



Together at every step.

# We are Weston Park Cancer Charity

What you need to know about us.

# Hello!

From Emma Clarke  
Interim CEO

For over 40 years now we've been raising money to deliver services and support beyond the amazing work our medical professionals do, to help people live their best possible life through and beyond cancer.

It's a serious joint effort, made possible by the whole Weston Park family – hospital, charity staff and volunteers, our tireless fundraisers, donors and supporters, as well as every patient, family member and friend we've helped.

Uniting to face cancer is important: one in two of us will develop cancer – it will affect every one of us, directly or indirectly, at some point.

So we promise to be there for patients and their families, together at every step. We mean this in all senses – we stand with patients and families, but we too are together and united, collaborating to make as much of a difference to them as we can.

You're an important part of making this real. Not just in the work that you do but because everything you say and do, and the way you say it and do it, is a vital part of reinforcing our brand. It's how we show the world a consistent face and express the brilliant organisation we are.

# Key Messages

## Our 'why and how'

**Our messages start right at the beginning, where we make ourselves relevant to our audiences.**

Sadly, we are relevant to all – **1 in 2 of us will develop cancer**, which means as a patient or carer, we'll all experience cancer in our lifetime. That stark statistic – 1 in 2 of us will develop cancer – is our first message, making us relevant.

Our campaign headline is **when cancer changes everything, so do we**. It's a bold statement that promises action to make a difference and it's the truth of what we do – we really change the experience of living with and beyond cancer for our patients and families.

We also use a strapline – a line of text that sits underneath the logo to add meaning to the name and brand.

Ours is **Together at every step**.

It's a promise we deliver on every day, uniting with patients to do what's right for them, collaborating with medical professionals to enable vital research and trials, working together to deliver a unified, consistently brilliant service.

# Key Messages

## Our 'what'

**Weston Park Cancer Charity delivers four key pillars of work to support everyone living with and beyond cancer. Communicating these shows the scope of what we do.**

## We Provide Support

Weston Park Cancer Support is our frontline support service, giving patients and families emotional, practical support, help and guidance, a place to be and people to be with.

## We Enhance Treatment

By delivering complementary therapies, or improving the environment on wards and facilities for patients and visitors, we enhance the experience and often the impact of treatment.

## We Enable Research

We fund vital research and clinical trials of global relevance, enabling our medical professionals to understand and treat cancer better, in a way that changes and saves lives.

## We Care In Every Sense

Our range of services is broad, designed to support patients holistically, and to help their families and carers too – cancer affects all aspects of life, so our help must do the same.

## Funding & Fundraising

Finally, connecting each of our pillars is the work that was the core activity of the charity – fundraising and grant giving. This is work that makes our four pillars possible, as well as building our reputation, cultivating support and inspiring people to get involved.

# Introducing

## Weston Park Cancer Charity

**It all comes together like this, in an introduction that sets out what we stand for.**

For one in two of us,  
cancer will change everything.

When it does, so can we.

Weston Park Cancer Charity is here to face cancer with you. Our services, advice, therapies and support are for you and the people close to you, helping everyone to live with and beyond cancer.

The funds we raise also support vital, pioneering research and clinical trials led by the exceptional medical experts at Weston Park Cancer Centre.

It's our job to care in every sense for our patients and their families. Our help is free, and we're here for you, together at every step.

# Our Guiding Principles

## Tireless Commitment

Our commitment to everything we do is a great source of hope to our patients, colleagues, supporters and beyond. It's more than that – the energy we put into our work is contagious and it inspires. We should be proud of the difference our determination makes not just to what we achieve, but to the spirit of this place and how it makes people feel. We want them inspired, energised and made hopeful by our tireless commitment to their care.

## Unity and solidarity

We unite with each other, collaborating to deliver the best support to colleagues, patients and families, because together we can do more, reaching further with an unwavering support. United we're stronger for those we help, every one of us an integral part of the collective work that allows us to be together with patients, at every step.

## Presence and warmth

We make sure every patient and their carers and family know and feel we are here, whenever they need us. We're warm, honest and reliable – a shoulder, a rock, a source of knowledge and real presence and support in everyone's experience of living with and beyond cancer.

## Above and beyond

Because there's no such thing as an ordinary day here – each is unique, a chance to challenge and change, experiment and explore, innovate, pioneer, and be ambitious about the difference we can make to someone. We take each chance, big and small, to push a little further, make more of an impact. It all makes a difference to a life, and that's what we're all about.



Together at every step.

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