

**More  
Research  
Less  
Cancer**



# **Bold Visionaries, better futures**

**A gift in your Will today drives transformational  
progress for future generations**



**CANCER  
RESEARCH  
UK**

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**Together we are  
beating cancer**

# More Research Less Cancer

**We stand on the brink of discoveries that will transform how we understand – and overcome – cancer and many other diseases. Discoveries that have the power to give millions of people more time with their loved ones.**

But to make these discoveries, we need global coordination. We need scientists to work together across disciplines. We need constant technological innovation and new pathways for translation. And we need radical thinkers who are determined to accelerate progress for millions of people affected by cancer and their loved ones. **That's where you come in.**

By leaving a gift in your Will to Cancer Research UK, you'll join our global community of Visionaries: philanthropists, advocates and ambassadors who trust in our mission and are determined to leave a legacy for future generations.

Since the mid-1980s, more than a million lives have been saved from cancer in the UK thanks to advances in the prevention, detection, diagnosis and treatment of the disease.\*

**With the help of our Visionaries, we'll save millions more.**

**"A visionary is someone thinking about or planning the future with imagination or wisdom. That's how we view our Visionary community, who are supporting us in a range of ways whilst leaving a legacy to help beat cancer for future generations."**

**Michelle Mitchell OBE**

Chief Executive of  
Cancer Research UK





## More progress

**Our story is one of investment consistently turning into improvements for people affected by cancer.**

In the last 50 years, we've helped double cancer survival in the UK. And every day, our pioneering work – fuelled by a revolution in data and technology – lays the groundwork for improvements in human health.

**A third of the money we raise to beat cancer is from gifts in Wills.** And the more support we've received, the more progress we've made.

- We were a key player in the development of radiotherapy, which now benefits millions of people worldwide.
- Our research led to the development of the HPV vaccine, which is expected to prevent almost 90% of cervical cancers in the UK.
- We helped prove the link between tobacco and cancer, preventing millions of deaths worldwide.

**And behind all these steps forward? Our Visionaries, determined to leave a legacy of less cancer.**

**Drive more progress with a gift in your Will today**

**Professor Richard Gilbertson**  
paediatric oncology clinician  
and director of the Cancer  
Research UK Cambridge  
Centre and Cancer Research  
UK Children's Brain Tumour  
Centre of Excellence





## More challenges ahead

The more progress we make, the more we understand the scale of the challenge.

Globally,  
**18 million**  
people are diagnosed  
with cancer every year

We expect at least 27 million cancer cases a year by 2040. Cancer is the second leading cause of death across the planet, and many cancers and their causes remain a mystery.

We've taken huge steps forward. But we must – and will – go further, faster. Our vision is a world where everybody lives longer, better lives, free from the fear of cancer. And your visionary support is what will take us there.



Gifts in Wills  
**fund a third**  
of our work

# More innovation, more impact

## Why support us?

We think we're best placed to rise to the global cancer challenge. Here's why:

- 1.** We're the world's largest charitable funder of cancer research, operating on a significant scale.
- 2.** We directly fund the best science and handpick the brightest researchers, no matter where they're based.
- 3.** We drive daring innovations with the biggest potential to save lives tomorrow.
- 4.** Our research has played a role in more than half of the world's essential cancer drugs.
- 5.** Drugs discovered by our scientists help 3 in 4 patients receiving cancer treatment on the NHS today.
- 6.** For every £1 we invest in cancer research, £2.80 is generated for the UK economy. So your support goes beyond cancer, driving economic growth and employment across the UK.

**Decades of turning theory into practice mean we're uniquely positioned to turn your legacy into tangible benefits for people affected by cancer.**

**"When I wrote my Will, I thought it would be a conversation about death. But when I approached it from the perspective of wanting to achieve something important for the future, it was exciting. I felt empowered. And it ended up paving the way for a new stage in my life, where I've been absorbed in Cancer Research UK's work – as a mentor, a volunteer and more. So, it turned out my Will wasn't my last chapter, but the next chapter of a new phase of life!"**

**Alison**  
Cancer Research UK Visionary







# More advances

## Our priority areas

**We've identified four priority areas where your visionary support will help us make the most impact:**

### More future leaders

Supporting future leaders at Cancer Research UK means finding and funding the best researchers from every background at a crucial, early stage in their careers. And making sure they get the right training and mentoring to reach their potential.

The leader of our groundbreaking lung cancer study? Once an early career researcher, funded by us. Eleven of the cancer drugs used across the world today? The result of a single discovery made by one of our PhD students 30 years ago. What could your visionary support help us achieve next?

### More discoveries

The Francis Crick Institute in London is purpose-built for discovery without boundaries, where more than 1,500 scientists from different disciplines work together to understand more about human health and disease.

The Crick was set up to do science differently. And with your support, we can take it to the next level, allowing researchers to take an even longer-term view and unlock knowledge that will continue to save lives far into the future.

Professor Sergio Quezada  
Professor of Cancer  
Immunology & Immunotherapy,  
UCL Cancer Institute

## More grand challenges

Cancer Grand Challenges, which we co-founded with the National Cancer Institute in the US, unites the world's brightest minds across borders to make radical progress against cancer's toughest and most complex challenges.

So far, we're backing 16 teams of more than 1,200 investigators and collaborators, spanning 92 research institutes across 16 countries. The teams are taking on 14 challenges and with your support, we can set and solve many more.

## More innovation and translation

Making discoveries is what we do. But each discovery is only as important as the life-saving and life-changing tests and treatments it generates.

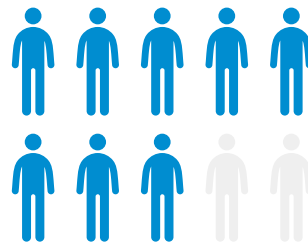
More innovation and translation needs to happen across the board for all types of cancer. But we can't rely on the market alone to drive this, especially when it comes to less commercially attractive areas such as childhood cancers and rare brain tumours.

To date, we've funded 60 start-ups, brought 11 new cancer drugs to market and built an innovation arm as big as a medium-sized biotech firm. Your support will help us take more risks that lead to bigger rewards.

# Lasting legacies, longer lives

## Why now?

Almost a century ago, we started thinking of pioneering ways to tackle prostate cancer. Back then, just **2 in 10** people survived. Our research has since played a leading role in the development of abiraterone – a drug for people with advanced prostate cancer. Now, **8 in 10** people survive and get to spend more precious time with their loved ones.



Thanks to research, **8 in 10** people today survive their prostate cancer.

With your visionary support behind us, we want to make the same progress for more than 200 types of cancer, which our researchers are taking on right now.

Rapid advances in genomic sequencing? Harnessing the as-yet untapped potential of AI and machine learning? What was science fiction only five years ago is rapidly becoming science fact.

But cancer still ends millions of lives. Thousands of children still don't live long enough to become teenagers. Mums, dads, uncles, aunts and grandparents leave their families too early, too often.

You can make the crucial difference. More Visionaries mean more people living with cancer, not dying from it. More Visionaries mean more treatments, more therapies and more hope. More Visionaries mean more research.

And **more** research means **less** cancer.



# More Research Less Cancer

## Bold Visionaries, better futures

Thank you for your  
interest in becoming a  
Visionary.

A gift in your Will today drives  
transformational progress for  
future generations, so millions  
more people can live longer,  
better lives, free from the fear  
of cancer.

To talk about the impact you can  
have, please contact:

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**Professor Kairbaan  
Hodivala-Dilke,**  
Deputy Director,  
Barts Cancer Institute

Cover image

**Professor Charles Swanton**  
Cancer Research UK's chief  
clinician and co-director of  
the Cancer Research UK Lung  
Cancer Centre of Excellence,  
Francis Crick Institute



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REGULATOR**

Cancer Research UK is a registered charity in England and  
Wales (1089464), Scotland (SC041666), the Isle of Man (1103)  
and Jersey (247)



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