

Stronger Together: How Your Business Can Change Local Lives

A guide to working in partnership with CancerCare



Welcome,

Thank you for your interest in partnering your business with CancerCare. We are a local, independent charity supporting adults and children affected by cancer, life-shortening illnesses and bereavement across North Lancashire and South Cumbria.

For over 40 years, we have provided vital services to our community, operating from four centres in Lancaster, Kendal, Barrow and Morecambe, alongside extensive outreach support across the region. Our services are diverse, ranging from one-to-one counselling, aromatherapy and reiki to creative and social support groups such as woodworking and art.

No one knows when they might need our support, yet most of us will be affected by a cancer diagnosis or bereavement at some point in our lives. That's why it's essential we continue to keep our doors open, and why partnerships with like-minded local businesses are so important to our future. Corporate support plays a vital role in helping us meet the £1.9 million it costs each year to provide services to more than 2,000 clients across our region.

There are many ways for your team to get involved and make a real difference. I hope you enjoy reading this Guide and discovering how we can build a mutually beneficial partnership, rooted in shared values and a commitment to helping others.

We look forward to working with you,

Alison

Chief Executive, CancerCare

£55

could help
deliver a
two-hour group
therapy session

£15

could provide
the milk to
welcome our
clients with a
hot drink for a
whole week

£100

could fund three
one-to-one
counselling sessions
for a client facing
cancer or
bereavement

£30

could cover an
aromatherapy
session

£38

could buy
materials for
our weekly
woodwork
groups



"CancerCare has provided me with so much information that I wouldn't have had access to otherwise. They've helped me find a little bit of positive and keep going when I didn't know who to turn to. I don't know where I'd be in my journey without CancerCare. They deserve everything and more."

Pamela, CancerCare client

Meet some of our Business Partners



FGH Security have proudly supported CancerCare for over eight years. They generously provide free marshalling services at all our major events, including the annual Santa Dashes and AlannaFest. In addition, they assist us with First Aid provision, Risk Assessments and Manual Handling training.

FGH are always eager to get involved in our fundraising initiatives and they have also supported some of our biggest occasions, such as our charity Balls, not only as sponsors but also by providing security services, which reduces our costs.



We were selected as Bluebird's Charity of the Year for 2025. Bluebird sought to establish a meaningful partnership with a local charity that shared their values.

Throughout the year, Bluebird has supported us through a series of initiatives, including the February 100 Miles of Bluebird Walk, coffee mornings, bake sales and participation in Keswick2Barrow and our corporate event The Betrayers.

We value year-long partnerships as such as they enable us to build strong collaborations and deliver lasting community impact.



HSBC Lancaster and Kendal have been loyal supporters of CancerCare for over a decade. Their support has been wide-ranging, from taking part in our Great North Run and Great North Swim teams to hosting bake sales in aid of our work.

The team also provide valuable assistance at our events, offering marshalling and administrative support. In addition, HSBC's match funding of staff time and fundraising activities provides a significant boost to our income, helping us continue delivering vital services in the community.



Meet some of our Business Partners



Our partnership with 3-1-5 Health Club has been hugely beneficial to CancerCare. This trusted collaboration has provided mutual value through cross-promotion, referrals, event participation and fundraising support.

3-1-5 played a key role in the launch of our event hosting platform, Run for Charity, and they proudly served as our inaugural sponsor during the first year. This partnership has enabled us to offer more people than ever the opportunity to take part in iconic challenge events.



BSG Solicitors consistently gets involved in our campaigns and events and are always looking for new ways to support CancerCare.

From taking part in our Summer Small Change and Every Step Counts challenges, to dipping every day for a month in our Dare2Dip campaign, hosting cake sales and attending our annual Balls and wellbeing events - they've done it all in aid of CancerCare!

BSG's commitment, enthusiasm and positive energy make a real difference to CancerCare.



Birchall Blackburn Law have been headline sponsors for our memorial event, Lights to Remember, for the past two years. They have also supported us through donations of residual client balances.

Partner Kristina Smith said: *"Birchall Blackburn Law are delighted to support a local charity who do invaluable work. Our Wills and Probate team work closely with bereaved families every day. Lights to Remember is an event that gives people a chance to remember loved ones."*



Partnering For Purpose — CSR, ESG & Strategic Partnerships

Partnering with a local charity is one of the most effective ways for your business to fulfil its Corporate Social Responsibility (CSR) and Environmental, Social and Governance (ESG) commitments.

At CancerCare, our partnerships go far beyond the traditional exchange of a collection tin. They are built on trust, collaboration and a shared commitment to improving the lives of people facing some of the most difficult times imaginable.

When you partner with CancerCare, your business has the opportunity to achieve its CSR priorities while helping your team to find meaningful purpose, develop new skills and experience the deep satisfaction that comes from giving back.

One of our most valued relationships, now approaching its twentieth year, is with The Guide to the Sands. Together, we deliver our annual Cross Bay Walk, one of our biggest and most cherished fundraising events. Yet the value of this relationship extends well beyond a single event. Through initiatives such as Life Between the Ears, community presentations and their recent decision to name CancerCare as their Charity of the Year, our collaboration has become a true partnership built on mutual respect and shared purpose.



Lancaster Race Series

We have a fantastic partnership with Lancaster Race Series. We work together to deliver a range of running events and their expertise in event management enables us to host high-quality races and connect with a wider audience through their community of runners. Together, we organise an annual Fun Run, Christmas Cracker 10K and Turkey Trot half marathon, which have become firm favourites in the local running calendar.

Every partnership with CancerCare is unique, but all share a common thread; a named annual partnership, joint campaigns and marketing opportunities, staff engagement and volunteering plans and regular impact reporting and recognition.

The rewards for your business are just as significant. Working alongside CancerCare strengthens your reputation, enhances your visibility within the community and gives your employees a purpose-driven cause to be proud of.

Kier Construction

The team at Kier Construction are valued supporters of CancerCare. They have supported via donations of toys to our Christmas Appeal, and Easter eggs for our clients in April.

We are now collaborating with Kier on our Work Wish List, a project that aims to enhance the facilities and rooms at our Slynedaes Centre as part of their social value commitment to the local community.



Like Technologies Ltd

We were privileged to have the support of Lancaster-based business Like Technologies Ltd, who chose CancerCare as their Charity of the Year in 2025 following the cancer diagnosis of one of their employees who used our services.

Members of their team have taken on the London Marathon, hosted a fantastic Quiz Night and have been overall advocates of the charity.

Sponsorship Opportunities

Put your business in the spotlight while making a difference in your community. We offer a range of sponsorship tiers, allowing you to choose a package that aligns perfectly with your business goals and budget. Whether you're looking to raise your profile or engage your team, we'll work with you to create a partnership that delivers real impact.

Join us as a sponsor for one of CancerCare's many events throughout the year, from our glamorous annual Ball to festive fundraisers, corporate networking gatherings and community coffee mornings. Each event offers a unique opportunity to connect with local audiences, promote your brand and showcase your company's community spirit.

A shining example of this in action is Lancaster's Cumberland Building Society, whose long-term sponsorship of CancerCare's annual Christmas Grotto has become a highlight of the festive season. Their support goes far beyond financial contributions as their team members actively volunteer and help bring the event to life each year.

At CancerCare, we are deeply grateful for every sponsorship we receive, and we're equally proud of what we can offer in return. Your business will benefit from tailored branding opportunities, ongoing PR and social media exposure, and invitations to attend events and meet the people whose lives you've helped transform.



Port of Lancaster

As headline sponsor for our 40th Anniversary Ball, The Port of Lancaster played a central role in making the event not only possible, but a resounding success. Their brand featured prominently across all event materials, including a dedicated video created especially for the occasion, and they were proudly represented on the night itself. The partnership extended beyond the event through coordinated communications to B2B audiences, such as a bespoke joint email signature.

Beyond the event, The Port of Lancaster demonstrated a genuine commitment to our cause by taking the time to learn about CancerCare's work, visiting our centres and becoming a valued regular donor.

Fundraising & Events

Fundraising is one of the most enjoyable and rewarding ways your business can support CancerCare.

If you're completely new to the concept of fundraising, don't panic; Team CancerCare will be there to support you every step of the way, helping you bring your ideas to life and celebrating your achievements alongside you.

Fundraising not only brings colleagues together and boosts team spirit, but it clearly showcases that your business is proud to be an integral part of the local community. Here are some ideas you could take on...

Team Challenges

Take on a challenge that tests teamwork and determination. This could be a sponsored walk, triathlon, running event or muddy obstacle course. We can help you find an event that suits your team's interests and fitness levels, or you can create your own challenge that reflects your business personality.



Fundraising in or out of the office

Hold a bake sale, organise a quiz or declare a "dress-down day" and invite donations. Host a coffee morning, office Olympics or throw a charity party! These fun activities bring energy into the workplace and help raise awareness of CancerCare. We'd happily come along to be a judge and share some information about how we can support your workforce at the same time.

Sign up to a CancerCare event

We host a programme of events throughout the year across North Lancashire and South Cumbria. Whether you're keen to join the 500 walkers who take on the Cross Bay Walk or want to attend one of our fabulous Balls or dining events, we'd love to welcome your team.



Keep an eye on our events calendar in case there is anything you'd like to get involved with:

<https://cancercare.org.uk/get-involved/calendar>

Volunteering & Match Funding

Your people are your greatest asset, so let CancerCare help them use their skills, time and talents to give back to the local community, whether through volunteering, fundraising or match funding.

Team Volunteering Days

Bring your team together to support one of our feel-good charity events, such as the Bay Walks, Santa Dashes or coffee mornings.

Skilled Volunteering

Whether your expertise is in trades, marketing, IT or another field, your team can provide invaluable skills that helps our charity run smoothly and deliver high-quality services.

Match Funding

Many businesses choose to match employee donations, fundraising efforts or sponsorship contributions, doubling the impact of their support.

No matter how your team chooses to get involved, the experience will be memorable, rewarding and a tangible demonstration of your business making a difference in the local community.

Our chef event, A 5* Evening for CancerCare, is an example of how volunteering and professional expertise can combine to create extraordinary impact. Five Michelin-starred chefs, hospitality college staff and students and front-of-house teams donated their time and talents to deliver a fine dining experience, raising funds for CancerCare. Every element of the evening, from the food to the service and donated products, reflected a spirit of collaboration, creativity and community impact.



Donations

Making a direct donation gives CancerCare the flexibility to respond quickly to the needs of local people. Every pound you give goes straight to where it's needed most, helping to ensure that no one in our community faces cancer or bereavement alone. As a valued donor, you'll be recognised through our impact updates and stories, showing exactly how your contribution is changing lives.

Your company can choose the level and type of giving that feels right for you. Some businesses prefer to make a one-off donation, others choose to support a specific project, while many commit to regular giving through payroll donations or monthly contributions.

Each December, your generosity can go even further during our Big Give Christmas Campaign, when donations made within selected dates are doubled.



Lakeland

Lakeland have supported CancerCare for over 30 years, donating more than £500,000 during that time. Their contributions come from funds raised through Lakeland's colleague fund, as well as donations generated from the sale of returned goods. CancerCare's founder, together with Lakeland and Professor Malcolm McIlmurray, played a key role in the campaign to raise funds to purchase the charity's centre on Blackhall Road in Kendal.

Gifts in Kind

Not all support needs a budget. Donating skills, products, spaces or professional services can be an incredibly effective way to help CancerCare. Whether it's equipment, specialist expertise or use of a space, these practical contributions reduce our running costs.

You decide how your team could offer gifts in kind. You might choose to donate raffle or auction prizes for our fundraisers, provide food, equipment or materials for our centres, or offer free use of your venue for CancerCare's events or celebrations.

Rapid Relief Team UK

We are grateful to have received support from Rapid Relief Team UK for many years. They offer quality catering assistance to charities across the world, and they have given hundreds of bottles of water to CancerCare to support our challenges such as the Cross Bay Walk and Keswick2Barrow.



Sail 'n' Dine

South Cumbrian company Sail 'n' Dine have supported several of CancerCare's events by providing an experience voucher to add to our auction and lottery. They offer a unique opportunity to experience the beauty of the English Lake District, sailing on Windermere combined with fine wines and first-class food, and have provided our CancerCare prize winners with a special and memorable day.

How to set up sponsorship

The two most effective ways for your business to collect online sponsorship is via JustGiving and Facebook Fundraising. The money comes directly to CancerCare meaning your contribution can be put to good use straight away.

If you would prefer a paper sponsorship form so you can collect cash donations, please download our offline form.

JustGiving

Go to www.justgiving.com/cancercare

1. Click 'Fundraise for Us'
2. If you're new to JustGiving, enter your email address, fill in your details and choose a password.
3. Select the most relevant option or click 'Personal Challenge' if you're planning your own fundraising activity!
4. Click 'Create Your Page' and edit your page with your 'story', a fundraising target and an image.
5. Share your page on social media to start collecting that all-important sponsorship!

facebook

Go to www.facebook.com/fund/CancerCareCharity

1. Log in to your Facebook account
2. Set a target for your fundraiser. You can always increase this if you hit the target quickly!
3. Set an end date for your fundraising page.
4. Enter a descriptive title for your fundraiser and tell your friends what you are doing to raise money and why.
5. Choose an eye-catching cover photo for your fundraiser - maybe a photo of yourself!
6. Click 'Create' and share with your friends and family to maximise awareness and smash your targets!

We also have a sponsorship form which you might prefer to use - please email fundraising@cancercare.org.uk.

Start making a difference to the lives of local people in need today

Email us: fundraising@cancercare.org.uk

Visit our website: www.cancercare.org.uk

Contact your local CancerCare centre:

Lancaster 01524 381820
Slynedales, Lancaster, LA2 6ST

Morecambe 01524 381820
34 Northumberland Street, LA4 4AY

Kendal 01539 735800
Lakes Centre, Blackhall Road, LA9 4BT

Barrow 01229 836926
76 Duke Street, LA14 1RX

