



Bowelbabe Fund

for Cancer Research UK





Who was Deborah James?

What is the Bowelbabe Fund and how did it begin?



£7 million had been raised by the time of Deborah's death.



Completely blowing that initial fundraising target out the water.

It was quite clear that this could turn into something special.

And it hasn't stopped there either...



£16m
raised

£12m
of innovative
research projects
funded

60%
increase in bowel
cancer referrals in
the month after her
death.

Millions
of lives
reached



Race for Life for BowelBabe

They've continued to test and introduce new fundraising products and offers to reach new audiences.



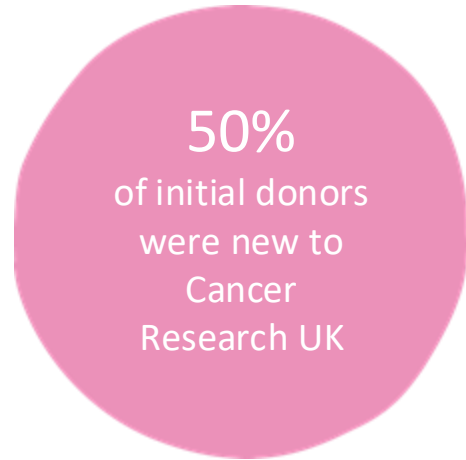
Earlier this year, the Omaze partnership raised a whopping £3,000,000 for the fund.



In 2025, 8 people will be running the London Marathon for the Bowelbabe Fund.

And, why I wish I thought of
the Bowelbabe Fund?

Some insider scoop straight from Cancer Research UK...



😍 I LOVE THEM SO MUCH!

She's so nice! ❤️
We'd be best friends

I'm obsessed!!!!
tfan

❤️ 42

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Social media has accelerated the development of parasocial relationships.

What can we learn from the Bowelbabe fund?

- ✔ **Ambassadors** for you could be out there on social media, talking about your cause right now. Go put your nose in with your social media teams!
- ✔ The power of **community** developed in social media is powerful and long lasting.
- ✔ **Authentic partnerships** can help you reach new audiences, and they *could* be way more engaged than you anticipate.
- ✔ But remember, it doesn't come without risk and great **relationship management** is so important.

“Find a life worth enjoying; take risks; love deeply; have no regrets; and always, always have rebellious hope.

And finally, check your poo – it could just save your life.”

