

UPDATED 2022



ellen
macarthur
cancer trust

Style Guidelines

Our brand and how we communicate



inspiring young people to believe in a **brighter future**



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Introduction

The Ellen MacArthur Cancer Trust brand reflects our ethos as an inclusive, friendly, fun, and impactful organisation.

These guidelines outline the main elements of the Trust's brand identity and provide guidance on its application.

The purpose is to give anyone who has a legitimate reason to use the Trust brand – including but not limited to agencies, design consultancies and media – the tools to make informed decisions about how to apply the brand appropriately.

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About the Ellen MacArthur Cancer Trust

The Ellen MacArthur Cancer Trust inspires young people aged 8-24 to believe in a brighter future living through and beyond cancer.

Young people remain vulnerable after cancer treatment as it comes at a time of rapid physical, emotional and social development.

For many young people simply picking up where they left off before their diagnosis just isn't possible. So, when treatment ends the Trust's work begins.

Why we're needed

Cancer treatment can have a significant impact on a young person's mental, emotional, physical and/or social wellbeing.

Cancer in young people leads to...



Poor mental health and emotional wellbeing



Ongoing late physical effects



Body image issues



Lower educational achievement



Barriers to getting a job



Relationship difficulties

What we do

The Trust runs free sailing and outdoor adventure trips for young people living through and beyond cancer from across the UK.

Young people typically join the Trust for the first time for a fun four-day yacht sailing trip from our bases in East Cowes, on the Isle of Wight, or Largs, on Scotland's west coast.

Many young people need continued support over time too. So, once a young person has sailed with the Trust for the first time, they can stay involved, either by returning for further annual trips or, if they are aged 18+, by becoming a 'Graduate Volunteer' to support other young people like them.

It is incredibly powerful and aspirational for a young person to meet an adult who had cancer when they were younger – 'Graduate Volunteers' symbolise a brighter future ahead and inspire those more recently off treatment.

Because of the Trust, young people feel...



Accepted

They meet and make friends with others who have had similar experiences – often for the first time – and stop feeling like 'the only one'.



Independent

They have fun and rediscover independence away from home and their 'cancer bubble'. They realise what they are capable of again, physically, mentally, and socially.



Optimistic

Their sense of purpose and self-worth increases and they start to re-establish their place in the world by getting back into education or work and reconnecting with family and friends.

which leads to...



**Improved
mental
wellbeing**



**Belief in
a brighter
future**

Our Impact – Theory of Change

THE NEED

Every year, 4,200 children & young people (0-24) are diagnosed with cancer*. Cancer affects physical, emotional, social, and mental wellbeing and education/ career prospects. These can be long-term.

OUR VISION

Every young person feels accepted, independent and optimistic living through and beyond cancer.

OUR PURPOSE

To inspire young people to believe in a brighter future living through and beyond cancer.

WHO



Young People

- Aged 8 – 24 (& siblings)
- Living in UK
- Living through and beyond cancer

Trust team network

- Hospital & charity partners
- Shore-based staff
- Skippers & volunteers
- Medics & medical adviser
- Yacht charter & outdoor activity partners

WHAT



Sailing, outdoor activity and canal trips

- Physical challenge
- Recreational experience
- Socialisation
- Peer support
- Inspiring role models
- Being away from home
- Change of perspective

Graduate Volunteers

Training programme for over 18s who have previously been on trips and return to support other young people

INDICATORS



How we know

- Number of young people on first time trips
- Number of young people on return trips
- Response rates to surveys
- Online engagement
- Satisfaction rates with trips
- Safe management of trips
- Graduate Volunteers trained
- Volunteers trained and retained

CHANGES



Increased sense of purpose

- Sense of accomplishment
- Personal growth

Increased feelings of self-worth

- Reduced anxiety
- Reduced self-doubt
- Reduced isolation

Improved optimism for the future

- Feeling able to take the next step

Improved autonomy

- Moving from patient to post-treatment
- Independence from treatment/family

IMPACT



Improved mental wellbeing

Ability to believe in a brighter future

The logo

Our logo suite has been updated for 2022 and includes variations of both logos and straplines. This section outlines how each of these should be tailored to the required audience and can provide flexibility in design.

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The Ellen MacArthur Cancer Trust logo

Our logo

The Ellen MacArthur Cancer Trust logo has been specially drawn and spaced. It comprises two elements – the charity name and unique sailboat icon.

A clear exclusion zone has been defined around the logo where nothing should appear – no text, pictures, or graphics. This should be the same size as the width of the sail at its widest point.



Standard logo

Colours

The preferred version of the Trust logo has all elements in the Trust primary blue – Pantone 639. It should be reproduced in full-colour and never as a tint of this colour.

This logo must only ever be used on white backgrounds or on light photos which give enough contrast so the logo stands out.

Contrast

Black – for when printing in colour is not available or reproduction quality is likely to be poor.

Reversed/white – for dark or bright backgrounds where it is not possible to use the standard logo.

The white version can be used on the Trust blue, Deep blue and Moonspray blue only.

All logo variations are available from the Trust in:

- EPS, JPEG, PNG, TIFF and PDF file formats
- CMYK or RGB colour profiles

You can download the logos from our Media Gallery at emctrust.photoshelter.com (registration/approval required).



Incorrect use of the logo

Protecting our brand

Protecting the integrity of the logo, by remaining faithful to the original artwork, is important. These examples demonstrate, but are not limited to, ways in which the logo should not be used.

Please do not...

1. Distort the proportions of the logo.
2. Attempt to recreate the logotype in other typefaces.
3. Stray from the recommended colour scheme.
4. Add shadows or keylines.
5. Enclose the logo within a shape.
6. Alter the arrangement of the logo.
7. Place the logo on top of busy images.
8. Alter the proportions of the logo elements.
9. Use the standard logo on a similar tone or colour that clashes with it.



Variations of our logo

In addition to our standard logo (and contrasts) there are three approved variations, which can be used for the following purposes:

Logo with strapline

This variation incorporates the strapline 'Believe in a brighter future'. It should only be used on content for which the primary audience is young people (and families).

Extra-long logo

This variation incorporates the strapline 'Inspiring young people to believe in a brighter future'. It can be used for the following purposes...

- when a longer/landscape logo works better than a square logo (for e.g. banners).
- on content for which the primary audience is fundraisers/donors/supporters.
- on general 'About the Trust' content, which is not specifically for/targeted at young people/families.

'Proudly supporting' logo

This variation incorporates the strapline 'Proudly supporting'. It should be strictly used by approved fundraisers/supporters **only** and supplied in agreement with the Fundraising Manager and CEO.

If you have any questions about which logo to use, please contact media@emcancertrust.org

Logo with strapline



ellen macarthur
cancer trust

believe in a **brighter future**

Extra-long logo



ellen macarthur **cancer trust**

inspiring young people to believe in a **brighter future**

'Proudly supporting' logo



Proudly supporting

ellen
macarthur
cancer trust

Standalone straplines

To provide flexibility in design, the two straplines – ‘Believe in a brighter future’ and ‘Inspiring young people to believe in a brighter future’ – can be used separate to but as part of the same layout as the standard logo. See pages 27-29 for examples of the logo and strapline in use. The standalone straplines should only be used for the same purposes as the logos with straplines as per page 11.

All logo variations and straplines are available from the Trust in:

- Black and/or white/reversed colour variations
- EPS, JPEG, PNG, TIFF and PDF file formats
- CMYK or RGB colour profiles

You can download the logos and straplines from our Media Gallery at emctrust.photoshelter.com (registration/approval required).

All advice around ‘Protecting our brand’ applies to each logo and strapline variation (see page 10).

If you have any questions about which strapline to use, please contact media@emcancertrust.org

Long full strapline

inspiring young people to believe in a **brighter future**

Double line full strapline

inspiring young people to
believe in a **brighter future**

Shortened strapline

believe in a **brighter future**

Brand assets

The Trust has a clear brand identity, rooted in the fun, friendly, accessible and impactful organisation it has always strived to be. Use of colour, fonts, photography and icons are core to that identity. This section outlines how these assets can be used and/or combined to capture the essence of the Trust.

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Brand colours

The Trust palette comprises 3 primary 'brand' colours and 8 secondary colours.

Primary colours

The blues represent the sea and sky, and the freedom of being outdoors on the water experienced on Trust trips.

The primary brand colour is Trust blue (Pantone 639), used for all logo elements.

To have its greatest impact, the Trust blue should be used with restraint, for example it should only be used for the logo and graphics.

Moonspray blue (Pantone 2945) and Deep blue (Pantone 648) provide alternative design options to Trust blue, especially when accessibility (see p15-16) is considered.

Secondary colours

These include several green tones to continue the nature theme and sit comfortably alongside the Trust blues. A number of bright, warm colours are also available to create fun, vibrant designs fitting for a young person's organisation.

- When printing in four-colour, CMYK percentage values should be used.
- RGB values are provided for digital use.
- Tints in the stated percentages are also permitted.

Primary colour palette

Trust blue	10%
	30%
	50%
	70%
	90%
Trust blue	
Pantone: 639	
RGB: 0/165/217	
CMYK: 100/0/5/5	
HEX: #009EAO	
Moonspray blue	10%
	30%
	50%
	70%
	90%
Moonspray blue	
Pantone: 2945	
RGB: 0/105/170	
CMYK: 100/45/0/14	
HEX: #0069aa	
Deep blue	10%
	30%
	50%
	70%
	90%
Deep blue	
Pantone: 648	
RGB: 0/52/104	
CMYK: 100/62/0/52	
HEX: #003468	

Secondary colour palette

Purple dreams	10%
	30%
	50%
	70%
	90%
Purple dreams	
Pantone: 512	
RGB: 135/33/117	
CMYK: 50/100/15/10	
HEX: #872175	
Playful pink	10%
	30%
	50%
	70%
	90%
Playful pink	
Pantone: 206	
RGB: 228/14/98	
CMYK: 0/100/38/3	
HEX: #e40e62	
Violet night	10%
	30%
	50%
	70%
	90%
Violet night	
Pantone: 2607	
RGB: 80/8/120	
CMYK: 87/100/18/6	
HEX: #500878	
Ocean green	10%
	30%
	50%
	70%
	90%
Ocean green	
Pantone: 3165	
RGB: 0/83/94	
CMYK: 100/0/28/65	
HEX: #00535e	
Emerald green	10%
	30%
	50%
	70%
	90%
Emerald green	
Pantone: 3282	
RGB: 0/149/143	
CMYK: 100/0/46/15	
HEX: #00948f	
Lovehate lime	10%
	30%
	50%
	70%
	90%
Lovehate lime	
Pantone: 382	
RGB: 193/216/47	
CMYK: 29/0/100/0	
HEX: #c1d82e	
Sunshine yellow	10%
	30%
	50%
	70%
	90%
Sunshine yellow	
Pantone: 7408	
RGB: 255/194/34	
CMYK: 0/25/95/0	
HEX: #ffc222	
Sunset orange	10%
	30%
	50%
	70%
	90%
Sunset orange	
Pantone: 1665	
RGB: 243/116/33	
CMYK: 0/68/100/0	
HEX: #f37421	

Colour accessibility – Primary colour palette

Accessibility

The Trust is committed to being an inclusive, accessible organisation. Using the Web Content Accessibility Guidelines (WCAG) 2.0, combined with guidance from accessibility experts, we advise the following when considering text colour combinations for printed collateral and online/digital content. Combinations on bigger, more prominent marketing materials should be considered on a case-by-case basis.

If information must be absorbed and understood, content should comply as far as possible with this text guidance. Visuals, such as graphics, diagrams, and images, should be used with, or instead of, text to make it easier to access and understand.

This accessibility colour grid is specifically for text on websites or PDFs, but it is also a valuable indicator for any content which could end up being viewed on a screen or printed.

Large text: **standard weight** larger than 18pt
bold weight larger than 14pt

Digital designs that meet the AAA, AA and AA18 standards are highly accessible. These are the different levels you need to adhere to in order to be compliant with the latest WCAG accessibility standards.

TRUST BLUE	ANY TEXT	LARGE TEXT ONLY
Pantone: 639	Black (AAA)	Deep blue (AA18) Violet night (AA18) Ocean green (AA18)
MOONSPRAY BLUE	ANY TEXT	LARGE TEXT ONLY
Pantone: 2945	White (AA)	Black (AA18) Lovehate lime (AA18) Sunshine yellow (AA18)
DEEP BLUE	ANY TEXT	LARGE TEXT ONLY
Pantone: 648	White (AAA) Lovehate lime (AAA) Sunshine yellow (AAA)	Trust blue (AA18) Emerald green (AA18) Sunset orange (AA18)
WHITE	ANY TEXT	LARGE TEXT ONLY
	Black (AAA) Deep blue (AAA) Purple dreams (AAA) Violet night (AAA) Ocean green (AAA) Moonspray blue (AA) Playful pink (AA)	Emerald green (AA18)

Colour accessibility – Secondary colour palette

PURPLE DREAMS	ANY TEXT	LARGE TEXT ONLY	VIOLET NIGHT	ANY TEXT	LARGE TEXT ONLY
Pantone: 512	White (AAA) Lovehate lime (AA) Sunshine yellow (AA)		Pantone: 2607	White (AAA) Lovehate lime (AAA) Sunshine yellow (AAA)	Trust blue (AA18) Emerald green (AA18) Sunset orange (AA18)
PLAYFUL PINK	ANY TEXT	LARGE TEXT ONLY	OCEAN GREEN	ANY TEXT	LARGE TEXT ONLY
Pantone: 206	White (AA) Black (AA)		Pantone: 3165	White (AAA) Lovehate lime (AA) Sunshine yellow (AA)	Trust blue (AA18) Sunset orange (AA18)
SUNSET ORANGE	ANY TEXT	LARGE TEXT ONLY	EMERALD DREAMS	ANY TEXT	LARGE TEXT ONLY
Pantone: 1665	Black (AAA)	Deep blue (AA18) Violet night (AA18) Ocean green (AA18)	Pantone: 3282	Black (AA)	White (AA18) Deep blue (AA18) Violet night (AA18)
SUNSHINE YELLOW	ANY TEXT	LARGE TEXT ONLY	LOVEHATE LIME	ANY TEXT	LARGE TEXT ONLY
Pantone: 7408	Black (AAA) Deep blue (AAA) Violet night (AAA) Purple dreams (AA) Ocean green (AA)		Pantone: 382	Black (AAA) Deep blue (AAA) Violet night (AAA) Purple dreams (AA) Ocean green (AA)	Moonspray blue (AA18)

Brand typography

Fun, warm, and accessible typefaces

Logo typeface

The logo and straplines are set in a mixture of Light and Bold weights of the VAG rounded typeface. This font is simple, modern, and easy to read. It reflects our ethos as an inclusive, friendly, and fun organisation.

To have its greatest impact, VAG rounded should be used with restraint, for example in titles and headers. It should not be used for blocks of text.

Brand typeface

Freight sans is a clean, highly accessible font that relays a friendly feel. It is available in several weights and is primarily used for the main body text within a document. It can also be used for headings when appearing in corporate focused documents.

Where Freight sans is not available, for example, MailChimp or Salesforce, it is appropriate to use Trebuchet.

VAG rounded light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!/?/@£\$%&*()

VAG rounded bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!/?/@£\$%&*()

Freight sans book

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!/?/@£\$%&*()

Freight sans medium

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!/?/@£\$%&*()

Freight sans bold

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!/?/@£\$%&*()

Everyday typography

All everyday communications e.g emails, letters should be written in Trebuchet. This is an accessible typeface, which can be used in Microsoft Office 365, Windows, Apple macOS, Salesforce and Mailchimp.

Use font size 12 for blocks of text.

Make your text as accessible as possible...

- Avoid underlining and using italics – **use bold for emphasis.**
- Don't write words using all capital/uppercase letters.
- Left align text, without justification.
- Use only colour combinations classed AAA or AA on the Contrast Grid (pages 15-16).
- Spelling and grammar matter – inaccuracies and/or using unexplained abbreviations can make text difficult to read for someone with dyslexia or for whom English is not their first language. It could also affect screen readers.

Trebuchet regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!/?/@£\$%&*()

Trebuchet bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!/?/@£\$%&*()

Photography

Authentic, positive, and inclusive

When selecting images for any Trust branded materials or content it is important to use real-life photography. Stock imagery should only be used as a last resort.

All images should reflect the Trust's positive vision of 'a brighter future living through and beyond cancer' and be representative of all young people who are treated for cancer in the UK and can access Trust support, including (but not limited to) gender, sex, disability, age, race, religion or belief, and/or sexual orientation.

Active, upbeat photos should be prioritised over staged, passive/flat images to capture the essence of the Trust's impact.

Brand assets

The Trust has a bank of photos approved for use for promotion and publicity – these can be accessed at emctrust.photoshelter.com (registration/approval required).

Archived images saved on hard drives and/or other sources must **not** be used without getting permission from the Trust's Communications team at media@emcancertrust.org.

This is to make sure only photographs with the up-to-date consent of young people and/or parents/guardians are used publicly, and that the Trust can appropriately manage the process of withdrawing photos from use if required.

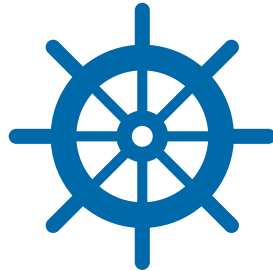


Icon styles

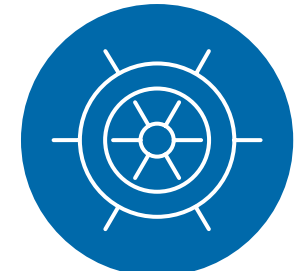
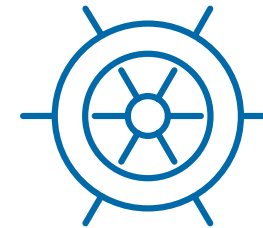
There are two styles of icons available to use. These consist of filled icons and outlined icons. It is recommended that the outlined version should be used for corporate focused collateral. Both styles of icons can be used within a circle or isolated.

You can view and download the full suite of icons from our Media Gallery at emctrust.photoshelter.com (registration/approval required).

Filled icon style



Outline icon style



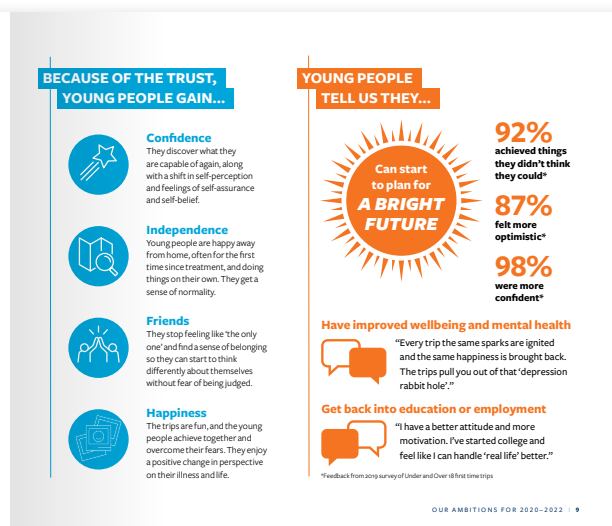
Brand in use

The Trust works with distinct audiences across the beneficiary, fundraising and corporate spectrums. Each of these requires a different tone and/or treatment, which includes use of colour.

This section provides examples of how certain colours and brand asset combinations are used for certain audiences to differentiate them and give them their own 'brand within a brand' identity.

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Trip focused

TOP 10 THINGS TO KNOW

- It's free!**
All Trust trips cost you nothing. We provide all the kit you need, although you can bring a little pocket money.
- UK wide**
You can come wherever you live in the UK. Travel is organised for you.
- Grouped by age**
You will be with people of a similar age when you come aboard.
- Not a competition**
You don't win a place. Everyone who is eligible can come.
- No cut off**
Neither will most of the other young people. You learn together.
- Never sailed?**
You bond quickly. You come on your own and leave as part of a community.
- Life's essentials**
There are showers and toilets for you. Each boat has a loo too.
- Medical care**
There are at least two qualified nurses on every trip.
- No pressure**
Many young people open up about their cancer but you don't have to.

Check us out on YouTube @emctrust

Watch young people talk about how the Trust helped them after treatment. Find out what to expect in Cows and Largs, discover the many sailing and outdoor adventure trips you could enjoy every year, learn the sailing basics before you even arrive and lots more!

Experience a trip now
Take a virtual 'glo' yacht tour and discover exactly what happens when you come on your first trip.

A trip is for you if you...

- Have had cancer or have a bone marrow failure syndrome.
- Will be eight by the time of the trip and were diagnosed before you turned 25.
- Are at least one year post Bone Marrow or Stem Cell transplant.
- Live in the UK.
- Can self-administer injections.
- Have the movement range to get in and out of a bath yourself.

We also run canal trips

Ideal for young people who are full-time wheelchair users, have very poor mobility, or require a high level of support from staff.

Keeping you safe

- We...
 - Have clear safeguarding processes and responsibilities for protecting children and vulnerable adults.
 - Ensure our safety procedures, for all activities meet or exceed industry standards.
 - Use best practice in safer recruitment and vetting for staff, supporters and volunteers.
- DBS/PVG check all staff, skippers and volunteers and run annual safeguarding training.
- Annually review our Code of Personal Conduct for all staff and volunteers.
- Have guidance for staff and volunteers about social media use and confidentiality.
- Are guided by feedback from across the Trust community to improve what we do.

Support the Trust

ONLINE:
ellenmacarthurcancertrust.org.uk

BY TEXT:
Text EMCTRUST and your amount to 70055 (e.g. EMCTRUST 10)

*Donation will default to £10 if you do not specify an amount. You will be charged the donation plus your standard rate.

How it works

YOUNG PEOPLE
We run FREE trips for two different age groups:
8-17 18-24 (yrs)

FOUR-DAY SAILING TRIPS
In Cows, Isle of Wight or Largs, Scotland

RETURN TRIPS
UK wide sailing or outdoor adventure trips

UNDER 18s
Can come back until they turn 18

OVER 18s
Can come on two Return Trips

MOVING ON
When a young person feels ready to move on from the Trust, the door is always left open for them to return.

Find out more and join us for a trip
Speak to your Young Lives or Cancer Social Worker or lead care nurse (qualify your Young Lives or Cancer Social Worker Specialist if you are) or contact a Teenage Cancer Trust ward for details, or visit ellenmacarthurcancertrust.org/our-trips to register your interest.

Register for a trip here

Support across the UK

Young people join us from Primary Treatment Centres across the whole of the UK

Other charity partners you might find us through:

- Cancer Fund for Children, Northern Ireland
- Brain Tumour Charity
- Childhood Eye Cancer Trust (CHET)
- Helixstock
- Blood Cancer UK
- Joshua Tree

"It changes your outlook and just makes everything feel lighter."
MEGAN

"The Trust helped rebuild my sense of individuality and confidence."
LUCIA

How does sailing help?
"You realise you're not the odd one out. It's magical."
OLIVIA

Under 18s
During treatment young people are naturally protected and wrapped in cotton wool. On Trust sailing trips, young people have fun, make friends, try new things, push themselves and meet others who just get what they have been through. Everyone achieves together and feels happy and positive. There is a transformational change in four days.

Over 18s
Having cancer during these pivotal years has a huge impact on education, career prospects and relationships. By coming sailing with the Trust, young adults find comfort in not being the 'hollywood' discover their voice and what they are capable of. They are inspired to become more independent and can start feeling positive about the future.

Get ready to volunteer!

ellen macarthur cancer trust

There is some preparation before a trip. Please use this checklist to make sure you have fulfilled the criteria. Once all the boxes have been ticked, you're all set to go!

- Two references provided by first-time volunteers. We will contact your referees directly, but if they do not reply we will ask you to chase them for your reference. You will not be able to volunteer until we have received two references.
- Completed DBS/PVG checks. DBS check (needs updating every three years). Scotland & NI: PVG Scheme Certificate (a rolling check, does not need revalidating). If you do not have disclosure connected with the Trust, or if it needs updating, our team will be in touch.
- Attended a Volunteer Training & Update event. All new volunteers must attend one of our Volunteer Training and Update events before your first trip. Current volunteers are expected to attend one every other year as a minimum.
- Completed a Child Protection course. All volunteers must have completed a Level 1 Child Protection course and have a certificate or training record as evidence. These must be renewed every three years. If you do not have this training or if it has expired, we will send you a link to a free online training course, which provides a certificate.
- Signed our annual Safeguarding agreement. Volunteers must read and sign our Safeguarding agreement every year before attending a trip. The link to the agreement will be sent to you via email.
- Travel arranged. You are responsible for booking your travel to and from the trip. If you are travelling with young people, you will need to arrange your travel to the trip application. The onward journey will be covered by the Trust, and vice versa on return.

What we do

Mental and physical effects of cancer can last longer after treatment ends. We welcome young people aged 8-24 (yrs) on sailing and outdoor activity trips to support and inspire them to believe in a brighter future through and beyond cancer.

That's where you come in! Your enthusiasm and can-do attitude will ensure young people have a fantastic time and that you get the most out of the experience too.

Young people benefit from bonding with others who have been through similar experiences, are empowered by taking responsibility, and feel a sense of achievement when they learn new skills. Your encouragement makes all the difference in helping young people take these significant steps.

Trips are first and foremost about having fun, but safety is paramount. You play a vital part in this. That means a willingness to throw yourself into your role, ensuring the safety of your team, and being a positive role model across the week.

How do young people benefit?

- An increased sense of purpose from personal growth and feeling of accomplishment.
- Self-worth is strengthened, reducing anxiety and self-doubt.
- Improved autonomy moving from patient to pool treatment life, without hospitals and formal dependence.
- Optimism for the future and feeling able to take the next steps.

Our purpose

- Our aim is to inspire young people to feel positive about the future, learning to sail is a bonus!
- Adventurous activities bring young people together, allowing for peer-to-peer support and encouraging them to get involved and feel in control again.
- Going through cancer as a young person is isolating. A Trust trip may be the first time they have met someone from their own age who they can relate to.
- Pushing physical boundaries and learning new skills helps them realise what they are still capable of achieving.
- Respecting young people makes a huge difference to their sense of self-worth.

believe in a brighter future

This belongs to:

Looking after your mental health

ellen macarthur cancer trust

What works for you

It's good to have a 'lookli' to help support your wellbeing and mental health. Here are some ideas.

Journaling

Writing down our thoughts and feelings can be massively beneficial to our mental health. Putting our thoughts on to paper allows our brain time to rest. Write about everything, from the challenges and worries you have, to the goals you achieved that day. And remember, goals come in all shapes and sizes, from getting out of bed and having a shower, to going out for a run.

Sleep

Sleep is important. We all need it. It's recommended that adults need 7-9 hours of sleep per night. Children and teenagers need more to enable their growth and development. Calm is a wonderful app that can help you rest and sleep well.

Hope

For those who are living with poor mental health, there is hope and there is recovery. Don't be afraid to talk about how you feel and ask for help if you need it.

Self-care

Take time to do the things you enjoy. This may be a Netflix marathon, taking a bath, calling a friend, listening to music, or reading your favourite book. You are incredibly important, so you must always make time for you.

Screen time

Take time out from social media, the news, and screen time. Several studies have suggested higher levels of screen use in children and teenagers is associated with reduced physical activity, increased risk of depression, and lower wellbeing. Take control, have time out, and switch them off.



ellen macarthur cancer trust

You're our HERO!

Thank you for supporting the Ellen MacArthur Cancer Trust

Fundraising Guide

believe in a brighter future

Welcome!

Thank you for choosing to support the Ellen MacArthur Cancer Trust – we're so excited you're here! You are about to join a group of fantastic fundraisers doing something amazing to help young people in their recovery from cancer.

If you're still looking for fundraising ideas turn to **page 4** to get inspired.

Ready to go? Head to **pages 8 & 9** for useful information to help get your donations off to a flying start.

Remember we have a digital resource pack ready and waiting for you on our website.



"On the trips some magic happens, and really it's not about sailing, it's about being together. We see a huge transformation in many young people the first time they come with us. We often have letters from parents saying 'thank you' for giving us our son or daughter back. Thank you for helping us make a difference."
Dame Ellen MacArthur, Founder and Patron

2 Fundraising guide

How YOU are making a difference

Each and every one of our fundraisers are crucial in supporting more young people in rebuilding their lives after cancer. Every penny you raise will make a huge difference.

Where could your fundraising go...

£15
Supplies summer essentials including a water bottle and sun cream for a young person on their trip.

£50
Brings the fun by providing water cannons for the Trust's legendary weekly waterfights!

£100
Covers the cost of an essential volunteer travelling with young people to and from trips across the UK.

£350
Funds a young person who has been supported by the Trust to train as a volunteer. This sort of peer support is vital in recovery.

£560
Pays for a young person to come on their first four day sailing trip on the Isle of Wight or Scotland.



"It was just over a year since I finished treatment. Being around people who understand I'm not always 100% physically able was really important. They helped me push myself when I felt able."
"A lot of people my age can't talk about cancer or get really uplifted over it. I was with people who understood I've had cancer and I'm still healing. The impact of that on your life is unbelievable."
Katie

Fundraising guide 3



ellen macarthur cancer trust

THANK YOU for your support. Your donation means more young people can start looking ahead to a brighter future after cancer.

Please send your cheques made payable to Ellen MacArthur Cancer Trust and post to: **Unit 23-27, East Cowes Marina, Bournemouth, Dorset Coastal Isle of Wight, PO32 4DG**

NO CASH? DONATE BY TEXT
Text **EMCTRUST** to **70085** to donate **£5**

THANK YOU FOR YOUR SUPPORT
Your generosity will help more young people rebuild their lives after cancer
Inspiring young people to believe in a brighter future

DONATE ONLINE

www.ellenmacarthurcancertrust.org/donate

ellen macarthur cancer trust

Registered with FUNDRAISING REGULATOR
Registered Charity Number: 1056426
Scottish Charity Number: SC04617



ellen macarthur cancer trust

Raising money for the Ellen MacArthur Cancer Trust

What:

When:

Where:

More info:

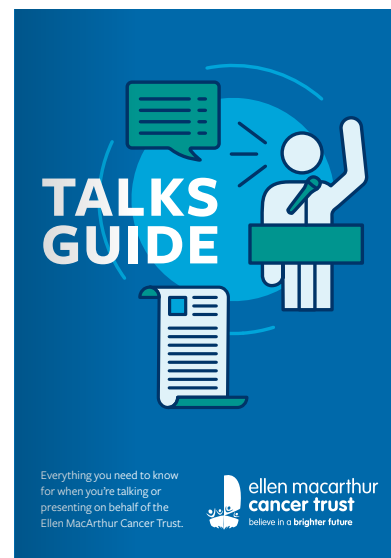
When treatment ends our work begins because for many young people, picking up from where they left off before cancer just isn't possible.

We support young people aged 8-24 to rebuild their confidence after cancer through sailing and adventure.

Units: 23-27 East Cowes Marina, Bournemouth, East Cowes, Isle of Wight, PO32 4DG
01983 297750 | www.ellenmacarthurcancertrust.org | Registered Charity No. 1056426
01018 Registration No. SC04617 | Registered Company No. 4076796

Registered with FUNDRAISING REGULATOR

[emctrust](https://www.facebook.com/emctrust) [ellenmacarthurcancertrust.org](https://www.instagram.com/emctrust)



TALKS GUIDE

Everything you need to know for when you're talking or presenting on behalf of the Ellen MacArthur Cancer Trust.

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believe in a brighter future

PUTTING YOUR TALK TOGETHER

KNOW YOUR AUDIENCE

Depending on your audience you will need to think about...

- The length of your talk
- What is age/audience appropriate content
- The language you use
- Where you should stand/talk to at the audience's level
- If you can make it interactive and/or funny in places

Types of possible audiences

Children's groups
Schools, Brownies etc

Teen and young adults
Schools, colleges, other youth groups, etc

Adult groups
General – sailing clubs, WI groups, coffee mornings
Fundraising – Lions, Rotaries, Lodges, businesses

Cancer support
Children – under 15s and parents
• Parents-only
• Teenagers
• Young adults

SO, FOR EXAMPLE...
A fundraising talk would need to include details of costs and tangible ways that money changes young lives, whereas a talk for anyone in cancer support would focus on the specific ways trips make a real difference to young people. Trips for younger audiences would use more accessible language, for example, sad, scared, happy, while talks for adults can be more descriptive, if you're unsure and want some guidance or reassurance get in touch with your Trust contact.

4 | EMCT TRUST SPEAK

TELL A STORY

People remember good stories, not lots of facts. Stories make an emotional connection. They are about people not organisations.

Start with your Trust story. Whether you've experienced the Trust's impact as a young person or seen the difference we make as a family member, friend, or as part of the Trust team, your story will instantly grab the audience's attention.

Telling one person's story also connects better than talking about many people, to start with anyway. A good story has three parts (remember this as **CAT**)...

- Challenge** – that you have had/have seen someone face. How did you/they feel?
- Action** – what positive intervention occurred to overcome that – could be a whole Trust trip or something specific that happened on a trip.
- Transformation** – the ways you/tell them how they can find/contact you if they want to follow up.

THE ORDER

- Intro** – your story (as per left)
- What the Trust does**
 - Brief history
 - What we do
 - How we support young people over time
- Another story**
Focus on changing lives/difference over time – this might be what being involved with the Trust has enabled you to do or difference you have seen in young people you've worked with at or beyond the Trust.
- Call to action**
What do we want the audience to do after the talk? We will look at this in more detail on the next two pages.
- Questions**
Give people the chance to either ask questions at the end of the talk or tell them how they can find/contact you if they want to follow up.

EMCT TRUST SPEAK | 5



ellen macarthur cancer trust




FRIENDS of the Trust

inspiring young people to believe in a brighter future

When treatment ends our work begins...

For many young people, picking up from where they left off before their diagnosis just isn't possible. The Ellen MacArthur Cancer Trust inspires young people aged 18-24 to believe in a brighter future living through and beyond cancer.

Who we support

- Young people, who have had cancer, from across the UK – there's no cut off to when they can apply after treatment, if they were diagnosed before turning 25 and are 18 by their first trip.
- Thanks to our partnership with Teenage Cancer Trust and Young Lives vs Cancer, we can reach, engage and support more young people.
- We work with 47 hospital groups and charity partners and co-founded the Children and Young People Cancer Coalition.
- Young people the Trust supports can become volunteers once they are 18 – these volunteers symbolise a brighter future and inspire those more recently off treatment.
- Brothers and sisters can be significantly impacted by a sibling's illness. So, we also run an adventure week for siblings of young people the Trust has supported.

Why you're needed

Every year in the UK, around 1,900 children (0-14) and 2,500 young people (15-24) are diagnosed with cancer – around 12 a day (CRUK, 2021). Young people remain vulnerable after treatment as it comes at a time of rapid physical, emotional and social development.

Who we support

"The Trust has been an absolute sense of freedom from day one. It brought a light over everything that had happened. You don't want to go home."
Holly

This is the magic YOU make happen

Hospitals and charity partners → **Young people** (We run free trips for two different age-groups: 18-17 years, 18-24(ish) years. No cut off to when can apply after treatment) → Direct sign ups

Four-day sailing experience (In Cowes, Isle of Wight or Largs, Scotland) → **Return trips** (UK-wide sailing or outdoor adventure residentials) → **Volunteering** (Many return as trip volunteers when they are 18+)

Canal trips (For those needing more 1-2-1 support with, or anxious about, their mobility)

Our door is always open (When a young person feels ready to move on from the Trust, they know they can always return if they need us.)

"None of my friends have had cancer like me, so making new friends that have had it helped me grow and want to come back and try new things."
"It worries me thinking the leukaemia I had is going to come back. But going on these trips helps because I know everyone else has had cancer as well."
"The skills I've learned, I never knew I could learn. I didn't know I could push myself that far. I know we can do anything."
Daniel

Cancer in young people leads to...

- Poor mental health and emotional wellbeing
- Ongoing late physical effects
- Body image issues
- Lower educational achievement
- Barriers to getting a job
- Relationship difficulties

2 Friends of the Trust



"The Trust has been an absolute sense of freedom from day one. It changed my life. It brought a light over everything that had happened. You don't want to go home."
Holly

Back ON BOARD!

2021 was a huge success. Young people needed the Trust more than ever as COVID amplified the loneliness, isolation, and anxiety of cancer to unimaginable levels. To bring young people together again and #BackOnBoard safely, our summer activities had to be as COVID-secure as possible. This is how we did it...

Supporting young people for the first time

Instead of the usual four-day sail in Cowes or Largs, 148 young people sampled a 'Taste of the Trust' sailing or outdoor adventure day, as we took the Trust to them to limit travel and remove overnight stays.

In 2022, they can all come back for a four-day sailing adventure in Cowes or Largs.



Young people returning to the Trust

Many young people need support over time. 157 young people, who had sailed with the Trust before, came back for one of 12 outdoor adventure weeks or longer yacht sailing cruises. These were like previous years, just with fewer young people to be COVID safe.

In total 315 young people got #BackOnBoard in 2021
*COVID-adjusted programme

The difference you're making

Because of the Trust, young people feel...

- Accepted** (They meet and make friends with others who have had similar experiences – often for the first time – and stop feeling like 'the only one'.)
- Independent** (They rediscover independence away from home and outside of their 'cancer bubble' and begin to realise what they are capable of again – physically, mentally, and socially.)
- Optimistic** (They experience an increased sense of purpose and self-worth and are able to take the next steps towards re-establishing their place in the world.)

which leads to...

- Improved mental wellbeing
- Belief in a brighter future

What's next in 2022

We hope to run something close to our usual 'First Time' and 'Return' programme in 2022. It was a triumph to get safely back on board this summer. But the mental and emotional effects of cancer combined with the impact of the pandemic means many, many more young people still need the Trust. You are the 'Friend' who can be there for them.



ellen macarthur cancer trust



Dame Ellen MacArthur wants to **thank YOU** for being a...

FRIEND of the Trust

inspiring young people to believe in a brighter future



Getting a Taste of the Trust

"It felt like my bucket was filled back up"

Sailing in Northern Ireland as part of Taste of the Trust, Aine was one of the first young people back on board. Treatment had been the "easiest bit", she said. Taking to the sea was her first big step in years.

After so long indoors, Aine was grateful for something to look forward to. That "It wasn't all in my head and they could put a name to it" after a period of not knowing what was wrong.

Diagnosed with Hodgkin lymphoma between Christmas and New Year in her 40s and year in 2017 "a great Christmas present", she says - there was relief.

She describes treatment as the easiest bit, her friends and family support her through her exams, which she sat at home. Having a focus helped. The hardest part was yet to come.

Aine explains "Trying to recover mentally and physically is hard. You're not able to do the things you once could. I couldn't run as quickly, you look different, you have about half, if any. You keep getting knocks on the way to your recovery".

She kept busy during the COVID lockdowns by preparing for university exams and taking part in the MOVE Forward programme, which she thanks Young Lives vs Cancer Social Worker, Simon Doherty for getting her involved in. But the long wait for normality to return was even longer for Aine.

New horizons

Aine's "Taste of the Trust" was the big step into the unknown she needed to take. She left that "worst" day on the boat feeling "refreshed".

She continues: "After I finished treatment, I hadn't really ventured outside. I packed, I was excited, wondering what was going to be with. We had a nice trip to Belfast, got a coffee. We hadn't been able to do anything like that since the start of the pandemic."

at home. Having a focus helped. The hardest part was yet to come.

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Taste of the Trust in numbers

148	22	95	9	47
Young people	Taste of the Trust days	Volunteers supporting	Venues visited	Hospital & charity partners

Come sailing in 2022!
Find out more and sign up

View from the helm

"The summer was unbelievable, and almost didn't happen because it meant so much to people. They had looked forward to it for two years. For some, it was the first time they had met other people, been outside, that something new for two years. It gave them the confidence to come on a larger trip they might not otherwise have felt able to do." **Trust skipper, Liz (pictured left)**

"It gave me that change from our normality. I had never been near a boat before, never tried anything like it. It made me feel like I couldn't wait to try things again and like my bucket was filled back up."

She adds: "People trust you so differently when they find out what you've been through. Everyone at the Trust treats you like a normal person. Everyone was so friendly, there was a team bond."

"When we got back to dock, we were told what we would do next time. Navigating, different marinas. It was needed to sleep on a boat. There aren't many times I'm going to be able to say 'I've done that'."

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Wider horizons

Be curious, be connected, be courageous

Cancer throws everything up in the air, including career plans. But Careers Consultant and Parent Trustee, Emma Francis, says there is lots you can do to keep preparing for the future, however you're feeling.

"There are so many opportunities out there. Pay attention to the world and be inquisitive. That curiosity really will serve you well."

"One of the great things about the Trust is the connections it provides."

"Our community is fantastic, we have this great network who all understand each other. There are water connections with skippers, medics, and volunteers too."

"You have pushed yourself outside your comfort zone by coming on trips. You've been courageous. Build on that. Ask what else you can do to push yourself a little further. Maybe it's speaking to somebody, or sending an email, asking questions about entering a career industry?"

"But the number one tip is to be kind to yourself. Don't try and do too much. Reward yourself when you've done each of these and embrace the opportunities they provide."

Never miss a My Life Now

Sign up for our monthly newsletter to read My Life Now along with all our latest news, information on trips and impact, fundraising events, and volunteer opportunities. Sign up via my page at ellenmacarthurcancertrust.org or scan this QR code.

Ed's life now

Ed Vailford had been diagnosed for testicular cancer in 2013 and soon had become a star of the stage. Having first sailed with the Trust in 2013, he is now on stage, working at a Theatre Box office, and is a young theatre volunteer. He is also a Trust volunteer.

That sounds like a life, Ed. What is the most interesting part of what you do?

The variation. Every job is different. Travelling is great too. I've been to Australia with a show and toured the UK. The thrill of performing on stage is great.

How did you get into acting?

I started acting when I was 14 or 15 in a youth theatre group. I loved it and found it very easy at school, always got good grades.

What was it like getting back to acting after your second diagnosis?

I went to do a drama degree at university but didn't go to drama school. It's been going on for years from acting and taking any job that would come, to building up contacts and having a group of people who had to see me for various shows.

I was about to start a job when I was diagnosed in 2013. It was a really tough time in London, and with the agreement of my doctors, I put off having the operation so I could do it. It was safe enough to wait a few months before having the rest of my testicle out and it was important to me to do the work.

I was really helpful to see someone who had been through a similar experience to me, who was healthy, and in a position where they could volunteer but had other stuff going on in their life too.

Being a graduate volunteer also helps you on your CV. I've had lots of job interviews where people have asked about it.

"The Trust helps you get back into society again."

How does the Trust prepare you for a career?

It helps you get back into society again after you've been stuck in hospital or with someone's help. It's like a big hug. You chat and you have a nice time, and the new skills and interests you learn on the trip bolster you as a person and your CV.

Why did you want to volunteer?

I volunteered as a graduate volunteer when I was a young person. A guy called Ben. I remember thinking 'wow, I could do that!'

What part has the Trust played in your life now?

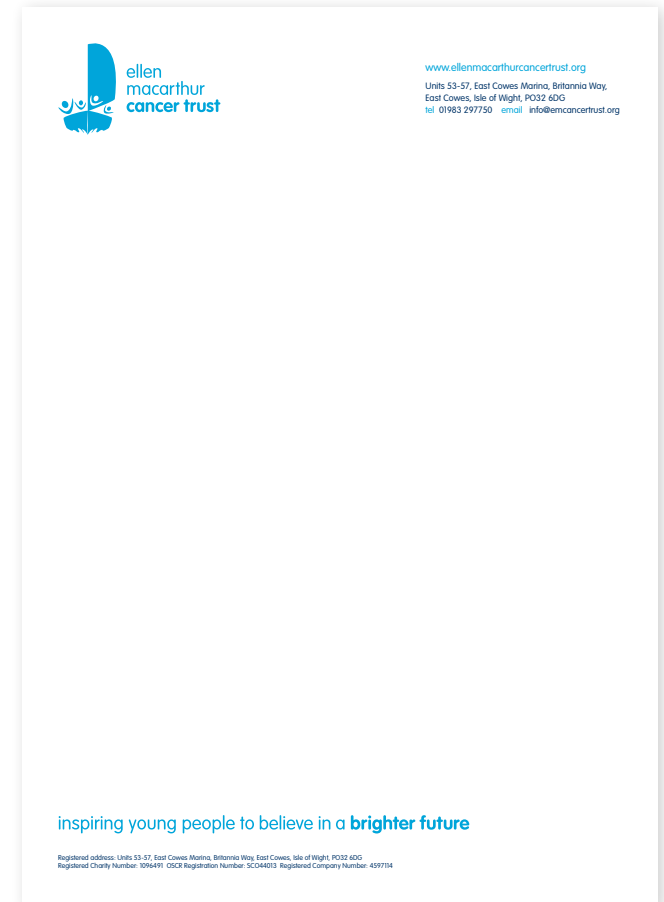
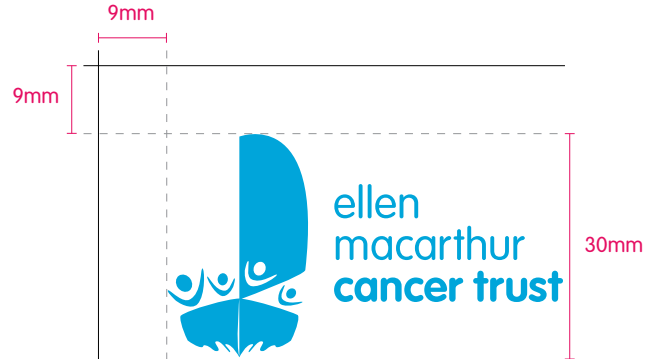
Recovery is a long and difficult road, mentally and physically, with many ups and downs. You take your management and confidence where you can find it. I found that being a volunteer to stand up on stage in front of people. So, I'm very grateful for the Trust's role in helping me achieve that.

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Stationery

The Trust's stationery should be set purely in the VAG rounded typeface, in a combination of two colours, Trust blue (Pantone 639), and Deep blue (Pantone 648).

For consistency across all elements of the stationery, each document is set within a 9mm margin, with the logo sized at 30mm height.



EXAMPLES SHOWN AT 40% OF ACTUAL SIZE

Clothing and merchandise

On clothing and merchandise

Prominence should be given to the standard logo, and it should be on the front or main part of the item. It is acceptable to use the long logo in places the standard logo does not fit or the proportions make it illegible, i.e. a pen/wristband.

Where appropriate, to maximise brand exposure, using a strapline, full charity name, @emctrust social media handle and/or website address can be included. Merchandise should only be produced in colours from the Trust palette, with an appropriate contrast of the Trust logo(s) when featured.



Tee artwork courtesy of Musto



Flags and banners

Banners

Often very wide but with little height, the 'Logo with strapline' and 'Extra-long logo' should be considered for use (depending on the audience). Where appropriate, to maximise brand exposure, a strapline, full charity name, @emctrust social media handle and/or website address can be included.

Display flags

With a tall, thin products such as a display flag, it may be necessary to separate the boat icon from the logotype to create maximum impact. However, if featured, the logotype should remain spaced and set exactly as it appears in the standard logo.

Pop ups

Designed to attract attention at events, any combination of the logos and/or straplines can be incorporated into the layout, depending on its purpose/audience. Where appropriate, to maximise brand exposure, a strapline, full charity name, @emctrust social media handle and/or website address can be included.



Contact

Registered address:

Units 53-57, East Cowes Marina,
Britannia Way, East Cowes,
Isle of Wight, PO32 6DG

Phone: 01983 297750

Email: info@emcancertrust.org

Registered Charity Number: 1096491

OSCR Registration Number: SCO44013

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inspiring young people to believe in a **brighter future**