

University of Wales Trinity Saint David

Business Management

COMMUNITY ENGAGEMENT

Assignment two

Report

“Community engagement – analysis of The Cancer Research UK”

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1. Introduction:

In this report we will discuss a closely look into the charity organizations in the United Kingdom. Furthermore, we will be talking about they purpose, functions, how were they funded, what is the meaning behind them and how they manage to function and delivery their chosen outcome.

In a lot of areas in our life could be found support in the charity organizations that existed. One of the best-known charity organization and one of the biggest is Cancer research UK.

In community engagement, there is between four to six community engagement, one of the types is charity work division part of “Community engagement as part of social change movements or as part of the work of voluntary community organizations” (1) In charity sector the non-profit or non-governmental organizations are the most. The ones that are charitable toward sick people, or are doing, funding and acquiring money for those are big part.

2. Main body:

Cancer research is one of the biggest and well-known organizations is the UK is part of Francis Crick Institute, which is institute for biometrical research institute in London. They are fundraising charity, and funding for cancer researches, with aims to find cure for cancer, minimize the cases and raise awareness of the health connections to cancer. There want and they do spread awareness to optimize the chances of survival of the diseases by catching it early and getting the right sand on time treatment. According to Cancer Research UK, 38% of the cases in the United Kingdom are preventable, by changes n the lifestyle and diet. In the UK, “2017 there are over 305 thousand new cases” (3) The survival of cancer had doubled in

the last twenty years, which is thankfully to the outstanding researches of the charity organizations across the globe.

History

The Cancer Research UK, was funded in 2002” In 2002, The Cancer Research Campaign and the Imperial Cancer Research Fund merged. Together they formed Cancer Research UK” (1) That was two years after” The CancerHelp UK” was funded by Nick James and Sally Tweddle. What have made them or inspired them to create channels for information was the sickness of her husband is his profession as Professor and cancer research specialist. (1)

The need of more and reliable information has had inspired them to get together and spread awareness in their families, community and country. This is great example of how community engagement is created and needed and what they stand for. In particular the charity organizations that are not government supported.

Funding

How does one charity organization get funding? Where is the money coming from? And how are they raising the money to do their research?

And here is the answer, according to their website: “Cancer Research UK relies on the generosity of the public to fund its life-saving research and it needs support more now than ever. We raise funds through donations, gifts in Wills, community fundraising and events, corporate partnerships, and our retail chain of over 600 shops.” (2) The money is coming in from a lot of places, and they have created a business that is acting as double positive. Not only their shops are raising money, but is spreading awareness in the community. These shops are everywhere in the main streets of not only London. Here if you are unable to make a direct donation of money, you can donate you preloved belongings for a greater cause. They are not only selling clothes, but all different knickknacks.

Donations, community fundraising and events are for direct donation of money. They do have the volunteers raising money in the buckets, in corporate evens partnerships, and by doing small community engagement projects such as competitions and selling

The system of this charity organization, is impressive. The level that they are functioning and all the different donation connections they are. The money is coming in from all different aspect of the community. From the small pound donations by the street collection volunteers to the big corporate checks.

Careers

In this organizations they are providing and creating a lot of work places for the people In the community – the shops, all the way up to their labs and researching programs.

Every aspect of this charity organization in giving back to the community and society. Helping for the longer and healthier life. Working on finding cure for cancer. Rooting for healthier lifestyle, creating jobs in community.

The Cancer Research UK employs over 4.000 people in diverse range. The salary of the CEO is a public knowledge. The charity organization is justifying the salary with the following statement “The salaries we pay reflect individual responsibilities and performance, whilst ensuring the best use of our supporters’ donations for research.” (5) Their annual reports are showing that their spending on salaries, are needed as the best people and most qualified are hired by the organizations. Considering the caliber of which, the annual reports, the research and progress made, the impact and the numbers; all of those speak for themselves to justify spending on salary and quality employees.

Website

In the charity official website, you can find any information that you might need regarding the charity work they do, and on focus is the disease and the information that need to be spread to the community. What types of cancer there is, what could cause them, symptoms, chatrooms, specialist. It has huge variety of services.

The categories on the websites are:

1. About cancer
2. Get involved
3. Our research
4. Funding for researches
5. Shop
6. About us

With in these categories you can find all the relater under categories. It has tens of pages of information on all the different topics. Furthermore, they could be categorized as: informative, helpline, careers, researches, volunteer, accountability.

Finance

The Cancer Research has funded researches worth over 388 million pound, according to them.(4) The different areas that those money went in include 193m. pound on specific cancer research; 79m pound on underpins cancers. They have funded research institute, projects and training fellowships; 22m. pound is to cover the cost of management, admin and IT; 32m. on revenue shares; 62m. pound on basic research understanding fundamental biology of cancer. That is for the year 2021-2022.

According their annual report 2021-2022 the money they have had raised 668m pound. From legacies-206m; donations-426m; trading activities – 117m; charitable activities-108m; investments and other income 17m. Out of those 668m direct cost for generating money is 102m.

Fundraising has received 100m and generated 426m.

In trading was invested 93m and generated 117m.

2 million were spend on managing investment that have earned over 5m.

The money they have. And spend are all with goal to make more out of donation. They are not sole relying on the donations from people and organizations, The CR UK is managing their financing my investing and trading. They are back investing or spending money to keep their machine making money going.

For every pound that has been donated 81p was spend on beating the cancer. In this calculation they do not include the money made out of trading and retails in the shops. Those calculations are only on the donated money. By doing the calculations this way they want to show the people donating where their money is spend. How are they helping cover the cost and what exact amount of every pound is spend on the direct reason for their donation.

Strategy

Their strategy for the future is to continue investing in research, based on what is known and discovered in the past 120, to use it to develop new ways of treatment and understanding. To be able to beat the cancer we must know how and understand the mechanisms of how it works, develops and progress.

To discover, detect, prevent and treat is the focus on these four objectives, so that the basic biology of cancer is known and understood, to be curable with new methods of prevention, treatment and tests.

For this goal to be achieved 1.5 billion pounds will be spent in the next five years

The areas for researching are: Clinical; Discovery; Prevention; early detection and diagnosis; therapeutic innovation and data science.

The size and area that this charity organization is covering is impressive. Every aspect is explained in their strategy and report.

Impact

1. **A legacy of life-saving medicines** – it has researched over 50 drugs used in NHS and the chemotherapy.
2. **Understanding how cancer cells tick** – identify molecules and to understand what makes cells grow out of control to cause this disease.
3. **Unpicking how tumours grow and evolve** – Cancer cells are connected to one other and to other cells around, blood vessels, immune and supporting cells. Understanding this process helps to understand and discover how it could be prevented.
4. **Discovering the causes of cancer** – From DNA mutation cause and environmental. What has changed and what causes it to change and how to be prevented by lifestyle change.
5. **HPV and cancer** – It was revealed, what was already suspected, that the connection to between the HPV and cause of cervical cancer.
6. **Practice-changing trials** – Supporting all varieties of trials, from promising to innovative.
7. **Changing the outlook for children with cancer** – the number of survivals has raised significantly in the past years, thanks to researches like ones we fund.
8. **Detecting cancer earlier** - It has played major role in the breast cancer preventions and discovery, by proving the optimal timing and way for screening.
9. **Revolutionising radiotherapy** – invested over 130m in new radiotherapy machines.
10. **Hormones and cancer** – reveal the close connections between cancer and hormones.

This are the ten major ways their work has had impacted and changed the treatment, understanding and preventing cancer for the 20 years it existed. Of course, all of those were made based on the research that is done for the previous 100 years.

3. Conclusion:

In conclusion I would like to evaluate the work and structure of Cancer Research UK. This charity organisation has managed to create one of the biggest exciting and functioning charities in the UK. The tactics that they are using are proven to be working. The community engagement is enormous and the projects are closely connected to the beneficial outcome of their work. The money that they are raising out of donations are helping the understanding, treatment and prevention of one of the biggest diseases that there is. The impact that this charity has had in the way we see, understand and treat cancer has changed the game, and led to increasing the survivals and managed to pass the important of regular scanning and checking of the body.

The positive impact in the community is seen in the over 4000 people that are employed there. The volunteers that are taking part in the fundraising's events, organisations and donations.

The Cancer Research UK charities is one of the best organisations in the sector, the function and impact that it has are undoubtable, today and in the future.

4. References:

1. <https://www.cancerresearchuk.org/about-cancer/about-our-information/history>
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3. <https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/conditionsanddiseases/bulletins/cancerregistrationstatisticsengland/2017>
4. <https://www.cancerresearchuk.org/funding-for-researchers/facts-and-figures-about-our-research-funding-0>
5. <https://www.cancerresearchuk.org/about-us/our-organisation/how-we-spend-your-money>