

Being an Ambassador for World Child Cancer

“Our Ambassadors generate vital funding and raise awareness of the challenges faced by children with cancer, and their families in the developing world”

Jon Rosser, Chief Executive

About World Child Cancer

Over 300,000 children worldwide develop cancer each year. If the illness is detected early enough, many of these children can be cured. Over 80% of children with cancer in the developed world survive. However, in developing countries, survival rates can be as low as 10%. World Child Cancer believes inequality in cancer treatment should not exist. Our vision is that every child, regardless of where they live, should receive the very best possible treatment and care and be able to realise their ambitions and dreams. World Child Cancer was established in 2007 and despite being only 11 years old, we are extremely proud of our achievements to date. We support over 5,000 children with cancer each year, and in order to do so, we need to secure over £2 million. You can find out more about our work in our [2017 Annual Review](#).

About the Ambassador Group

In the summer of 2016, seven ambitious individuals from the Housing, Financial Services, Music and Television sectors joined forces in London. Bringing together their shared passion to support children with cancer, experience and drive with the aim to raise £1 million. In two years, they have not only raised the profile of World Child Cancer within their industries, they have climbed a mountain, hosted seven events and raised a remarkable £300,000. Thanks to our Ambassadors, World Child Cancer has been able to reach even more children with cancer, and support their families, in some of the poorest areas of the world.

Why do we need you?

The London Ambassador Group has established itself as instrumental to World Child Cancer’s fundraising strategy. To continue this success and hit their fundraising target, we would like to have a network of Ambassadors from different sectors throughout the UK and internationally to continue raising funds and awareness for World Child Cancer.

What do you need?

A good network of contacts, a can-do attitude, enthusiasm and organisational skills. To be a voice and face for World Child Cancer with the desire to join a group of individuals who are already making a difference for children with cancer and their families all over the world.

www.worldchildcancer.org

Address for correspondence and registered office:

World Child Cancer UK, Unit 2.3, Lafone House, Leather Market, 11/13 Weston Street, London, SE1 3ER
World Child Cancer UK is a registered charity in England and Wales charity no 1084729

What commitment is required?

Whilst we appreciate that being an Ambassador is a voluntary role, we do require your commitment to be an active member of the group. In return, the Chair of the Ambassador Group and World Child Cancer's dedicated fundraising team will support you to achieve your goals. We require each member to commit to the following:

- ✓ Attend the Ambassadors meeting once a quarter
- ✓ Deliver your own fundraising activities either as a group, subgroup or on an individual basis
- ✓ Actively support, promote and/or attend World Child Cancer's calendar of events
- ✓ Support our Marketing and Communications strategy to raise the profile of World Child Cancer both in the UK and internationally; through broadcast, publishing, the internet and industry events
- ✓ Introduce World Child Cancer to your personal and professional networks; with a view to developing prospective donors and potential corporate partnerships

Why should you join?

- ✓ The Ambassador meetings are an opportunity for collaboration, sharing learning and brainstorming ideas but ultimately it is a fantastic networking opportunity
- ✓ Our Events team will provide you with all the resources you need to deliver outstanding events
- ✓ Our Marketing and Communications team will share your activities across our social media platforms
- ✓ You will be amongst the first to know about World Child Cancer's calendar of events
- ✓ We will keep you informed of the impact your hard work and support makes to the lives of children with cancer, and their families in the developing world

Where can you find out more?

To find out more about World Child Cancer, please visit our website www.worldchildcancer.org or if you are interested in joining the Ambassador group, please email jon.rosser@worldchildcancer.org in the first instance to set up a meeting with the Chair.

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