



The 100 Club

Together to beat
breast cancer

Welcome Pack

“The 100 Club
plays a huge role
in creating
a future free
from breast
cancer.”

Rebecca Hartley,
Prevent Breast
Cancer Ambassador

You're part of **the club.**





We're so glad to have you

Prevent Breast Cancer is on a mission to **futureproof breast cancer screening**.

The 100 Club is an exclusive members' network for likeminded people to come together and raise the final funds urgently required to build the National Breast Imaging Academy. With both corporate professionals and individuals making vital contributions, we can build this life-saving Academy to provide **more screenings, more staff, and more research**.

Incidence of breast cancer continue to rise, and it remains the most common cancer in the UK, with GP referrals to breast units doubling in the last ten years. Distressingly, the need for breast imaging is increasing at the same time as there are severe shortages amongst breast imaging staff. This has already led to several breast centres closing nationally, placing even greater pressures on the remaining units.

The Academy will be an extension of The Nightingale Centre, the home of Prevent Breast Cancer, and will provide a solution to these workforce shortages by delivering the space and facilities to train a sustainable workforce to support breast services across the country. This cutting-edge building will also allow the additional capacity for research into breast cancer diagnosis and treatment and will enable an extra 13,000 patients to be seen each year for breast screening.

By joining the 100 Club, your vital support means we will reach our target sooner, and ultimately, save lives. Thank you for helping us change the future of breast cancer.



Nikki Barraclough

Chief Executive, Prevent Breast Cancer



Your 100 Club benefits

The 100 Club has one agenda – to change the future of breast cancer.

By pledging £10,000 (and above), you can help us reach our target sooner and in return, you will be championed with a number of exclusive events and benefits.



What's included

- Designated member of the Prevent Breast Cancer Fundraising Team to support you throughout the partnership.
- Networking opportunities with other 100 club members.
- Recognition on the Wall of Thanks and digital screens located in the new Academy.
- An exclusive 100 Club celebration to mark the opening of the National Breast Imaging Academy.
- Acknowledgement on the charity's website.
- Bespoke press toolkit to help you promote your support of Prevent Breast Cancer internally and externally.

And so much more

We'll work with you to provide:

- Volunteering opportunities
- Staff presentations
- Health Talks for your teams.
- Assets to communicate important health messages to your employees and customers



Meet a 100 Club Member

Louise Stephenson, Rowan Executive Search

Louise Stephenson is a director at Rowan, the Leadership Growth partner for those aspiring for more, and is also the founder of The Empowering Women's Network. Together with the members of her community, she is a passionate member of the 100 Club and is fully invested in protecting the future of breast services in the UK and has already raised over **£25,000** for the National Breast Imaging Academy.



“Having a partnership with Prevent Breast Cancer has brought a new dimension to the Rowan Empowering Women event series.



Many individuals within Rowan have been able to get involved with our fundraising efforts, giving them a real sense of achievement and strengthening bonds with colleagues. We've also been fortunate enough to join events hosted by Prevent Breast Cancer where we have made new connections outside of our existing client base.”

Why your support counts

Over **55,900** people are diagnosed with breast cancer every year

and around 11,500 mothers, sisters, partners, and daughters lose their lives to this devastating disease. The need for preventative measures and **early diagnosis** has never been more critical.

Over the last

10 years,

GP referrals to breast cancer units have **doubled**.

Yet breast units are closing across the UK due to severe staff shortages. The combination of these shortages and increasing demand for breast imaging is placing extreme pressure of services and delays in the diagnosis of breast cancer which could cost **thousands of women their lives**.

The solution More staff, more research, more lives saved.



Our no.1 focus is to build **the National Breast Imaging Academy**, allowing an extra

13,000 patients

to be seen a year. The Academy will offer excellent workforce training facilities and additional capacity for research into the diagnosis, prediction, and prevention of breast cancer.



“I’ve got two daughters and so I really want this Academy to open up, and everyone to benefit from it.”

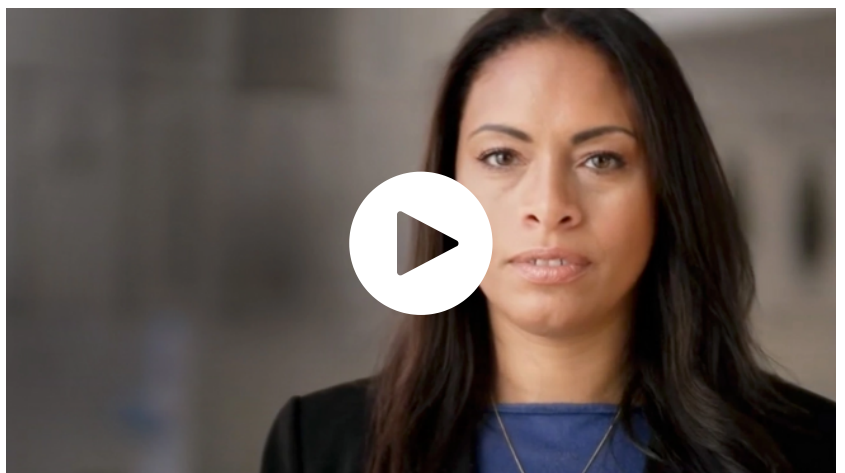
“I know first-hand the difference that early detection can make, and to think that women in the future might have to wait for breast screenings because of staff shortages is terrifying.”

Sally Dynevor, Prevent Breast Cancer Patron

The **National Breast Imaging Academy** is not just a building; it's a lifeline for thousands. By being a 100 Club Member, you're not only supporting breast cancer prevention and early diagnosis but also contributing to the social and economic wellbeing of the community and rebuilding the national workforce. Join us in building a brighter, healthier future for all.

Rebecca's story

“I was only 37. My world fell apart. If it wasn't for the treatments, the research and technologies that identified my breast cancer, it wouldn't have been treated early and I wouldn't be here now and be mum to my son.”



Your 100 Club toolkit

Share that you're part of the 100 Club with pride! A dedicated member of our Corporate Fundraising team will be sending all the assets you need to use across press releases, social media, email, and WhatsApp. Here's an idea of what you'll receive once you're part of the club:

LinkedIn Banner




Part of the  club.
Together to beat breast cancer



Louise Stephenson (Associate CIPD) · 2nd
Director. PE specialist. Host. Personal network in C-Suite CEO, MD, CRO, CMO, Marketing Director, Sales Director and Commercial Director roles across the UK. 07747 518945

 Rowan Empowering Women Network

 Blackpool and The Fylde College

Social Media Frame



Part of the  club.
Together to beat breast cancer

A4 Poster



Part of the  club.
Together to beat breast cancer

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This life-saving academy will provide **more screenings, more staff, and more research**.



Meet the 100 Club team

Our brilliant Fundraisers will be on hand to support you throughout the partnership.

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ellie@preventbreastcancer.org.uk



Jessica Ruth



Vicky Blackmore



Ellie Parsons



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