



Your Corporate Partnerships Guide





Why choose Cobalt?

We know that you'll be looking for a cause that supports your efforts, spends your money wisely and makes a real difference. At Cobalt we have a strong track record.

Your money will go directly towards offering equipment and services not generally available within the NHS. We provide the PET/CT service for the NHS, primarily for oncology patients who live in the Three Counties. Cobalt is also leading the way, working in partnership with the NHS to diagnose dementia. This is pioneering work with huge benefits to many patients. We provide training for healthcare professionals and education on cancer prevention for the general public.

How can you get involved?

Charity of the Year

Choosing Cobalt as your charity gives everyone involved the chance to really understand how we are making such a difference to so many people, who you can help us support. You can see your total grow and watch the pennies turn into pounds. It's a great way to boost morale, promote teamwork, raise your profile and support a much loved charity.

Fundraising

Whether it's taking part in one of our challenge events or cake sales, staff fundraising is fun, simple and sociable. By supporting your staff's fundraising efforts your company will build motivated and engaged teams and develop their personal and professional skills.

Donate gifts in kind

From raffle prizes, to equipment, there are plenty of ways we can use your donated items. We run two large raffles a year - summer and Christmas and are on the lookout for great prizes. We have supporter groups who run countless events throughout the year. They are always looking for tombola prizes such as beauty products, toys, bottles of wine, homeware or gift vouchers.

Donating services or professional advice

Please do let us know if you can help us in this way. Local company Integrita kindly donated their services to make a short video for our website free of charge. The video featured our volunteers who raise over £30,000 each year through making recycled cards. Exclusive use venue, Manor by the Lake, kindly donated a 'thank you' afternoon tea for 100 volunteers.

Company Volunteering

Team building

We know that teamwork is key to good business. Our team-building events help to build employee confidence, enhance team working skills, while also having a huge impact on the work that we do.

Challenge events

Do you have energetic employees? They can join our team or organise a company team at a range of exciting challenge events.

Workplace giving

Staff can give a donation to Cobalt on a regular basis through the payroll. This provides us with a consistent supply of funds. You can support your employees' choice to donate to Cobalt by matching employees' donations. This will double the impact of their donation.

Make a difference

Your company can make a difference by supporting the work that we do. We recognise that companies and their employees want to see where their support goes and we will ensure that you have 'line of sight' for any money raised. From providing teams of volunteers for our events and volunteer projects, we will work with you to create the right package.

Top: Mears Group plc. Nationwide Building Society, High Street, Cheltenham. Willans LLP Solicitors. Bottom: GE Aviation. Gloucestershire Constabulary. Printwaste.

Would you like to support a specific area of our work?

Teenage and Young Adults with Cancer Nurse Specialist

For teenagers and young adults, traditionally little support has been put into place that delivers according to their specific needs, with patients often either treated alongside children of a younger age or with adults. The Cobalt Teenage and Young Adults Cancer Nurse ensures that an appropriate framework is established at a time when they are most vulnerable. Megan Willsher was appointed as the Cobalt TYA Cancer Nurse in June 2011 and is based at Cheltenham General Hospital; she is one of only five TYA Cancer Specialist Nurses in the South West. The funding required to provide this service is £28,000 per year. Your company can help us to continue to fund this valuable resource for young cancer patients.

Dementia Research

One of Cobalt's objectives is to improve the diagnosis and treatment of dementia. In order to potentially develop new treatments for dementia, Cobalt has also formed a partnership with the 2gether Trust to increase patient participation in research trials into new treatments. The Charity is funding two research nurses who will work with doctors and patients to recruit patients into national trials and Cobalt will also support many of these trials with the state-of-the-art imaging equipment. Ultimately the aim of the Charity is to work with the Trust and other organisations to find new treatments for dementia. Each research nurse costs £40,000 per year.

Cancer Research

We are also an important centre for cancer research and contribute PET/CT imaging services for many different national and international projects, covering areas such as Lymphoma, Oesophageal cancer, Myeloma and Lung cancer. Many of these projects are involved in studying the effects of current treatments for cancer or establishing the efficacy of new and novel cancer drug treatments. All of which have the potential to make effective contributions in providing measurable differences in the management and treatment of these illnesses, which could in turn provide real benefits to patients both in the long and short term.

Working with the Institute of Translational Medicine (ITM) and Queen Elizabeth Hospitals Birmingham (QEHB) we developed the ITM Imaging Centre, an MRI research facility, which enables a broad range of research for many specialties including cardiac liver, oncology and neurosurgery.

Fund something new

Technology moves fast so it is critical that Cobalt stays ahead. We must be ready to invest in the best diagnostic scanning equipment. Our corporate partners have the opportunity to financially support new activities or equipment in the key areas of need that we have identified. Please visit our website, or contact us for details of our latest projects.



We believe everyone should have access to the best medical imaging for their diagnosis. We are a charity that invests in equipment, research and education to help this happen.

How we can support you

We have dedicated staff that can support you all the way. We will provide regular updates, ensuring that you are kept fully up-to-date with activity from the partnership and the impact of your support. We can provide assistance on fundraising events, including promotional materials and PR support where possible, including extensive coverage via social media channels.

You are likely to find that some of your staff members have been supported by Cobalt already.

We can arrange for our Cancer Prevention Team to visit your workplace to present to your staff and to discuss ways to reduce their risk and raise awareness of the importance of early diagnosis.

We can also arrange a time for you and your staff to visit us and meet the people who make Cobalt such a vital part of the community and to see exactly how your money is being used.

Thank you
We couldn't do what
we do without you.



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 **Cobalt**
Diagnostic Imaging for Life