



## POSITIVE PARTNERSHIPS

Opportunities for companies who care

**The PBC Foundation relies on donations, grants and sponsorship to fund its free services.**

**With your help, we can ensure that all PBC sufferers have access to the information and support they need.**

**For more information about becoming a corporate partner, please contact our Grants Officer Rob Waugh on 0131 556 6811 or [rob@pbcfoundation.org.uk](mailto:rob@pbcfoundation.org.uk)**

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Scottish Recognised Charity Number: SC025619  
Registered Company Number: SC207493



## A LEAN ORGANISATION WITH A BIG IMPACT

The PBC Foundation is the only UK organisation solely dedicated to making a positive impact in the lives of all those affected by Primary Biliary Cholangitis (PBC), a progressive autoimmune liver condition with no known cure.

Starting as a small advert in a newspaper from one PBC sufferer looking for others, we have grown over 20 years to now positively affect the lives of over 45000 people in 76 countries worldwide.

## OUR IMPACT

We have had a global impact in the field of PBC, including;

- Successful advocacy for a name change, from the stigmatising Primary Biliary Cirrhosis to Primary Biliary Cholangitis.
- Key patient voice in developing criteria for patient care & treatment, for example the PBC40

**Our projects have proven effective e.g. the Bear Facts Magazine;**

- 86.8% strongly/agree that as a result of the Bear Facts, they now know more about PBC
- 78.3% strongly/agree that as a result of the Bear Facts, they now feel better able to make informed decisions about their own wellbeing
- 81.4% strongly/agree that as a result of the Bear Facts, they now feel less alone in having PBC

## KEY PBC INFO

- It is estimated that there are up to 22,000 people affected by PBC in the UK
- 90% of PBC sufferers are women.
- Approx 20% of PBC patients progress to cirrhosis, of whom some go on to require transplant.
- PBC, whilst a rare disease, is a disproportionate cause of liver transplant. It is the main cause of transplant in women the UK.
- Main symptoms include fatigue, intense itching, joint pain and dry eyes.

## OUR REACH

Our primary reach is with women aged between 35 and 65 in the UK, comprising 62% of our audience.

- 9500 registered service users in 76 countries worldwide
- Website: 30,000 users p.a. providing 131,000 page views p.a.
- Magazine: 28000 issues distributed in print and online p.a
- Facebook: 3000 fans > 3700 imp & 123 actions per post
- Twitter: 1700 fans > 1400 impressions & 12 actions per tweet.

## OUR PARTNERSHIP PACKAGES

### BRONZE

- 1 x guest news article with your company e.g. Q&A, etc
- Article shared on social media channels with credited links to your company and logo.
- Your logo included in our email mailouts
- Featured in a Funding Partners web page
- Use of our logo for your own promotional materials

£2,000

### SILVER

- All of Bronze plus ...
- Either one sponsored premium news article or one sponsored webinar both of which will include credited links when shared on social media.
- Our Head of Education & Development available to speak at one of your events per year

£6,000

### GOLD

- All of Bronze plus ...
- Both one Sponsored Premium News article, plus
- One Sponsored Webinar.
- CEO available to speak at one of your events p.a
- Opportunity to place a survey to our service users

£12,000

### PLATINUM

Contact us to  
discuss your ideas

£20,000+