

Weston Park Cancer Charity and Henry Boot

Partnership case study



**Weston
Park**
Cancer Charity
Together at every step.

Tackling cancer through charity partnerships

When businesses and charities work together, the results can be transformative – both for employees and the local community. These partnerships offer a practical way to make a meaningful impact, while delivering on Corporate Social Responsibility goals.

Henry Boot has been an invaluable supporter of Weston Park Cancer Charity for almost three decades now. Here, we explain how the partnership has benefited all involved.

About Weston Park Cancer Charity

Weston Park Cancer Charity helps people across our region to live well – with and beyond a cancer diagnosis. The charity funds cancer research, treatment enhancements, and support services for patients and families.

Ultimately, Weston Park Cancer Charity's mission is to give people living with cancer more quality time with their loved ones and to help keep families together for longer.

South Yorkshire has one of the highest rates of cancer in England, making Weston Park Cancer Charity's work even more vital. By partnering with the charity, your business can change and save lives in South Yorkshire and beyond.

Henry Boot's fantastic fundraising

Over the years, Henry Boot employees have raised vital funds through a whole host of events and initiatives. The business has:

- Provided sponsorship for our Walk as One event, with individuals from the company raising further funds by signing up for the 10-mile walk.
- Acted as an event sponsor for the Sheffield Charity Construction Ball, which raised more than £36,000 for people living with cancer.
- Taken part in numerous Weston Park Cancer Charity events, including our charity ball, golf day, and race event – all of which raise much-needed funds.
- Donated to our ambitious 'see it. treat it.' appeal, helping to secure a revolutionary MRI Simulator for Weston Park Cancer Centre.

Henry Boot also gifts Weston Park Cancer Charity staff the use of their city-centre meeting rooms and workspaces.

Talking about this support, Volunteer Manager Emma Wells said: *"We really appreciate being able to go there as the space is so lovely. We've been well looked after and made to feel very welcome!"*



Tailored cancer advice for employees

Our Big Purple Bus team delivered on-site talks to Henry Boot employees working on projects at the Advanced Manufacturing Park and Rotherham Market, enabling employees to access expert cancer information and advice without even having to leave their place of work.

At these events, our healthcare professionals discussed men's health issues, signs and symptoms to be aware of, and the support that Weston Park Cancer Charity can offer.



Benefits of the partnership

For Henry Boot:

- Opportunities to build cross-team relationships through fundraising.
- Increased visibility and enhanced reputation in the local community.
- Aligned with corporate social responsibility values.
- Supports staff wellbeing through bespoke cancer awareness days.

For Weston Park Cancer Charity:

- Sponsorship for events, which are crucial to the charity's income.
- Direct fundraising impact, which will support people and families facing cancer.

A partnership with purpose

The collaboration between Henry Boot and Weston Park Cancer Charity shows the powerful difference that businesses can make when they support local causes.



For one in two of us, cancer will change everything. By supporting the charity, Henry Boot's employees are investing in crucial cancer services that they or their loved ones may one day directly benefit from.

On a wider scale, by helping to fund treatment enhancements and innovative cancer research – Henry Boot is influencing the future of cancer care across the board.



Jack Kidder (He/Him)

Responsible Business Manager, Henry Boot

"We are committed to investing in the health and wellbeing of our people and knew that our operational teams find it harder to access online resources and webinars.

We also knew that cancer is a condition that people want to know more about so they can be aware of the symptoms and the support available for themselves and their loved ones.

For these reasons, we partnered with Weston Park Cancer Charity to run a series of on-site sessions from their Big Purple Bus aiming to inform our people and supply chain partners about cancer.

The team that delivered the sessions were amazing. Their friendly, warm and informal style perfectly suited the needs of our teams and the feedback we received after was really positive. People enjoyed seeing the bus and having the opportunity to pick up information and chat to their team.

I would recommend this type of engagement for any business and particularly for those who have operational staff – it is a great way to engage on such an essential topic!"

Is your organisation ready to make a difference?

Get in touch with Bekah Anstey, Senior Corporate Partnership Manager, on bekah@wpcancercharity.org.uk

