



## Cancer Support Yorkshire

### Organisation details

Cancer Support Yorkshire are an independent, local charity that support people affected by cancer, providing emotional and practical support to individuals and families when they need it most. Their team of caring volunteers work hard to support everyone in their community affected by this, resulting in a high demand for their services.

### Project Details

#### Rebranding:

Cancer Support Yorkshire are in the process of changing their name to help the public understand their work is in Bradford and Skipton/Craven, and not across Yorkshire as their current name suggests. They have lost out on local fundraising and donations because people perceive them not to be local. They will also be relocating their premises so they can hone in on providing hyper-local support. Due to this, they are rebranding and need support updating and developing their brand. This includes developing a strong visual identity, crafting their brand story and creating a consistent brand voice. Support needed:

- Developing a new brand identity to promote the relaunch of their name and premises.

#### Digital Marketing:

Currently, the charity has a website and a regularly updated Facebook page. They would like to understand other forms of social media and how this could assist them in amplifying their reach. Having a greater online presence would also support them with fundraising initiatives, helping them to raise money for a much needed cause. They have a skilled team but are only a small charity, so any support around digital marketing would benefit them massively.

#### Support needed:

- Social media marketing- setting up of and how to best use Instagram, X, TikTok etc.
- Developing their website to ensure it's updated, maintained and fit for purpose.

#### Promotional work:

Despite being a small, independent charity, Cancer Support Yorkshire have already supported thousands of people from the local community and their families. With an abundance of amazing feedback from their users, it would assist them massively to have case studies promoting the impact CSY has had on their lives. This would raise their profile

and encourage more people who desperately need their support and help to reach out.  
Support needed:

- Creating case studies from previous users of CSY to document their impact.

Fundraising:

Currently, Cancer Support Yorkshire are highly grant dependent. They are looking to access other forms of funding in an effort to strengthen financial stability and ensure they can continue their services helping as many people affected by cancer as they can. They would welcome any support that can assist them with raising money through other means such as crowdfunding and use of online platforms, hosting events and other innovative ways to fundraise. Support needed:

- Developing fundraising initiatives independent of grants to enhance financial stability.

### **Number of volunteers**

We are open to working with a wide range of volunteers who are able to help us with the four projects above.

### **AOB**

The links to Cancer Support Yorkshire's website and Facebook page are pasted below:

Website: <https://cancersupportyorkshire.org.uk/>

Facebook: <https://www.facebook.com/CSYorks/>

### **Contact**

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