

Turn It Purple Toolkit

Join us in turning it purple!



Saving lives through early diagnosis

 panact.org  0303 040 1770





Thank you for taking part in **TURN IT PURPLE**. This booklet is packed with ideas to help you raise vital funds and awareness. By joining us, you are powering earlier diagnosis, supporting patients, educating families, and helping more people recognise symptoms sooner.

Pancreatic cancer remains the **deadliest common cancer**. Survival is still far too low, not because it can't be treated, but because it is too often **diagnosed too late**.

Incidence is rising, with cases projected to reach up to **16,000** people a year in the UK by **2040**. Behind every statistic is a family facing the unimaginable, often with little warning and very little time.

At Pancreatic Cancer Action, we are determined to lead the way for **early diagnosis**. When people understand the symptoms and feel empowered to seek help sooner, **lives can be saved**.

Awareness isn't just information, **it's time**.

Our **Turn It Purple** campaign is a year long opportunity to stand together and shine a light on this devastating disease. From bake sales to bold challenges, wearing purple or sharing our symptoms messaging, **every action** helps us **reach more people** and **drive early diagnosis**.

Together, we can turn the UK purple and **change the story**.

Thank you for your continued support.

Veronica McBain
Head of Income Generation.

How your money helps us?

Here are some ways your donations could help our work in the future



£500

could help us deliver vital symptom awareness materials into community spaces, reaching thousands of people.



£50

could help provide trusted information resources for patients and families navigating a pancreatic cancer diagnosis.



£10

could help us share life-saving symptoms online, ensuring more people understand the signs and seek help sooner.

BECOME A REGULAR DONOR

By becoming a regular donor, you provide reliable, sustained support that enables us to plan ahead, grow our reach and improve survival through earlier diagnosis.

Together, we can ensure more people recognise the symptoms sooner and have the chance of more time with their loved ones.

FIND OUT MORE



EXAMPLES OF THE IMPACT WE HAVE MADE WITH YOUR SUPPORT:



This year, we have **distributed over 3000 health information booklets free of charge.**



We continue to **fund a NHS Pancreatic Clinical Nurse Specialist post** to support pancreatic cancer patients and their families.



To date, **over 7000 GPs in the UK have completed our accredited e-learning module.**

How to TIP in your community

Knowing the signs and symptoms means you can act on any concerns you might have, sooner

Become a Action Ambassador Volunteer

Raising the profile of pancreatic cancer within your local area is a fantastic way to help, and we appreciate any support you can give.

- Bucket collections at local supermarkets and community events.
- Holding an awareness stand in local hospitals, pharmacies, supermarkets, or local business foyers.
- Encouraging local businesses to adopt Pancreatic Cancer Action as their charity of the year.
- Handing out leaflets to GP surgeries and anywhere else you feel will benefit from them.
- Start a fundraising group
- Cheer our participants on at events that are taking place near you.

We will support you along the way with awareness and fundraising materials



and practical advice to help you get the most out of your volunteering.

Collections

Collections are a fun and easy way to raise funds and awareness for us!

- Choose a popular location or a busy time to do your collection.
- Select a good date giving yourself enough time to organise volunteers if you need them.

Order your 'collection pack' by email
fundraising@panact.org

Raffles

If you hold a small raffle on the day of your event, you do not need a special licence as long as;

- Tickets are sold on the same day as the draw.
- Tickets are all sold for the same price.
- Tickets are sold on the same premises.

Contact us about becoming an Action Ambassador: enquiries@panact.org

How to TIP in your workplace

Twenty nine people are newly diagnosed with the disease each day

Raise awareness of pancreatic cancer and its symptoms among your work colleagues and collect funds at the same time!

Some ways to get your work colleagues involved with fundraising:

- Hold a Bake it Purple event.
- Have a 'Wear purple to work' day.
- Have fun with balloons – fill a box or office space with PCA balloons and guess how many is there!
- Have an awareness stand and collect funds too!

Payroll giving

Payroll Giving is one of the easiest ways to donate! You can donate directly from your salary to Pancreatic Cancer Action through Payroll Giving in Action and donate tax-free.

Contact fundraising@panact.org to find out more about the scheme.



Matched giving

Many employers will match the fundraising efforts of their employees! Speak to your HR department or corporate responsibility team.

Charity of year

Help us become charity for the year within your company! We will work with you to develop a bespoke charity of the year partnership programme that meets your company's objectives whilst raising funds and awareness of Pancreatic Cancer.

Occupational health talk

Book an awareness talk for your workplace. We have three talk options where you & your colleagues can learn more about pancreatic cancer.

Find out more at panact.org/fundraise or email fundraising@panact.org

Maximise your fundraising

9,000 people die each year, and less than 8% survive 5 years. Only 1% survive 10 years

Set up your fundraising page

Visit panact.org/turnitpurple to set up your fundraising page. Remember to personalise your page with your story and photos!

FIND OUT MORE



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Gift Aid it!

Encourage sponsors to complete the gift aid declaration if they are UK taxpayers. For every £1 someone donates, the government donates 25p through the

Gift Aid scheme! Encourage your sponsors to tick the Gift Aid box on our sponsorship form if they are UK taxpayers. If you are collecting with a tin, we can collect Gift Aid as a "Small Donation".

Be the first to donate

Inspire others to donate by making the first donation yourself. Make your donation the amount you hope your sponsors to contribute. Encourage others to match this donation.

Social media on Twitter, Facebook and Instagram

Spread the word about your fundraising activities by sharing your story on social media. Adding photos and video can bring your story to life!

#TeamPCA

Don't forget to tag us in your photos:

-  @pancreaticcanceraction
-  @OfficialPCA
-  @pancreatic_cancer_action
-  /company/pancreatic-cancer-action
-  @PancreaticCancerActionScotland
-  @pancanscot



Contact comms@panact.org for more information

Paying in the money you've raised

Almost **10,000**
people are
diagnosed each
year in the UK

Submit your donations

There are many ways you can pay in your fundraising to Pancreatic Cancer Action:

Via bank transfer to

- HSBC Account No: 41412345
- Sort code: 40-23-15

Please make sure you add your name as reference.

Via our website

- panact.org/donate

Via post

- Send a cheque
- To our office:

Pancreatic Cancer Action,
Suite 3.10 Covault, Fullarton Road,
Cambuslang, Glasgow, G32 8YL

Returns

When you have finished collecting, please return the tin and any unused items to us:

Pancreatic Cancer Action,
Suite 3.10 Covault, Fullarton Road,
Cambuslang, Glasgow, G32 8YL



**DON'T FORGET TO THANK YOUR
SUPPORTERS FOR THEIR CONTRIBUTION!**



Thank you for all your support

By taking part in Turn It Purple, you are helping us continue our mission to champion earlier diagnosis and ultimately give families more time with their loved ones.

Have fun, start conversations and help us save lives.



Saving lives through early diagnosis

 0303 040 1770

 @PancreaticCancerAction

 fundraising@panact.org

 @OfficialPCA

 panact.org

 pancreatic_cancer_action