Think Pseudomyxoma Survivor joins #GivingTuesday 2020, the global day of generosity taking place on 1st December. of rare cancers this #GivingTuesday

Sunday 29 November, 2020

Think of rare cancers this #GivingTuesday

Pseudomyxoma Survivor is thrilled to announce that we're one of the thousands of organisations taking part in this year's #GivingTuesday campaign, to be held on the 1st of December.

Brought to the UK in 2014 by the Charities Aid Foundation (CAF), this year #GivingTuesday offers the opportunity to #GiveBack2020 either by donating to charity, reaffirming commitment to a cause, volunteering time or supporting others by simply helping a friend, neighbour or family member.

In 2020, the global Covid-19 pandemic has caused dramatic repercussions around the world. According to CAF research, charities have reported a significant increase in demand for their services while more than half (53%) have suffered a drop in donations. Charities estimate they will see a £10bn funding gap and without help, many may be forced to close their doors and Pseudomyxoma Survivor is no different having experienced a 50% drop in donations so far this year.

A very small charity with a big heart, Pseudomyxoma Survivor supports those affected by the rare cancer pseudomyxoma peritonei (PMP), appendix cancers and other rare peritoneal malignancies. The charity does this through a flourishing support community, raising awareness of these diseases and through supporting research.

In 2019 #GivingTuesday was the top trending item on UK Twitter and generated more than 487m impressions. In the UK, more than £14.2 million was raised in online donations (via Visa alone), equivalent to almost £10,000 per minute.

Angela Brook, Trustee of Pseudomyxoma Survivor said:

"Throughout 2020, people have been really generous in their giving but that has, quite rightly, gone to those in the very frontline of the fight against coronavirus. Smaller charities such as Pseudomyxoma Survivor, have continued to support their communities through this difficult time without the same opportunities for fundraising.

"We continue to provide support to those devasted by the diagnosis of one of these rare cancers and the loneliness and financial burden such a diagnosis brings against all the odds. Now we're asking people to dig a little deeper and think of charities that are still on the frontline but in a different way."

Gráinne Mathews, #GivingTuesday UK Lead at the CAF, adds:

"Charities have given us so much this year, from vital food deliveries during lockdown, to developing new ways to deliver services so they could continue to help those in need; all while struggling themselves with cancelled fundraising events and closed charity shops.

"This #GivingTuesday charities need us to be there for them, like they've been there for us. It is time to #GiveBack2020. It's easy, just think of what you have - money, a voice, family, friends, followers, or time - and how that might help."

To find out more about #GivingTuesday, and how you can get involved, visit:
http://www.givingtuesday.org.uk/

Notes to Editors

Pseudomyxoma Survivor is a small charity supporting those affected by the rare cancer pseudomyxoma peritonei (PMP), appendix cancers and rare peritoneal disease.

Website: https://www.pseudomyxomasurvivor.org

Related Sectors:

Charities & non-profits :: Health ::

Related Keywords:

GivingTuesday :: Pseudomyxoma Peritonei :: Appendix Cancer :: Rare Cancer ::

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A global phenomenon, #GivingTuesday has broken successive world records for the most money donated online to charity.

GiveBack2020 is a fundraising initiative as part of #GivingTuesday 2020, supported by JustGiving, Virgin Money Giving and PayPal among others

#GivingTuesday began in America in 2012 as a way to give back after the well-known shopping days of Black Friday and Cyber Monday. It was brought to the UK by the Charities Aid Foundation (CAF) in 2014 with the aim of encouraging people to think of others in the run up to Christmas.

In 2019 leading charities and brands supported the day including Cancer Research UK, Dog's Trust, Marie Curie, BT, Samsung and Salesforce.

Website: www.givingtuesday.org.uk

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