



PINK ROSE Valentine's appeal

Pink Rose Valentine's Appeal Fact Sheet

About The Pink Rose Valentine's Appeal.

The Pink Rose Valentine's Appeal asks you to share some of the love you give this Valentine's, and at any time throughout the year, with the 40,000 British women who are diagnosed with breast cancer every single year. Do what you might normally do: send an e-card, enjoy dinner or share cocktails. But then add a little extra love with a donation to our appeal.

This year we are not sending out event packs, however, everything you need is available to download from our website www.givealittlelove.com

The Cause.

Your donations will help us continue the momentum at the Cambridge Breast Cancer Research Unit. Every year, 40,000 women in the UK are diagnosed with breast cancer, and around 20% of them will die. We are working to reduce this percentage still further by developing different and more selective types of treatment. Our research uses molecular bar codes to improve the way we sort cancers into different groups that will then require different treatment. The bar codes are obtained by studying in the laboratory the genes that are present in breast cancer cells. These bar codes will enable us to develop new diagnostic tests and select the best treatment for each individual patient.

What can you do?

- ♥ Have a dinner party
- ♥ Host a cocktails party
- ♥ Hold a singles night
- ♥ Ask your guests to bring a donation to this vital cause
- ♥ Send a celebrity e-card from the appeal website and ask guests, friends and family to send e-cards too
- ♥ Print off our research information fact sheet for guests to read
- ♥ Make a donation to the cause after your event online at www.givealittlelove.com

Need help organising your event?

- ♥ Download and print off event invitations from our website
- ♥ Look at our 'top tips' fact sheet, available to download from our website

What do you do after your event?

Once you have collected the donations from your guests you can submit them online in one lump-sum at www.givealittlelove.com or by sending a cheque made payable to 'Pink Rose Valentines Appeal' with a completed Gift Aid form to Pink Rose Valentine's Appeal, Box 126, Cambridge University Hospitals, Hills Road, Cambridge, CB2 0QQ.

Please don't forget to Gift Aid your donations both online or by downloading the Gift Aid form from our website.