

A photograph of three women from the chest up, wearing light pink t-shirts. Each woman has a bright pink awareness ribbon pinned to her chest. They are standing close together, and their hands are partially visible, some resting on their arms. The background is softly blurred.

CANCER AWARENESS

Cause Toolkit

This toolkit is intended to provide your company with resources to best engage employees in your Groundswell Workplace Giving Program, by increasing awareness around cancer - the many types, and the different ways it might impact your employees and their loved ones. You can choose from the resources included in this toolkit to determine what will work best to educate and engage your employees around this cause.

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Overview



Cancer is not a monolith, and the ways in which it impacts lives varies. There are numerous types of cancers, affecting different genders and age groups. There are also different risk factors, early detection, diagnosis, and treatment options.

Many people diagnosed with cancer and undergoing treatment cannot afford to stop working. But it is estimated that 50% of all people with cancer are afraid to tell their employers, whether because of stigma or insecurity that exists for people with cancer in the workplace.

Below is a brief overview of some common cancers; for more detailed resources on all types of cancers, we encourage visiting the [American Cancer Society website](#), which has an extensive library of resources.

- **Pediatric Cancer:** Pediatric cancer remains the leading cause of death by disease for children under the age of 14. Each year in the United States, an estimated 15,780 children are diagnosed with cancer. And more heartbreaking, 20% of children living with cancer in the United States will not survive it.
- **Breast Cancer:** Breast cancer is the most common cancer worldwide and the most common cancer diagnosed in American women. Globally, breast cancer now represents one in four of all cancers in women. Since 2008, worldwide breast cancer incidence has increased by more than 20 percent. Mortality has increased by 14 percent. However, researchers continue to make tremendous strides in understanding and preventing the disease.
- **Prostate Cancer:** Prostate cancer is the second most common cancer among men after skin cancer. With early detection and proper care, it can be treated successfully. About 1 in 8 men will be diagnosed with prostate cancer in their lifetime. Regular screening can catch it early so effective treatment options can be identified.

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Facts and Data

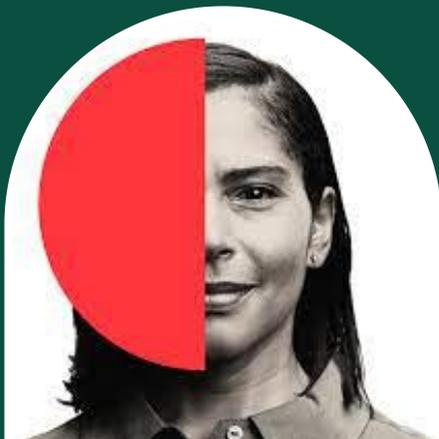
1 in 8

number of men who will be diagnosed with prostate cancer in their lifetime



The estimated number of new cancer cases expected to be diagnosed in the U.S. each year

1.9
million



50%

estimated number of people afraid to tell their employer about a cancer diagnosis

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Nonprofit Spotlights

There are many nonprofit organizations working to tackle cancer from all angles - including research, treatment, and broader patient support and advocacy, including in the workplace. Listed below are a selection of nonprofits you can find on the Groundswell app:



American Cancer Society

The American Cancer Society provides research and help in the effort to end all cancers. They do this by promoting healthy lifestyles to prevent cancer, research cancer and its causes to find better treatments, and fight for lifesaving policy changes.



National Breast Cancer Foundation

The National Breast Cancer Foundation delivers help and hope when those affected by breast cancer need it most—now. We provide help and inspire hope to those affected by breast cancer through early detection, education, and support services.



Cancer And Careers

Cancer and Careers empowers and educates people with cancer to thrive in their workplace, by providing expert advice, interactive tools and educational events.



International Myeloma Foundation

The International Myeloma Foundation (IMF) is the first and largest organization focusing specifically on multiple myeloma. Its reach extends to more than 525,000 members in 140 countries worldwide. The IMF is dedicated to improving the quality of life of myeloma patients while working toward prevention and a cure.



St. Jude Children's Research Hospital

The mission of St. Jude Children's Research Hospital is to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. Consistent with the vision of our founder Danny Thomas, no child is denied treatment based on race, religion or a family's ability to pay.



Movember Foundation

The Movember Foundation is the leading charity changing the face of men's health. We know what works for men – and what doesn't. Mental health and suicide prevention, prostate cancer and testicular cancer – we're taking them all on, challenging the status quo, shaking up men's health research and transforming the way health services reach and support men.



Living Beyond Breast Cancer

Living Beyond Breast Cancer is a national nonprofit that connects those impacted by breast cancer to trusted information and a community of support.

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Engage Your Employees

Kickoff

Company-wide email or blog post at the start of the campaign stating your company's support for increasing awareness of cancer, and your call to action. This could include a statement that your company plans to make the [#workingwithcancer pledge](#) - to signal support for those employees in your company that may have a cancer diagnosis and afraid to share that information.

Mid-Month

Share nonprofit recommendations from your impact team, employees, or from Groundswell's team - as well as links to what to READ, WATCH, or LISTEN to better understand challenges related to cancer and how it impacts different communities and demographic groups -- including those in the workplace.

End of the Month

Share the results of the campaign—how many employees participated/donated, number and amount of donations, etc.

If there is a time-sensitive match that expires at the campaign, remind employees to log into their Groundswell account to contribute and donate

Employee Engagement

Create the space for employees to engage in discussions about cancer, and how it might impact them or their loved ones. A cancer diagnosis can be a deeply personal - and perhaps upsetting - topic, this should be entirely optional and only for those who wish to share on their own terms.

It is also important to ensure that employees do not feel ashamed or afraid to share. Companies can provide critical leadership by providing a more open, supportive and recovery-forward culture in the workplace.

Support employees who may have a personal connection to specific types of cancer - and the nonprofits that are working to find cures. This might include providing time off or other support to employees who are running/walking/cycling in a race to raise awareness and funds for nonprofits working to fight cancer.

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Shareable Resources

Read

- [The Undying](#) by Anne Boyer
- [The First Cell: And the Human Costs of Pursuing Cancer to the Last](#) by Azra Raza
- [TOUGH: Women Who Survived Cancer](#) by Marquina Iliev-Piselli
- [When Breath Becomes Air](#) by Paul Kalanithi
- [Being Mortal: Medicine and What Matters in the End](#) by Atul Gawanda



Watch

- [The Long Goodbye: The Kara Tippets Story](#)
- [Mondays at Racine](#)
- [Crazy Sexy Cancer](#)
- [Be Here Now](#)
- [Thank You For Playing](#)
- [The C Word](#)

Listen

- [The Cancer Patient Podcast](#) - a podcast for cancer patients, by cancer patients, that dives into the real side of cancer.
- [Cancer Mom](#) - A warrior's mom bringing some rants, laughs, and ugly cries to fellow cancer parents as we support our kids during the fight of their lives.
- [Stupid Cancer Show](#) - a podcast that gives voice to the young adult cancer movement.



Groundswell is your ally in corporate philanthropy

Corporate giving programs aim to empower employees and help companies facilitate and support philanthropic efforts. As global access grows and corporations become more diverse, employee representation becomes an increasingly important subject.

Groundswell enables companies to lay the foundation for their employees to adopt a generous giving attitude towards charities and world-shaping efforts.

CONTACT

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