



Prostate
Cancer
Research

pccr.org.uk



STRATEGY 2024–2027



Prostate Cancer Research

Transforming research. Transforming lives.

Our strategy for a future
where there is no need to
fear prostate cancer.

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Research into prostate cancer stands at a pivotal juncture, marked by substantial progress and renewed hope. Over the past decade, the landscape of prostate cancer research has been transformed by the development of innovative precision medicines that herald a new era of patient care.

These advancements are not just incremental; they promise to deliver a paradigm shift in our approach to treatment, tailoring therapies to the individual needs of patients, and significantly improving outcomes. Despite this encouraging backdrop, we at PCR believe more needs to be done for patients, especially in terms of detecting prostate cancer earlier, providing new treatment options for advanced disease, and providing equitable access to care.



OUR JOURNEY

Our journey at PCR from four academic research projects to an impressive 23 in just four years is a testament to our commitment and the robustness of our last strategy.

This expansion has been underpinned by strategic deployment of our charitable expenditure beyond our traditional academic grants, including funding our first few biotechnology companies, dedicated to converting research breakthroughs into viable treatments. Furthermore, we've established a specialised team focused on ensuring that the fruits of research are accessible and beneficial to all, embodying our core values of equity and inclusivity.

We remain steadfast in our commitment to placing the voices of those affected by prostate cancer at the core of our decision-making processes. Their experiences, insights and feedback are invaluable, ensuring that our strategies and solutions are grounded in the real-world challenges they face.

In particular, we are proud of our award-winning programme of research on the subject of racial inequalities in prostate cancer, funding over £1 million of research through eight projects in the UK and the USA.

Achieving such strides amidst the backdrop of a pandemic and global financial crisis is nothing short of remarkable. These challenges have only sharpened our resolve and highlighted the resilience and adaptability of our research community.

Looking ahead, we aim to capitalise on our unique position in the prostate cancer ecosystem, bringing together our detailed understanding of the deep-seated needs of patients and our capacity for innovative problem-solving. Our strengths lie in forging connections, fostering collaborations and driving forward with solutions that address the most pressing challenges in prostate cancer care.



OUR VISION FOR THE FUTURE

Our vision for the future is clear: to be an integral part of creating one of the healthiest ecosystems for any disease type. An ecosystem that is connected, collaborative, equitable and effective. We are setting ambitious targets to double our research funding, accelerate 12 biotech ventures, engage at least 50,000 men in influencing change, initiate three novel projects to enhance equity and grow our income to more than £7 million. These goals are not merely aspirational; they are achievable milestones on our path to changing the prostate cancer landscape.

The seismic shifts in technology and our growing understanding of prostate cancer's intricacies embolden us to advocate for pivotal policy changes.

We now believe it is the opportune moment to champion advancements in both screening and treatment protocols, ensuring that they reflect the latest innovations and research insights to benefit patient outcomes at a national and global level.

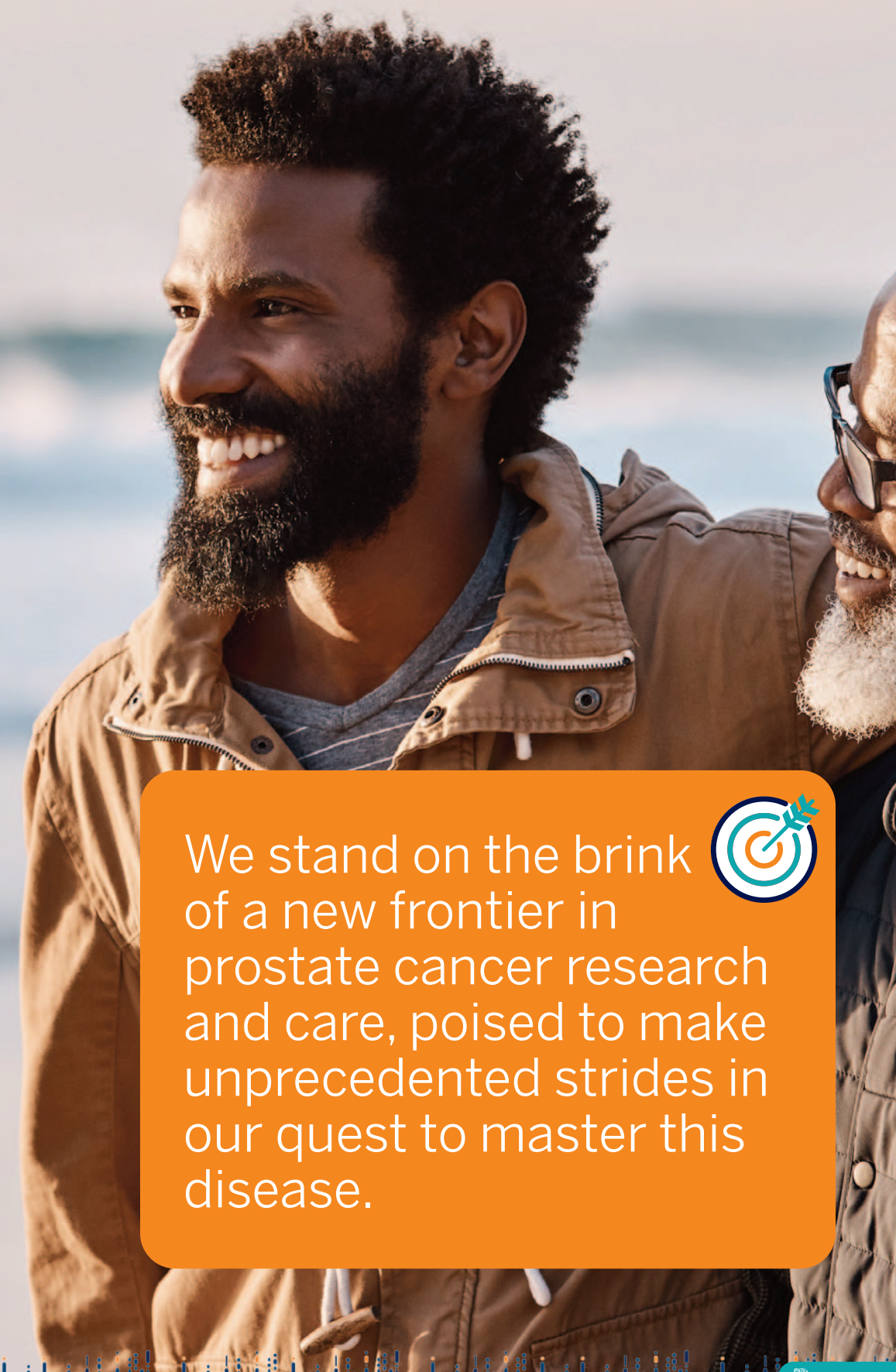
We stand on the brink of a new frontier in prostate cancer research and care, poised to make unprecedented strides in our quest to master this disease.

Our resolve is unwavering, our strategy is comprehensive and our commitment to patients is stronger than ever. Our collective efforts will bring about a future in which prostate cancer is no longer a threat to life, but a condition that can be caught early, effectively managed and ultimately cured.



Overview

Oliver Kemp CEO
Prostate Cancer Research



We stand on the brink of a new frontier in prostate cancer research and care, poised to make unprecedented strides in our quest to master this disease.



What is the Need?

There is still only £25 million per year of charitable funding for research into prostate cancer, which is insufficient given the increasing burden of the disease.

The Covid-19 pandemic has had profound implications for prostate cancer patients and the healthcare system in the UK. There has been a striking 25% increase in the number of men diagnosed with metastatic disease. This surge, alongside damning statistics – **52,300 prostate cancer cases diagnosed yearly with 12,000 deaths and one in eight White men developing the disease alongside one in four Black men** – places a greater demand on healthcare services and necessitates an urgent response.

Compounding this issue is a threefold increase in the number of men who are facing delays in cancer diagnosis and treatment. These delays are particularly concerning for older men who are disproportionately affected, exacerbating the health inequalities within this demographic.



FUNDING CHANGES

Amidst these challenges, funding remains a critical concern. There is still only £25 million per year of charitable funding for research into prostate cancer, which is insufficient given the increasing burden of the disease. This situation is made more challenging due to a significant reduction in corporate donations to charities, which have fallen by a third since Covid, further constricting resources that are vital for patient support and research. More investment is essential to propel advancements in treatment, improve outcomes and, ultimately, save lives.

The financial strains extend beyond academic research funding. Financing for biotechs has been particularly difficult for the past two years, presenting an especially challenging environment for innovation and development of prostate cancer therapies. We are seeing significant numbers of early-stage biotechs with good ideas struggling to access start-up funding.



LIFE EXPECTANCY

Additionally, there is a stark disparity in life expectancy among men with prostate cancer, which is pronounced in the Black community and for those with low health literacy and low incomes. These individuals face a life expectancy up to seven years shorter than the average patient, underscoring the necessity for targeted interventions to improve health education and access to care for the most vulnerable populations.



STRENGTHENING THE PROSTATE CANCER ECOSYSTEM

In response to these patient needs, a comprehensive strategy is required - one that addresses funding, support and access to effective diagnostic and treatment tools to mitigate the impacts of these challenges on men with prostate cancer in the UK. Fortunately there has been tremendous research progress over the last few years. It is our aim at Prostate Cancer Research (PCR) to seize upon this progress, further strengthen the ecosystem and ensure that all the benefits of breakthroughs are shared equitably.

Vision, Mission, Values



Innovation

We believe in innovation as a mindset. We are not afraid to challenge conventional views to drive innovation. We actively seek out and support good ideas from our staff, patients, volunteers and scientists.



Collaboration

The best results stem from bringing in a mix of perspectives, talents and experiences. Our ambition is to leverage the combined expertise of our ecosystem for the greater good.



Accountability

We promote accountability and collective responsibility so that our team can make decisions that maximise our impact. Likewise, our drive for continuous improvement goes hand in hand with our willingness to take collective responsibility for our actions.



Empathy

We put patients first by actively listening to them, understanding what matters and modifying our approach to better meet their needs. We endeavour to make science and healthcare accessible to all, believe in compassion, and recognise that empathy goes a long way towards improving the quality of life of people with cancer.



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Our Mission

We are a patient-centric research charity dedicated to saving and improving lives by supporting the best research and ideas, ensuring they reach every part of society.

Our Vision

Reduced mortality from prostate cancer and improved quality of life.

WHAT WE DO
Together, we will develop and deliver breakthrough medicines and treatments.

THE AMBITION
A world where people are free from the impact of prostate cancer.

Summary of Key Strategic Goals

In the spirit of continuous improvement and innovation, we recognise the importance of research and practical application in creating a virtuous cycle that drives progress.

For example, in the field of prostate cancer research, the interplay between research findings and their application in practical projects has proven to be a powerful mechanism for advancing knowledge and improving patient outcomes.

This dynamic exchange ensures that practical experiences inform ongoing research, leading to more effective treatments and strategies.



1. Building Better, Together



“‘Prostate Progress’ gives me hope that we can truly tailor the fight against my cancer.”

Prostate Cancer Patient

Prostate Cancer Research takes a collaborative approach with the objective of developing a comprehensive and holistic strategy to increase impact for patients.

By the end of 2027, our commitment is to establish five novel cross-departmental initiatives that will integrate insights and share knowledge across disciplines, with the overarching goal of addressing a broader spectrum of patient needs. These initiatives will not only foster learning and innovation but will also encourage a deeper understanding of the patient journey, from diagnosis through treatment and beyond.

Key to these initiatives will be the creation and implementation of a patient data platform, ‘Prostate Progress,’ that will allow us to understand how patients are feeling and reacting to treatments and diagnostics, enabling us to help drive forward patient-centric innovation.

Secondly, we are also developing an economic model designed to evaluate new innovations, identify disparities in care and assess the cost of early diagnostic options.

We also aim to orchestrate a signature event that will unite all stakeholders within the prostate cancer ecosystem to encourage further collaboration and shared purpose.

Additionally, we will focus on addressing racial and social disparities through our dedicated programme that will generate new insights and apply practical solutions to overcome these challenges.

Central to our long-term success is the establishment of a sustainable funding model to support our influencing work, ensuring that we can continue to apply our new-found insights and use them to drive change and make a lasting impact in the fight against prostate cancer.

By 2027, PCR is set to significantly amplify the scope and impact of its academic research endeavours. The organisation is committed to doubling the funding for research projects, thereby driving notable advancements in prostate cancer understanding and treatment.

PCR aims to ensure that every high-potential project, scoring four out of five or above by our independent Scientific Advisory Committee (SAC), receives the necessary funding in each grant round.

The organisation has taken the initiative to design and commence projects aimed at resolving prominent social questions by leveraging its internal expertise and capabilities.

Additionally, PCR is aiming to forge a series of partnerships with other organisations to co-fund joint grant rounds, further expanding the reach and collaborative potential of their research efforts.

In pursuit of a more integrated and patient-centric research framework, PCR plans to curate in-house projects focused on overcoming barriers individuals face to the lifestyle changes that lower their risk, and digging deep into barriers to trust in healthcare. The introduction of small seed grants will encourage Public and Patient Involvement (PPI) and foster collaboration among scientists.

A comprehensive refresh of our analysis of the UK ecosystem will be commissioned in 2024, coupled with a deep dive into understanding and addressing Equality, Diversity and Inclusion (EDI) challenges within research. These steps are crucial for PCR's strategy to enhance the effectiveness and inclusivity of prostate cancer research.

Summary of Key Strategic Goals

2. Research Driving Transformation

Identifying Black men at increased risk of developing prostate cancer



This PCR funded project, led by Dr Greg Brooke and Dr Antonio Marco, successfully developed a computer programme examining DNA from 70,000 individuals. This identified genetic differences, possibly explaining racial disparities, as prostate cancer is more prevalent in Black men than White or Asian men.

In the future, this promising research could be used to develop a screening test for individuals who may be at high risk of developing prostate cancer, improving the likelihood of early detection, providing better treatment options and improving survival rates.

PCR aims to ensure that every high-potential project, scoring four out of five or above receives funding in each grant round.

3. Building a Translational Research Ecosystem

Accelerating prostate cancer breakthroughs by investing in 12 early-stage innovators



Proven Connect, the translational arm of Prostate Cancer Research, will leverage our deep scientific knowledge, clinical and patient insights, and commercial expertise. We aim to construct an impactful investment portfolio consisting of up to 12 early-stage companies.

With a strategic focus on pre-seed and seed ventures, we anticipate several of these entities reaching a pivotal moment for substantial Venture Capital investment within three years. Concurrently, we will establish a £1 million philanthropic investment fund to bolster our initial portfolio and plan to raise additional dedicated funding for translational research to broaden our portfolio and accelerate the companies that we are already working with.

We'll leverage co-investment opportunities, cultivate VC relationships for fund warehousing and advocate for substantial backing to support the funds.

To enhance innovation, we will create a structured programme fostering connections among academic, clinical and industry experts, supported by our Proven Connect website. By 2027 is poised to become the model organisation for third-sector insights in translational research. Proven Connect will identify further accelerator partnerships, expand team capacity for networking, host thematic stakeholder events and enhance connectivity and support for burgeoning companies.

Finally, we will formalise the **Translating and Accelerating Research Network** that we founded in 2023 to underscore the benefits of charity-industry partnerships in advancing clinical research, engage in relevant external workshops/initiatives, and cultivate collaborations with key entities such as LifeArc.



4. Empowering a more Equitable Prostate Cancer Community

Our patient engagement strategy aims to bridge the gap between research and the patient community, fostering a relationship in which a diverse and representative community actively contribute to and benefit from cutting-edge discoveries.

We intend to include patients as active partners, ensuring their evidence, perspectives and experiences inform our approach and contribute to treatment and care. Central to our strategy is a commitment to represent and empower underrepresented and underserved communities. This includes involving them in cutting-edge science and research as well as providing accessible, comprehensible and culturally relevant information about diagnostics, treatment options, risks and side effects, thus enabling informed decision-making and enhanced patient autonomy.

By 2027, our aim is to empower over 250,000 men with enhanced knowledge on prostate cancer treatment and care through 'the infopool' platform, aiming to reduce treatment regret and improve life quality. We will also have rolled out 'Prostate Progress', our groundbreaking patient platform and onboarded over 5,000 participants, who will form the backbone of a new community of engaged patients helping us drive forwards advances in diagnosis, treatment and care.

By integrating with NHS infrastructure, we will also be making significant strides towards facilitating more equitable patient access to trials, aiming to support more than 10,000 people in accessing relevant and high-quality information about clinical research. Our commitment extends to influencing policy through insights from 'Prostate Progress' and becoming the go-to organisation for prostate cancer patient involvement.

Our dedication to ensuring that ground-breaking research benefits all patients means that we intend to launch at least one new high-quality patient project annually, leveraging our insights to help shape the future of prostate cancer care.

By 2027, our aim is to empower over 250,000 men with enhanced knowledge on prostate cancer treatment.

5. Getting Prostate Cancer on the Agenda

“Prostate cancer screening
is a necessity, not a luxury.”

Jack, Patient and PCR Supporter

PCR is going to evolve from a predominantly reactive stance in influencing towards a more proactive, strategic approach **reflecting the views of our patient supporters**. We will focus on clear and achievable objectives designed to significantly enhance the lives and outcomes of individuals living with prostate cancer **based on the latest research developments**.

This endeavour includes securing funding for a campaign to present the case for screening for all high-risk groups, utilising the latest data to back our initiatives. We also aim to secure a firm government commitment to invest in essential infrastructure and additional resources dedicated to prostate cancer care and research.

Our ambition extends to tripling our database to include 50,000 people willing to bolster our campaigning efforts. Furthermore, we will develop a comprehensive evidence and policy base, enhancing our decision-making capabilities and our influence over external decisions. By increasing our visibility with key policymakers and politicians, through at least 65 constructive relationships with MPs, engaging with relevant APPGs, and active political engagement, we aim to cement PCR's role as a pivotal force in shaping prostate cancer policy and advocacy.

In autumn 2024, we will supplement the National Screening Committee's assessment with a cost-benefit analysis model that can be used to highlight the costs of prostate cancer in the UK and assess the macroeconomic benefits of screening, alongside completing a report on patient perspectives regarding overtreatment.

Our strategy includes an ongoing PR campaign, leveraging media contacts and targeted engagements spurred by a media think tank/roundtable. We'll intensify outreach to Black communities and utilise insights from academic research, our patient platform and healthcare professional relationships to influence policy and media presence. Access to innovative fundraising aims to make the department self-sustaining.

6. Sustainable Growth in Fundraising and Efficient Operations

To enable all PCR's ambitious goals, we will employ a multifaceted strategy encompassing flexible, diversified and stable fundraising, alongside powerful communications and marketing strategies to significantly expand our recognition and audience.

Our fundraising efforts will draw inspiration from our time-tested models to ensure the organisation's sustainability, supported by strategic partnerships with industry, non-profits, government and patients.

Communications will be leveraged not just for awareness but to amplify our work, making our messages impossible to ignore. Central to our strategy is our proficiency in cultivating meaningful relationships and maintaining a staff retention rate four times the voluntary sector average. This ability to build and sustain long-term connections fosters a culture of collaboration with our diverse stakeholders.

Meanwhile, a comprehensive resources and governance strategy will ensure effective oversight, fostering an environment of accountability and strategic direction. By 2027, PCR will be known for its innovation, agility and effective use of data to improve the lives of those living with prostate cancer. Our focus will support a highly motivated and connected team, crucial for executing our ambitious agenda.

Through this integrated approach, we aim to not only achieve our goals but also to set a new standard for how research and innovation can drive meaningful change in the health sector.

By 2027, PCR will be known for its innovation, agility and effective use of data to improve the lives of those living with prostate cancer.



Prostate Cancer Research

Transforming research. Transforming lives.

We are reaching out to patients, corporate partners, foundations, fellow non-profits and the research community to join us in a united front against prostate cancer



Our goal is clear: to ensure that every man facing this illness receives the access to the innovative tools, treatments and diagnostics that they deserve.

To achieve this, we must build a robust network of collaboration and support. Corporates have the power to drive change through funding, advocacy, and awareness. Your engagement can ignite the crucial research needed to improve outcomes, and your contributions can help shrink the ever-growing waiting lists. Your commitment can help sustain the momentum in the fight against prostate cancer.



Foundations and trusts, with your targeted support and vision, we can fund novel treatments and diagnostics, bridge the gap in health literacy and income disparities that rob men of precious years. Your expertise in directing funds to where they are most needed can make a profound difference in the lives of these men and their families.

Fellow non-profits, your knowledge and community engagement are invaluable. Together, we can amplify our efforts, share resources, and advocate for policy changes that will benefit those affected by cancer.

Together with the research community, patients and their loved ones, we seek to foster a synergistic relationship that will propel scientific discovery and translate findings into life-saving treatments. By aligning our efforts, we can ensure that the insights gleaned from cutting-edge research inform our strategies and directly benefit patients in real-time.



We need you to join us in this pivotal moment to establish enduring partnerships that will transform patient care, accelerate research, and dismantle the barriers to health equity. Your partnership is not just a commitment to our mission. Together, we can create a future where no life is limited by this disease.



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