



**PROSTATE  
CANCER UK**

# AFC Wimbledon Football Club

## Official Charity Application - Prostate Cancer UK

### **WE HAVE A SIMPLE AMBITION:**

To stop men dying from prostate cancer. Working with the EFL over the last 6 seasons has given us a great platform in football, reaching fans through innovative and eye-catching campaigns, helping raise awareness and life-saving funds for this disease killing 1 man every 45 minutes. But now, we want to work closer with clubs, building a stronger and trusting relationship with their fans and in doing so, working towards creating a new prostate cancer test, benefiting and saving Dons' fans lives.

A partnership with AFC Wimbledon will not only support delivery of the first ever national screening programme for the disease, we will provide health awareness 'team talks' working with the AFC Wimbledon Foundation to reach men at risk and educate them about what a screening programme will mean.

Prostate cancer is the most common cancer in men, but it reaches far beyond the men who get it. Prostate cancer diagnosis affects everyone in the family: mums, daughters, sons, wives, partners, nephews and grandparents. As our national sport, football is a key player in tackling what is set to become football fans' biggest cancer threat.

Our end goal is ground-breaking and transformative, whereby the first national screening programme for prostate cancer in the world will be in place here in the UK. It will mean we only diagnose prostate cancers that need to be treated, and leave non-aggressive prostate cancers alone, saving thousands of lives and reducing the number of men who need unnecessary life changing treatment.

### **OUR SQUAD:**

Prostate Cancer UK are the leading men's health organisation in the UK. We exist to stop prostate cancer being a killer by investing in research and provide life-saving services including a national confidential helpline staffed by our Specialist Nurses for everyone affected by prostate cancer, including providing support to families living with a life changing prostate cancer diagnosis.

Our dedicated football project team has expertise in the media, storytelling, broadcast, commercial activity and partnership delivery within the football industry. We have a strong track record of fundraising, event management and delivery built on strong relationships with the EFL, the clubs and club community networks.

## THE OPPOSITION:

Prostate cancer is the most common cancer in men and kills one man every 45 minutes in the UK, that is over 11,000 every year. Today more than 330,000 men and their families are living with prostate cancer diagnosis. It is a disease which is already affecting everyone and by 2030, is predicted to be the most common cancer of all.

It is also a disease which affects some communities more than others. Black men are at double the risk of prostate cancer (one in four black men will get prostate cancer in their lifetime compared to one in eight men overall), and we also know football resonates strongly with this group of men.



The areas surrounding AFC Wimbledon currently has almost 5,900\* men who are living with prostate cancer, including Dons fan and father of three, Kevin Webber, who has incurable prostate cancer. However, with the help of AFC Wimbledon we will be able to provide support to men like Kevin and their families, alongside working towards our overall ambition of taming prostate cancer both around The Cherry Red Records Stadium and across the UK.

## PROSTATE CANCER UK - 2018/19 TARGETS:

Our work with the EFL has allowed us to build momentum and reach out to clubs, fans and famous names which has helped put prostate cancer on the map.

Our target for this season is to continue successfully raising awareness and funds with specific clubs and their fans through matchday collections, established events and coverage across club platforms with the support of managers and players.



**The pin badge represents you, me and everyone in the fight against prostate cancer, and we need to stand together to turn things around.**



**Neal Ardley, AFC Wimbledon Manager**

To ensure our targets are measurable, we propose completing a club survey at the beginning of the season to measure the understanding of prostate cancer amongst AFC Wimbledon fans. Following this, we can adjust our message throughout the year before completing a survey at the end of the season to measure its impact.

### **Awareness:**

- Increase prostate cancer awareness by 15% via a club survey at the start and end of the season

### **Fundraising:**

- Raise over £1,000 at a dedicated matchday throughout the 2018/2019 season
- Recruit a minimum of 11 riders for Football to Amsterdam 2019, each raising a minimum of £1,000

## OUR FIXTURES – THE 2018/19 SEASON:

### July 2018

Partnership to be launched, alongside The Football March for Men on 22<sup>nd</sup> July, across AFC Wimbledon and Prostate Cancer UK channels, outlining objectives, planned activity and how fans can get involved. Prostate Cancer UK will provide a fan survey to gauge an understanding and awareness of prostate cancer amongst AFC Wimbledon fans.



### September 2018

Launch our fundraising activity plan for the 2018/19 season to the AFC Wimbledon fans, including matchday collections, our annual events and additional fundraising activities.

### October 2018

Dedicated matchday at The Cherry Red Records Stadium, including a matchday collection.

### November 2018 - January 2019

Continue promoting upcoming Prostate Cancer UK activity, including Football to Amsterdam and awareness related campaigns.

### February 2019

A life-saving 'team talk' alongside the AFC Wimbledon Foundation and their dedicated programmes for men aged 45+.

### June 2019 – Football to Amsterdam

Building on previous years, and the specific partnership with AFC Wimbledon throughout the season, we would aim to have a team of 11 riders, having a 'starting line-up' of Dons fans and staff tackling prostate cancer in the 145-mile cycle challenge.



### July 2019

Multi-channel campaign to thank AFC Wimbledon fans for their support during the 2018/19 season. Prostate Cancer UK will provide a secondary fan survey to measure the success of the partnership and how the understanding and awareness of prostate cancer has developed throughout the season.

## BENEFITS OF A PARTNERSHIP:

AFC Wimbledon have continually supported Prostate Cancer UK throughout our partnership with the EFL and an official relationship between the club and the charity would help continue this legacy. The Dons have been one of the stand out clubs in this partnership, consistently raising substantial amounts via matchday collections and Football to Amsterdam, totaling almost £8,000.

In June 2018, David Welch, Dennis Gleeson, Ian Hicks, Laura Hart and Terry Hunt

successfully cycled to Amsterdam raising over £5,000 in the process for Prostate Cancer UK. The support shown by the Dons fans via Football to Amsterdam, shows that Prostate Cancer UK is a charity close to the heart of AFC Wimbledon, the staff and their fans.

The club's social media following of almost 150k and accumulated attendance of almost 100k is an excellent platform, alongside website coverage, and would be a significant benefit to Prostate Cancer UK as it would allow us to raise awareness of our cause, our annual events and how to support our fight against prostate cancer.

Almost 5,900\* men are currently living with prostate cancer in the surrounding areas of The Cherry Red Records Stadium, with this disease having a huge impact on their families too. It would be greatly beneficial to the football club and Prostate Cancer UK to come together, supporting the local families who have been impacted by the disease, alongside educating the local community about prostate cancer and how we plan to tame it.

## **FULL TIME: BLOW THE WHISTLE ON PROSTATE CANCER:**

This partnership will continue to embed our message within football, whilst our fundraising and awareness activities will enhance matchday and community outreach. Every AFC Wimbledon fan will know one man dies every 45 minutes of prostate cancer in the UK, and will know how they can help beat this disease and what the end goal is – to stop prostate being a killer.

In the end AFC Wimbledon will be able to truly say: “We helped blow the final whistle on prostate cancer in the UK.”

“ **My legacy is to try to ensure that other families will not have to go through what mine are right now and in years to come when I am no longer here.** ”

**Kevin Webber, AFC Wimbledon fan and father of three**



## **CONTACT DETAILS:**

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\*Data correct as of December 2015