

Business Plan

Fujitsu and Macmillan Cancer Support



In partnership with

**WE ARE
MACMILLAN.
CANCER SUPPORT**

FUJITSU

Executive Summary

In the UK, almost one in two people will get cancer at some point in their lives, and it's the toughest fight you can ever face. But life with cancer is still life – and Macmillan Cancer Support are there to help people live it, no matter what. They provide medical, emotional, financial and practical support; from nurses and therapists helping people through treatment, to the volunteers lending a listening ear and raising vital funds, and the campaigners improving cancer care. Their ambition is to reach everyone affected by cancer, including friends and family. We believe that together in partnership we can use our skills and expertise to help them reach this goal faster.

We have set clear partnership goals in our joint two year strategy. Fujitsu and Macmillan will work in partnership to raise vital funds and transform the digital experience of Macmillan's volunteers so that they are fully enabled, without barriers, to reach more people affected by cancer.



Partnership Goal







To help shape a better tomorrow for people facing cancer by transforming the digital experience of Macmillan volunteers. Our expertise and can do attitude will provide the technology and funding needed to inspire volunteers to reach out to the growing numbers of people who need support.

Our Partnership Workstreams



To help us achieve this goal Fujitsu and Macmillan will manage these partnership deliverables



		Need	Solution
Driving Performance through Innovation and ICT		To transform the digital experience of Macmillan's volunteers; improving their journey and maximising impact to reach the growing numbers of people living with cancer.	Work together, utilising Fujitsu's technological and consulting expertise to implement solutions where they are most needed and where they will have the most impact.
Encouraging Action		Macmillan need to raise funds to support their services that have a vital impact on the lives of people living with cancer.	Fujitsu and Macmillan will educate and inspire stakeholders to fundraise, volunteer, and engage with our partnership and cause.
Sharing Skills and Business Expertise		Macmillan need to adopt new business processes and optimise operational efficiencies to maximise their service offerings.	Fujitsu will utilise its business knowledge and expertise to explore collaborative initiatives and embrace new skills sets. Macmillan to share how Fujitsu can support employees affected by cancer.
Raising Awareness of Macmillan and our Partnership		Macmillan need to secure long-term supporters and raise awareness of the charity, their partnerships and the support Macmillan provide, in order to reach growing numbers of people affected by cancer.	Fujitsu will help raise awareness of Macmillan's work, including Fujitsu's impact, to improve recognition and ongoing support of the charity and our partnership.

“ At Fujitsu, we are excited to be partnering with cancer charity Macmillan. Through our partnership, we look forward to sharing our skills and expertise to support Macmillan in their ambition to reach everyone affected by cancer. We will focus our engagement on a number of key areas, including employee engagement and volunteering, with the aim to raise £200,000 in vital funds. Our technology project will also play a crucial role in ensuring we enable Macmillan to reach their ambition. ”

Juliet Silvester, Head of Responsible Business EMEA, Fujitsu

“ We are delighted to launch our partnership with Fujitsu and looking forward to working together to raise vital funds and transform the digital experience of Macmillan’s volunteers so that we can reach more people affected by cancer. Fujitsu’s digital skills and expertise bring a unique value to this partnership, and we are looking forward to exploring how we can best harness these to reach and improve the lives of the growing number of people living with cancer. ”

Nicola Keith, Head of Partnership Management,
Corporate Partnerships, Macmillan Cancer Support

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ID-4291-001/11-2017