



September 2017

Dear Café Proprietor

Thank you for your interest in supporting **World NET Cancer day on Friday 10 November 2017** and the ***“Let’s Talk About NETs Campaign”***.

The Unicorn Foundation is Australia’s only not-for-profit charity directed towards Neuroendocrine (NET) Cancers. Our mission is to: assist and support patients and carers through support groups and access to networks of expertise; lobby for access to new and appropriate investigations and treatments; raise awareness and knowledge of NET cancers within the medical community and general public; encourage and support Australian research in the area of NET cancers.

Neuroendocrine tumors (NETs) is the umbrella term for a group of unusual, often slow growing cancers, which develop from cells in the diffuse endocrine systems. They are found most commonly in the lung or gastrointestinal system, but they can arise in other parts of the body, such as the pancreas, ovary and testes, among other sites. NET cancers are on the rise and can affect both men and women at various stages of their life, from 15 – 90+ years old.

**World NET Cancer Day** is an annual, awareness-raising event coordinated by the International Neuroendocrine Cancer Alliance (INCA) at an international level, and comprised of representatives from our Partner organizations. The aim of **World NET Cancer Day** is to:

- Raise awareness of NET cancers among decision makers, health professionals and the general public. Accurate information is key to improving quality of life and prognosis for NET cancer patients and can decrease misdiagnosis.
- Act simultaneously in various countries ensuring the voice of NET cancer patients is heard by more people.
- Focus on NET cancers for a day to bring hope and information to people living with NET cancers, their caregivers and families.
- Ensure equity in access to care and treatment for NET cancer patients around the world.
- Encourage more funds for research, treatments, patient support and resources for NET cancers.

To make this day successful, we are seeking support from organizations like yours. We are asking cafes around the world to use our **World Net Cancer Day (Let’s Talk About NETs)** branded coffee cups for the day. We will provide **(at no charge)** your cafe with our branded coffee cups, lids (8oz and 12oz) and promotional material (including posters, flyers and donation tins (optional)) for the day. In return we are happy to promote your business throughout social media and our website. More information about NET Cancer can be found at [www.unicornfoundation.org.au](http://www.unicornfoundation.org.au)

For enquires and information regarding World NET Cancer day please contact: Linda Ryding [linda.ryding@unicornfoundation.org.au](mailto:linda.ryding@unicornfoundation.org.au) or 0419 871 975.

We thank you in anticipation of your generosity in supporting the Unicorn Foundation, in raising much needed awareness on World NET Cancer Day, and helping us seek a cure for NET Cancer.

Yours sincerely,

Simone Leyden  
**CEO The Unicorn Foundation**