



Bowel CancerUK
Beating bowel cancer together

**This Christmas,
it's time to stop
people dying of
bowel cancer**

The UK's second biggest
cancer killer



It's time to stop bowel cancer

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A cancer diagnosis hits everyone, it's like dropping a bomb and the ripples touch everyone. And the closer you are to the person the more impact it has on you. It changes you and affects you forever. It's the worst. It's total devastation.

Chris Daniels

Whose wife Rita died from bowel cancer



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In the 15 minutes it could take to unwrap your Christmas presents, someone like Rita has their world turned upside down as they're told, 'you have bowel cancer.' And in the 12 days of Christmas, more than 500 people will die of the disease.

Bowel cancer is the UK's second biggest cancer killer. However, it shouldn't be as it's treatable and curable especially if diagnosed early.

The human cost of bowel cancer is huge. People struggle to cope with their diagnosis, deal with gruelling treatment and adjust to life after cancer. The majority of patients will experience physical and emotional consequences of their treatment, many over the long term.

Bowel cancer sends shockwaves through families, as they see their loved ones dealing with the aftermath of a diagnosis and too many like Chris are left to pick up the pieces of their lives following bereavement.

There is no doubt that this is a cause which will resonate with your staff and clients as it touches the lives of tens of thousands of people across the UK.

With your support, we can stop people dying of bowel cancer and ensure that more families are together at Christmas.

About us

Our vision is a future where nobody dies of bowel cancer. We're the UK's leading bowel cancer charity. We support and fund targeted research, provide expert information and support to patients and their families, educate the public and professionals about the disease and campaign for early diagnosis and access to best treatment and care.

How you can help

This Christmas, why not support our lifesaving work by sending our digital Christmas tree to your corporate clients, customers and suppliers? It's really simple:

- 1** Sign up for your tree
- 2** Sit back, while the Christmas elves at Bowel Cancer UK set it up for you
- 3** Kickstart the donations by making your own company donation
- 4** Send the tree to your clients and they can make a donation for every virtual star or present they buy on the tree

This could be a fantastic alternative to sending Christmas cards and is a brilliant way to engage with your clients whilst at the same time helping to stop people dying of bowel cancer. Alternatively, you could make a donation by post or visit bowelcanceruk.org.uk

Every donation will have a tremendous impact and could support our work as outlined below.



Lifesaving research

We're committed to investing in bowel cancer research as it's critical to saving lives and improving the quality of life of patients.

A donation of **£3,000** could help fund our work to improve surgery for patients and save more lives. This is vital as surgery is key to curing the disease.



Support at every step

It's our goal to provide patients, and their families, with the information and support they require at every stage of their bowel cancer journey.

A donation of **£1,000** could help connect patients and their families to others just like them on our online patient forum so they can receive vital peer support.



Championing the needs of people affected by bowel cancer

Working together with people affected by bowel cancer and the clinical and research community, we campaign for early diagnosis and access to best treatment and care across the UK.

A donation of **£250** could help fund our work to champion the needs of bowel cancer patients, ensuring they receive timely diagnosis and improved treatment and care.

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There's nothing I could give my incredible surgeon that would show her how appreciative I am - there aren't enough hugs and thank you's. Even though she keeps saying 'it's just my job', it's not just a job to me and my family. She saved my life and I will never ever forget her. Surgery has had a hugely positive impact on my life. Without it, I wouldn't be here.

Olivia Rowlands



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Recognition

We'd be delighted to recognise your support by adding your company logo to the Corporate Partners page on our website. Not only would this help raise your brand profile but would demonstrate your commitment to having a positive impact in the communities in which your staff and clients live and work.

Other ways you can get involved

We'd love to hear from you if your company would like to work with us on a charity of the year partnership basis. This is a fantastic way to motivate your staff and encourage team building, generate positive PR for your company and help you reach new clients.

Please contact **Lyndsay Dixon** on **0207 940 1774** or **lyndsay.dixon@bowelcanceruk.org.uk** if you would like to support our work

Thank you for your time – together we can stop people dying of bowel cancer.

bowelcanceruk.org.uk  [@bowelcanceruk](https://twitter.com/bowelcanceruk)  [/bowelcanceruk](https://www.facebook.com/bowelcanceruk)



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