

CAC News #2

April 2024



climbersagainstcancer.org

CAC is back!

Thanks for the positive feedback on our [first issue](#)! We're back with more CAC news!

Ten-year T



CAC turned 10 in 2023! And over those years, we have donated **over £500,000** to **cancer research** around the world.

We decided to celebrate with an **anniversary T shirt**, echoing the commemorative one that marked our founder

John Ellison's passing, which said 'Keep smiling'.

The anniversary version says 'Still smiling 10 years on'. The F*CK CANCER middle finger on the back certainly seems to strike a chord! We've had an amazing response, often selling out at different events. **Online sales alone have brought in over £8,000 so far!**

Can we make it £10k for 10 years?!

Ten-year grants

As a reminder, and to mark our 10th anniversary, **we aim to give £10,000 each to 10 deserving organisations**, ideally on every continent.

So far, we have presented 3 cheques, in Monaco, the UK and Serbia. The Trustees recently agreed to also fund projects in Nepal, Tanzania, Canada, the US and France. More detail and photos to follow!

Do tell your favourite researchers and support charities about us (and get them to fill in [a funding application form!](#)) so we can **hit our target 10 donations before the anniversary of the charity's official registration, in August 2024.**

Jessica Baker, in memoriam

A keen young climber and supporter of CAC, Jessica was tragically killed when her school bus was involved in an accident last year. She was only 15. An online tribute page was set up by her family, asking that contributions be made to CAC. Incredibly, **over £6,500 was raised**, and a sponsored teachers' karaoke at her school added a **further £1,300.**



We had been waiting for permission from Jessica's parents to publicise this incredible outpouring of support for the family and generosity towards our cause. Our most grateful thanks to all concerned.

Raising funds AND awareness, part 1



Part of our remit, and something John was passionate about, is raising awareness. Whether on risk factors, prevention or treatments. For example, did you know that 1 in 15 men and 1 in 18 women will be diagnosed with bowel cancer during their lifetime? (*continues overleaf*)

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The awareness colour for Bowel Cancer is Blue, so from April right through until the end of June, all the profits (typically around 40%) from the sale of every blue item of CAC merchandise will be donated to Bowel Cancer UK via Work for Good.

Raising funds AND awareness, part 2



Pink is the awareness colour for Breast Cancer. All profits from every pink item of CAC gear sold from October through December 2023 were added to £5,000 from CAC's charity funds and topped up by sales of a special

collaborative CAC/BMC T-Shirt from [The British Mountaineering Council \(The BMC\)](#) and supported by Ultra Distance Runner Nicky Spinks with her [30 Day Challenge](#). Altogether, £6,747 were raised and presented at The Climbing Works International Festival ([CWIF](#)), where some of our ambassadors 'just happened' to be competing... More details [in our article](#).

Also at the CWIF they presented a **£7,568** cheque at the CWIF from September's [Global Awareness Month](#) in collaboration with [Prostate Cancer Research](#).



All profits from every blue item of CAC gear, plus the CAC/BMC collaborative T-shirt and a further £5,000 from CAC's charity funds, went to make up the impressive total.

Raising funds AND awareness, part 3

May is skin cancer awareness month, and we have actions lined up for that too! Subscribe to our socials so you don't miss out!

Sprechen Sie CAC?

John was very keen that CAC should make a global impact, which is why we try to give out grants on every continent.

We thought that our product range might reflect that too, hence our [multi-lingual T shirt](#). Can you identify all the languages on the back?



So far, you've contributed **over £1,000** to the fight against cancer through sales of this particular model. Thank you so much!

No rest til Everest!



Everest Climbers Against Cancer

This June, we're reaching out to everyone in the outdoor and climbing communities to join in the ultimate challenge to become **Everest Climbers Against Cancer**.

On a bike or on foot; on road, trail, rock or plastic; solo or as part of a group; and over the course of the whole month or in a single push; there are many ways for you to accumulate the 8,848m equivalent to an ascent of the World's highest summit. [More details in our website article!!](#)

*We are constantly amazed at the number of orders we receive from far-flung destinations, and love pictures of you in your CAC gear in amazing spots. Also amazing is your creativity, imagination, and sheer determination in [fundraising events](#), which we are keen to showcase so do **send us your stories and pictures**, we love to share!! Through these and your generous donations, you raised **over £45k** in 2023. **Can we beat that in 2024?***

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