

**WE ARE
MACMILLAN.
CANCER SUPPORT**

100+
Improving lives
for 100 years

**IT'S A
REALLY
BIG
YEAR**

**Exeter Business
Challenge 2011**

100 years. 100 local businesses.
£100s and £1000s raised. 1000s of lives changed.

In 2011 Macmillan Cancer Support will have been improving the lives of people affected by cancer for 100 years. But we still have so much more to do. That's why we'd like to invite you to make a special effort to raise funds for our centenary.

How you can get involved

We're looking for 100 Exeter businesses to raise £100s and £1000s for us in 2011. Whether it's through staff holding or taking part in events, encouraging support from customers or making a donation, there are many ways you could get involved. Sign up and we'll send you a pack full of fab fundraising ideas.

What's in it for you

Raising £100 or £1000 or more is something to shout about and we would like to thank every business that takes part through creative publicity opportunities, a listing on our website and by inviting you to a special networking event at the end of the year where we can celebrate what you've all achieved.

You'll also get real business benefits by taking part. Whether engaging your community, team building, gaining media coverage or just having fun, fundraising for Macmillan can help achieve all these goals. And you'll also be helping to make a real difference to the lives of people affected by cancer.

Macmillan's local fundraising team will be on hand to help you on your way with ideas, merchandise, materials and support.



a little effort x lots of companies = many lives improved

The difference your support can make

Every day 7 local people in the catchment area of the Royal Devon & Exeter NHS Foundation Trust will be told they have cancer. Cancer affects us all. One in three of us will get cancer at some point in our lives.

Macmillan aims to be there for local patients and their families and carers throughout their cancer experience, helping to make life easier through medical, emotional, financial, and practical support.

£100s could pay for...

- £100 a Macmillan grant that buys fresh bedding for a person with cancer who is dealing with nausea, night sweats and incontinence because of their treatment.
- £400 could enable a Macmillan professional to buy a specialist piece of equipment such as a recliner chair or a scalp cooler to make things easier for their patients.
- £400 could pay for a Macmillan health professional for a week (part-time 0.4 WTE) who will facilitate improved, specialist and timely support for the rehabilitation needs of patients and help get their lives back on track.

Think you can do more?

- £1000 could pay for a Macmillan GP facilitator for 2 weeks (4 sessions) to help GPs / primary health care teams to improve their care of the terminally ill in their own home (and their families) in line with best practice.
- £1500 could pay for a Macmillan care home co-ordinator for 2 weeks who will offer specialist training to staff of care homes and district nurses to enhance their care of people affected by cancer and their families.
- £5000 will enable the Macmillan Support Line to answer 200 calls from people who need questions answered, or practical or financial support.

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**BIG YEAR,
MASSIVE
DIFFERENCE**

