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BIRMINGHAM FUNDRAISING EXPERTS HELP CANCER CHARITY OPEN NEW CENTRE...

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A ground-breaking team of Birmingham-based charity and fundraising experts has helped a small cancer charity open a new treatment centre which will benefit hundreds of patients.

raisemore, based at Fort Dunlop, specialise in helping small and growing charities maximise potential income from donors – leaving them much greater impact in a highly competitive marketplace.

In a sector where major charities have huge budgets and much louder voices, raisemore operates a paid-by-results system which means any size of organisation can benefit from their support – without up-front costs.

raisemore's latest partnership is with PDT for Cancer Cure, a relatively unheard of charity in the UK, but one that is making an invaluable contribution to the treatment of cancer patients.

PDT for Cancer Cure, based in Northampton, provides specialised treatment through a method called photodynamic therapy (PDT) – an alternative to non-invasive treatments such as radiotherapy and chemotherapy.

But as a small charity, one of PDT's biggest challenges is to raise the funding to enable them to continue to roll out their work.

Their partnership with raisemore has reaped significant benefits. raisemore has only recently launched its services, but is already working with more than ten charities across the UK in a variety of sectors.

The fundraising initiative has meant that on Wednesday June 19, PDT for Cancer Cure opened their latest PDT centre at The Royal Cornwall Hospital, in Truro. They have donated the most technically advanced, cost-effective and efficient PDT equipment to the hospital, enabling them to set up a new treatment centre which benefits hundreds of patients in the area.

Claire Healy, managing director of raisemore, said tangible successes such as PDT was testament to the growing success of the charity partners that raisemore worked with. "All of raisemore's work is done on a paid-by-results basis, so any size of organisation can benefit from our support without up-front costs," said Claire.

"PDT for Cancer Cure was one of our first charity partners at raisemore, and we have been working with them for only XX months but already we are seeing a huge impact on their fundraising income, which is just outstanding considering the size of the operation and the brand awareness that they have compared to the major, dominating national cancer charities.

"We have not been going for long, but our team have decades of combined experience in the fundraising world – not only that, but we have pulled in the best third party providers to ensure we can offer the most efficient fundraising solution for all charitable organisations – no matter what their size," added Claire.

"PDT for Cancer Cure's mission is to open these kind of centres in every community in the UK and we're so grateful for the support raisemore has given in generating much greater impact from our fundraising efforts," said Bill Loryman, the founder and trustee of PDT for Cancer Cure. "Because of this increased support, we have now installed a £12,000 lamp at The Royal Cornwall Hospital, which is the most critical piece of equipment needed for photodynamic therapy.

"We have also given the hospital £5,000 worth of a portable treatment system called Ambulight, which is a device that can be given to patients and administered anywhere, making the PDT treatment even easier."

raisemore offers a total support package which is based on a paid-by-results basis, so there is no barrier to entry and it is affordable for every size of not-for-profit organisation.