organisational goals and personal development for your staff.

# Testimonials from partners we've worked with

“As a team we have all been close to someone with cancer and so understand how important it is that patients receive the care and treatment they need. We decided to support Hope for Tomorrow because by making treatment more convenient and comfortable, we can help improve the daily lives of the patients. Dedicating our fundraising efforts and support to one nominated charity enables us to make a really positive impact, seize opportunities for mutual benefit and work in partnership with the charity.”

HR People Support, Cheltenham

“The work that Hope for Tomorrow does is so important to bring cancer care closer to patients' homes, helping to reduce stress and allow people to spend more time with friends and family. Their mobile cancer care units are a lifeline for many, providing an out-of-hospital location for immunocompromised patients to receive treatment. Sadly, most of the team at Target have been touched by cancer, so we're thrilled to be able to fundraise so that they can continue to provide this important service. Hope for Tomorrow is only a small team and we're full of admiration for the impact they are having.”

Sarah Bryars, Chief Executive at Target PR



## Testimonial from a patient

“Receiving support from a company means I can receive my cancer care treatment closer to my home.”

Hope for Tomorrow patient

No matter how much you raise as an organisation, or how much time you can offer, your support will have an impact and help our units be there for more cancer patients and their loved ones. That's invaluable to us.

Not only will our collaboration be having a positive impact on your staff wellbeing, increasing employee engagement and helping to achieve your corporate social responsibility goals, not to mention the amount of fun you'll be having working with us!

## We are always here for you

If you need to ask a question regarding your fundraising and need support or advice, please do get in touch with us at any time.

Your corporate contact:

**Kara Frampton – Corporate and Community Fundraising Manager**

**Email: [karaframpton@hopefortomorrow.org.uk](mailto:karaframpton@hopefortomorrow.org.uk)**

**Phone: 01666 333343**



Remember... no matter how much you raise, together we are providing hope and driving cancer care forward, supporting thousands of cancer patients on their cancer journey. For this, we cannot thank you enough.

## Driving cancer care forward



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