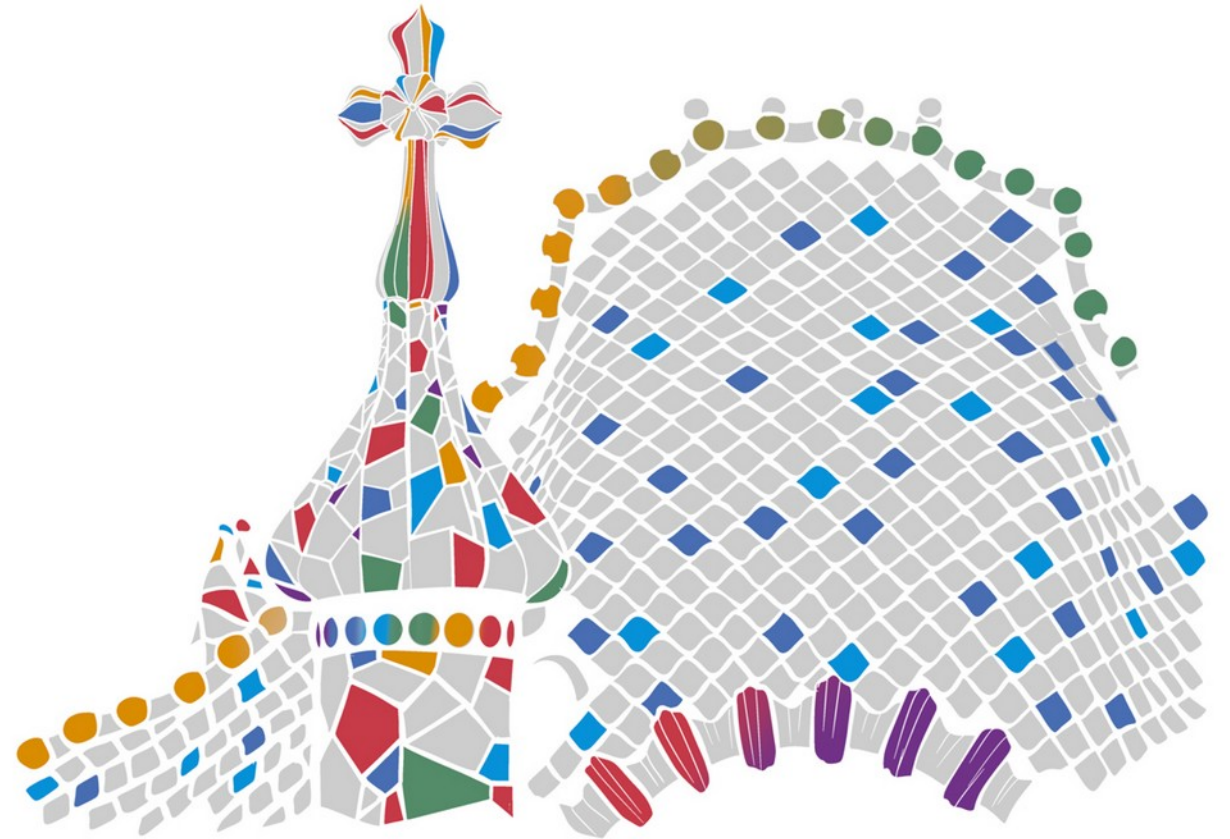




**DIGESTIVE CANCERS**  
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# Fundraising – the four 'P's

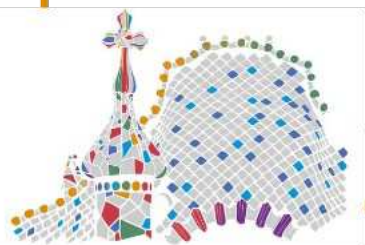
Lisa Wilde  
Bowel Cancer UK

# About Bowel Cancer UK



Fundraising areas include:

- 'Community' – baking, golfing, walking, quizzing
- 'Events' – running, jumping, climbing, flying
- 'Individuals' – monthly giving, one-off gifts, in-memory
- 'Corporate partnerships' – donations, strategic relationships
- 'Trusts & Foundations' – charities that give money away
- 'Legacies' – gifts in wills



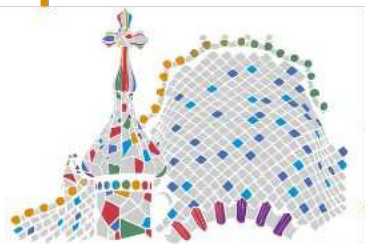
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# About Bowel Cancer UK



## Fundraising income at Bowel Cancer UK

- We rely entirely on support from people and partnerships (all voluntary income)
- 2013 - £1m
- 2023 - £5m-£6m
- This has been influenced by many things, but here are four 'P's can help capture what we see as the key drivers for our income growth – **people, products, process and profile**



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# About Bowel Cancer UK

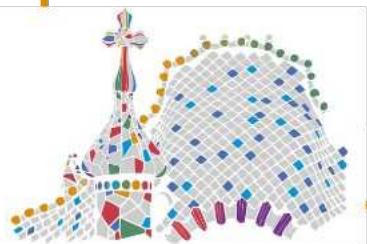
- Fundraising at Bowel Cancer UK is about **PEOPLE**
- The people who look after your fundraisers – your **TEAM**
- People doing the fundraising – your **COMMUNITY**



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# About Bowel Cancer UK

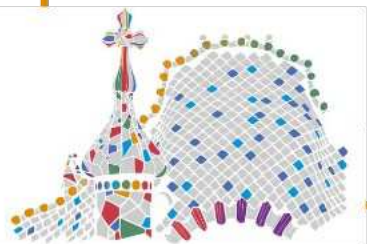
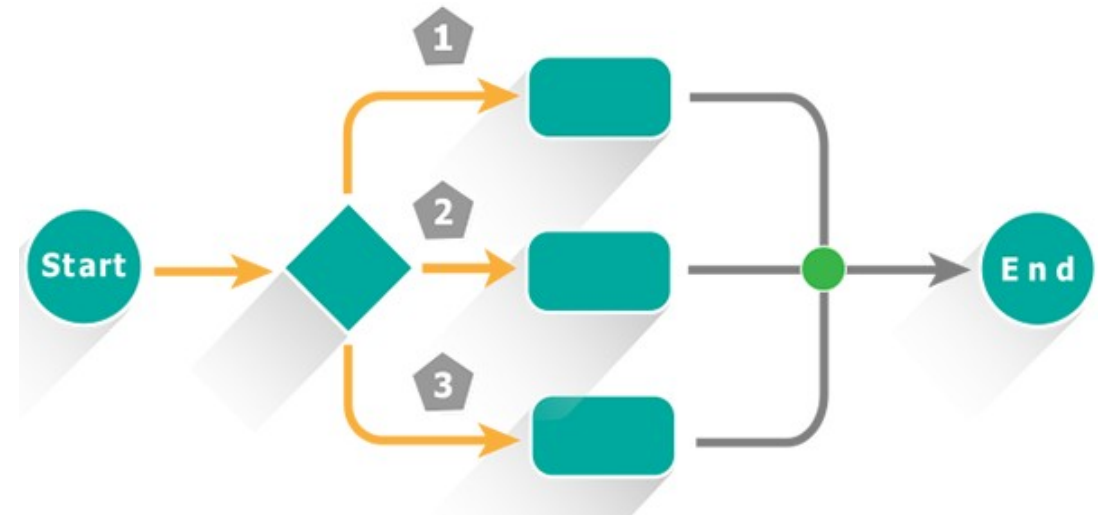
- Fundraising at Bowel Cancer UK is about **PRODUCTS**
- People need something to do, and they need support doing it



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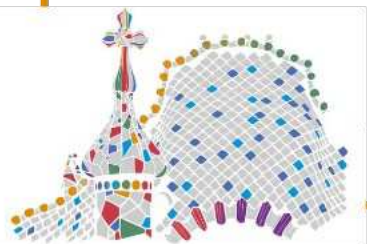
# About Bowel Cancer UK

- Fundraising at Bowel Cancer UK is about **PROCESS**
- Everyone supporting Bowel Cancer UK receives a personal journey – understand how their support is making a difference and helping them feel valued



# About Bowel Cancer UK

- Fundraising at Bowel Cancer UK is about **PROFILE**
- Marketing and communications are critical for fundraising
- People's stories are a powerful tool for increasing profile
- It's personal for them which makes it personal for us too!

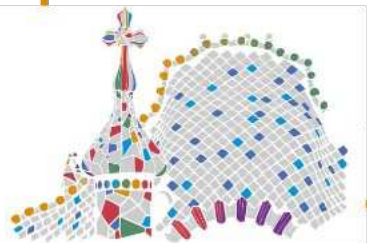


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**Bowel Cancer** UK  
Beating bowel cancer together

Thank you!



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