

Fundraising Toolkit



Saving lives through early diagnosis





Thank you for supporting Turn It Purple this **PANCREATIC CANCER AWARENESS MONTH!**

Turn it Purple is a chance for everyone to unite and show their support to those affected by pancreatic cancer.

TOGETHER, we can raise vital funds and give the disease the attention it so desperately needs.



Message from Ali Stunt, Founder and CEO

I founded Pancreatic Cancer Action in 2010 with one aim: to improve survival for the disease by getting more people diagnosed in time for surgery, currently the only potential we have for a cure. I was diagnosed with pancreatic cancer in August 2007 age 41 and was one of those lucky enough to be diagnosed in time for surgery to be an option. My survival shows that there is hope, that early diagnosis is possible and that survival is achievable.

Thank you for choosing to join us for Turn it Purple 2021, we hope you have lots of fun and we can't wait to see how you decide to Turn it Purple this November! Pancreatic cancer is currently the UK's fifth biggest

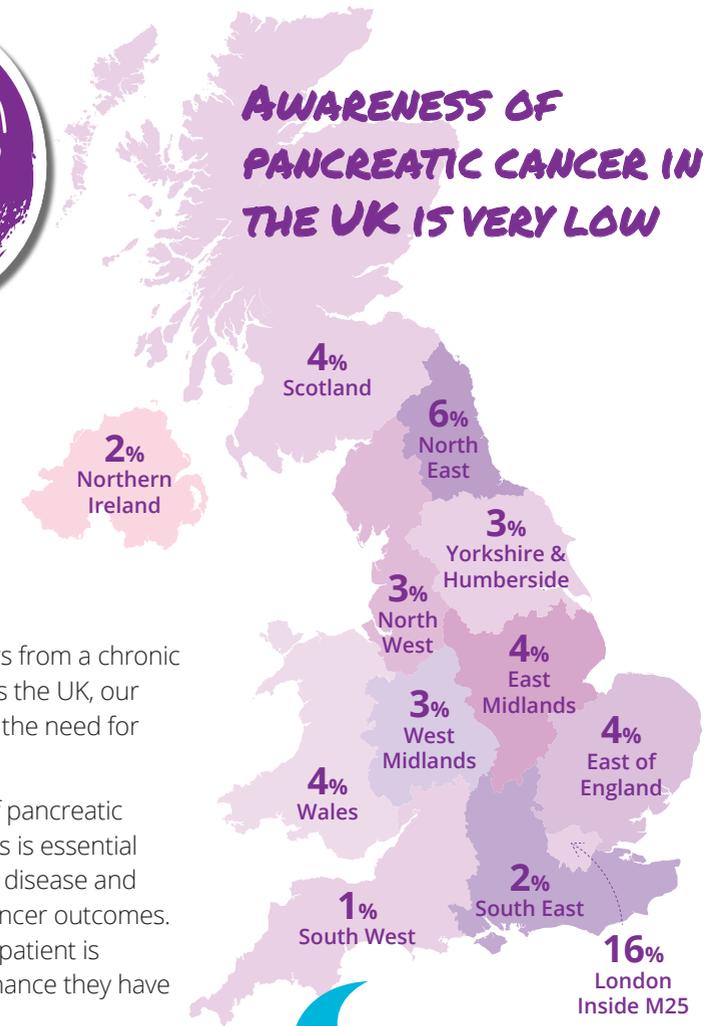


cancer killer with one person dying every hour. However, new research shows that by 2026 it will become one of the UK's top 4 cancer killers and by 2025, deaths from pancreatic cancer are predicted.

Thank You, Ali



AWARENESS OF PANCREATIC CANCER IN THE UK IS VERY LOW



Pancreatic cancer suffers from a chronic lack of awareness across the UK, our recent survey highlights the need for greater awareness.

Increasing awareness of pancreatic cancer and its symptoms is essential to early detection of the disease and improving pancreatic cancer outcomes. Put simply, the earlier a patient is diagnosed, the better chance they have of surviving.

Pancreatic cancer is currently the UK's fifth biggest cancer killer with one person dying every hour. However, new research shows that by 2026 it will become one of the UK's top 4 cancer killers and by 2025, deaths from pancreatic cancer are predicted to be 25% higher than breast cancer in the EU. Now, more than ever, we need to **join together to take action and do something** about these dire statistics.

2,000 members of the public were asked the question **"How much do you know about the symptoms of pancreatic cancer?"** Very few in the UK claim to know a great deal and awareness is extremely low in some regions. **Survey carried out by Dynata in July 2019.**

By taking part in Turn it Purple during November, you are helping to raise vital awareness to help improve early diagnosis.



Whether you want to get your workplace involved, be a social media guru or do your own thing, we have some great ways to kick start **PCAM 2021!**

P IS FOR PURPLE

- Wear it purple for the day at work and ask people to make a donation, get creative and dye your hair purple or bring out that fancy dress wig!
- Turn your shop or business purple. Think fairy lights and PCA materials or turn your company website purple for the month of November. You could donate a % of profits to PCA throughout the month of November.
- Hold a purple bake sale at your work or ask your child's school to get baking!

C IS FOR CHALLENGE

- Take on your own challenge during the month of November. Mark the 10th PCAM by running 10k a day/week or walk 10,000 steps a day throughout November.
- Task your colleagues to a step challenge and see who has walked the furthest during November
- Or give it up for November

A IS FOR ACTION

- Take action by taking sharing our resources with your local pharmacist, doctor,
- Write to your MP
- Book an occupational health talk for your workplace
- Sign up to our newsletter

M IS FOR MERCHANDISE

- Visit our shop to order our limited edition range of merchandise
- Wear your purple gear out proudly during November and beyond and use #PCAM2021
- Our range of goodies has something for everyone so why not get Christmas shopping in the bag!

Your Donations



HELP US SAVE LIVES THROUGH EARLY DIAGNOSIS BY:

- **Raising public awareness** and knowledge of pancreatic cancer and its symptoms to achieve early diagnosis
- **Campaigning and lobbying the government** and key stakeholders for change to advance the standard of healthcare for individuals
- Providing **free pioneering educational resources and accredited eLearning training** modules for our medical and healthcare communities to diagnose pancreatic cancer sooner
- **Funding innovative research to improve early diagnosis**, develop effective treatments and to improve pancreatic cancer outcomes
- Providing free, easy to understand and **certified patient information** and **offering practical, emotional support** to all affected by pancreatic cancer

How to pay in funds

Method 1: Pay in at the Bank

Take your fundraising to your bank and pay directly to us using a paying in slip. Please don't post cash as this can get lost. PCA bank details:

Bank: HSBC
 Account no: 41412345
 Sort code: 40-23-15

Method 2: Pay Online

You can use the donate form on our website: www.panact.org/donate

Method 3: Send us a Cheque

Write your cheque payable to Pancreatic Cancer Action and send it in the freepost envelope in your pack. Don't forget to let us know who you are and the details of the event so we can thank you.

The PCA Shop

Order your PCA merchandise to support your fundraising

Make sure you have all you need to promote your event. Visit: panact.org/shop

NEW STOCK ARRIVING NOVEMBER

Adult T-Shirts
£5.00



PCA Hoodie
£20.00



Cycle Jersey
£25.00



Water Bottle
£5.00

Enamel Pin
£1.50



Special Edition Glitter Pin
£2.50



Aware Bear
£5.00





Thank you for all your support

Saving lives through early diagnosis



Contact

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 www.pancreaticcanceraction.org

Join us on social media

 OfficialPCA

 PancreaticCancerAction

 [pancreatic_cancer_action](https://www.instagram.com/pancreatic_cancer_action)

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