



Corporate

FUNDRAISING PACK

GIVING HOPE TO THOSE AFFECTED BY SECONDARY BREAST CANCER



We would like to say a very big...

THANK YOU!

We are delighted you are considering fundraising for Make 2nds Count.

A huge thank you from all of us here at Make 2nds Count. Thank you for considering supporting us in raising money to help support patients and fund research specifically for secondary breast cancer.



Together we can Make 2nds Count!

What Is Secondary Breast Cancer

We hear about breast cancer on almost a daily basis, yet many people have never heard of secondary breast cancer and even though the disease kills on average 1,000 people every single month in the UK alone.

Secondary breast cancer, also known as metastatic, advanced or stage IV breast cancer, is a cancer that has spread beyond the breast to other parts of the body. It occurs when the initial breast cancer cells (primary breast cancer) spread through the bloodstream or lymphatic system to other parts of the body. Parts of the body affected are usually the bones, liver, lungs, brain or the skin. Secondary breast cancer may be diagnosed years after primary breast cancer.

Researchers estimate that 35% of people with primary breast cancer will develop secondary breast cancer within the 10 years of their initial diagnosis.

Secondary breast cancer can be treated but it cannot be cured. Treatments aim to control and slow down the disease to enable patients to have the best possible quality of life for as long as possible.

55,000

people in the UK are believed to be living with secondary breast cancer

1,000

people in the UK die from secondary breast cancer each month, on average

5-9%

of breast cancer funding is allocated to secondary breast cancer research

30%

of patients who have battled primary breast cancer will be diagnosed with secondary breast cancer within 10 years of their initial diagnosis

5%

of those diagnosed with secondary breast cancer are diagnosed at the same time as their initial breast cancer diagnosis

Who are

Make 2nds Count?

Make 2nds Count is a UK-wide patient and family focused charity dedicated to giving hope to women and men living with secondary breast cancer.

Since Make 2nds Count launched in 2018 we have been working hard to achieve the charities 3 main pillars - Research, Education & Support.

We strive to do this by raising awareness and funding medical research that will contribute to advancing an increased quality of life for patients. Our community programme supports patients and families affected by this incurable disease.

Secondary breast cancer is the biggest killer of women under 50 in the UK, and approximately 36,000 women are living with this incurable form of breast cancer in the UK alone.

"I don't know how I would have coped without Make 2nds Count and the support services I have been able to take part in . There is nothing like it where I live in the Scottish Highlands. The 'Tea and Chat' has been a lifesaver for me , being able to talk to others who "get it" is so important.

Tricia Snow, secondary breast cancer patient, Scottish Highlands.

OUR MISSION

To fund secondary breast cancer research that contributes to advancing an increased quality of life for patients.

To inform & facilitate access to patient trials.

To establish a community that supports and educates patients & families affected by secondary breast cancer.

To increase overall awareness of secondary breast cancer.

How Will

Your Support

Help?



Wellbeing Retreats

We want to help everyone de-stress, relax and build friendships with others living with secondary breast cancer, giving a much needed break from life on constant treatment. Our retreats offer patients 3 days of mindfulness, yoga, relaxation and support.



Patient Trial Advocacy Service

This service is the first of its kind in the UK for patients with secondary breast cancer. The programme supports patients through education and potentially matching patients to clinical trials. Our experienced nurses can help with questions about clinical trials, search for trials based on patients eligibility and support patients in discussing them with their clinicians.



littlelifts Boxes

The side of effects of treatment plans, particularly chemotherapy are well documented. There are lots of products available to help alleviate some of the side effects and help with positive wellbeing.

We've partnered with Little Lifts to provide 'comfort boxes' full of specially selected items to help those living with secondary breast cancer



Research Investment

Research dedicated to better understanding secondary breast cancer is vital to save lives and develop new treatments that are personalised to be most effective for each and every patient. Research into secondary breast cancer is underfunded. Make 2nds Count's mission is to fund secondary breast cancer research which contributes to advancing an increased quality of life for patients.

The average life expectancy of a secondary breast cancer patient once diagnosed is between two and three years. It is estimated that approximately 12,000 people a year die from the disease.

Why

Partner With

Make 2nds Count?



Boost Your Brand

Partnering with Make 2nds Count is a great way to expose your brand to a new and growing audience.



Fundraising Material

We will provide you with fundraising materials for your events, including videos and stories from secondary breast cancer patients.



Get Featured

We will feature you on our website as one of our key partners and will share your support and reshare posts on our social media channels.



Partnership Manager

You'll get a dedicated partnership manager who will lead and track the progress of the partnership.



Partnership Engagement Sessions

A Make 2nds Count staff member will deliver presentations (in person or virtually) to staff to keep your team engaged and up to date with the work of Make 2nds Count.



Press Opportunities

We will share your support via press release and our PR partners.

At the time of writing, Make 2nds Count's Instagram and Facebook following is over 15,000 with an average monthly engagement rate of over 40,000.

Ways To Partner With

Make 2nds Count

Charity of the Year

Nominate us as your dedicated partner and we will work together to create a partnership, inspiring your staff and helping you reach your CSR goals!

Gifts in Kind

We host a number of events to raise money to fund our services, gifts in kind are a great way to support our work.

Sponsorship

We would love to invite you to sponsor some of our patient focused services. Why not sponsor a Wellbeing Retreat or our annual Gala Ball?

Cause Related Marketing

Dedicate one of your products to support Make 2nds Count, cause related marketing helps spread the word about the charities you support and helps us educate more people about secondary breast cancer.

Match Funding

We love our fundraisers, whether it's climbing Ben Nevis, taking on the London Marathon or holding a bake sale, why not offer your staff match funding for whatever they raise?

Challenge Your Staff

Fancy putting your team to the test, we can help your staff to take on a team challenge, from skydives to Kiltwalks we can help motivate your staff to get out and about and put themselves to the test all in support of Make 2nds Count!

Together we can Make 2nds Count for 1000's of people living with Secondary Breast Cancer in the UK

Get Connected

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If you have any questions regarding your event, please get in touch with us at hello@make2ndscount.co.uk



A HUGE

THANK

YOU!

**...for considering Make 2nds Count as a
fundraising partner**