



A MEMBERSHIP ORGANISATION
FIGHTING CANCER TOGETHER



**TOGETHER
FOR ACTION**

Hand in hand to
drive change on
a global scale

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ABOUT UICC

We unite the cancer community to reduce the global cancer burden, promote greater equity, and to integrate cancer control into the world health and development agenda.

The Union for International Cancer Control (UICC) is a membership organisation that exists to help the global health community accelerate the fight against cancer.

Founded in 1933 and based in Geneva, UICC's growing membership of over 800 organisations across more than 155 countries, features the world's major cancer societies, ministries of health, research institutes and patient groups. Together with its members, key partners, the World Health Organization, the International Agency for Research on Cancer (IARC), the International Atomic Energy Agency (IAEA) and others, UICC is tackling the growing cancer crisis on a global scale.

*"We recognise the invaluable importance of engaging with our partners who have played a remarkable role in our success so far. I therefore encourage all our current and new partners to join our campaign **Together For Action**, and support the cancer community to take immediate steps to further reduce the global cancer burden."*

A handwritten signature in black ink, appearing to read 'C. Adams', is written over a light blue horizontal line.

Cary Adams,
Chief Executive Officer, UICC

UICC'S CAMPAIGN TOGETHER FOR ACTION

As UICC's second major campaign, **Together For Action** aims to accelerate the pace of change in three priority cancer areas and foster significant progress towards delivering the World Cancer Declaration targets by 2025. Each priority will be developed in partnership with major investors. Individually, campaign partners can make a real difference on the ground. Collectively, we can save 1.5 million lives per year.



Priority 1

Integrate Global Health Agreements

- Ensure the inclusion of cancer-related targets and indicators in the post-2015 development agenda, working closely with the NCD Alliance and the relevant UN and government bodies
- Ensure all countries adopt and implement NCD action plans, facilitating the UN's monitoring and progress tracking

Priority 2

Unite the Global Cancer Community

- Be part of the World Cancer Day campaign, increasing its impact and awareness around the globe
- Bring together health leaders at the World Cancer Leaders' Summit to develop and implement the global cancer agenda
- Involve and engage global health and cancer experts and advocates in the 2016 World Cancer Congress to be held in Paris, France

Priority 3

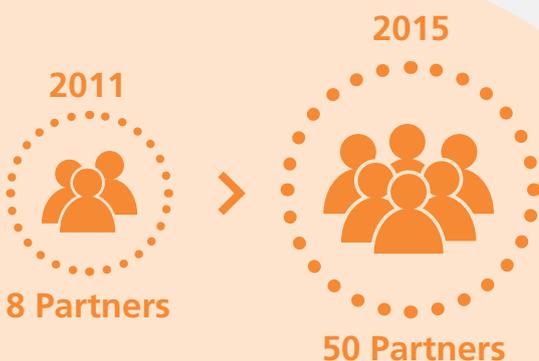
Improve Global Capacity Building

- Reduce and close regional and country level skill gaps
- Support cancer planners and decision-makers at global, country and regional levels in the development and implementation of comprehensive national cancer control plans
- Increase countries' capacity to collect and report cancer data

KEY SUCCESSES OF OUR 'TOGETHER FOR ACTION' CAMPAIGN

Building on the success of UICC's first campaign, Together We Are Stronger (2011-2013), we launched our second campaign, **Together For Action** on World Cancer Day 2014.

The campaign has already delivered tremendous results as a growing number of members and businesses around the world are joining our global fight against cancer.



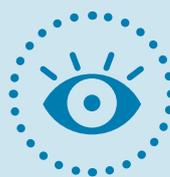
ADVOCACY

We have worked with our NCD Alliance partners to place cancer and other non-communicable diseases (NCDs) **high on political and health agendas** - Governments around the world unanimously adopted a historical resolution on NCDs, including a **Global Action Plan** as well as a groundbreaking **resolution on palliative care** at the World Health Assembly in May 2014.



MEMBERSHIP

UICC membership keeps increasing, with **over 800 members in more than 155 countries**.



WORLD CANCER DAY

In 2015, the campaign reached **10.7 billion opportunities to hear, see or read about World Cancer Day**.



WORLD CANCER CONGRESS AND WORLD CANCER LEADERS' SUMMIT

The 2014 World Cancer Congress held in Melbourne, Australia was a record-breaking event with more than **2700 delegates** attending from **120 countries, 120 sessions, 350 speakers, 52 exhibitors from 5 continents and 34 sponsors**.

The 2014 World Cancer Leaders' Summit which also took place in Melbourne, convened more than **250 global health and cancer leaders** from **45 countries**, including representatives from 11 Ministries of Health.

WHAT OUR PARTNERS SAY

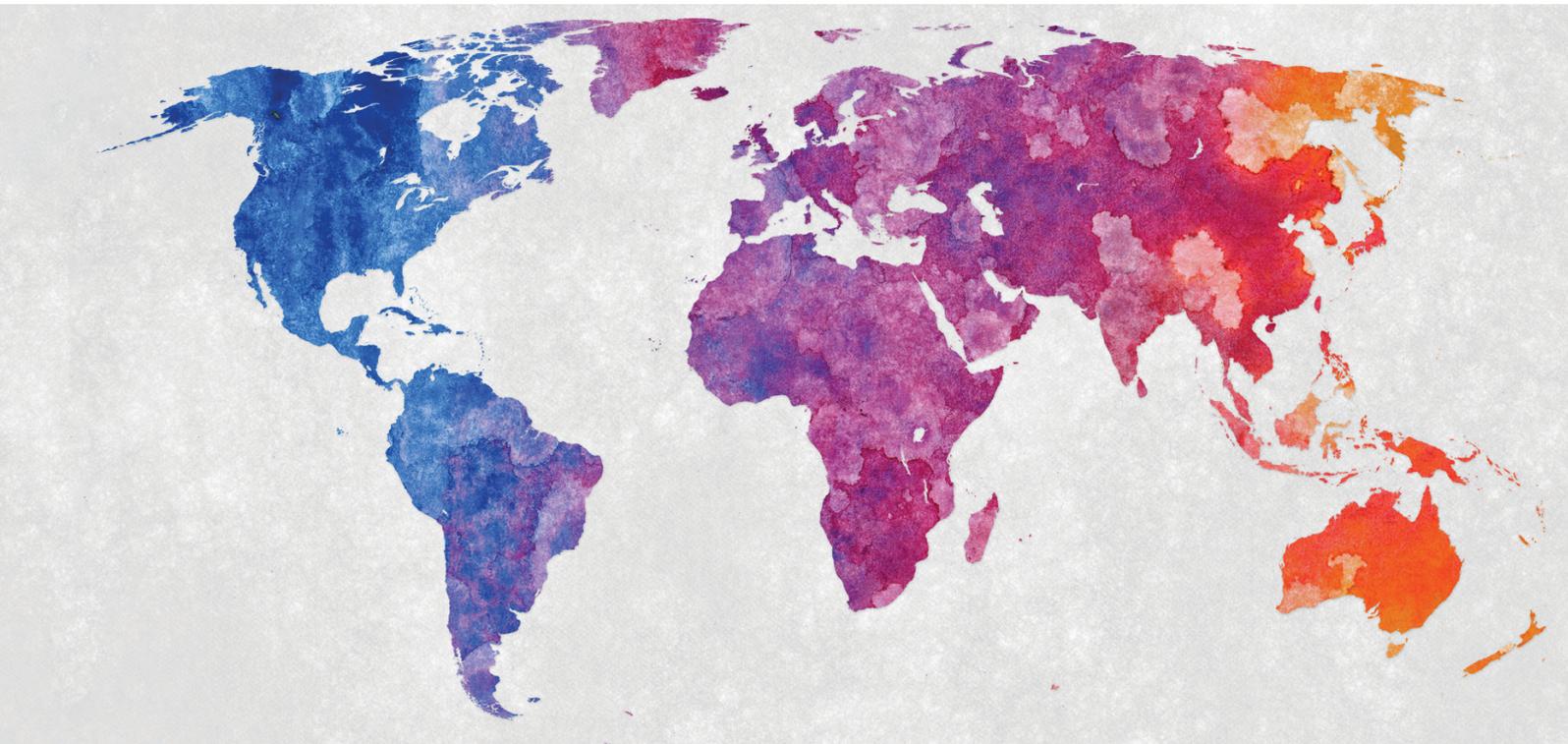


"We are proud to call ourselves one of the first partners of UICC, with them calling on our expertise in the area of cancer prevention for the global advocacy campaign. Together, UICC and its members have successfully placed cancer on the global stage, putting the cancer community in position for even greater success in the years to come."

Dr Kate Allen,
Director, Science and Communications,
World Cancer Research Fund International

"Education and training is crucial for building capacity in low- and middle-income countries. The NCI is proud to be partnering with UICC to improve population-based cancer registrations through fellowship opportunities. We encourage others to join UICC and commit to taking action in all areas of cancer prevention, detection, and treatment."

Edward Trimble,
Director,
NCI Center for Global Health



"We really appreciate the way in which UICC is transparent in regards to how they operate financially and in the context of conflict of interest. The strategy and plans of UICC are clear and our involvement as a partner supports these and meets our own international objectives."

Anne Lise Ryel,
Chief Executive Officer,
Norwegian Cancer Society

"The Dutch Cancer Society is certain that international collaboration is vital for progress in global cancer control. We have partnered with UICC for the GICR initiative because we understand that investments in cancer control are critical in moving forward. We are confident that further commitments with UICC like our own will produce global, positive impact on how cancer is addressed internationally."

Cora Honing,
International Relations Officer,
Dutch Cancer Society

"We are proud to be one of UICC's leading partners and we applaud the organisation's efforts to unite the global cancer community. The UICC team is committed to including the industry perspective as one of many important voices across their major initiatives including World Cancer Day, the Leaders' Summit and Congress. Reducing the global cancer burden requires a multi-disciplinary approach and we congratulate UICC for helping to bring various stakeholders around the table to ultimately improve the outlook for people with cancer."

Brigitte Nolet,
Head of Global Public Policy,
Roche

CALL TO ACTION



We invite UICC members, philanthropic foundations, international corporations and government bodies to invest in our campaign, **Together For Action**, and help us to successfully deliver our priorities.

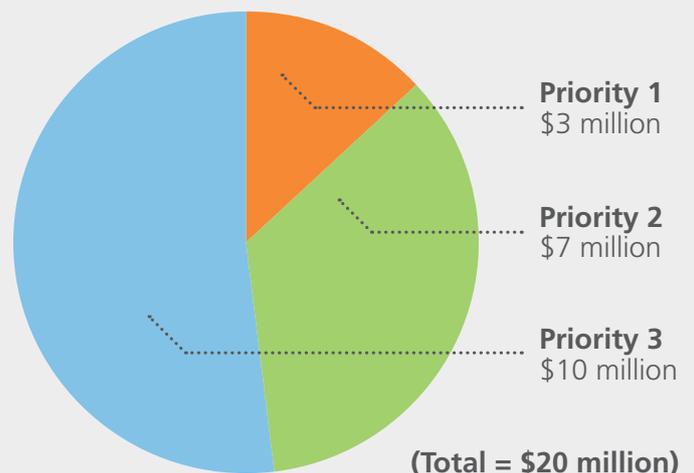
In total, the campaign requires US\$20 million of project funding over three years. We have successfully achieved our US\$7 million funding goal in 2014 and we already see promising signs as we enter in 2015. The campaign will end with the World Cancer Congress that will take place in Paris, France in 2016.

“Unlike other NGOs, an investment in UICC makes a difference. The team are totally committed to making sure that our funds are used effectively in achieving objectives that we jointly agreed. I know that the impact we have is far greater than if we tried to do it ourselves.”

Dow R. Wilson,
President and CEO,
Varian Medical Systems



Fundraising goals (in US\$)



Priority 1 Integrate Global Health Agreements
Priority 2 Unite the Global Cancer Community
Priority 3 Improve Global Capacity Building

GET INVOLVED AND DRIVE CHANGE



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 supports our campaign priorities and proposes three levels of engagement: Partner, Benefactor and Vanguard, each one featuring specific benefits.

We invite you to become part of our success story, and support our Champions Programme to help us build a sustainable response to the global cancer epidemic.

Please see below a selection of engagement and recognition opportunities that accompany our Champions Programme.

Engagement

- Contribute to our capacity building initiatives and make a sustainable impact. Your competitive edge and brand may highly benefit from this engagement
- Play an active role in education and training: host a specific workshop or share your unique expertise with other high-level invitees and decision-makers at our Global Roundtable Series
- Be part of a worldwide movement: design and implement your own World Cancer Day campaign. This creative and exciting initiative can help your employees and community engagement strategy
- Maximise your networking and engagement opportunities with cancer leaders and key decision-makers at the World Cancer Leaders' Summit and the World Cancer Congress

Recognition

Your name and logo displayed on the UICC website and at our high-level events

- Main partnerships formally announced at our high-level events
- Success stories and testimonials featured in our Members' Newsletter and in the news section of the UICC website
- Your engagement and partnership showcased in the UICC Annual Report
- Timely press releases highlighting our collaboration or joint initiatives, when the opportunity arises



"UICC has a very clear operating model. As a partner we feel respected, involved, consulted and part of the agenda. Our views are considered and when appropriate, UICC includes us in the meetings in which we can have an impact."

**Jacqueline Godet,
President,
French League Against Cancer**

CURRENT PARTNERS



UNION FOR INTERNATIONAL CANCER CONTROL
 UNION INTERNATIONALE CONTRE LE CANCER
 62 route de Frontenex, 1207 Geneva, Switzerland
 Tel +41 (0)22 809 1811 Fax +41 (0)22 809 1810
 Email info@uicc.org Website www.uicc.org

PATRONS PROGRAMME



CHAMPIONS PROGRAMME - Vanguards



CHAMPIONS PROGRAMME - Benefactors



CHAMPIONS PROGRAMME - Partners

