

‘Look. And You Will C Us - Not Everyone with Cancer has the Same Choices’ Community Grant Programme

The ‘Look. And You Will C Us - Not Everyone with Cancer has the Same Choices’ community grant programme aims to address inequity in cancer care and improve experiences of marginalised communities across the UK and Ireland. The ambition of this programme is to support new, or expand existing, ‘good practice’ through grantee projects, setting a precedent for more inclusive and equitable cancer care in the UK and Ireland.

Since launching the programme in 2022, we have funded 19 projects from 20 different charities (funds awarded in 2023 and 2024). The 2025 funding round is open 3 October 24 until 31 December 24, with grants awarded in May 2025. For information on how to apply visit our [website](#).

2023 Successful Projects (10 projects by 12 charities)

Charity	Project	Cancer	Community	Project Description
Anthony Nolan & African Caribbean Leukaemia Trust	Improving diversity and equality in the Anthony Nolan stem cell register	Blood	Minority ethnic backgrounds	<p>Patients from a minority ethnic background are more likely to have a rare or even completely unique tissue type compared to those from a white, northern European background. This means patients from minority ethnic backgrounds are less likely to find a fully matched unrelated donor.</p> <p>Anthony Nolan and the African and Caribbean Leukaemia Trust are working together to break down barriers and increase trust, enabling more diverse recruitment to the register to ensure that everyone who needs a donor can find a match.</p>
Blood Cancer UK	Translated health information for patients with blood cancer	Blood	Communities with limited English	Despite blood cancer being the 5th most common cancer, provision of information in languages other than English is severely lacking. This project will not just translate existing materials but develop culturally sensitive health information for newly diagnosed patients from scratch.
CoppaFeel! & Black Women Rising	Breast cancer awareness checking content	Breast	Young, Black women	This project will create content specifically for a young, Black audience. It will educate on the signs and symptoms of breast cancer to be aware of and encourage regular checking which helps to ensure early and accurate diagnosis. The aim is

				to be representative of Black bodies in breast cancer communications to demonstrate that the disease can affect any body - regardless of age or ethnicity.
Fight Bladder Cancer	Personal and engaging videos from the Black and Asian bladder cancer community	Bladder	Communities of colour	The creation of video content on bladder cancer by and for communities of colour. They will contain stories of survivors, encouraging others to play an active role in their health and care.
Friends, Families and Travellers	Tackling stigma around cancer in Gypsy and Traveller communities	General	Gypsy, Roma, and Traveller communities	The programme aims to provide additional support to Gypsy, Roma, and Traveller communities to help ensure more equitable care and access to screening and prevention services is available.
The Eve Appeal	Reaching New Communities	Gynaecological	Minority Ethnic backgrounds	This project will deliver 25 sessions with community partners to raise awareness of gynaecological cancers within diverse communities across the UK. Additionally, materials will be adapted, translated and/or simplified to meet different needs.
Orchid Cancer Appeal	Prostate Cancer Faith project - Phase I	Prostate	Black communities	This project will work with faith leaders and places of worship to support and engage Black African & Black Caribbean communities at risk of, or living with, prostate cancer in London.
Ovacome	Reducing inequalities in ovarian cancer and care	Ovarian	Minority Ethnic backgrounds	Ovacome are the UK's ovarian cancer support charity, they are working with 72+ community groups to reach over 600,000 people with culturally appropriate symptom awareness messaging, information, and support on ovarian cancer.
Shine Cancer Support	Shining a light on what works - using peer support to tackle inequalities in cancer care	General	LGBTQIA+ young people/ Minority Ethnic backgrounds	The creation of three new peer-support groups and resources specifically for young people (20-40s) with cancer who have faced an additional inequality based on gender and/or sexuality, type of cancer, or ethnicity.
South Asian Supernovas	Data survey & educational materials	Breast	South Asian women	The development of the 250 women survey to understand the South Asian perspective on breast cancer, looking at awareness of breast cancer and treatment, self-checking and

				routine screening. The results will be used for education and awareness purposes - for both patients, people at risk, and healthcare professionals - and to create best practice for those working with this community.
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2024 successful Projects (11 projects by 11 charities)

Charity	Project	Cancer	Community	Project Description
Blood Cancer UK	Support Service Transformation	Blood	Everyone diagnosed with a blood cancer, specifically addressing the needs of minority ethnic and marginalised groups	Blood Cancer UK is piloting a referral tool which allows healthcare professionals to refer newly diagnosed patients to Blood Cancer UK. This project aims to ensure everyone has equal access to support and health information to improve care and wellbeing.
Fight Bladder Cancer	Multilingual Bladder Cancer Awareness Campaign in partnership with Minority Community leaders	Bladder	Polish, Romanian, Punjabi, and Urdu communities	This project provides bladder cancer information in Polish, Romanian, Punjabi, and Urdu to communities in the UK. The campaign will include culturally sensitive materials and employ community-specific outreach strategies. In partnership with community leaders, the project will create and implement bladder cancer awareness and education initiatives.
Friends, Families and Travellers	Let's Talk about C	General	Gypsy, Roma, and Traveller communities	Cancer is a taboo topic across the communities, and FFT are running events, across West and East Sussex and Brighton. The events are designed to support community members by equipping them with knowledge, bridging access to services and to provide a safe place to access information and answers to any questions they may have but perhaps haven't been confident enough to ask.
Marie Keating Foundation	Proposal for Initiative to Enhance Equitable Care and Access to Cancer Screening for Adults with Intellectual Disabilities	General	Adults with intellectual disabilities	This project looks to develop new resources focused on cancer prevention, cancer signs and symptoms and information about screening programmes specifically for adults with intellectual disabilities.
Myeloma UK	Raising Awareness of Myeloma with Black communities	Blood	Black communities	Black people are 2-3 times more likely to be diagnosed with myeloma. They are also 37% more likely to experience delays in diagnosis compared to white

				people. Due to the existing inequity, Myeloma UK will work with Black communities to co-design a new myeloma awareness raising campaign.
Oracle Head and Neck Cancer UK	Enhancing Cancer Communication and Health Literacy in Leicester	Head and Neck	Empowering Underserved Communities	Patients with head and neck cancer often face late diagnoses, particularly in underserved communities. This project aims to develop a scalable piece of forum theatre, engaging with Leicester's diverse communities, with a particular focus on Black populations. The initiative will enhance health literacy and boost communication confidence between patients and healthcare professionals, paving the way for earlier detection and better outcomes.
Orchid Cancer Appeal	Prostate Cancer Faith project - Phase II	Prostate	Black communities	This project builds on Phase I supported by Gilead in 2023. This year the focus is on working with Black African & Black Caribbean communities in Birmingham, to improve awareness around prostate cancer and increase support via Faith Leaders and Places of Worship.
OUTpatients	BODY TALK: Building a Psychosexual Prehabilitation tool for LGBTIQ+ cancer patients and their peers	General	LGBTQIA+ communities	Patients' psychosexual needs are frequently under identified and under supported either due to embarrassment or lacking opportunities for reporting. Informed by conversations with both patients and professionals, OUTpatients will develop a worksheet style exercise to enable safe and necessary conversations to take place between patients and their healthcare team.
Ovarian Cancer Action	Cancer Risk in the UK Jewish Community	Ovarian	Jewish communities	Launched in April 2024, the NHS Jewish BRCA Testing Programme gives anyone with one or more Jewish grandparents the opportunity to access genetic testing for high-risk BRCA1/2 gene faults, which this population are at much greater risk of carrying. This project utilises Ovarian Cancer Action's expertise as the leading UK BRCA advocates to work in partnership with Jewish community organisations to promote and support the rollout of this programme. In turn, this gives participants the opportunity to

				learn their cancer risk and take action.
Penny Brohn Cancer Care	Living Well with Cancer, Menopause Support Programme	General	Women navigating menopause	There is very limited availability of health and wellbeing support for cancer related menopause in the UK. Penny Brohn Cancer Care aim to run a Menopause Support Programme which includes in person workshops, online sessions and supplementary resources. The programme will offer people living with cancer to connect with one another and an opportunity to raise awareness of menopause and cancer.
Prevent Breast Cancer	Beyond Barriers: Empowering Women for Equity in Breast Cancer Early Diagnosis	Breast	Minority Ethnic backgrounds / People with high levels of societal deprivation	This new project addresses the existing health inequalities in breast cancer by enhancing a breast awareness survey and disseminating it among diverse community groups. The approach promises to bridge gaps in breast health awareness and screening disparities across Manchester, which can then be translated throughout the UK.