

Case Study: United Kingdom

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Willow Foundation



The London office made three donations supporting the provision of moments and experiences to those with life-threatening illnesses. Funding also extended Willow's work of providing bespoke Special Day services for 140 terminally ill young mums and dads facing an incurable cancer diagnosis or living with life-limiting advanced degenerative conditions. Over the last two years, ICAP Charity Days have also funded Special Days for 315 seriously ill young adults and their families, supporting 1,260 people in total, allowing them to spend uncomplicated quality time together and capture precious memories. The ICAP Charity Day support was significant given the size of the organisation and enabled Willow to restore their service to pre-Covid levels.

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Ten years ago, funding from the London office enabled Missing People to launch a new national free Helpline assigned by Ofcom to 'protect people in great difficulty'. As a result, the charity has, to date, been able to support more than 52,000 children and adults in crisis. A second donation in 2020 enabled Missing People to revolutionise their digital support, by switching the helpline to a digital system; launching a new website; Online Forum and weekly Virtual Support Group. This digitisation was crucial to keeping services running when Covid-19 had magnified the uncertainty and mental torment people were feeling, leading to more people classified as 'high risk', going missing. Approximately 14,500 people, so far, have benefitted from this digital support as a result of the ICAP charity day's funding.

CASE STUDY: UNITED KINGDOM

“ICAP's donations in the past years have meant that young people have not had to face cancer alone.”

Teenage Cancer Trust



The London office has made three donations (over 12 years) providing specialist nursing care and non-medical support through unique Youth Support Co-ordinators. In 2021, ICAP Charity Day funded four Youth Co-ordinators, who serve the whole of London. In addition, support has funded the development of an app which allowed young people to stay connected during the pandemic and provide virtual peer-to-peer support. The app meant that many hundreds of young people had access to emotional support when they needed it most.

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Two donations from the London office contributed to research which, in 2021, showed that a new drug called tolinapant combined with standard chemotherapy has a powerful effect against bowel cancer cells grown in the lab. The team is now pushing ahead with clinical trials, hoping this work brings a new treatment to the clinic, with potential to save and improve many lives.



The largest domestic abuse organisation in the UK supports women and their children to overcome the physical, emotional, financial and logistical impacts of abuse and rebuild their lives. Three transformational donations from the London office have been made over the years. In 2008, ICAP's funding strengthened the Refuge development team, including appointing a Head of Development, instrumental in helping Refuge co-ordinate the growth of new services. Refuge today runs 44 refuges and a range of other specialist services, including vital Tech Abuse Service. ICAP Charity Day funding has enabled the support of 604 women with complex tech cases.