

PREVENTING CANCER. SAVING LIVES



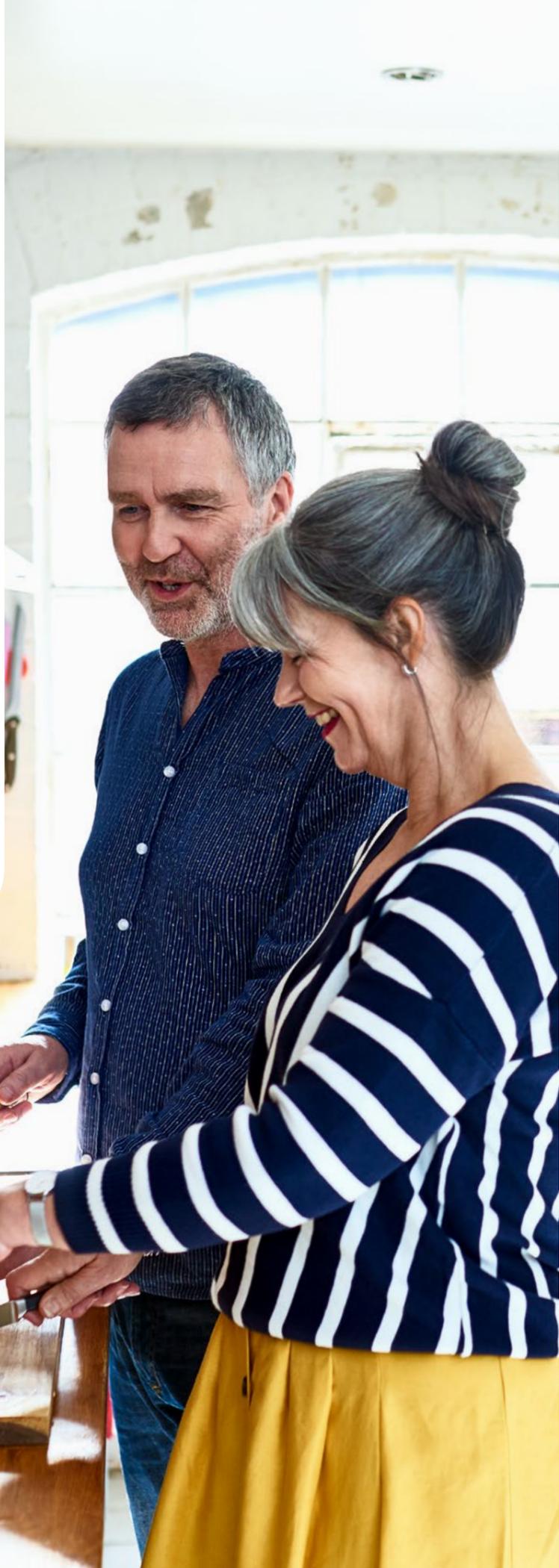
OUR STRATEGY
2026

2030



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FOREWORD

World Cancer Research Fund along with our network of charities have transformed cancer prevention with our evidence-based research.

Back in 1982 a group of passionate founders formed an organisation that revolutionised the way we now look at cancer prevention. At the time most people believed that cancer was a matter of chance or the genes you inherit. Since we started, World Cancer Research Fund has been a pioneer in research and health information on the link between diet, body weight, physical activity and cancer prevention.

We were the first people to talk about the link between diet, exercise and cancer before it was accepted by the mainstream.

When we were first established, scientific research into the link between diet and cancer was in its infancy. Since then, we have raised and funded millions of pounds for cancer prevention research and awareness raising programmes. Now all mainstream scientists accept that **diet, body weight and physical activity affect our risk of getting cancer**, and we are now certain that these factors may help us survive cancer or improve the success of cancer treatments.

Discovering more through research means we can inform, educate, inspire and empower even more people to live longer, healthier lives free from the devastating effects of cancer.

In a world dominated by funding for cancer treatments and cures, we've relentlessly promoted the importance of prevention, helping all of us to understand the risks of developing cancer.

We believe that it is possible to reverse the cancer burden, but it will take all of us – governments, health professionals and individuals – pulling together to make this happen.

Rachael Hutson, CEO

Around 40% of cancer cases in the UK could be prevented – that's nearly 158,000 cases every year



|| We must reduce the number of preventable cases of cancer diagnosed each year, saving thousands of people the heartbreak that cancer can bring.



Read our strategy online
wcrf.org/strategy

INTRODUCTION

We are so pleased to be able to present our strategy for 2026–2030, which builds on our heritage of relentless continuous improvement. As we continue to fund and use the latest science from across the world we are positively impacting more and more people, preventing cancer and saving lives. We have broken down what seemed like impossible barriers to do this but there is so much more for us to do.

Our strategy brings together World Cancer Research Fund's ambitions for our work in the UK, it builds on our past and uses our strengths and uniqueness with clear goals for the future.

The evidence we have built up over the years and continue to build shows that we can significantly reduce the number of people dying from preventable cancers. Our strategy boldly sets out to do this.

We know that as we move into this strategy the external environment has been fast moving and at times volatile both economically and politically. We are in no doubt that there is a huge task ahead of us, but we have made great progress so far.

Our evidence shows how behaviour change could stop thousands of people unnecessarily dying of cancer.

Behaviour change can save lives. We will continue to network and influence governments, health professionals and other non-governmental bodies to promote systemic change. We want to see healthier environments fostered and healthier choices supported to reduce preventable cancers. This will ultimately reduce public health costs and help our health systems thrive once again.

Our work to drive forward the science behind diet, body weight and physical activity for better outcomes in cancer prevention and improvements in survival rates will continue. And in turn the latest learnings will be shared with the public through our health information and public campaigns increasing awareness, understanding and behaviour change. Alongside our information, we will provide support to help the general public enact change, including services for people living with and beyond cancer, and education and training for the health professionals who support them.

We have a crucial task to raise more money within the UK to achieve even more for people. Partnership and collaboration will be critical as will continued support from the general public. And by working together across our global network, we will utilise and develop cutting-edge research to be successful in reaching our goals, **helping people to live longer, happier and healthier lives – free from the devastating effects of cancer.**

Steven Greenberg, UK Director



Our strategy will reach people to promote our prevention message as well as support those living with and beyond cancer.

PURPOSE THAT MATTERS

Healthy lifestyle choices can reduce the risk of cancer and can be integrated into daily routine – prevention feels easier than I thought.

Liz, Physiotherapy Associate and Cancer Prevention Workshop participant

The Union for International Cancer Control (UICC) commends the World Cancer Research Fund for its rigorous scientific inquiry, further advancing our understanding of cancer survivorship, as well as improving outcomes and the quality of life of people who have had cancer.

Dr Sonali Johnson, Head of Knowledge, Advocacy and Policy, Union for International Cancer Control (UICC)

Your dietitians are all so patient and knowledgeable. It's exactly what I needed while having so many horrible side-effects from my chemo.

Pete, Cancer and Nutrition Helpline user

I believe that the more awareness we raise about the links between physical activity, diet, weight, and cancer, the more people will make positive changes to protect their health.

Helen, Legacy supporter

The work by World Cancer Research Fund's Global Cancer Update Programme in reviewing and synthesising the literature on the role of dietary and lifestyle patterns in relation to colorectal cancer risk and mortality represents an immense step forward in how healthy lifestyle habits are key to prevention of cancer.

Prof Edward L Giovannucci, Professor of Nutrition and Epidemiology, Harvard School of Public Health

PREVENTING CANCER. SAVING LIVES

World Cancer Research Fund examines how diet, body weight and physical activity affect your risk of developing and surviving cancer.

We were established in the UK in 1990 and form a significant part of an international network of charities. The network has been funding life-saving research, influencing global public health policy and educating the public since 1982.

To date, we have invested around **£160 million** into research across our network. As part of this, we created the **Global Cancer Update Programme** – the world’s largest and most authoritative source of up-to-date scientific research on cancer prevention and survivorship through diet, nutrition, body weight and physical activity.

We need cancer prevention to be recognised as better than cure.

£628m is spent each year on cancer research but only 5.5% of this is on prevention.

Every day in the UK, around 1,100 people will hear the words ‘you have cancer’, but we know that 40% of cancer cases are preventable.

That’s why we want everyone to be aware of our findings and to use our easy-to-understand information to reduce their cancer risk through informed decisions around healthy living. We use our evidence with high-level decision makers to influence systemic change to promote healthier environments, support healthier choices and reduce preventable cancers.

While society continues searching for a cure, our prevention and survival work has been relentless in helping people to live longer, happier and healthier lives – free from the devastating effects of cancer.

WHAT DRIVES US

OUR VISION

is to live in a world where no one dies of a preventable cancer

OUR MISSION

is to look at how diet, body weight and physical activity affect the risk of developing and surviving cancer, and share the evidence with the public, health professionals and policymakers

Today, we remain the only UK charity solely dedicated to researching how diet, body weight and physical activity affect your risk of developing and surviving cancer.

That’s why our mission and this 2026–2030 Strategy are more important than ever.

STRONGER TOGETHER – OUR NETWORK

We are part of a network of cancer prevention charities with a common purpose – to unify in our goal to prevent cancer and save lives. The international network of charities have been funding life-saving research, influencing global health policy and informing the public since 1982.

World Cancer Research Fund International brings a global view to our strategy and works alongside World Cancer Research Fund in the UK and the other registered charities in our network who comprise: the American Institute for Cancer Research (AICR) and Wereld Kanker Onderzoek Fonds (WKOF) in the Netherlands, giving us a global voice to inform people about cancer prevention.

The network funds and champions the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, body weight and physical activity so that we can help people make informed choices to reduce their cancer risk.

Alongside this, the network leads on global policy work to advocate for better public health policies to help prevent cancer. World Cancer Research Fund International have been in official relations with the World Health Organization (WHO) as a trusted adviser and partner since 2016.

World Cancer Research Fund International’s ground-breaking research is used to produce the evidence-based Cancer Prevention Recommendations that help save lives around the world.



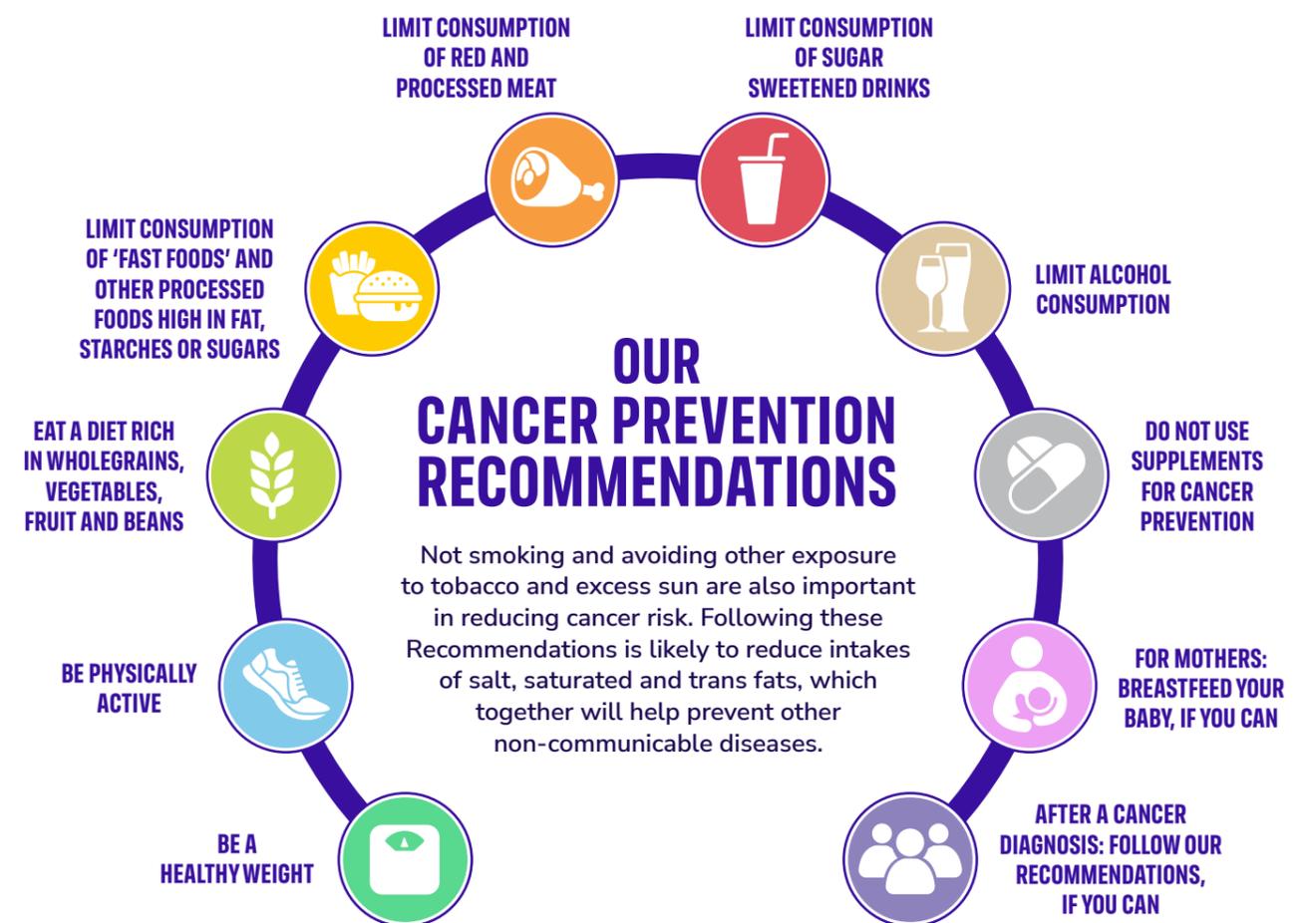
OUR CANCER PREVENTION RECOMMENDATIONS

Many cases of cancer don’t need to happen. From massive population studies to laboratory research, the evidence suggests that around 40% of cancer cases could be prevented if people followed our Cancer Prevention Recommendations and if governments created environments where it’s easier to live healthily. This is what makes awareness of our Recommendations so critical.

Our Recommendations can help people prevent and survive cancer, ultimately saving people’s lives.

Our Recommendations have been developed by experts and rigorously tested by independent scientists. They are a blueprint for individuals and societies to determine how they can reduce cancer risk and they are vital within our strategy, guiding our work to achieve our mission.

Our Recommendations are a straightforward way to share our cancer science. They will be used throughout our strategy for our work with individuals, families, health professionals, communities, policymakers and the media.



We will review and refine our Recommendations as and when any new science and information becomes available during our strategy.

“ Many people believe that getting cancer is only down to your genes, fate or just bad luck, but our Cancer Prevention Recommendations outline what you can do to reduce your cancer risk. ”

Dr Giota Mitrou
Executive Director of Research and Policy,
World Cancer Research Fund International

JAMES' STORY



After losing his Nan, Mum, Aunts and Step-Mum to cancer, one of our Ambassadors James Radford is determined to help more families avoid the misery of a cancer diagnosis.

“I was 19 years old when my mum was diagnosed with bowel cancer. We were told it was terminal and she had up to 6 months to live. But after 6 days, she closed her eyes and never opened them again.”

Mum Julia is not the only person James has lost to bowel cancer. A few years earlier, his Nan died of the disease, and his mum’s sister Mary also tragically succumbed to the disease.

Sadly, it’s not just bowel cancer that has struck in James’ family. Another of James’ aunts, Helen, and his step-mum, Lyn, died from different cancers.

“To all those who knew Helen, she was the light in the room. She passed away quietly and pain free in Milton Keynes Hospital, with family holding her hand.

Then when Lyn died, watching one of the strongest people I have had the pleasure of meeting losing her battle with cancer made me angry. Cancer doesn’t care who you are or how strong you are. It’s an evil disease.

World Cancer Research Fund is amazing, from getting the word out, to those scientists making waves and advances in cancer prevention. Seeing the work they are doing is amazing.

If raising money can maybe one day stop others being robbed of memories, I won’t give up.

I’m often asked, how do you keep motivated to fundraise for World Cancer Research Fund? Honestly, it’s simple. I think of the people I’ve lost to cancer and all that it’s robbed me of.”

OUR WORK, YOUR WORDS

“I can’t thank you enough for helping me with my mum during such a difficult time. I was completely lost and overwhelmed about how to manage her diet and her cancer! Speaking to your dietitians is the best decision I’ve made for us both.

Suriyah, Cancer and Nutrition Helpline user

“When I was finishing up my PhD, my mum died of breast cancer. That was a real trigger moment for me to look more into oncology. World Cancer Research Fund has been incredibly supportive of me as a young academic. It has provided amazing flexibility at a very uncertain time.

Dr Frankie Brown, former postdoctoral researcher working on a World Cancer Research Fund International grant

“It is never too late to change unhealthy eating patterns – I feel much more confident to talk about prevention now.

Alison, Community Projects Officer and Cancer Prevention Workshop participant

“Thank you for sending the resource about protecting yourself against bowel cancer. This is an interesting and a useful guide to have in trying to make our lives much more healthy.

Linda, Protect Yourself Against Bowel Cancer reader

“The World Cancer Research Fund campaign on alcohol and cancer risk is so awesome. I’m so happy to see it and follow it and I think it’s a great textbook case for how to conduct such initiatives: evidence-rooted, collaborative, and driven – plus showing that it is carried by people who want change. Keep rocking!

Maik Dunnier, Director of Strategy and Advocacy, Movendi International

OUR AGENDA FOR CHANGE

We have a series of core beliefs developed using our evidence base that drive everything that we do. These are summarised below and link to each of the outcomes we want to achieve.

OUR VISION

is to live in a world where no one dies of a preventable cancer

CORE ISSUE: We believe too many people are dying every year from preventable cancers. And the problem's only getting worse.

OUR BELIEFS

More research is crucial to helping people prevent and survive cancer.

We need more education about cancer risk, to empower society to make evidence-informed health decisions.

We must work with decision makers to recognise that prevention is better than cure.

We want everyone to take steps to help prevent and survive cancer by improving their diet and exercising.

Cancer prevention is underfunded. We need to raise and seek more money to tackle the issue.

OUR OUTCOMES



Outcome 1
THE LATEST RESEARCH



Outcome 2
AN INFORMED PUBLIC



Outcome 3
INFLUENCING FOR BIG-PICTURE CHANGE



Outcome 4
WIDELY USED HEALTH INFORMATION AND SUPPORT



Outcome 5
ENGAGED SUPPORTERS AND PARTNERS

Our strategy outcomes address our core beliefs, making strides towards our vision of a world where no one dies of a preventable cancer.



Outcome 1

THE LATEST RESEARCH

We fund and champion the latest authoritative research on cancer prevention and survival through diet, body weight, physical activity and other emerging areas.

By 2030 we will have advanced the science behind diet, body weight and physical activity for better outcomes in cancer prevention and improvements in survival rates.

Key activities

1 Deliver and champion cutting edge and high impact research, reports and projects, which benefit the UK population's overall health.

- Our Global Cancer Update Programme (CUP Global) will synthesise and interpret evidence on risk factors for cancer. This will continue to provide the foundation for our public health and advocacy work.
- We will expand our funding for cutting edge, innovative research to progress and build on our scientific understanding in cancer prevention.
- We are committed to investing and improving the science in cancer survivorship as our evidence (through CUP Global) shows many limitations in this critical area.
- We will promote our core programmes whilst also deepening relationships with UK science institutions, key stakeholders and researchers through conferences, webinars and reporting on key developments.

2 Understand what people in the UK are most concerned about in relation to cancer (where diet, exercise, weight and other worries are concerned) and provide the answers they are looking for.

- We will involve the public and patients in our work to better understand what people are most concerned about
- We will fund research to fill gaps in knowledge especially related to underserved communities who often have the worst cancer outcomes.
- We will communicate what people can do to affect their current risk and where public understanding needs to be enhanced.

- We will aim to provide answers by continuously translating the latest science to be accessible for the UK public.
- Misinformation will be tackled and confronted to increase public trust in science and our Recommendations.

3 Our research aims are global in their outlook. We work as part of an international network of charities to help fund new and innovative research grants that will help to increase our understanding and tailor our messages.

- Our global outlook will be reflected with stakeholders such as scientists, ambassadors, corporates and institutions around the world.
- We will encourage a coordinated approach to the use of our science, using ever more detailed data and research findings to better inform the public and other stakeholders.
- We will encourage and engage a coordinated approach to our network innovation with a constant focus on pushing cutting-edge science.

I am delighted to be supporting World Cancer Research Fund's vital work at a very exciting time. Our understanding of the links between nutrition, weight, physical activity and cancer continues to increase, and there are great opportunities to influence both the direction of research and public health policy.

Prof Elio Riboli
Chair of Cancer Epidemiology and Prevention, School of Public Health, Imperial College London



Outcome 2

AN INFORMED PUBLIC

As the leading UK voice on cancer prevention we help more people prevent and survive cancer through our evidence-based research on diet, body weight and physical activity.

By 2030 we will establish ourselves as the most distinctive and influential voice on cancer prevention in the charity sector, driving a greater awareness and engagement that translates directly into a greater impact on people's lives.

Key activities

1 We will be recognised as the leading UK charity on cancer prevention through diet, body weight and physical activity, using national campaigns to enhance our position and profile.

- Our general brand awareness will be higher than other similar sized health or research charities.
- We will use our Cancer Prevention Recommendations to communicate and engage with a UK audience in the most effective manner possible.
- We will promote our cancer health check tools at all times, seeking to grow our year-on-year user numbers.

2 Our messaging reaches the public via our media and campaign promotion work, and our targeted projects and programmes, thereby increasing awareness, understanding and behaviour change.

- We will deliver between one and two major national campaigns per year – that hit clear media, engagement and reach targets (for example, Cancer Prevention Action Week).
- We will develop smaller, more targeted educational campaigns designed to influence the health sector's approach to informing patients about cancer prevention risks and behaviour change.
- As they emerge, we will consider and adopt new technologies to engage with our current and future audiences in a way that most suits them.

3 We are the first point of contact for diet and lifestyle media stories where cancer prevention and living with cancer are concerned, and we seek to use influencers, ambassadors, supporters and internal spokespersons wherever we can.

- We will have a planned pro-active PR programme for press and media, seeking to achieve higher than average media coverage for charities of a similar focus and size.
- Wherever possible, every campaign will be underpinned by a measurable increase in the public's understanding of a subject.

4 We deliver an impactful, engaging and diverse digital content offering, and ensure we are recognised as a key resource on cancer prevention for the public, the science community, health professionals and people living with and beyond cancer.

- Our digital programmes and campaigns will be developed aiming for year-on-year increases in web traffic, social followers and e-news subscribers.
- We will carry out an annual user experience survey to identify our user-base and their content interests, and gain feedback on areas including content quality and ease of navigation.

Our media/PR activities have huge reach with us regularly featuring in national media. Over recent years we have seen huge growth, securing thousands of separate pieces of coverage to inform people about our work.



Outcome 3

INFLUENCING FOR BIG-PICTURE CHANGE

Through our networking and influence with governments, health professionals and other non-governmental bodies we will promote systemic change that will foster healthier environments, support healthier choices and reduce preventable cancers.

By 2030 our evidence-base will have influenced decision makers and led to systemic changes to help reduce preventable cancers.

Key activities

1 Our work contributes to government departments, health professionals and other actors being increasingly focused on creating healthier environments and prioritising action on cancer prevention.

- Our policy priorities to prevent cancer are to:
 - Prioritise cancer prevention across Government
 - Improve the nation's diet
 - Get everyone moving more
 - Reduce the nation's alcohol consumption
 - Increase support and resources for patients, health professionals and research
- In order to achieve our policy priorities we will develop a clear UK policy engagement strategy, defining our objectives, target audiences and mechanisms for influence (for example, participation in All-Party Parliamentary Groups, health policy coalitions and future strategic partnerships).
- UK policy engagement will be embedded in our ongoing work, alongside our international Policy and Public Affairs strategy.
- We will use metrics and data sources to assess the extent to which we are achieving change against our advocacy priorities outlined in our policy priorities.

2 We seek to be a partner of choice for all aligned commercial, civil society, policy and research organisations to maximise our impact.

- We will work in partnership wherever we can to further influence and inform others on cancer prevention and survival through addressing modifiable risk factors (such as diet, body weight and physical activity), for example, with National Institute for Health and Care Research (NIHR).
- Our brand and messaging will enable partner organisations to understand why and how they might wish to collaborate with us.
- All partnership projects and programmes will be evaluated against clear objectives and success criteria.

3 We continue to work with both network and global interests.

- World Cancer Research Fund in the UK will continue to benefit from being part of an international network of cancer prevention charities, harnessing the reputation, information-sharing and global perspective that this brings.
- The information flowing from the network continues to enrich our UK work, enabling the entities to work together for more global reach.

We influence global public health policy which helps support the public to make more informed choices.

As part of an international network of charities we do this all the way from influencing global policy makers at the World Health Organization to more local decision makers in Westminster.



By 2030, with expanded reach and greater impact, we will be the go-to place for information and support on the links between cancer, nutrition and lifestyle.

Key activities

- 1 We inform, support and engage with a large and growing health professional following in the UK to foster best practice and spread the word about how we can help their patients and service users.**
 - We will deliver practical information and accredited training to equip more health professionals with the skills, knowledge and confidence to:
 - Help people reduce their risk of cancer
 - Improve quality of life for people living with cancer, help reduce their risk of cancer recurrence and improve their chances of survival
 - A wide range of people will be recruited to our UK health professionals' network, including those who focus on behaviour change for healthy living and others who support people before, during and after cancer treatment.
 - Health professionals will be engaged and updated with regular news on our research and the training and information available to them, encouraging the use of our tools and publications.
 - We will work with UK medical schools to include learning on nutrition, physical activity and cancer in their undergraduate courses.
- 2 We provide the general public with cancer prevention information and support.**
 - Taking a person centred approach, we will increase awareness and understanding of our Cancer Prevention Recommendations, providing information and tools to support people to act on our messages and sustain healthy behaviour change.
 - Children and their families will be encouraged to adopt healthy habits and behaviour change.
 - We will use feedback and insight to ensure we are providing information and support that is relevant, accessible and meets audience needs.
 - The reach, take-up and behaviour change impact of our information and support will be measured to ensure we make the biggest impact with our work.
 - We will test new ways to promote our information to grow and widen our reach.
 - We will work with health and community organisations and professional bodies to grow our reach and influence with the public.
- 3 We provide people living with and beyond cancer with nutrition and physical activity information and support services.**
 - We will provide access to evidence-based information from Oncology Specialist Dietitians through a variety of channels.
 - We will work with NHS services to provide cancer patients with nutrition and physical activity information and support at diagnosis and during and beyond treatment to help address unmet needs.

Thank you for giving people with cancer such an excellent and important resource. There is so much information about nutrition online that's confusing and sometimes even dangerous!
Jane, Cancer and Nutrition Helpline user

Outcome 4
WIDELY USED HEALTH INFORMATION AND SUPPORT
 We provide widely used information, training and support for the general public, including people living with and beyond cancer, and the health professionals who support them.



By 2030 we will have significantly grown our long-term income to make a greater impact on people's lives through our work.

Outcome 5

ENGAGED SUPPORTERS AND PARTNERS

We will seek to maximise our long-term net income by engaging new and existing supporters in our work and vision.

Key activities

1 We will grow our long-term income, and in turn share our Cancer Prevention Recommendations and increase brand recognition.

- Income streams will become more diverse, innovative and balanced.
- All Fundraising programmes will be tracked, continually ensuring a balance of reliable, existing income and new opportunities.
- We will run a highly efficient programme to grow the number of supporters who engage with our work over the long term.
- We will ensure a dynamic and engaging supporter experience for existing supporters through Legacies, Cash Appeals, Committed Giving, Events and In Memory Fundraising.
- Wherever possible we will seek to ensure our fundraising efforts are combined with raising awareness of our cancer prevention messages.

2 We will seek to grow our in-year and multi-year pipeline of partnerships and high value support.

- Initially focusing on our prospecting and new business activity, prioritising higher value multi-year partnerships.
- We will work with targeted industries and partners where there is potential for deeper mutually advantageous strategic partnerships.
- We will work with a range of Trusts and Foundations to grow support and build a pipeline for future years.
- We will network and use our supporter database to identify supporters who may wish to get further involved in our work at a more philanthropic level.

3 Increase our use of Digital Fundraising and new technologies to reach new and existing audiences through their platform of choice.

- Build on our use of channels such as Meta, PPC, SEO and targeted display to attract new supporters through our different products.
- Grow our income through virtual events and other relevant products online.
- Use new platforms and technology as it develops to ensure agility and a best-in-class supporter experience.

4 We always provide information and carry out our work in a way that respects why our supporters donated to us.

- We will ensure our activities are guided by the understanding that people give us money so we can inform them and others how to prevent cancer and/or live better with cancer or survive longer after a cancer diagnosis.
- We will regularly report on the impact donations make to our work and maintain good transparency about our fundraising.

As a long term World Cancer Research Fund supporter, including a gift in my Will felt like the most meaningful way to further support their mission. By funding research and education, I know I'm helping prevent cancer and saving lives.

Joan, Legacy supporter

HOW WE WILL SUCCEED – A DEVELOPING ORGANISATION

We will model best practice in governance and leadership, supported by staff development and the adoption of the latest technologies available.

Our people are at the heart of our work. We will strive to be an employer of choice through:

- **Our Values** – we have a core set of organisational values for how we work. Our values not only define who we strive to be, but also how we want to work. They apply to how we work both internally and externally, underpinning our organisational culture and brand.
- **Staff engagement and job satisfaction** are critical for us to succeed and are supported by development and rewards alongside the alignment of the organisational values.
- **An empowering and inclusive approach to staff engagement** will continuously evolve and be encouraged through different approaches.
- **Diversity, equality and inclusion** are embedded and committed to in all of our practices. We aim to establish an inclusive culture that celebrates diversity, is free from discrimination, and is based on the values of dignity and respect.
- **Best practice in governance and compliance** will be modelled by the management team and throughout our work. We are registered with the Charity Commission in England and Wales alongside all the relevant regulatory bodies including the Fundraising Regulator. We are fully committed to all our practices being open, fair, honest and legal.

OUR VALUES



EVIDENCE-BASED



INCLUSIVE



INFLUENTIAL



INNOVATIVE



EMPOWERING



SUCCESSING THROUGH TECHNOLOGY AND DATA



Our use of technology and data is critical to our future success

We continually strive to be innovative with our use of technology and data, supporting the needs of our staff, programmes, the organisation and external stakeholders.

A data-driven organisation

Our decisions will be evidence-based not only from our research but from the data that we hold. We will take a data-driven, insight-led approach to our strategy and internal decision-making processes using the best and most recent data available. We know the importance of data privacy and all data will be used in line with our Privacy Notice found on our website.

Monitoring and evaluation

Our strategy and outcomes will have key performance measures attached to each element which will be monitored and regularly reviewed. We will listen to the insight we gain and act swiftly to ensure it is fully utilised and acted upon.

Cutting-edge technologies

New technologies will be evaluated, adopted and used as they become available to further our strategy and outcomes. The use of Artificial Intelligence is moving apace and will be central to the future agility, impact and effectiveness we can achieve through this strategy.

COLLABORATION AND PARTNERSHIP

In order for us to succeed in our vision to live in a world where no one dies of a preventable cancer, working with others is critical. We consistently build on our collaborations and partnerships ensuring that they continue to further our mission.

World Health Organization (WHO)

World Cancer Research Fund International is a trusted adviser and partner of the World Health Organization (WHO) and has been in official relations with the WHO since 2016.

World Cancer Research Fund International works collaboratively with the WHO to help countries (or Member States) around the world (including the UK) support people to reduce their risk of developing non-communicable diseases (NCDs), including cancer.

Working with the WHO allows us to influence public health policy at the highest level through working with different departments at WHO headquarters and regional offices, including the NCD and cancer control, Nutrition and Physical Activity teams.

World Cancer Research Fund is the leading organisation when it comes to knowledge and evidence around diet, nutrition and cancer. Working side by side in partnership with them has helped the NIHR Cancer and Nutrition Collaboration make huge strides forward.

Dr Steve Wootton OBE
Deputy Chair, NIHR Cancer and Nutrition Collaboration

Cancer and Nutrition Collaboration

We are a founding member of the National Institute for Health and Care Research (NIHR) Cancer and Nutrition Collaboration. The scope of the Collaboration's work includes all stages of cancer, from prevention through to treatment, living with cancer, and palliative and end-of-life care.

Since 2021, our strategic partnership with the Collaboration has focused on delivering information and training about the links between cancer and diet to a greater number of people. Activities include launching a hub of cancer and nutrition questions for the public and running events with health professionals and influential people from across different professions and industries.



Strategic Fundraising Partnerships

We continue to work in partnership with a range of companies, trusts and foundations to advance joint strategic objectives.

Our corporate partners have come from lots of different industries but all with a view to helping us meet our mission. Working together we unlock shared value through tailored partnerships that can link our life-changing work with a company's long-term ambitions. Partnering with us helps to show a company's commitment to preventing cancer and saving lives.



We can only achieve our strategy with the help of others. If you are interested in exploring a collaboration or partnership with us please get in touch.

MORE INFORMATION AND TO DONATE

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Press and media enquiries

Email: pr@wcrf.org

Partnership enquiries

Email: partnerships@wcrf.org

Sign up to our e-newsletter:

wcrf.org/newsletters

To donate

Online
wcrf.org/donate

By Phone
020 7343 4205

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We want to live in a world where no one dies of a preventable cancer.

We look at how diet, body weight and physical activity affect the risk of developing and surviving cancer, and share the evidence with the public, health professionals and policymakers.



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Read online
wcrf.org/strategy

Preventing cancer. Saving lives

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(Registered Charity No: 1000739).

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