



Dedicated to Yorkshire for ninety years

WINTER 2015 RESEARCH NEWSLETTER

OUR NEW STRATEGY 2015-2025

We have recently announced our ambitious new 10 year strategy for the Charity and would like to take this opportunity to share our plans with you.

OUR MISSION

Helping people in and around Yorkshire to **avoid, survive and cope with cancer**.

OUR 10 YEAR GOAL

Our goal is to ensure that by 2025, at least 2,000 fewer people in Yorkshire will die from cancer every year.

OUR CORE THEMES

Closing the Gap between Yorkshire and the rest of England:

Addressing regional cancer priorities by investing in research-led innovation and cancer-related services so that all regions in Yorkshire are at least equal to if not better than the average national levels of incidence and survival rates for the most common cancers by 2025.

Going beyond - making Yorkshire a beacon region for patient-centred research:

Promoting Yorkshire as one of the best areas in the country for patient-centred cancer research that impacts positively on local communities by investing in talent, capabilities and facilities and building collaborative partnerships with universities, teaching hospitals, public health and care services, philanthropists, businesses and other charities.

RESEARCH-LED INNOVATION



We will be 'research-led' in all our charitable activities and be focused on delivering solutions and real benefits to the people that we serve.

OUR STRATEGIC AIMS

To become one of the leading authorities on regional cancer-related issues so that people living in Yorkshire are amongst the **best-informed** in England.

To educate and **influence better lifestyle** decisions that will improve health, reduce the risk of cancer or support successful recovery from cancer.

To encourage the **earliest possible diagnosis** and increase uptake rates into national screening programmes, improve services and develop more effective techniques and practices.

To invest in **research-led innovation** at every stage of the cancer patient journey from first diagnosis through to treatment, clinical trials, palliative and end of life care.

To act as a **catalyst for change** to facilitate the delivery of better cancer services and significant increases in national research funding specifically to improve cancer outcomes in the region.

FOUR NEW INITIATIVES FOR 2016

The charity will kick-start its new strategy by focusing on four major initiatives in 2016: lung cancer, early detection, clinical trials and community health projects. In the New Year, we are holding expert workshops in lung cancer and the early detection of cancer to help frame the most urgent questions facing Yorkshire. Funding calls will be opening in March 2016 with an application deadline of June 2016 and final decisions will be made at the end of the year. Please keep an eye on our website and contact research@ycr.org.uk if you'd like to be placed on the mailing list for funding announcements.

Our community health initiative is an exciting new direction for Yorkshire Cancer Research. Working in partnership with others, we will deliver cancer health checks in Yorkshire and address local cancer issues which are contributing to poor outcomes in places of greatest need, that is, in areas with the worst cancer outcomes. We will keep you updated on progress and hope you will spread the word about our community health work.

UPDATE ON 2015 ROUND

We will shortly be announcing the successful projects funded as part of our 2015 round. Please check the website (www.ycr.org.uk) in early January to see the exciting projects which both were in line with our strategy and were considered excellent by our internal and external reviewers.

Get Involved!

LIGHT A LATERN IN BRADFORD

We are inviting supporters to remember and celebrate the lives of loved ones at a special carol concert held in partnership with the Bradford Bulls Foundation.

The 'Lantern of Life' event will take place at The Provident Stadium, Bradford, on Thursday,

December 10. Carols will be performed by local school choirs and mulled wine and mince pies will be served. A Christmas market will also be held, featuring a variety of food and craft stalls.

For more information, please visit www.ycr.org.uk/lanternoflife.

JOIN IN ON THE FESTIVE FRIDAY FUN ON 11 DECEMBER!

We're urging everyone in Yorkshire to have some festive fun on Friday 11th December and get involved with Festive Friday.

It's up to you what you do. Anything goes!

You could:

- Wear something festive to work or the pub
- Run a Christmas quiz
- Release your inner Mary Berry with a Christmas themed bake off
- Forgo Christmas cards and make a donation

Any idea is a good idea – just encourage your friends, family or colleagues to donate to your Yorkshire Cancer Research Festive Friday fun page. Don't forget to send us a photograph!

Please visit www.ycr.org.uk/festivefriday to find out more.