

## GivePanel.com

FOR IMMEDIATE RELEASE – Thursday 24th June 2019

### **Breast Cancer Care and Breast Cancer Now chooses GivePanel to thank its Facebook Fundraisers**

Facebook fundraising is an important new income stream for many charities and GivePanel has been helping many of them to thank their supporters.

One of those charities is Breast Cancer Care and Breast Cancer Now, the UK's first comprehensive breast cancer charity, which receives thousands of new Facebook fundraisers every month. However, with new privacy legislation and Facebook restricting access to fundraiser data with charities, Breast Cancer Care and Breast Cancer Now wanted a more efficient way to thank its amazing supporters who are raising vital funds for its life changing work.

Before GivePanel, Breast Cancer Care and Breast Cancer Now relied on a complex spreadsheet to track its Facebook fundraisers, which was difficult to manage across a team. GivePanel now allows Breast Cancer Care and Breast Cancer Now to see all its Facebook fundraisers in one easy visual dashboard. The charity is able to use features like tracking labels and message templates to thank many more of their fundraisers in less time.

Dan Papworth-Smyth, Digital Engagement Manager, from Breast Cancer Care and Breast Cancer Now said:

*"Every 10 minutes in the UK, someone is diagnosed with breast cancer and our supporters are helping us to find ways to prevent the disease, develop new treatments and support people with the physical and emotional impact of breast cancer.*

*"Facebook fundraising is incredibly important to us and thanks to GivePanel, we are able to engage with more of our supporters and thank them for helping us to continue our vital work."*

GivePanel has just come out of private beta and you can now book a demo for your organisation. You can find more information on GivePanel and book a demo at <https://givepanel.com/>

## Notes to editors

For more information please check our online press pack: <https://givepanel.com/press/> or contact Harry, Content and Partnerships Manager:

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## About Breast Cancer Care and Breast Cancer Now:

- Breast Cancer Care and Breast Cancer Now is a working name of Breast Cancer Care and Breast Cancer Now, a charity registered in England and Wales (1160558) and Scotland (SC045584).
- Breast Cancer Care and Breast Cancer Now have merged to create one charity for everyone affected by breast cancer – united by the shared ambition that, by 2050, everyone who develops breast cancer will live, and be supported to live well.

## About Breast Cancer Care:

- When you have breast cancer, everything changes. Time becomes measured in appointments. The next scan. The next results. The next challenge.
- Breast Cancer Care is the only specialist UK wide charity providing support for women, men, family and friends affected by breast cancer. We've been caring for them, supporting them, and campaigning on their behalf since 1973.

- Today, Breast Cancer Care continues to offer a unique range of support including reliable information, one-to-one support over the phone and online from nurses and people who've been there. They also offer local group support across the UK.
- From the moment someone notices something isn't right, through to their treatment and beyond, Breast Cancer Care is there to help anyone affected by breast cancer feel more in control.
- For care, support and information from day one, call Breast Cancer Care free on 0808 800 6000 or visit [breastcancercare.org.uk](https://www.breastcancercare.org.uk). Follow us on [twitter](#), [facebook](#) or [Instagram](#)

## **About Breast Cancer Now:**

- Breast Cancer Now is the UK's largest breast cancer charity, funding world class research focused entirely on breast cancer. The charity is determined to stop women dying from the disease, working in a new, collaborative way and bringing together all those affected by the disease to fund research, share knowledge and find answers.
- Breast Cancer Now supports nearly 380 of the world's brightest researchers at 31 locations across the UK and Ireland. Together, they're working to discover how to prevent breast cancer, how to detect it earlier and how to treat it effectively at every stage so we can stop the disease taking lives.
- The UK still has one of the lowest breast cancer survival rates in Western Europe and this year alone around 11,500 women will lose their lives. It's time to act.
- For more information on Breast Cancer Now's work, visit [breastcancernow.org](https://www.breastcancernow.org) or follow us on [Twitter](#) or on [Facebook](#).