A revolution in the making

More than one in three of us will develop cancer at some point in our lives. But right now, thanks to unprecedented discoveries and technological advances, a revolution is underway that’s transforming our understanding of the disease. It’s a revolution that will change the face of cancer treatment forever, and we need you to be part of it.

We now know:

People with the ‘same’ cancer eg, breast cancer, can have very different forms of the disease, and respond to the same treatment very differently.

Tumours in different parts of the body may share the same genetic faults and respond to similar treatments. We’re already using this knowledge to improve cancer treatment.
These cutting-edge developments mean that treatment will no longer be ‘one size fits all’. Advances that our researchers are making in the laboratory right now will mean that doctors can match patients to the particular treatment most likely to help them beat the disease. We call it personalised medicine. It’s the future of cancer treatment.

But if we’re going to carry this forward, we’ll need major commitment – and investment – from some very special supporters. The returns don’t get better than this – effective, targeted treatment, geared to each individual, that will save thousands of lives.

We need to raise £10 million, dedicated to further unravelling the genetic secrets of cancer and driving this new era of personalised treatments forward.

“I can now envisage a day when I will be able to walk into the clinic and know that we can help each patient by choosing the best possible treatment”

Dr James Brenton, Addenbrooke’s Hospital
“Personalised medicine is about the individual, but the advantages are far more wide-ranging. When treatment gets personal, everyone benefits.

**Patients** will receive more effective, targeted treatments and a much better chance of a successful outcome.

**Scientists** will be able to develop more effective tests and treatments that target specific genetic faults, faster than ever before.

**Doctors** will be able to use these tests and new drugs to tailor treatment to each patient.

**The NHS** will benefit in many ways. Doctors will be able to provide their patients with tailored treatments, so they’ll avoid having to treat unnecessary side effects, freeing up valuable time and resources.

But we need your support to drive us forward in this revolutionary new era.

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“Personalised medicine is the most exciting change in cancer treatment since chemotherapy”

Professor Peter Johnson
Chief Clinician, Cancer Research UK

“Like all Club members, I’m amazed and inspired by the science at the heart of our research”

Dean Atkins, Founding Chairman & Catalyst Club supporter, Co-Chief Executive Officer, Kinson Capital
Personalised medicine means doctors can select the best treatment for an individual based on their genetic makeup and the characteristics of their cancer.

“We will have a lasting impact on how cancer is treated across the world”

James Caan
Patron, The Catalyst Club
Founder and CEO of Hamilton Bradshaw

Funding from The Catalyst Club members has already supported some remarkable developments.

Work is underway that will further uncover the genetic secrets of cancer and lead to new tests and drugs to improve and personalise treatments. As part of an international effort to decode fifty types of cancer, we are funding an ambitious project focusing on the genetics of oesophageal cancer, one of the most difficult of all cancers. We have also laid the foundations for turning genetic knowledge into more effective treatment for patients across the UK.

Over the next few years, as our knowledge grows, we’ll be driving forward the science that will ensure the success of personalised medicine. More and more targeted tests and drugs will come into use and begin to improve and save lives. And that’s where you come in...
“A great idea with life-changing potential”

Rob Gambi
Cancer survivor and Cancer Research UK supporter
Managing Director, UBS

“The Catalyst Club has helped leverage £16.4 million from the pharmaceutical and diagnostics industry and Government-funded Technology Strategy Board. The Government has also pledged a further £100 million to sequence 100,000 patient genomes, many of which will be from cancer patients.” Harpal S. Kumar, Chief Executive, Cancer Research UK

Funding progress

The £10 million that is raised by The Catalyst Club members is funding our most ambitious projects to date.

These include:

- **The complete genetic mapping of oesophageal cancer** to discover new ways to combat this difficult and increasingly common disease.

- **Our unique Stratified Medicine Programme**, establishing the principles of cost-effective and clinically relevant genetic testing in the NHS, driving future research and aiming to make an impact on survival for one of the most difficult of all cancers, lung cancer. Carried out in partnership, our investment in the programme is allowing us to leverage millions in further funding from government and industry.

- **Giving our best scientists access to the world’s most powerful genetic technology** giving unprecedented insight into the genetic secrets of cancer and opening up new avenues of targeted drug discovery.

- **The world’s first study to track the genetic evolution of cancer**, enabling scientists to get to grips with the changing genetic landscape of lung cancer, understand its impact on drug resistance, and identify the key genetic changes to allow more tailored treatment.
“Join me and The Catalyst Club as we drive forward personalised medicine research to revolutionise the way cancer is treated now and in the future”

Emma Griffin
Chair, Catalyst Club Board

Cancer Research UK is the world’s leading charity dedicated to beating cancer through research. Our unparalleled scope, breadth of expertise and network of collaborations mean we’re uniquely placed to bring forward the day when all cancers are cured. As a member of The Catalyst Club, you’ll be playing a crucial role in helping us achieve that vision.

The transformation of cancer treatment is within our reach and an opportunity we cannot afford to miss. But we can’t do it without you. The Catalyst Club gives you:

**Opportunities** to meet the scientists who are making personalised medicine a reality.

**Twice-yearly updates** and breaking news alerts to give you in-depth knowledge of our progress.

**Invitations** to exclusive club events where you’ll meet senior Cancer Research UK staff, including eminent clinicians and scientists.

**Your name** on the Club’s roll of honour – and a big thank you in our Annual Review.

To find out more about how you can make personalised medicine a reality and play a part in all our futures, contact Catherine Hart on 020 3469 5028 or email thecatalystclub@cancer.org.uk
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