

Client: Sarcoma UK Yellow News
Source: Charity Times (Web)
Date: 17/09/2020
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Cancer charities join forces for a20 for 20a fundraising campaign

A group of 20 cancer charities have linked up for a fundraising campaign to help them tackle the "devastating disruption" to their services supporting patients with rare forms of cancer amid the Covid-19 pandemic.

The initiative is called '20 for 20' and has been inspired by collaborative fundraising that took place during the 2.6 challenge , which replaced the London Marathon earlier this year with alternative activities.

The 20 for 20 campaign has been organised by bone and tissue cancer charity Sacoma UK .

Other charities involved include Target Ovarian Cancer, Cancer52, blood cancer charity DKMS and Brain Tumour Research.

The fundraising push asks the charities' supporters to take part in any fundraising challenge based around the number 20 across 20 days. This could be running for 20 minutes a day or baking 20 cakes.

Together the charities involved fund around £6m in cancer research each year.

"For countless patients and their families, the charities taking part in 20 for 20 are a lifeline of support, information, campaigning and are funders of research specifically looking into these cancers," said Cancer52 chief executive Jane Lyons.

"We risk losing this in the long-term if these charities have to further cut what they can do, or worse still, shut. 20 for 20 is a powerful statement about a unique collaboration to bring in some much-needed income that has been lost due to the

Covid-19 pandemic. As a strong collective voice, we believe we can achieve more together than apart."

Sarcoma UK chief executive Richard Davidson added: "These cancer charities are needed now more than ever. 20 for 20 is a bold attempt to take control of the situation, not as competitors but as partners to make sure we can continue to be there for patients now and crucially, in the future."

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[sourcelink]<http://www.charitytimes.com/ct/Cancer-charities-join-forces-for-20-for-20-fundraising-campaign.php>
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Client: Sarcoma UK Yellow News
Source: Civil Society (Web)
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20 cancer charities launch collaborative fundraising campaign

Twenty cancer charities have launched a collaborative fundraising campaign in a bid to make up for the income shortfall caused by the coronavirus crisis. The 20 for 20 campaign will start on Sunday 20 September. It asks supporters to do a challenge or activity based on the number 20 for 20 days, and to fundraise for 20 charities supporting patients with less common and rare cancers.

The campaign was organised by [Sarcoma UK](#) and involves 19 more charities, including Target Ovarian Cancer and Brain Tumour Research.

It aims to raise £250,000 in total and is inspired by the 2.6 Challenge, which raised more than £11m for charities last spring with a similar pitch to fundraisers.

New challenges to community fundraising

The campaign comes in response to the fall in fundraising income caused by the crisis, especially by the cancellation of fundraising events such as the London Marathon and Prudential RideLondon.

Community fundraising activities are also being hit by social distancing measures.

Introducing the campaign, the charities said: "Whereas the warmer months of the year would traditionally bring in income through community fundraising, the rate of lockdown easing, public confidence and sudden lockdowns in cities like Leicester and Aberdeen present new challenges to the community fundraising model."

The 20 charities involved collectively support about 87,000 people and fund about £6m of cancer research a year. The majority of them (about 70%) have not received any government funding since the crisis started.

Not competitors but partners

Organisers said they hope the collaborative nature of the campaign will make it more successful.

Jane Lyons, chief executive of Cancer52, a charity that represents nearly 100 rare and less common patient support groups and charities in the UK, said: "For countless patients and their families, the charities taking part in 20 for 20 are a lifeline of support, information, campaigning and are funders of research specifically looking into these cancers.

"We risk losing this in the long-term if these charities have to further cut what they can do, or worse still, shut. 20 for 20 is a powerful statement about a unique collaboration to bring in some much-needed income that has been lost due to the Covid-19 pandemic. As a strong collective voice, we believe we can achieve more together than apart."

Richard Davidson, chief executive of Sarcoma UK, said that "there is a time bomb for cancer on the horizon", which makes the 20 cancer charities "needed now more than ever".

He said: "20 for 20 is a bold attempt to take control of the situation, not as competitors but as partners to make sure we can continue to be there for patients now and crucially, in the future."

Headline sponsor of the campaign is biopharmaceutical company Takeda.

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[sourcelink]<https://www.civilsociety.co.uk/fundraising/20-cancer-charities-launch-collaborative-fundraising-campaign.html>

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Client: Sarcoma UK Yellow News
Source: The Hippocratic Post (Blog)
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New fundraiser: 20for20

Rare and less common cancer charities come together to tackle pandemic's impact through inspirational new fundraiser, 20for20. Twenty charities representing people affected by rare and less common cancers have joined forces in a major new fundraising campaign. Brought together by national bone and soft tissue cancer charity Sarcoma UK, the event is a response to the devastating disruption to charities supporting these cancer patients caused by Covid-19.

Inspired by the nationwide success of the 2.6 Challenge earlier this year, the charities, which include Target Ovarian Cancer, blood cancer charity DKMS and Brain Tumour Research, are asking their supporters to take on 20 for 20 starting on the launch day of Sunday 20 September 2020. Participants can do any challenge or activity based on the number 20 across 20 consecutive days, whether that's running 20 minutes a day, baking 20 cakes or simply 20 burpees every morning.

Rare and less common cancers account for 47% of cancers diagnosed and more than half (55%) of all cancer deaths in England. [1] The 20 for 20 charities, who support over 87,000 [2] patients diagnosed every year with rare and less common cancers in the UK, are also the drivers of key cancer research. So far, the charities have funded around £6 million of research [3] but now face an uncertain and precarious future following a substantial fall in income since lockdown started in March 2020. Collectively, their focus is continue to support both patients and the NHS at this crucial time, given that more local lockdowns and a second wave of coronavirus are possible.

The disruption from the pandemic to cancer services, ranging from delays in scans to referrals to cancer services, has been widely publicised in the media, but the number of people going to their GP with symptoms of cancer and being urgently referred to a specialist is rising again as lockdown eases though it remains almost 20% lower than at the same time last year. [4]

Jane Lyons, CEO of Cancer52, a charity that represents nearly 100 rare and less common cancer patient support groups and charities in the UK, said: 'Having a rare or less common cancer already presents a huge range of challenges, from getting diagnosed early to making sure patients get the right treatment. For countless patients and their families, the charities taking part in 20 for 20 are a lifeline of support, information, campaigning and fund research looking specifically into these cancers.'

'We risk losing this in the long-term if these charities have to further cut what they can do, or worse still, shut. 20 for 20 comes at a crucial time – all the charities need the funding to support patients in the long-term, but the campaign will also raise awareness of these cancers and encourage people to come forward if they do have worrying symptoms.'

Richard Davidson, Chief Executive of Sarcoma UK, said: 'These cancer charities are needed now more than ever. Many of them are the sole voice for patients whose cancers rarely get the spotlight they need. They must be able to continue to support not just patients, but their carers and the NHS as well. 20 for 20 is a bold attempt to take control of the situation, not as competitors but as partners to make sure we can continue to be there for patients now and crucially, in the future.'

With a £10 billion charity funding gap created by Covid-19 and almost six in 10 UK charities intending on cutting back services, this is a challenging time for the third sector. [5] 20 for 20 comes after a spring and summer that has seen some of the biggest events including the Virgin London Marathon, the Prudential RideLondon and the Great North Run either postponed, cancelled or put on virtually. Whereas the warmer months of the year would traditionally bring in income through community fundraising, local lockdowns, new restrictions and an uncertain economic and employment landscape have affected public confidence in doing these activities.

20 for 20 is open to everyone, visit www.20for20.org.uk to register and choose your chosen charity to support.

20 for 20 is proudly supported by global biopharmaceutical company Takeda as its headline sponsor, alongside campaign partner Novartis.

REFERENCES

[1] Cancer Research UK, Cancer Statistics for the UK, <https://www.cancerresearchuk.org/health-professional/cancer-statistics-for-the-uk>



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[2] Incidence numbers collated from CRUK data and data from individual charities.

[3] Sum of expenditure stated in each charity's latest available annual accounts.

[4] BBC News Online, 'NHS figures reveal long waits for routine ops in England', 13 August 2020 <https://www.bbc.co.uk/news/health-53765260>

[5] Institute of Fundraising, 'Collapse in Charity Provision Looms at moment of Greatest Need', 19 August 2020 <https://www.institute-of-fundraising.org.uk/news/collapse-in-charity-provision-looms-at-moment-of-greatest-need/>

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Client: Sarcoma UK Yellow News
Source: Third Force News (Web)
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Cancer charities unite to increase fundraising

Vital work of cancer charities hit by downturn in incomeA fundraising campaign has been launched by 20 charities working together. They hope to address shortfalls in income caused by the coronavirus crisis and asks supporters to do a challenge or activity based on the number 20 for 20 days.

The 20 for 20 campaign was organised by [Sarcoma UK](#) and will start on Sunday 20 September.

It aims to raise £250,000 in total and is inspired by the 2.6 Challenge, which raised more than £11m for charities last spring with a similar pitch to fundraisers.

The campaign comes in response to the fall in fundraising income caused by the crisis, especially by the cancellation of fundraising events such as the London Marathon and Prudential RideLondon.

Community fundraising activities are also being hit by social distancing measures.

Introducing the campaign, the charities said: "Whereas the warmer months of the year would traditionally bring in income through community fundraising, the rate of lockdown easing, public confidence and sudden lockdowns in cities like Leicester and Aberdeen present new challenges to the community fundraising model."

The 20 charities involved collectively support about 87,000 people and fund about £6m of cancer research a year. The majority of them (about 70%) have not received any government funding since the crisis started.

Organisers said they hope the collaborative nature of the campaign will make it more successful.

Jane Lyons, chief executive of Cancer52, a charity that represents nearly 100 rare and less common patient support groups and charities in the UK, said: "For countless patients and their families, the charities taking part in 20 for 20 are a lifeline of support, information, campaigning and are funders of research specifically looking into these cancers.

"We risk losing this in the long-term if these charities have to further cut what they can do, or worse still, shut. 20 for 20 is a powerful statement about a unique collaboration to bring in some much-needed income that has been lost due to the Covid-19 pandemic. As a strong collective voice, we believe we can achieve more together than apart."

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[sourcelink]<http://thirdforcenews.org.uk/tfn-news/cancer-charities-unite-to-increase-fundraising>

[/sourcelink]

Client: Sarcoma UK Yellow News
Source: UK Fundraising (Web)
Date: 17/09/2020
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Reach: 14533
Value: 390.0000

Cancer charities unite to raise funds with new 20 for 20 challenge

Home | News | Cancer charities unite to raise funds with new 20 for 20 challenge Twenty charities representing rare and less common cancers are collaborating in a new fundraising campaign, 20 for 20.

Organised by [Sarcoma UK](#) and including Cancer52, Lymphoma Research Trust, MDS UK Patient Support Group, and Mesothelioma UK among the 20, the event is a response to the impact of Covid-19 and is inspired by this year's 2.6 Challenge.

Starting on 20 September 2020, the charities are asking supporters to sign up to the 20 for 20 challenge, choose either one charity to support or the collective, and raise sponsorship money by taking on 20 challenges over 20 consecutive days. Participants can choose any challenge or activity they like based on the number 20, from running for 20 minutes to baking 20 cakes.

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[sourcelink]<https://fundraising.co.uk/2020/09/17/cancer-charities-unite-to-raise-funds-with-new-20-for-20-challenge/>
[/sourcelink]