CANCER UNITED

Business Partnership Pack

Your Business. Our Cause. A Powerful Partnership.

About Cancer United

Cancer United delivers specialist exercise programmes and emotional support services for people affected by cancer across the UK. All services are **free to those in financial need**, ensuring that financial barriers never prevent someone from receiving the support they need.

With 1 in 2 people in the UK affected by cancer in their lifetime, your partnership directly impacts your employees, customers, and their families

Why partner with Cancer United?

Local impact you can see

Your support transforms lives in your community. We provide transparent reporting showing exactly how your partnership funding is used and the real people it helps.

Employee engagement that matters

Give your team meaningful opportunities to make a difference through volunteering, fundraising challenges, and wellness initiatives that align with your company values.

Authentic brand alignment

Demonstrate your commitment to health, wellbeing, and social responsibility through a partnership with genuine community impact. Cancer touches nearly everyone – supporting people through it resonates deeply with all stakeholders.

Flexibility for every business

Whether you're a small local business or a national corporation, we create partnerships tailored to your goals, capacity, and budget.

Partnership opportunities:

Tier 1: Founding Partner — £25,000+ annually

Maximum impact, maximum visibility

What you fund:

- A complete specialist cancer exercise programme for 50+ people annually
- Dedicated programme coordinator salary contribution
- Equipment and facility costs

Partnership benefits:

- Top-tier logo placement on all Cancer United materials
- Quarterly impact reports with detailed metrics and personal stories
- Invitation to annual impact event as guest of honour
- Feature article in our communications highlighting your partnership
- Corporate volunteer opportunities for up to 20 employees
- Access to Cancer United speakers for corporate events
- Exclusive use of partnership logo and certification
- Dedicated partnership manager
- First option on event sponsorship opportunities

Employee engagement:

- Company matches employee fundraising pound-for-pound (up to £5,000 annually) - when employees raise money for Cancer United, your company doubles it
- Corporate wellness workshops delivered by Cancer United specialists
- Team volunteer days at Cancer United activities
- Participation in charity challenge events

Tier 2: Champion Partner — £10,000-£24,999 annually

Significant impact with strong visibility

What you fund:

- Specialist cancer exercise sessions for 20+ people annually
- Emotional support services for multiple families
- Training for volunteer exercise specialists

Partnership benefits:

- Prominent logo placement on website and key materials
- Partnership recognition in annual report
- Bi-annual impact reports
- Invitation to annual impact event
- Corporate volunteer opportunities for up to 10 employees
- Use of partnership logo and certification
- Dedicated partnership contact
- Priority consideration for event sponsorship

Employee engagement:

- Company matches employee fundraising pound-for-pound (up to £2,500 annually) - when employees raise money for Cancer United, your company doubles it
- Cancer awareness workshops for employees
- Team volunteer opportunities
- Charity challenge event participation

Tier 3: Supporting Partner — £5,000-£9,999 annually

Meaningful impact with clear community benefit

What you fund:

- Exercise sessions for 10+ people affected by cancer
- Emotional support for families navigating cancer
- Essential programme equipment and materials

Partnership benefits:

- Logo placement on website and selected materials
- Recognition in communications
- Annual impact report
- Invitation to annual event
- Corporate volunteer opportunities for up to 5 employees
- Partnership logo and certification
- Designated partnership contact
- Event sponsorship opportunities

Employee engagement:

- Company matches employee fundraising pound-for-pound (up to £1,000 annually) - when employees raise money for Cancer United, your company doubles it
- Team volunteer opportunities
- Participation in charity events

Tier 4: Community Partner — £1,000-£4,999 annually

Accessible partnership for growing businesses

What you fund:

- Cancer exercise sessions for individuals and families
- Support materials and resources
- Community outreach activities

Partnership benefits:

- Logo on website
- Recognition in communications
- Annual partnership update
- Invitation to annual event
- Volunteer opportunities
- Partnership certificate
- Access to charity challenge events

Employee engagement:

- Team fundraising support
- Volunteer opportunities
- Event participation

Alternative partnership models

Cause-related marketing

Link a product or service to Cancer United, with a percentage of sales supporting our work. We work with you to create authentic campaigns that resonate with customers while driving social impact.

Employee giving and payroll giving

Make it easy for employees to support Cancer United through workplace giving schemes, with optional employer matching to amplify impact.

Pro bono and in-kind support

Share your expertise or resources: marketing services, professional advice, venue space, equipment, technology, or other resources that help us deliver more with less overhead.

Event sponsorship

Support signature fundraising events or community activities with flexible packages starting from £500.

Impact metrics

When you partner with Cancer United, you fund:

£25,000 annually funds:

- 1,000 specialist exercise sessions
- 50+ people supported through complete programmes
- One dedicated programme coordinator
- Equipment, facilities, and ongoing support

£10,000 annually funds:

- 400 specialist exercise sessions
- 20+ people supported through programmes
- Training for volunteer exercise specialists
- Essential programme equipment

£5,000 annually funds:

- 200 specialist exercise sessions
- 10+ people supported through programmes
- Support materials and resources
- Community outreach activities

£1,000 annually funds:

- 40 specialist exercise sessions
- Essential equipment and materials
- Community activities and support

Evidence of impact

Our programmes are built on evidence-based practice and deliver measurable outcomes:

- Improved physical function and reduced cancer-related fatigue
- Enhanced emotional wellbeing and reduced anxiety
- Increased confidence and independence
- Stronger peer support and reduced isolation
- Better overall quality of life

We provide regular impact reports showing both quantitative metrics and qualitative stories from the people your partnership supports.

What our partners say

> *"Partnering with Cancer United has given our employees a meaningful way to give back to our local community. The impact is tangible, and the team at Cancer United makes collaboration seamless."*

> *"We chose Cancer United because nearly everyone in our company has been touched by cancer. Supporting specialist exercise programmes that genuinely improve lives felt authentic to our values and resonated deeply with our staff."*

> *"The transparency and professionalism of Cancer United gives us confidence that our partnership investment delivers real results. We can see exactly who we're helping and how."*

Getting started

We make partnership simple:

1. Initial Conversation

Contact us to discuss your goals, budget, and how we might work together. No obligation, just an exploratory chat about possibilities.

2. Tailored Proposal

We'll create a partnership proposal specifically designed for your business, outlining investment, benefits, and impact.

3. Agreement & Launch

Once agreed, we'll provide everything you need to launch the partnership internally and externally, including templates, logos, and messaging.

4. Ongoing Partnership

Your dedicated contact will ensure smooth collaboration, regular impact reporting, and support for employee engagement activities.

Frequently asked questions

Can we customise a partnership package?

Absolutely. The tiers provide a framework, but we're happy to discuss bespoke arrangements that align with your specific objectives and budget.

How do you measure and report impact?

We provide regular impact reports appropriate to your partnership tier, combining quantitative data (people reached, sessions delivered) with qualitative stories from participants. Founding Partners receive detailed quarterly reports.

Can employees get involved beyond fundraising?

Yes! We offer meaningful volunteer opportunities, from supporting sessions to helping with events. We work with you to create engagement activities that suit your team.

What recognition will our business receive?

Recognition is tailored to your partnership tier and includes logo placement, communications features, and event acknowledgment. We ensure visibility appropriate to your investment.

Is Cancer United a registered charity?

Yes, Cancer United is a registered charity (number 1155747). All donations qualify for Gift Aid where applicable.

How quickly can we start a partnership?

We can move at your pace. Simple partnerships can launch within weeks; more complex arrangements involving bespoke programmes may take two to three months to design and implement.

What's the commitment period?

We typically establish annual partnerships with mutual review points. This provides stability for programme planning while allowing flexibility to evolve the partnership.

Ready to explore a partnership?

Contact us to arrange an initial conversation:

Email: jan@cancerunited.org.uk

Phone: 01903 779880

Website: www.cancerunited.org.uk

We look forward to discussing how we can create a partnership that delivers value for your business while transforming lives in your community

CANCER UNITED

Transforming lives affected by cancer through specialist exercise and support