

A photograph of a woman with curly hair and a man in a suit sitting at a table, looking at an open book together. They appear to be in an office or library setting.

Together

we can

Working in
partnership



A MEMBERSHIP ORGANISATION
FIGHTING CANCER TOGETHER

The time

is now



Chances are, at some point in our lifetime we will either know someone who has had cancer or is currently fighting it. It affects us all - be it through a colleague, family member, or friend.

There are currently about 14 million new cancer cases diagnosed each year globally, and 8.2 million cancer deaths - more than HIV/AIDS, malaria, and tuberculosis combined. Over 50% of these deaths occur in low- and middle-income countries and the number of new cases is expected to rise over the next two decades unless we make significant progress to reverse this trend.

The good news is that we know more about cancer today than ever before. Thanks to extraordinary breakthroughs in medicine, diagnostics, and scientific knowledge, we know that more than one third of cancer cases are preventable and another third of cancer cases can be cured if detected early and treated properly.

This is why we at the Union for International Cancer Control (UICC) believe that we are at a turning point in the fight against cancer, and the goal of our campaign '**Together we can**' is to seize this moment, accelerate efforts to make substantial progress, unleash new advances in cancer control and push for greater recognition of the disease in the global health and development agenda.

But we can't do this alone. We recognise the invaluable importance of engaging with our partners who have played a remarkable role in our success thus far. I therefore encourage all our current and prospective partners to engage in our new campaign '**Together we can**' and support the cancer community in taking immediate and strong action to further reduce the global cancer burden."

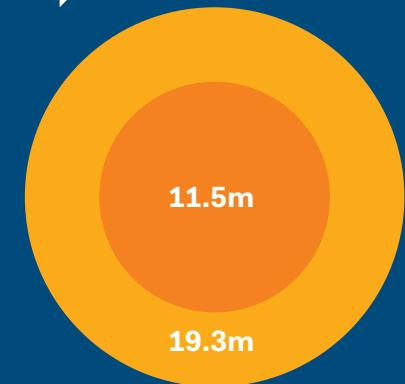
A handwritten signature in black ink that reads "Cary Adams".

Cary Adams

Chief Executive Officer, UICC

CANCER INCIDENCE AND MORTALITY

2025



2012



2008



● New cases

● Deaths

About UICC

UICC is dedicated to taking the lead in convening, capacity building and advocacy initiatives that unite the cancer community to reduce the global cancer burden, promote greater equity, and integrate cancer control into the world health and development agenda.

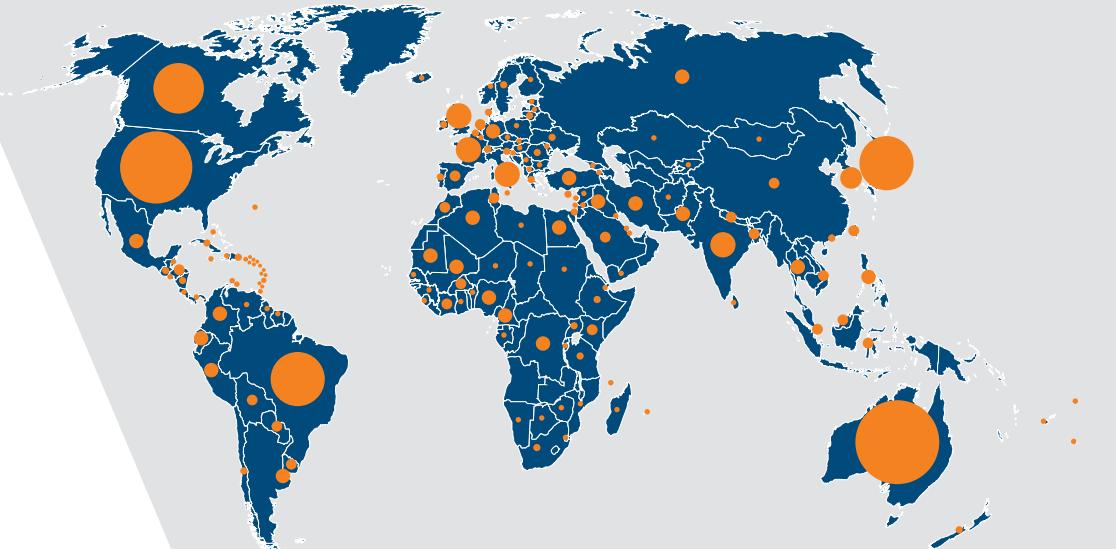
Founded in 1933 and based in Geneva, Switzerland, UICC is the largest and oldest international cancer organisation. With over 1,000 members and 56 partners across 162 countries, UICC features the world's major cancer societies, ministries of health, research institutes, patient groups, and industry leaders.

Over many years, UICC has earned a reputation for being an independent, objective voice for cancer control, urging governments to take action and ensure it is a priority amongst influential organisations such as the World Health Organization (WHO) and the World Economic Forum (WEF).

Through UICC's UN Economic and Social Council (ECOSOC) status, we also work closely with key UN agencies including: the International Agency for Research on Cancer (IARC), United Nations Office for Drugs and Crime (UNODC), and International Atomic Energy Agency (IAEA).

UICC and its multisectoral partners are committed to driving shared value creation and looking towards the implementation and scale-up of quality and sustainable programmes that address the global burden of cancer and other non-communicable diseases (NCDs).

UICC is a founding member of the NCD Alliance, a global civil society network that now represents almost 2,000 organisations in 170 countries.



"Thanks to the support of the Canadian Partnership Against Cancer (CPAC) we have become a UICC member and been able to connect with the global cancer community, access key learning opportunities and play a role in international dialogue."

Paul Opoku Agyemang, Executive Director, African Cancer Organisation Ghana

OUR MEMBERS

2010

389

2012

767

2015

910

End 2016

1,050

Partnering to drive success for cancer control

Fostering inclusive partnerships represents the foundation of how UICC operates and delivers impact. This is why we work hand in hand with a variety of stakeholders to drive transformational changes and make progress in the fight against cancer.

Our portfolio of partnerships includes cancer organisations, foundations, and private sector companies with which we have developed long-term commitments based on shared ambitions.

Some of our partners include the American Cancer Society (ACS), Astellas, Bristol-Myers Squibb, Centers for Disease Control (CDC), Norwegian Cancer Society, Pfizer, Roche, and the World Cancer Research Fund International, among many others.

Together we aim to make a significant difference on the ground through our global leadership in three priority areas: convening, capacity building and advocacy.





"UICC is able to raise a united voice to make cancer and NCDs a priority for governments and to ensure that they are addressed as part of a coordinated global effort. Thanks to its strategic ongoing collaboration with the World Health Organization, UICC is uniquely positioned to bring together stakeholders with different expertise and roles, who are committed to integrating the fight against cancer into the global health agenda."

Gary Reedy, CEO, American Cancer Society



Be part of our success

Recognising that innovative and strategic partnerships with organisations committed to the fight against cancer are fundamental to delivering our mission and meeting the targets of the World Cancer Declaration, over the last two years UICC has, in partnership with many others:

- Succeeded in including NCDs in the UN Sustainable Development Goals (2016-2030)
- Continued collaborating with WHO in positioning cancer as a priority in the global agenda, and leading the review of the WHO Essential Medicines and Technologies Lists
- Expanded participation, engagement, and impact by convening and connecting the world's cancer and NCD communities through its signature platforms - World Cancer Day, the World Cancer Congress and the World Cancer Leaders' Summit
- Strengthened its capacity building offer to help member organisations become stronger through partnership support, awarding over 150 fellowships for international cancer technology transfers and international cancer study grants
- Grown and extended its networks to over 1,000 members across 162 countries with over 80% membership satisfaction
- Delivered long-term meaningful and impactful partnerships with more than 50 organisations over the last seven years

All of our achievements have been made possible thanks to the support of our partners who joined our 'Together we are stronger' and our 'Together for action' campaigns in 2010 and 2013, helping us secure more than USD 40 million and the capacity to deliver the achievements listed above.

Together

we can

Despite significant progress, there is still much to do. The cancer community has the ability to impact the growing cancer burden for the better and save up to **1.5 million lives per year¹.** **Now is the time to act.**

Through our proven track record of success, we are able to bring influential stakeholders together, and we invite you to be part of this journey, '**Together we can**'.

In order to accomplish our ambitious priorities, we are seeking to raise at least USD 12m in 2017 and 2018 to enable UICC, its members and partners to **drive change globally**.



"UICC has both strong leadership and a strong network of members. We have found platforms like the World Cancer Congress really useful for networking and fostering collaboration in areas of common interest."

Fiona Adshead, Chief Wellbeing & Public Health Officer, Bupa

"Fondation Philanthropia is delighted to work with our UICC partners to address cancer globally. Investing in the organisation's capacity building plans means that we are impacting more cancer organisations around the world and helping them improve their skills and competencies. We represent a range of philanthropists committed to tackling the staggering burden of cancer and are convinced that new approaches should be championed, and consider capacity to be a critical component."

**Luc Giraud-Guigues, Secretary General,
Fondation Philanthropia**

1. Equivalent to 25% of the estimated 6 million premature cancer deaths that will occur per year by 2025

Invest in our priority areas



Priority 1:

Convene the world's leaders for innovative, wide-reaching, cancer control initiatives

USD 4 million

Leverage our most vital asset - the power to convene and connect:

- We will continue to be custodians of the global cancer community's core convening platforms: World Cancer Day, the World Cancer Congress and the World Cancer Leaders' Summit and grow the impact of each of these events
- We will increase recognition, maximise reach, foster engagement, and develop innovative ways to engage all parties in dialogue around our convening events
- We will welcome new members and partners into our family so that their new ideas and perspectives may be heard on a global stage
- We will continue to gather key decision-makers to address the most urgent topics in cancer control and convene regional leaders to build networks and address challenges, offering regional workshops to address specific local issues.



Priority 2:

Build capacity to match regional needs

USD 6 million

Developing innovative tools and skills so organisations can do a better job tomorrow than they do today:

- We will develop sustainable initiatives tailored to local and regional needs that further greater equity and impact
- We will increase the number of international fellowships, training courses, and master classes offered to accelerate learning opportunities in areas with the most need
- We will foster peer to peer learning by bringing together experts in organisational management, fundraising, partnerships, awareness campaigns and patient support to build UICC members' capacity
- We will capitalise on the technology revolution by building a portfolio of online and offline resources including toolkits, webinars, online trainings, and guidelines to generate global knowledge sharing
- We will continue our role in publishing the TNM Classification of Malignant Tumours, the International Journal of Cancer, and the Global Journal of Oncology to further expand scientific knowledge amongst professionals.



Priority 3:

Follow through on past advocacy successes to drive change in the future

USD 2 million

Transforming global commitments into local actions:

- We will push countries to follow through on commitments made in response to the Sustainable Development Goals so that they can report significant progress at the UN Comprehensive Review of NCDs in 2018
- We will promote consensus for an update on the 2005 World Health Assembly cancer resolution so that all governments recommit to making cancer control a public health priority
- We will secure UN meetings to address issues across the cancer continuum, ensuring that UICC supporters' voices are taken into consideration at the World Health Assembly
- We will ensure that national health expenditures invested in cancer control and other NCDs increase, and that countries least able to address their cancer burden have a larger proportion of Overseas Development Assistance earmarked for cancer and other NCDs.

Invest in our priorities and become a champion in the fight against cancer

We value our partnerships and strive to build mutually beneficial relationships. Given each partnership is unique and evolves with time, we have designed a flexible '**Champions Programme**' that allows you to support our priorities that are complementary to your own objectives.

This programme proposes three levels of engagement: Partner, Benefactor and Vanguard, each one allowing for ongoing engagement and featuring specific benefits.

Through our partners' support of UICC's core priorities, we are uniquely placed to deliver a portfolio of global initiatives with excellence.

No other organisations can achieve what UICC can.



Championship Benefits

Vanguard — US\$100,000 per annum

Work with us to create shared value

Be part of the global health agenda

- Help shape global initiatives based on our common goal and vision
- Join us at the World Health Assembly every May and the UN General Assembly in September
- Receive regular updates on our latest initiatives, projects and priorities

Increase your visibility among the global health community

- Work with us on joint press releases and media outreach on relevant dates, projects or events
- Have your commitment to the global cancer community showcased during UICC's convening events, activities and across all our communication channels: newsletters, webinars, reports, website, social media

Expand your peer network and transport your own core messages

- Receive two invitations for senior executives to the annual World Cancer Leaders' Summit
- Demonstrate your expertise and leadership as a speaker at our exclusive events
- Enjoy a 15% sponsorship discount and up to 50% registration fee discount at the World Cancer Congress
- Profit from Vanguard-only offers, side-event invitations and sponsorship packages
- Gain access to exclusive rooms and lounge passes during our events

Engaging your employees and communities

- Use UICC leadership quotes or statements in support of your own messages and communications
- Benefit from a three-month secondment career development opportunity with UICC for your employees
- Take advantage of visits and presentations from UICC's CEO or Board Members to your offices and communities

Benefactor — US\$50,000 per annum

Establish a broader dialogue with our communities

Be part of the global health agenda

- Receive valuable insights on emerging global health issues
- Contribute to our advocacy efforts, ensure a prominent space for cancer on the global health agenda and share your expertise with UICC members at global, regional and country levels

Increase your visibility among the global health community

- Have your success stories and testimonials featured in our newsletters, sent to 1,000 member organisations, and on UICC's website

Expand your peer network and transport your own core messages

- Receive one invitation for a senior executive to the annual World Cancer Leaders' Summit
- Attend our exclusive events and participate in international dialogue
- Host a roundtable or training on your premises

Engaging your employees and communities

- Team up with UICC to showcase your activities and benefit from visibility on our various online and social media platforms

Partner — US\$25,000 per annum

Join us and gain visibility

Increase your visibility among the global health community

- Your organisation's name and logo will be displayed on UICC's website which receives 30,000 quality monthly hits
- Your engagement and partnership will be mentioned in our annual and campaign reports, shared with our stakeholders

Expand your peer network and transport your own core messages

- Have first choice of sponsorship opportunities at the World Cancer Congress which is attended by more than 3,000 cancer experts

Engaging your employees and communities

- Join us on World Cancer Day every 4 February and design your own campaign

Explore additional opportunities

After joining the Champions Programme, partners may wish to invest in additional UICC initiatives based on their specific goals and areas of interest, and become a Patron.



"Everyone has the right to access quality cancer services and treatments, regardless of their financial situation or geography. We use World Cancer Day to push for stronger health systems, improve access to essential cancer medicines and reduce the financial toll of cancer on individuals and families. Together we can show that improving cancer outcomes is not beyond us."

Ana Fernández-Marcos, CEO, Asociación Española Contra el Cáncer

World Cancer Day

We can. I can.

World Cancer Day is a global event that takes place every year on 4 February and unites the world in the fight against cancer.

In order to have a significant impact and increase awareness around the disease, UICC is seeking leaders who wish to play a primary role and show their commitment to the cancer community throughout the 2017-2018 campaign with financial resources and expertise.

Your investment will go towards content development, design, press, digital media, web development, promotion, and campaign materials to help organisations, individuals, communities, and governments run events and raise awareness.

Some benefits of contributing to World Cancer Day include priority access to the campaign content during the development phase, and worldwide visibility on the most impactful health day of the year with 17.9 billion opportunities to see, hear or read about World Cancer Day, over 180,000 unique visitors to the website and 3.9 billion total social media impressions in 2016. Such levels of media attention are outstanding and offer all organisations who wish to be associated with World Cancer Day the chance to place their organisation at the heart of a truly global movement.

WCD 2016 figures



17.9 billion

Opportunities to see,
hear or read about
World Cancer Day

World Cancer Congress

Winner of the International Association Award for Conference Development 2016

The Congress takes place every other year at a different location around the world. Convening over 3,000 UICC members, partners and decision makers in cancer and NCDs, the World Cancer Congress is the premier international conference in sharing best practices and addressing pressing issues in cancer control.

Do not miss the opportunity to be part of this award winning event. Congress sponsorship opportunities are tailored by our expert team to ensure that you and your organisation make the most of an extraordinary three days of powerful interaction with global leaders in cancer control.

Your sponsorship can lead not only to increased organisational exposure on a global stage, but also strengthened ties with leading health organisations from around the world.



worldcancerday.org

435,502
Page views

98,429
Resource downloads

187,576 Unique visitors

World Cancer Leaders' Summit and Partners' Day

Be at the forefront of positive change

The World Cancer Leaders' Summit brings together key global decision makers and encourages timely debate on emerging issues related to cancer control. It provides an important forum to secure a coordinated, multilevel, global response to address the cancer epidemic.

An annual event, every other year it occurs in conjunction with the World Cancer Congress, but in the intervening years, it becomes a three-day event, designed specifically to give UICC partners greater opportunities to meet global leaders in cancer control.

In past years, we have addressed the most pressing challenges in cancer control, stimulated discussion, and shared knowledge and best practices on different topics such as making the right investments in cancer control, financing investment in low- and middle-income countries and ensuring access to essential medicines.

Take advantage of this opportunity to support these high-level meetings dedicated exclusively to improving global cancer control.

Leadership Academy

The future of cancer control depends on the next generation of leaders

UICC's Leadership Academy will identify exceptional young professionals who have already demonstrated leadership in cancer control.

This framework includes an online self assessment, development plan and learning pathway in English, French and Spanish. Participants receive a programme tailored to their profile, including e-solutions for networking, partnering, coaching and mentoring, learning and resources, and exposure to global and regional events.

Help these leaders by investing in innovative programmes to build skills and capacity throughout organisations.

Support organisations

to become UICC Members

Unite the cancer community

Many organisations do not have the resources to be connected to UICC's networks and participate in UICC's signature events. Make a significant difference in the global fight against cancer by empowering and connecting these organisations with hundreds of others through the sponsoring of their membership. Your sponsorship opens doors to UICC benefits such as capacity building, travel grants and opportunities to get engaged and connected at the global level.

Help us unite the cancer community and increase our collective voice for cancer control around the world.





"Joining forces with UICC through the SPARC grants initiative helps bring the cancer community one step closer to the day when metastatic breast cancer patients around the world have access to the care and support they need, regardless of their location or socio-economic status. Our partnership with UICC supports our commitment to projects that can greatly impact the lives of women living with a metastatic breast cancer diagnosis."

Liz Barrett, Global President and General Manager, Pfizer Oncology.

"UICC has pioneered the development of a tailor-made programme to support CEOs of cancer organisations in their leadership role and to help them address today's challenges in the rapidly changing environment of cancer control. As a CEO myself, I am excited about these opportunities to mingle with peers, exchange thoughts and views, and hear about best practice case studies. I'm extremely grateful to UICC and MSD for the opportunity to attend the sessions and meet other CEOs in the cancer field."

Maria Jocelyn Kara Alikpala, CEO, I Can Serve Foundation

Development Fund

We can change the world through stronger organisations contributing to better health systems, but first we need to give those with good initiatives the chance to bring them to fruition

Identifying and supporting local leaders with initiatives which have the potential to increase in impact, reach and sustainability, is central to UICC's strategy towards reducing the global cancer burden.

There is a large need for organisations in low- and middle-income countries to innovate, but only a small supply of resources to allow them to grow and change sustainably. UICC's Development Fund aims to identify and support organisations with momentum for change, credible leaders and innovative ideas to pilot and bring to scale their cancer control initiatives, have an impact in their communities and inspire other cancer organisations.

CEO Programme

Stronger leaders drive more impactful organisations

The CEOs of our member organisations work across the cancer care continuum, leading ambitious agendas, often while facing a number of common challenges.

With the goal of strengthening the cancer community through improved organisational strategies, governance models and resourcing, UICC offers a CEO Programme to facilitate networking opportunities, learn from peers, and gain access to indispensable education and training opportunities.

Invest in value creation and best practice sharing amongst community leaders.

Bespoke projects driving change globally

Expand your vision in partnership with UICC

We at UICC believe partnerships can take many shapes. Promoting healthy lifestyles at work, developing cancer prevention programmes, and engaging employees on raising awareness for cancer are a few of the many ways to get involved. UICC is always looking forward to identify innovative ways to engage and raise awareness on cancer.

Our initiatives cover a wide range of focus areas. We've been involved in cause-related marketing initiatives, employee donation matching, and running specific awareness raising projects to get employees and greater communities involved in the fight against cancer.

Involve us in your next cancer control project. We can promote it across all our signature events and help bring partners who we know will work with us to make it happen.

C/Can 2025

Cities driving cancer solutions

UICC is spearheading an ambitious new challenge with a target of ensuring that by 2025, every city with a population of more than 1 million residents has a robust, sustainable cancer treatment solution.

Working together with the World Bank, the World Economic Forum and UICC partners, C/Can 2025 is truly a multi-sectoral initiative. City stakeholders will be engaged in the design, planning and implementation of cancer treatment solutions and will be encouraged and supported to take the lead on improving the health of their citizens and reducing inequities in access to quality cancer care. C/Can 2025 will transform the global cancer treatment paradigm and build a collective movement of partners to deliver cancer treatment solutions in the majority of the world's cities.

UICC is currently looking for partners to fund, commit to supporting and provide expertise to establish this ground-breaking initiative.

Be part of the solution and join this global revolution in city cancer treatment.

Regional capacity building fund

We do more than believe in the power of collaboration, we live it

Listening to and meeting the needs of our members has always been a UICC priority. After completing comprehensive surveys and in-depth interviews of organisations in French-speaking Africa, Latin America, and Southeast Asia, we've learned that organisations value peer to peer learning, long-term initiatives, online training, seed funding, and resources in their local languages. We are dedicated to building these opportunities and creating regional level coordination.

Our regional capacity building strategy will help organisations create value within their loco-regional contexts and make a difference in communities through local initiatives.

Invest in making connections that will change communities for the better.



"The ambition of UICC to have cancer treatment solutions in all cities with a population of over 1 million people by 2025 is truly visionary. This, coupled with their track record of delivering with excellence, makes UPMC proud to be involved as a partner. Through initiatives such as these, we are on our way to reach the global target of reducing cancer's burden by 25% by 2025."

Charles E. Bogosta, Executive Vice President, UPMC, President, UPMC International, President, UPMC Cancer Center



Our Partners

VANGUARDS



BENEFACTORS



PARTNERS



CANADIAN PARTNERSHIP AGAINST CANCER



THE FARADAY PROJECT



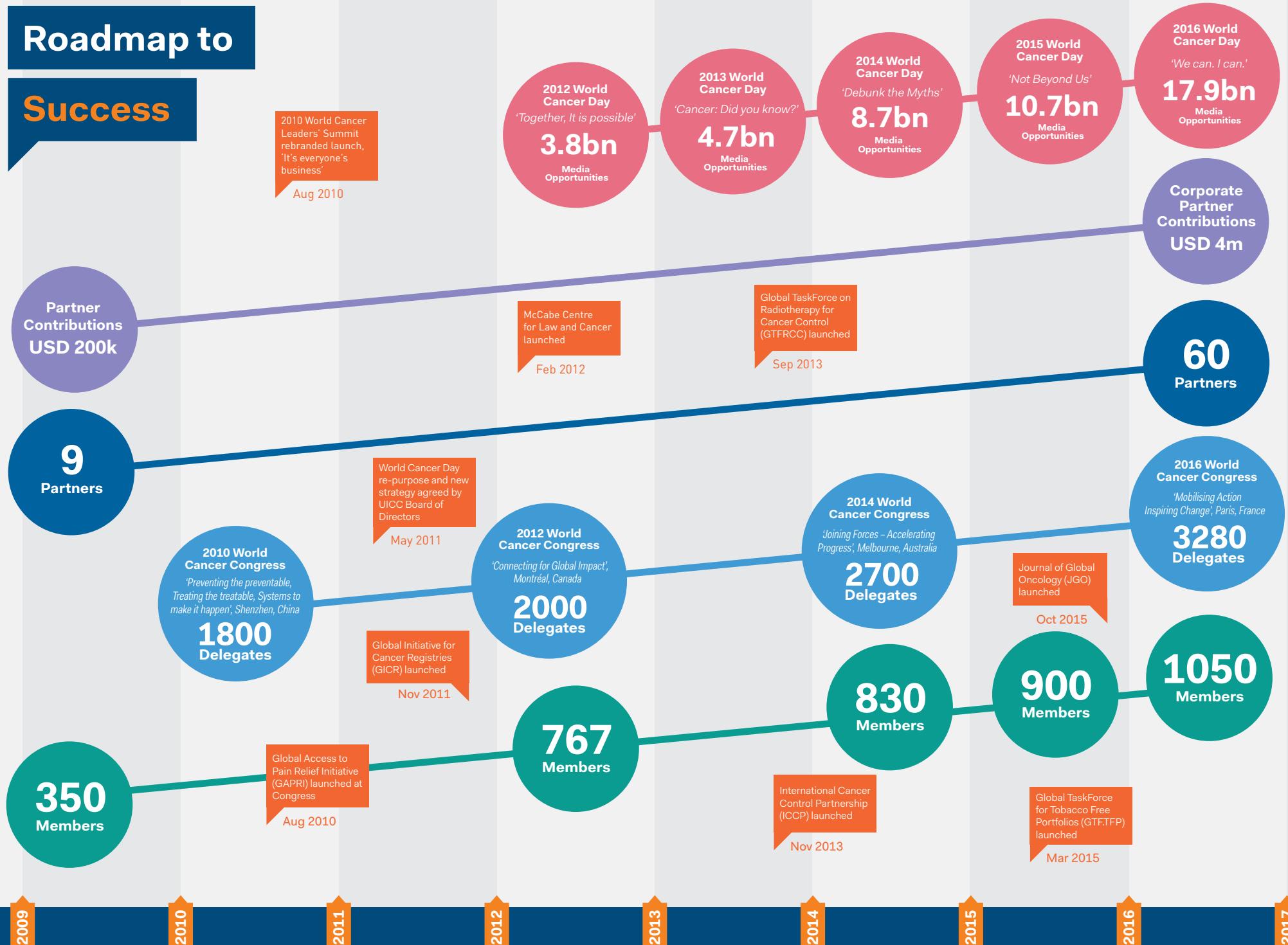
Johnson & Johnson



NORWEGIAN CANCER SOCIETY



Roadmap to Success



Thank you



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