

PANCREATIC CANCER ACTION

With a focus on early diagnosis and improving the lives of those affected by pancreatic cancer, Pancreatic Cancer Action exists to make sure that more patients survive this disease.

Founded by rare pancreatic cancer survivor Ali Stunt, in 2010, out of a need to make both the public and medical professionals more aware of the UK's fifth biggest cancer killer and its symptoms, Pancreatic Cancer Action has certainly raised the profile of the disease over the last seven years.

However, the five-year survival rate has only risen from a shocking 3% to 5% over this time and there is still so much more work to be carried out.

Decades of underfunding means that there are currently no curative drug therapies for pancreatic cancer on the horizon. While no early screening test exists, the key to improving survival rates is to get more patients diagnosed early and in time for surgery – currently the only potential for a cure.

Over the next five years, the charity pledged to fund over £1million in research into early diagnosis and, in 2016, launched a national symptom awareness campaign, 'Pancreatic Cancer Aware'. This campaign aims to raise awareness of the signs and symptoms among members of the public as well as medical communities.

LEGACY AND FUNERAL SERVICES

"Pancreatic Cancer Action takes pride in being able to offer our supporters a calm and efficient service when dealing with sensitive issues such as funeral donations. We work closely

with funeral directors and supporters alike to make sure that what is being offered is suitable and that the process is as smooth as possible," says Lucy de'Lemos, Pancreatic Cancer Action's Fundraising Manager.

"Raising the topic of legacies and funeral donations is never an easy conversation to have with supporters and their families and can sometimes feel insensitive. However, we see legacies as an opportunity to talk about what impact a supporter's gift could have on future generations."

The fundraising team at Pancreatic Cancer Action makes sure that all correspondence is tailored towards the needs of our supporters by sending timely thank you cards and letters of condolence to the families. For funerals they provide understated in-memory donation envelopes along with collection tins and pin badges if requested.

A very popular way for family members to remember a loved one who has passed away from pancreatic cancer is to set up a bespoke in memory page. 'The Pansy Tribute Fund' enables family and friends of those who have died to donate in lieu of flowers at a funeral. They can also light virtual candles, play music or leave heartfelt messages on the page. A tribute can be easily set up at www.pansyfund.pancreaticcanceraction.org/

Another way to remember a loved one who has passed away, is to purchase one of Pancreatic Cancer Action's beautiful pansy pins. A very popular item they include a special edition glitter pansy pin and both are sold in the charity's online shop, raising vital funds for the charity too!

To find out more about the work Pancreatic Cancer Action undertakes and to learn about the signs and symptoms, please visit www.pancreaticcanceraction.org or call 0303 040 1770

