

BRITISH
LIVER
TRUST

Partner with the British Liver Trust: Improving Health, Changing Lives



Children's Liver
Disease Foundation

fighting childhood
liver disease



Thank you for your interest in partnering with the British Liver Trust and Children's Liver Disease Foundation

As the UK's only charity for everyone affected by any liver condition, we lead the fight against liver disease and liver cancer. We are dedicated to reducing the impact of liver disease through awareness campaigns, patient support, and advocacy.

By working together, we can improve liver health, increase awareness, and provide crucial support for children, young people and adults, and their families affected by liver disease and liver cancer.

Our recent merger has strengthened our ability to offer comprehensive information and support to those impacted by liver disease at any stage of life. By joining forces, we have strengthened our mission, allowing us to expand our focus and reach.

Our Vision: A world without liver disease

Our Mission: Transforming liver health through increased awareness, prevention, improved care and support

Our Impact: We reach and support over two million people every year

Liver disease is a major public health concern in the UK

There were over
18,000 deaths
due to liver disease and liver cancer
in the UK in 2022, 50 people a day.

Every year around
400 children in the UK
are diagnosed with life-threatening
childhood liver disease.

The occurrence of liver disease has increased by 400% over the past 50 years.

- 90% of liver disease is preventable, being linked to alcohol, excess weight, and viral hepatitis.
- 1 in 5 adults and 1 in 10 children in the UK are affected by fatty liver disease.
- Over 450,000 people in the UK are living with hepatitis B and C, many unaware of their condition.



Our patient and family services



"I found your help and advice invaluable, and you have been a listening ear when there has been no one else. Without your advice and sympathetic ear, I honestly don't think I would have made it this far. I have found that the medical professionals have been so busy and a little judgemental which prevents people from seeking their advice. You gave me the courage."

Nurse-led helpline

Our nurse-led helpline for everyone affected by liver disease and liver cancer is the only service of its kind in the UK. Our specialist nurses offer a lifeline to callers, and we take over 5,000 calls a year. We sadly regularly hear from distraught patients struggling to understand their diagnosis and anxious family members desperate for information and answers.

The cost-of-living crisis has placed increased pressure on those with liver health conditions. We receive many urgent calls from people in financial difficulty, struggling to cope with their long term health condition.

Our nurses spend over
2,000 hours
supporting patients
every year



Children's and families services



The recent merger of the British Liver Trust and Children's Liver Disease Foundation has united two charities with a shared commitment to supporting everyone affected by liver disease, from the point of diagnosis. This union combines the expertise of both teams to provide comprehensive care and support. The new charity supports those affected by rare childhood and adult liver conditions, as well as preventable causes of liver damage. With a unified approach, we are better positioned to ensure everyone receives the best possible care and both patients and families feel supported throughout their journey.



Raising awareness, transforming lives

Liver disease is the only major cause of death that has been on the rise for over 50 years. Much more needs to be done to raise awareness of the risk factors for preventable liver disease and to diagnose earlier when lives can be saved. As well as delivering essential patient support services, the charity is campaigning for early diagnosis to be routine in primary care, and calling for better access to treatments across the UK. Our mission is to transform liver health through increased awareness, prevention, improved care and support.

Support for liver cancer patients

Liver cancer is the fastest-rising cause of cancer death in the UK with one of the lowest survival rates. Each year over 6,200 people are diagnosed with liver cancer, but only 13% survive beyond five years. Liver Cancer UK, part of the British Liver Trust, is dedicated to supporting those affected and call for improvements to treatment and surveillance of people at risk. Through its dedicated website, Liver Cancer UK provides vital patient support and information, and resources for healthcare professionals.

“When I was first diagnosed, I looked online to find out about liver cancer and that’s when I discovered the British Liver Trust. I called the helpline to speak to the liver nurses. I like talking to them, it does me good. They don’t have to care, but they do – it’s like a way of life for them.”

Patient support groups

Our virtual and in-person groups bring people together with shared experiences of liver conditions, providing crucial support and a sense of community that helps patients and families manage their long-term health condition. Volunteer peer mentors, alongside our staff, co-facilitate these groups, which provide invaluable support through shared experiences. Hearing from other patients who really ‘tell it like it is’ with managing symptoms, side effects and everyday challenges, giving practical ideas and solutions.

“I just want to say I find the monthly meeting a real life saver providing much needed information and support from a group that really understands first-hand the realities of the condition. The meetings are always filled with good humour and invaluable advice.”



Patient stories

Katie's story

Katie's identical twins, Rosie and Daisy, were born six weeks early in January 2021. Both were jaundiced, which is a common issue that initially didn't worry Katie, who is a neonatal nurse. However, Rosie required phototherapy and continued to show signs of jaundice after being discharged. At a three-week review, blood results indicated a possible diagnosis of biliary atresia. Rosie was referred to Birmingham Children's Hospital, where doctors confirmed the diagnosis after surgery. Rosie's hospitalisation lasted for ten days under strict Covid restrictions, which prevented visits from Katie's partner Alex and their two other children. During this challenging period, Katie discovered the Children's Liver Disease Foundation (CLDF) through hospital literature and found our resources and support invaluable.

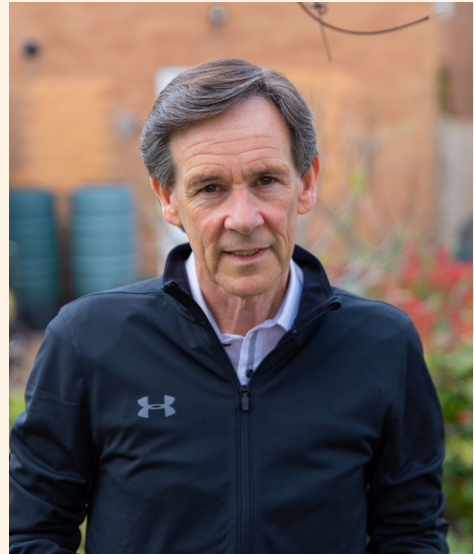


"I first heard about CLDF when I was in Birmingham Children's with Rosie. The literature which the staff had given me about biliary atresia came from CLDF and they suggested I would find their website helpful. They were right. I started following CLDF on social media and signed up to receive newsletters and information. When I got home I contacted Kate, the families officer, and she was so helpful. Since then, I've contacted CLDF plenty of times – usually by email in the middle of the night when a pressing new question has occurred to me but someone always comes back to me the next day! I've since had advice on travel insurance (which I thought would be so expensive, it would prevent us from going on holiday) thanks to CLDF and I know that when Rosie starts nursery, there will be more information available."

Biliary atresia is a rare and serious liver condition in newborns where the bile ducts are blocked or missing, causing bile to build up in the liver, leading to liver damage and cirrhosis.

John's story

John was in his early 40s when he was diagnosed with haemochromatosis and cirrhosis. He says: *“From life being very enjoyable to being told you have a chronic liver disease – it was such a sudden shock. I thought it was my fault. There was this guilt attached to it more than anything. When they actually explained that haemochromatosis was a hereditary thing, something I wasn’t in control of, I was still wondering ‘well, how have I done it then? I was a very private person, so I wondered whether going along to a support group was really for me. Anyway, I went along and I’ve never looked back. They were a fantastic group of people.”*



Emma's story



Alcohol had always been a big part of Emma's social life, but she never considered herself an addict.

“I've always been a very sociable person, and my friends and I liked going out for dinner, Sunday lunch, or a picnic. Drinking never seemed like a problem because we were all doing it,” Emma explains.

The pandemic worsened her anxiety, leading to her drinking three bottles of wine a day. This eventually caused a breakdown in her family relationships and she was admitted to hospital, where doctors fought to save her life.

In hospital, Emma experienced the full impact of alcohol on her body. *“I wouldn't have lived more than 36 hours if I hadn't been admitted,”* she says. Doctors performed a medical detox, and after weeks of treatment, Emma began her recovery. Her liver was severely damaged, and her condition was critical, but the experience was a turning point, inspiring her to commit to sobriety.

Now, Emma is passionate about sharing her story to raise awareness. *“The liver is one of the most vital organs in the body, but people aren't aware of it. That's why I'm so passionate about sharing my story with the British Liver Trust,”* she says. Emma's journey to recovery has been difficult, but she hopes her experience can help others understand the seriousness of liver disease and the possibility of recovery.

Haemochromatosis, or iron overload disorder, occurs when the body absorbs too much iron, which is stored in organs like the liver and heart. Over time, this can cause serious damage.



Working together for a better future

A partnership with the British Liver Trust will help to improve liver health care for all, including your colleagues and customers. We can support you to deliver your charitable goals and together create a greater impact.

Ways we could work together:

- Corporate Host Partnership: a mutual opportunity to utilise partner premises
- Love Your Liver information events or screening and scanning days at your workplace
- Access to over 800 major UK challenge events, from fun runs to ultra-marathons, perfect for team building
- Corporate volunteering opportunities
- Corporate sponsorship opportunities, such as Love Your Liver month, Big Yellow Friday
- Assistance with setting up payroll giving
- Maximise your contributions with matched funding options
- Gifts in Kind, such as products for our raffles or running event participants
- Cause-related marketing opportunities
- We offer a personalised approach tailored to you and your team



Benefits of partnering with the charity:

- Help achieve your corporate wellbeing objectives
- Enhance your staff engagement and retention
- Foster teamwork and a sense of belonging within your workforce
- Boost your brand, leading to an increase in sales and customer engagement
- Benefit your supply chain, suppliers may offer better deals to those raising funds or awareness for charities
- Align your business with a well-respected charity
- Strengthen your team and regional branch relationships

Your partnership will help us to provide individuals and their families with access to:

- Free liver scans at our Love Your Liver Roadshow (worth £500 per scan)
- Our nurse-led helpline, liver health information, advice, and support
- Support groups available both virtually and in person
- An online community and Hive App to connect young people affected by liver conditions, reducing loneliness and improving mental health
- Practical support for managing liver disease, dealing with stigma, and accessing essential services and resources

Our reach

- Over 2.3 million page views on our website
- Over 30,000 followers across social media channels
- Over 25,000 e-newsletter subscribers including healthcare professionals
- Wide media coverage of our regional roadshows

Join us in making a real difference. Partner with us and be part of the change.

A donation of:

- £500 could support the costs of a new liver disease booklet for patients
- £1,000 could help to fund our patient support groups
- £2,500 could help fund a nurse to answer calls on our helpline
- £5,000 could help fund a Love Your Liver screening and scanning event for your local community or workplace



Love Your Liver

Information and Awareness Events

Enhance your staff wellbeing by hosting a Love Your Liver Information and Awareness Event in person or online.

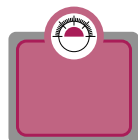
Up to one in three of your employees are at risk of liver disease. There are no obvious symptoms in the early stages. Finding out early is vital and can save lives.



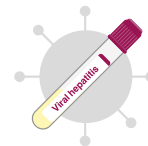
The three main risk factors are



Drinking too much alcohol



Being overweight or having Type 2 diabetes



Viral hepatitis

90% of liver disease is preventable but all too often liver disease is only found when there is scarring and irreversible damage, due to late diagnosis. This means treatment options are limited. But the good news is that screening can help to reduce cases of preventable liver damage.

Our *Love Your Liver* campaign seeks to raise awareness, promote good liver health and offer practical advice on reducing risk factors. We can bring our Love Your Liver campaign to your workplace.

Hosted by our Outreach team, our Love Your Liver Information and Awareness Events provide an opportunity for your colleagues to learn about liver health in an informative and supportive setting.

These events are designed to raise awareness of preventable liver disease and offer practical advice on lifestyle changes to help “love your liver” back to health.

We offer three options to suit your needs, each tailored to provide the information and support you're looking for.

1. Virtual Wellbeing event

Ideal for remote teams, this online session covers essential liver health information. Your colleagues complete our liver health screener, then take part in a live Q&A with one of our liver health specialists to address any concerns and learn more about how to love their liver.

2. In person Wellbeing event

Colleagues complete our online liver health screener and then take part in a discussion led by our Outreach worker. This is an engaging session, focussing on liver health, risk factors, and prevention strategies. It is designed to raise awareness and inspire positive lifestyle changes.

3. Love Your Liver – Screening and Scanning event

We bring our Love Your Liver mobile unit to your workplace. Colleagues complete our online liver health screener, receive a non-invasive liver scan and discuss the results with our specialist nurses. Additional educational materials are provided. This event is ideal for large-scale engagement on your premises. We will work with your team to organise all the logistics, and attend and run the event. If your outside premises are not large enough to accommodate our mobile unit, we can discuss alternative arrangements.

To book or find out more about our Love Your Liver Information and Awareness events, contact us today to discuss your requirements.



Thank you

Thank you for your interest in partnering with the British Liver Trust. We are always happy to discuss new partnerships and would love the chance to speak with you, to help achieve your philanthropic goals and create a meaningful, positive and lasting impact.

For further information and to book a conversation with us, please email:
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www.britishlivertrust.org.uk www.childliverdisease.org

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