

Funding the Elimination of Cervical Cancer

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Category: Fundraising reports

Main theme: Theme 1 – Prevention, screening & early diagnosis

Subtopic: Equity and cancer prevention

Title: Funding the Elimination of Cervical Cancer

Abstract text: Amount raised: AUD\$1,137,052

Background and context: With one of the lowest cervical cancer incidence rates in the world, Victoria is on track to eliminate cervical cancer

However inequities in cancer screening, timely diagnosis and treatment and HPV immunisation mean there is a risk of cervical cancer becoming a disease of the disadvantaged

Aim: Raise AUD\$1.45 million to accelerate the equitable elimination of cervical cancer in Victoria (Australia) by 2030.

Strategy / Tactics: In developing a fundraising strategy for Cancer Council Victoria's Eliminating Cervical Cancer Fund we drew inspiration from traditional capital campaigns, with quiet and public phases and communication resources such as <https://conqueringcancercampaign.com/>

Phase One focused on securing a \$1M lead gift from a philanthropic partner and develop impact stories about cervical cancer prevention and early detection in communications sent to major donors

In Phase Two we introduced the Eliminating Cervical Cancer Fund to more major donors and prospects through 1:1 conversations and featured the fund in our Christmas letter with a call to action to contribute to the Fund

In Phase Three we introduced the Eliminating Cervical Cancer Fund to a group willing to become advocates for the Eliminating Cervical Cancer Fund and promote the Fund through their networks. These advocates have hosted two events. The first event was a 20-minute Digital Briefing in December 2021. This was designed to get a group of 50 prospective donors excited about our goal to contribute to the elimination of cervical cancer prior to an in-person event in early 2022. The second event, A Melbourne Moment, took place in March 2022 at an iconic Melbourne CBD building with a dinner of 60 influential guests. This raised \$56,000 for the Fund through an auction and pledges.

Over the coming years, we will work with our Advocates to identify prospective donors to the fund and build relationships with them

Programme process:

Cancer Council Victoria established the Eliminating Cervical Cancer Fund to close the inequity gap through a five-year elimination roadmap to:

1. Increasing cervical screening
2. Investigating and uncovering patient-level issues relating to vulnerable women and people at risk being lost to follow-up in the cervical screening management pathway.
3. Sustaining HPV vaccination confidence through media, community engagement and advocacy about efficacy and safety of vaccination

Costs and returns:

What was learnt: A strong alignment with our mission project team and ensuring these experts were in the room when securing gifts, helped to establish trust and credibility

As a project that largely impacts women, female voices has been important, ensuring that it was largely women making the donation ask, or female experts in the room

As donors and foundations became advocates and spokespeople for our work, it was important to develop shared messaging about the program to eliminate cervical cancer

Have you got a Conflict of Interest?: No

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