

THE
CATALYST
CLUB

INVESTING TO BEAT CANCER

CANCER RESEARCH UK



James Caan | Patron of The Catalyst Club



A PIONEERING VENTURE

IN THE NEXT
FEW YEARS,
WE COULD
CHANGE
EVERYTHING...

The Catalyst Club is
a pioneering venture to
raise £10 million to propel
forward the use of
personalised medicine
for people with cancer.

An introduction from Catalyst Club Patron, James Caan

Personalised medicine means matching patients to the most appropriate treatment based on their genetic make-up and that of their cancer, and it has the potential to radically transform people's lives.

It's something I am ambitious about because cancer affects so many of us and treatment is not a one-size-fits-all matter. However, it is only now that scientists are starting to know enough about the genetics of cancer to make personalised treatment a reality.

Together with ground-breaking advances in scientific technology, this has brought us to the brink of an exciting new era. New ways of understanding and treating cancer are within our reach - and so too are improved survival rates.

That's why I am delighted to get behind this initiative. I wholeheartedly support this incredibly important step forward in cancer treatment and I hope you will join me in becoming a catalyst for remarkable change.



James Caan
Patron, The Catalyst Club

OUR VISION IS THAT EVERYONE WILL RECEIVE THE MOST EFFECTIVE TREATMENT TO BEAT CANCER

A message from Professor Peter Johnson

I started to specialise in cancer medicine because I believed that one day we would be able to turn our knowledge about cancer biology into better treatments.

Now, with personalised medicine, it looks like that day is nearly here.

Our understanding of cancer genetics and scientific technology has advanced at an impressive rate, preparing the way for making personalised medicine possible. But with over 200 types of cancer already recognised, and only a few that can currently benefit from personalised treatments, there is much to be done if we are to bring the benefits of personalised medicine to everyone. It is because I believe we are really getting to the point of delivery that I am proud to be part of The Catalyst Club.

Like many people, I have lost friends and relatives to cancer whose treatments were chosen based on experience and intuition, rather than genetic evidence. I want to see the power of research brought to bear so that we can do better in the future.

I know it is possible. But it takes vision, commitment and some very special supporters to change the landscape of cancer treatment in such a fundamental way. That's what The Catalyst Club seeks to achieve.

If, like me, you find the prospect of transforming the landscape of cancer treatment within the next few years exhilarating, I urge you to get involved.

Thank you.



Professor Peter Johnson, Chief Clinician, Cancer Research UK

**'Personalised medicine
is the most exciting change
in cancer treatment since the
invention of chemotherapy.'**

Professor Peter Johnson
Chief Clinician
Cancer Research UK

Professor Peter Johnson |
Chief Clinician, Cancer Research UK

OUR VISION



IT'S NOT
THE SAME
CANCER

PERSONALISED MEDICINE

Personalised medicine means doctors being able to select the best drugs and other therapies for an individual patient based on their genetic make-up and the characteristics of their cancer.

The prospect of personalised medicine is changing the whole way we look at and respond to cancer:

Instead of classifying tumours based on where they grow in the body – such as 'breast cancer' or 'prostate cancer' – doctors are now starting to classify tumours according to their genetic make-up.

Already, we have seen that people with the 'same' cancer can actually have very different forms of the disease, which explains why responses to treatment vary so widely. At the same time, cancers growing in different parts of the body may share the same genetic faults and so respond to similar treatments.

Developing drugs that target these specific genetic faults, and tests to determine who will and will not benefit from them, are logical next steps.

Drugs such as Herceptin[®], which targets the HER2 fault in certain types of breast cancer; and Tarceva[®], which targets the EGFR fault in certain types of lung cancer; have already shown how successful these targeted drugs can be.

Kick-starting a new wave of personalised treatment is the primary motivation behind the development of The Catalyst Club and as a member, you will share in each success.

WHEN TREATMENT GETS PERSONAL, EVERYONE BENEFITS

Personalised medicine
may be about the individual
– but the benefits are far
more wide-reaching.

For patients... it will mean avoiding ineffective treatments and their often serious side effects, access to a range of new more effective, targeted treatments and a greater likelihood that the outcome will be successful.

'It's a way to target the cancer more effectively with less 'collateral damage' – a great idea with life changing potential.' Rob Gambi, Cancer survivor & supporter of Cancer Research UK

For scientists... it will mean the ability to develop new drug treatments that target specific genetic faults and to design more efficient clinical trials with the subgroups of patients most likely to benefit - speeding up the journey of effective new drugs 'from bench to bedside'.

'Being able to select the right group of patients for a clinical trial will help us get our promising new drugs from the lab into routine clinical use much faster.' Professor Paul Workman, Director of Cancer Research UK's Cancer Therapeutics Unit

For doctors... it will mean access to the high-quality genetic tests that enable them to tailor treatment for each patient, and a growing 'cabinet' of targeted drugs to choose from.

'Finding new treatment options for my patients with ovarian cancer can only come from understanding more about the genes that drive the disease. I can now envisage a day when I will be able to walk into the clinic and know that we can help each woman by choosing the best possible treatment.' Dr James Brenton, Addenbrookes Hospital

For the NHS... it will mean time and cost savings as doctors can avoid giving treatments to people who have little chance of benefiting from them and also spend less time and resources treating the side effects. This will also free-up funds for other purposes.

'There is no doubt in my mind that personalised medicine is the way forward in cancer treatment. We have a unique opportunity to lead the world in implementing this new type of care for all cancer patients through the NHS. I am very excited about what this means for individual patients and healthcare in the UK as a whole.' Professor Mike Richards, National Clinical Director for Cancer and End of Life Care

As a Catalyst Club member, you will play a pivotal role in preparing the ground for these extraordinary achievements.



A close-up portrait of Vanessa Babbage, a woman with dark hair, smiling slightly and looking off-camera to the left. She is wearing a purple top and a necklace with large, dark, oval-shaped beads. The background is a solid teal color.

Vanessa Babbage | Cancer survivor and
Cancer Research UK supporter volunteer

A BETTER CHANCE

CATALYSTS CAN SPARK REMARKABLE PROGRESS

Cancer Research UK's expertise across the whole spectrum of cancer science means we are ideally placed to make personalised medicine a reality for cancer patients.

The **£10 million** raised by Catalyst Club members will enable us to make pivotal achievements in three important areas:

Exploration – by funding the complete genetic mapping of oesophageal cancer; as part of a the landmark International Cancer Genome Consortium initiative, members will help to:

- Identify the genetic faults that drive oesophageal cancer growth.
- Pinpoint the focus areas for future drug development.
- Complete a bold global initiative to map the genetic faults in 50 types of cancer.

The Catalyst Club will contribute **£4.5 million** to this vital exploration phase, making a direct impact on this hard to treat and rapidly increasing form of cancer.

Translation – by funding access to the most sophisticated and powerful genetic technology, Catalyst Club members will help our world-class scientists to:

- Genetically analyse collections of patient samples faster than ever before.
- Use this analysis to ask clinically important questions such as why in a group of people with 'the same cancer', some respond to a treatment while others don't and what the genetic differences are that underlie this.
- Understand even more about the genetics of cancer, and open new avenues for targeted drug and genetic test development.

The Catalyst Club will contribute **£4 million** to this vital translation phase, directly funding the very best research projects into many different types of cancer – this could not happen without your support.

Application – by supporting a pioneering scheme to examine how powerful genetic testing of cancer can best be rolled out across the NHS, Catalyst Club members will help to:

- Provide proof of principle that routine, high-quality cancer genetic testing is possible and cost-effective within the NHS.
- Link this genetic information to patients' treatment history and outcomes, to help drive further research into targeted treatments.

The Catalyst Club will contribute **£1.5 million** to this vital application phase. This will enable us to leverage over **£15 million** in further funding from the pharmaceutical, diagnostics and informatics industries and the Government-funded Technology Strategy Board.

MAKING THINGS HAPPEN AT THE VERY CUTTING EDGE OF SCIENCE

A new way to come
together and fund
Cancer Research UK's
most compelling science.

The Catalyst Club is a new way for Cancer Research UK supporters to come together and make things happen at the very cutting edge of science.

Genetic know-how meets financial savvy

Collectively, Catalyst Club members will contribute **£10 million** to the personalised medicine appeal.

We're seeking a contribution of **£100,000** from each member and we anticipate that the majority of club members will pledge their gift over three years.

UK tax payers paying income tax at 50% and using Gift Aid can reduce the cost of their total donation to **£50,000** as a single donation or **£16,666.25** a year if paying annually.

	Annual donation (for three years)	Single donation
Your gift	£26,666.00	£80,000
Tax you can reclaim	£9,999.75	£30,000
What your gift costs you	£16,666.25	£50,000
Tax reclaimed by the charity	£6,666.50	£20,000
Total value of your gift	£33,332.50	£100,000

Should there be a surplus after the specified commitments have been met, funds would be directed towards other relevant research in the field of personalised medicine.

These calculations are based on the highest tax rate of 50%. If you want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self Assessment tax return. If you would prefer to make your donation via Shares, a Charitable Trust, a Company, or if you are a US tax payer, please contact The Catalyst Club on 020 3469 5486 or email thecatalystclub@cancer.org.uk.

Dr Rebecca Fitzgerald | Principal investigator
of oesophageal cancer ICGC project

A BOLD NEW WAY



Rob Gambi | Cancer survivor and supporter of Cancer Research UK

LIFE CHANGING

WHAT DIFFERENCE WILL PERSONALISED MEDICINE MAKE FOR PEOPLE WITH CANCER?

'A personalised medicine approach totally makes sense to both target the cancer more effectively and efficiently with less 'collateral damage'. It's a great idea with life changing potential if it can be made a reality for people diagnosed with cancer.'

Rob Gambi

Cancer survivor and supporter
of Cancer Research UK

A personal perspective from Rob and Jo Gambi

Rob's first diagnosis

When Rob Gambi was diagnosed with Hodgkin's lymphoma back in 1993, he was overwhelmed by questions and thoughts:

'What should I tell my parents? What do I do about work? How long have I got? Am I going to die? I'm not ready to die... Then my mind immediately flicked to what do we do? What's the treatment?' says Rob; 'and I also started going through all the things I'd like to do but might not get time for.'

Rob was only 33 years old at the time and lived a very healthy lifestyle – getting cancer 'didn't seem to make sense'. However, Rob's physical strength and inner resolve helped him through his cancer treatment and he appeared to make a good recovery.

Rob's second diagnosis

When Rob met Jo he told her all about his cancer. But nothing could prepare them for that cancer coming back. Even Rob's oncologist was shocked.

'I was numb' says Rob; 'and in denial, then really angry. Because I had Jo, my sense of time being stolen was even greater. And Jo experienced similar feelings: 'I was scared that our time with each other was potentially being cut short' she explains; 'and when we were still young and only recently married.'

Getting through treatment

Then there was the treatment to get through – surgery, followed by aggressive chemotherapy and radiotherapy, which caused some very unpleasant side effects. >>

GRABBING HOLD OF LIFE

'It's so encouraging for me to think that, should Rob ever be unfortunate enough to suffer cancer for a third time, personalised medicine could deliver an even better outcome for him.

Personalised medicine offers immense and tangible hope to everyone – whether they have already suffered cancer or are worried that one day they might.'

Jo Gambi
Wife of cancer survivor
and supporter of Cancer
Research UK

'I just wanted to hibernate - curl up, go to sleep and wake up when it was all over' says Rob. 'I felt constantly exhausted, nauseous, weak and out of breath. And I had to push any worry to the back of my mind, because I knew it wasn't helpful.' Things were similarly tough for Jo; 'It was very hard to be standing on the side lines' she explains; 'although I could offer support, at the end of the day it was Rob who had to have the surgery, chemo and radiotherapy.. I couldn't relax or feel confident about him being OK until we were given the final all clear.'

Grabbing hold of life

Since surviving cancer, Rob and Jo have both been determined to live life to the full and follow their dreams, and they have gone to extraordinary lengths (and heights) to pursue this ambition – reaching seven summits and two poles together, among other achievements.

They are also great supporters of Cancer Research UK:

'We trust Cancer Research UK 100%. The Catalyst Club proves once again that they are at the forefront of research – and this new club gives committed supporters a chance to join them there.'



Rob Gambi



Jo Gambi

Jo Gambi | Wife of cancer survivor
and supporter of Cancer Research UK

TANGIBLE HOPE



Tony Selman | Cancer survivor and
Cancer Research UK supporter volunteer

A UNIQUE EXPERIENCE

AS A CATALYST CLUB MEMBER, YOU WILL BE PART OF OUR TEAM

As a Catalyst Club member, you will be part of our team and can expect a unique supporter experience:

Opportunities to meet our clinicians and scientists, those who are driving personalised medicine – including workplace visits where you can 'see the science happen'.

Twice-yearly updates plus breaking news alerts – giving you an in-depth understanding of how you are enabling transformational research.

Invitations to exclusive Catalyst Club events – where you can meet senior Cancer Research UK staff members, including eminent clinicians and leading scientists, and hear the stories of people who have experienced cancer treatment.

Prior notice of our most popular events – to recognise your commitment to the charity and ensure you can get hold of the tickets that usually sell out.

Acknowledgement of your generosity – your name will be included on The Catalyst Club roll of honour board and a 'thank you' in the charity's Annual Review.

An in-depth impact report at the end of three years – so you can clearly see the progress made and the impact this will have for current and future generations.

AN EXCITING NEW APPROACH TO MAJOR CHARITABLE GIVING

A message from The Catalyst Club Chairman, Dean Atkins

The idea of being directly involved in making personalised medicine a reality, seeing the impact of my investment and achieving something tangible is particularly appealing to me – and hopefully to you. As Catalyst Club members, we can 'move the bar' in a way not possible as individuals, by capitalising on financing already secured from central government and major corporates.

Personalised medicine is clearly the future, and offers truly exciting potential for beating cancer:

By financing the mapping of the genetic profile for oesophageal cancer, one of the most virulent forms of cancer, and paving the way for improving its treatment, we will achieve a landmark step forward of which we can all be proud.

And that's just one of the three vitally important outcomes that Catalyst Club members will achieve together, ultimately helping many more of the 300,000 people diagnosed with cancer every year in the UK, to survive.

I am honoured to have been asked to chair The Catalyst Club, and hope that you will consider joining us to become one of our members who will help to move the field of personalised medicine forward.

It promises to be an extremely rewarding experience.



Dean Atkins, Chairman of The Catalyst Club

**'An exciting new approach
to major charitable giving,
combining philanthropy with
some basic business principles.'**

Dean Atkins
Chairman of The Catalyst Club

A close-up portrait of a man with short brown hair and light blue eyes, looking slightly upwards and to the right. He is wearing a dark suit jacket over a light-colored collared shirt. The background is a solid teal color.

Dean Atkins | Chairman of
The Catalyst Club

EXCITING
POTENTIAL

Ly Anh Dang | Cancer survivor and
Cancer Research UK supporter volunteer

A close-up portrait of a woman with dark hair and bangs, looking directly at the camera with a neutral expression. The background is a solid blue color.

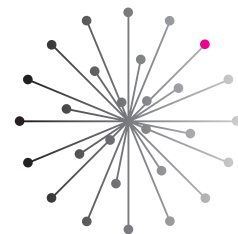
THANK YOU

IF YOU ARE INTERESTED IN BECOMING
A CATALYST CLUB MEMBER, PLEASE
CONTACT THE CATALYST CLUB ON:

TEL 020 3469 5486 OR EMAIL;
THECATALYSTCLUB@CANCER.ORG.UK

OR COMPLETE THE FORM ENCLOSED.

INVESTING TO BEAT CANCER



THE
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