

**WE CARE**  
**WE HELP**  
**WE SHARE**  
**WE INSPIRE**

this is our  
annual review  
2005

**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

# CANCER IS CHANGING SO MACMILLAN IS CHANGING

## What's inside

**Cancer is changing so Macmillan is changing**  
02 - 03

**We care for people affected by cancer**  
04 - 05

**We help people financially**  
06 - 07

**We share the information people need**  
08 - 09

**We inspire people to help**  
10 - 11

**We tell you about our money**  
12 - 13

**We look ahead so we can do more**  
14 - 15

Cancer used to be seen as an automatic death sentence. Treatment was only about the tumour and the emotional and personal needs of people with cancer were overlooked.

**Things are different now.** It's true that more people are getting cancer than ever before, but more are surviving it too, or living with it for much longer. And other people are less afraid to talk about it and more willing to help. The NHS has also made the wellbeing of patients much more important, thanks to the example set by our Macmillan nurses and other clinical specialists.

**So what's happening?** With more people living with cancer at home, they, their families and the community need Macmillan's help more than ever. That's why we are making some big changes to the way we work and the services we provide, which you can read about on page 14. Meanwhile, all the things we already do well will continue, just as they did in 2005:

- We are there to listen to people's worries, explain what cancer is all about and how to cope with it

- We offer money to those who need it and practical, everyday help with things like getting around, having a bath or taking the dog for a walk

- We bring care and support to people at home as well as in hospital and make sure the link between the two is smooth and trouble free at all times

- We push for changes in government and healthcare that make life better for people with cancer, and their families

- We get people like you involved: it's your support that helped us get to this point and it is you that will make the biggest difference to the lives of people with cancer.

Thank you for everything you did to make 2005 an important year for Macmillan and the 300,000 people we helped. We hope you enjoy reading about some of the successes you made possible in the coming pages.

With your support we will continue to change the face of cancer care in this country and achieve our ambition to reach every single person who needs us by 2010.

## 'It's so much better now'

'When my daughter Paula was three years old, she developed a Wilms' tumour in one of her kidneys. The tumour was removed and she was given radiotherapy and chemotherapy but other tumours soon followed: first in her right lung, then in her left. She died when she was just four and a half.

'That was back in 1972 when there was relatively little support for people with cancer. Paula was mostly in Great Ormond Street Hospital and luckily I could afford to stay in London so I could be by her bed every day. But at night I had to sleep on the floor, as there were no beds for parents in those days.

'I've worked on Macmillan's Carmarthenshire Committee for nearly 40 years now and I've seen so many wonderful changes to cancer care. Thanks mostly to Macmillan, parents can now sleep properly in hospital when their child is seriously ill and Macmillan Grants help them afford the expensive, long distance stays that can go on and on.

'I've also seen us introduce Macmillan nurses, Macmillan doctors, information services, specialist hospices and the CancerLine. And people no longer assume they will die from cancer. Things have certainly come a long way but there is still so much we can do to help people with cancer in practical, everyday ways.'

**Miranda Owen**, ex-Chair and Member of the Carmarthenshire Committee and current Council member



# WE CARE

Dr Donald Sharp



**Our multi-disciplinary teams make sure people with cancer get the help and support they need, quickly and easily.**

Treating cancer is a complex business. It involves healthcare specialists from many disciplines, which can be difficult and confusing for patients, especially if the people they need to see are spread out over a number of hospitals.

We are working with the NHS to create and fund multi-disciplinary cancer healthcare teams around the country to help solve this problem. The job of the teams is to make life easier for people with cancer and improve the quality of the care they receive, as Dr Donald Sharp discovered when he was diagnosed with cancer of the larynx.

'I am a clinical psychologist specialising in helping people with cancer, so I was suddenly seeing things from the other side of the fence,' says Dr Sharp. 'Professionally I had always supported the idea of a multi-disciplinary team – now I know it's absolutely essential.'

**'After my laryngoscopy Pam liaised with the medical team to make sure the results were there in time for my appointment. When you're waiting for a test result it's very distressing to find it's not there, yet it can so easily happen. The team doesn't just manage symptoms, it enhances the quality of life and helps you and your family to cope.'**

**Dr Donald Sharp**

**'I used to see people with head and neck cancers in an outpatient environment which was very difficult for them. Their faces and speech can change dramatically and it can be hard to deal with. Now we can give them and their families the specialist support they really need.'**

**Mandy Raven, Macmillan Radiotherapy Head and Neck Clinical Nurse Specialist**

**'Creating this team really was visionary – there was such a huge need.'**

**Pam Burkitt, Macmillan Head and Neck Clinical Nurse Specialist**

What's needed at such a terrible time is easy access to support, care and symptom control all in one package, which is exactly what the Macmillan team here provides. My wife Wendy and I couldn't have done it without them.'

Pam Burkitt is the Macmillan Head and Neck Clinical Nurse Specialist at Hull Royal Infirmary, where Dr Sharp was treated. She says, 'Having a fully integrated team is especially important for head and neck cancers, as the treatment involves so many different specialists such as consultants, dietitians, speech therapists, and surgical and radiotherapy specialist nurses.'

Once someone is diagnosed, Pam and her team carry out a full assessment to create a care plan that co-ordinates everything the patient will need during treatment and recovery.

'We are all interconnected,' says Sally Renke, Macmillan Specialist Head and Neck Dietitian. 'Surgery or radiotherapy can dramatically affect the way a person eats and drinks, so I can help them with special diet plans and foods. But what I do impacts on other areas too, especially speech and language therapy. If I'm not sure about a patient, I can link to the most appropriate team member and get an answer quickly. Without our team structure it could take days to sort out and the patient could go through unnecessary discomfort, distress and pain.'

The team's reach also goes beyond the hospital walls. Macmillan Radiotherapy Head and Neck Clinical Nurse Specialist, Mandy Raven, is there to help patients through the traumatic effects of radiotherapy, which can affect more than their bodies. 'It can be very severe and stop people working.

Then physical changes may mean they need to buy things like hats, blenders, microwaves. Just travelling to the hospital every day for weeks can be very expensive. If I see that money is an added worry I can link them to the Macmillan Grants team to see what they can do.'

Pam Burkitt believes this far-reaching and flexible approach to care is what makes the team such a success. 'It's as though we're in the middle of an enormous web that lets us send patients exactly where they need to go, not just in this team in Hull but throughout the region, so that they get the care they need, where they need it.'

• In 2005 we spent £56.8 million caring for and supporting people with cancer and their families.

• We've funded 131 new Macmillan nurses, 26 doctors and 50 other health professionals in the UK this year.

• We've agreed to fund the building of three chemotherapy units, two palliative care units, a breast care unit and six information and support centres in 2006.

# WE HELP

- We gave 20,442 people a Macmillan Grant this year, which is a 43% increase.
- 6,445 people contacted the Benefits Helpline.
- We developed ten benefits advice schemes or posts in 2005.
- We'll be adding 24 more benefits advice services and nine new carers' schemes in 2006.

**The financial help and advice we give lets people concentrate on their health, not their bills.**

Tommy Gorman, Team leader of the Welfare Rights Service at West Dunbartonshire



Heavy asbestos-based industry and shipbuilding have left their mark in Scotland. Now West Dunbartonshire has one of the highest premature death rates in the country for cancer of the lungs and stomach, as well as heart disease.

It is also one of the poorest areas in Britain, which makes a cancer diagnosis even harder for many people. Suddenly they may be out of work or having to stretch a small income to cover extra expenses like hospital trips, prescription charges, higher heating costs and special equipment to help them manage at home.

In 2003 Macmillan uncovered another shocking statistic for the area in our *Unclaimed Millions* report: Scotland has the lowest benefits claim rate in the UK, with £15million worth of cancer benefits going unclaimed by

**'What we want to do now is increase the awareness of our service so that patients are directed to us as soon as they are diagnosed, so they can concentrate on getting well instead of worrying about how to pay their bills.'**  
**Janice Preston, Macmillan Development Manager**

**'Around 95% of the financial advice we give happens in people's homes. We do everything we can to get the maximum amount of money for them and it makes a massive difference to the quality of their life.'**  
**Tommy Gorman, Team Leader of the Welfare Rights Service at West Dunbartonshire Council**

**'We are delighted to be involved in such a worthwhile initiative with Macmillan. It is really encouraging to know that we are making such a difference to people's lives.'**  
**Bill Clark, Director of Social Work Services**

**'This is the first statutory sector partnership that Macmillan Cancer Support has with a Local Authority in the UK. It's part of a long-term strategy to help improve the lives of people with cancer and their families in West Dunbartonshire and hopefully, in the longer term, throughout the whole of the country.'**  
**Councillor Andy White, Leader, West Dunbartonshire Council**

people who have every right to them and who need the money badly.

So what's the good news? 'West Dunbartonshire Council saw the report and were stunned' says Macmillan Development Manager, Janice Preston. 'They have a strong anti-poverty policy and are keen to support welfare rights, so we got together to see how the problem could be tackled.'

The result is the West Dunbartonshire Macmillan Cancer Benefits Project and the first Local Authority partnership of its kind. Tommy Gorman, Team Leader of the Welfare Rights Service at West Dunbartonshire Council, believes it's making a huge difference to people living with cancer in the area.

'Doctors and nurses were being asked for financial advice when they had no training and their focus was meant to be medical.

Now we have three full-time benefits advisers who have been specially trained by Macmillan Cancer Support to understand the financial effects of cancer on people's lives. Usually they go to patients' homes and let them know what benefits they are entitled to and help them fill out the forms. That way they don't have to spend hours in uncomfortable surgeries or offices.'

Since the project was set up in March 2005, over £346,000 worth of benefits have already been claimed for people in West Dunbartonshire, as well as £28,000 awarded in Macmillan Grants.

'The feedback we're getting from patients shows they like a service which is proactive and offers the flexibility of being able to choose whether to get financial help and advice from us over the phone, at home

or through a Macmillan information point in the community,' says Janice. 'It's taking the pressure off health professionals too, who are then able to focus more on their patients' physical wellbeing and not their financial troubles.'

# WE SHARE

Lorraine Painter, Macmillan Cancer Information and Support Centre Manager



**Our information services give people reliable information about cancer that can transform how they feel and what they do.**

It's frightening to be told you have cancer, or that someone you love does. After the initial shock, the questions start to come. We help people answer those questions through our cancer information and support services, which include over 60 information centres around the UK.

One of those centres is at the Warminster Public Library in Wiltshire, and is managed by Lorraine Painter. 'Originally I trained as a cancer nurse at the Royal Marsden Hospital,' says Lorraine. 'Now I use my nursing skills to help people find the reliable, high quality information they need to make informed decisions about their care.'

'The centre works at two levels. There's an open area where people can wander by

and pick up general leaflets about cancer care, diet and local support services. Then we have a resources room with internet access and more detailed information about specific cancers in leaflets, booklets, video and audio tapes, which I can help to explain. We also have a quiet room where we can listen supportively and privately to people's concerns and guide them to the information and help they need.'

The design of the information centre is no accident. Simon Henderson is the Head of Cancer Environments at Macmillan, and he explains the thought behind the layout. 'We wanted to attract several groups of people, who may all have different needs. The open area is for those who may be shy about coming into the centre, or who may want information in passing for a relative or friend. Research has shown that men in particular prefer this more anonymous way of getting information, while women often prefer to speak face-to-face with an adviser, which is where the resources room and quiet room come in.'

This theory is supported by the experience of volunteer Leslie Wood, who works at the centre. 'One of my jobs is to

- We answered almost 33,000 calls for help to our CancerLine – 7% more than the year before.
- 4,509 people from all over the country visited our Mobile Macmillan Cancer Information Centre.
- The number of visitors to our website almost doubled to 725,000.
- We funded 29 more information advisers in partner organisations such as Primary Care Trusts and Citizens Advice.

restock the leaflets in the open area and the two that go the fastest each week are the ones that relate to men and our general leaflet about healthy eating. I also put a leaflet about the centre in the cancer books in the library and I think the ones in the men's books go faster there too.'

Leslie's last point is a great example of how the library and information centre work in partnership to help people in the community.

'I think the Macmillan information centre is now an integral part of our library service,' says Richard Violet, Community Librarian. 'Not only does it give information on cancer, healthy living and prevention, it offers the personal support that is so crucial. It's about the human side too. Partners and loved ones who are distressed or worried can drop by without an appointment and get the help they need.'

'People are very grateful for the service,' agrees Lorraine. 'I listen to what they want and then I try and help them get it. Often they will come back and say thank you for our help, sometimes a long time later. It's clear that we have a big impact on their experience of cancer.'

**'I enjoy volunteering. I wanted to give to the community and I've been helping here for two years. It's part of my life now.'**

**Leslie Wood, Macmillan Cancer Information Support Service Volunteer**

**'It was there when I needed it. I would not have been able to access the information anywhere else. It put a different perspective on the illness.'**

**Kathy, a visitor to the Warminster Macmillan Information Centre**

**'We were inspired by an article in Macmillan News about a Cancer Information and Support Service within a library at Ellesmere Port. Our librarian, Richard Violet immediately saw the potential here. Now local people whose lives are affected by cancer have another helpline.'**

**Pam Goodger, Member of Warminster and Area Fundraising Committee**

**'It's an excellent design. They've transformed a miserable brick box into a bright, spacious area. The centre certainly adds to the value of the service we offer to the community.'**

**Richard Violet, Community Librarian, Warminster Public Library**

# WE INSPIRE

**People go to huge lengths to raise money for Macmillan so we can help more people living with cancer.**

At Macmillan, we mean what we say. Which is why our World's Biggest Coffee Morning has been exactly what it says it is for the past 16 years. And a quick look at the Guinness Book of Records proves it.

In 2005 around two million people took part and raised £6.5million in a single day. They did it because they care about people who live with cancer and they want to help us provide the important services that many of them see in action in their own families and communities every day. They know that cancer has a long reach and that we can all help.

One of the people we inspired is Rakhee Parekh, who runs the post office in Histon Village, Cambridgeshire, with her husband.

'My father died from prostate and bone cancer in India in 1994 and I wanted to do something about it and to help my community here. For the first three years we had our Macmillan coffee morning on a table in the corner of the post office. We borrowed a

Rakhee Parekh, Macmillan supporter and World's Biggest Coffee Morning organiser for Histon village



**'One of our top corporate supporters is Diana Pershall who works for the Marshall Motor Group. She and her colleagues raise thousands, mostly through a huge raffle. She even writes to people like Elton John and Mohammed al Fayed and inspires them to give great raffle prizes!'**  
**Judi James, Macmillan Fundraising Manager, Cambridgeshire**

**'I was happy to help before and I'll be happy to help again.'**

**'Elvis' (aka Peter Day), Macmillan supporter**

**'Anglia Television turned up to see 'Elvis' at our World's Biggest Coffee Morning too. My friend in Spain switched her TV on over there and saw us and she couldn't believe it!'**  
**Rakhee Parekh, Macmillan supporter and World's Biggest Coffee Morning organiser for Histon village**

**'Our hosts are always very dynamic every year. We rely on that enthusiasm and loyalty. We just couldn't do it without them.'**

**Judi James, Macmillan Fundraising Manager, Cambridgeshire**

coffee machine from the café across the road and held a raffle with prizes from local businesses.

'As it got more popular I teamed up with Pat Fordham who was already doing Macmillan coffee mornings in the village and we started using the Methodist church hall. There were stalls from local shops and they donated 10% of whatever they took. Every year I put on my thinking cap to do something different. I have a supplier called Peter Day who is an Elvis impersonator so I asked him to come along last year and it was a big hit!'

'We caused a bit of a stir!' agrees 'Elvis'. 'I sang and wandered about in the audience while people had their coffee. They had a bit of a giggle and I think it helped things along. It was a great event and I have cancer connections in my family so I was glad to help.'

Cambridgeshire Fundraising Manager Judi James says it's the loyalty and imagination of supporters like Rakhee that

is behind our huge coffee morning success. 'They help us year after year and come up with some amazing ideas.'

But Macmillan coffee mornings don't have to be big or fancy. It's also about the thousands of people who have small coffee mornings in their living room or at the office who make a massive contribution too. 'That's definitely true,' says Judi. 'Last year in Cambridgeshire we raised £115,000 in four hours and most of that came from small events. It's incredible what each person can do when we all get involved.'

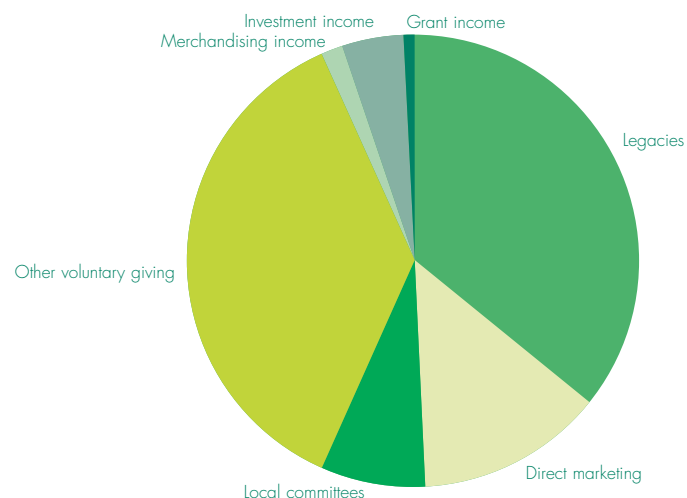
So what does the future look like for the World's Biggest Coffee Morning? 'Things are definitely different now,' says Judi. 'When I began eight years ago we had to constantly push to get the event known. Now it has a momentum of its own and I think it will just get bigger and better every year, which is great for everyone.'

- **Molly gave Macmillan her pocket money of £10 to say thank you for the support of her Mum's Macmillan nurse.**
- **Martin, from St Albans, has donated a total of £130,000 to Macmillan, £80,000 of which funded a haematology nurse Caroline Penn at Mount Vernon Hospital.**
- **The Boot and Shoe Pub in Tockwith raised £2,000 from a conker competition!**
- **Katy and her her Leeds Met university friends organised a gig night with three bands and raised £300.**

# WE TELL YOU ABOUT OUR MONEY

## Where our money comes from

We rely on our supporters for 99% of our income. Without you we couldn't provide any of our services for people living with cancer.



### What this means

#### Legacies – £34,966,000

The money people leave us in their wills is the biggest source of income we have – it makes a huge difference.

#### Direct marketing – £13,043,000

This includes funds raised from letters and newspaper and TV adverts that ask people for money, to help pay for our services.

#### Local committees – £7,455,000

Funds raised by volunteers who run events and appeals for us in their local community.

#### Other voluntary giving – £35,839,000

This includes fundraising events like The World's Biggest Coffee Morning and our challenge event programme which covers hiking, biking and running events, and support from many business partners.

#### Merchandising income – £1,123,000

Simple things like our Christmas cards, mugs, toys and badges add up to important income.

#### Investment income – £4,314,000

We invest the money relating to financial commitments not yet paid and reserves held to cover four months projected expenditure, in order to produce valuable income.

#### Grant income – £949,000

In 2005, less than 1% of our money came from grants such as the New Opportunities Fund.

#### Total – £97,689,000

### How this year's figures compare

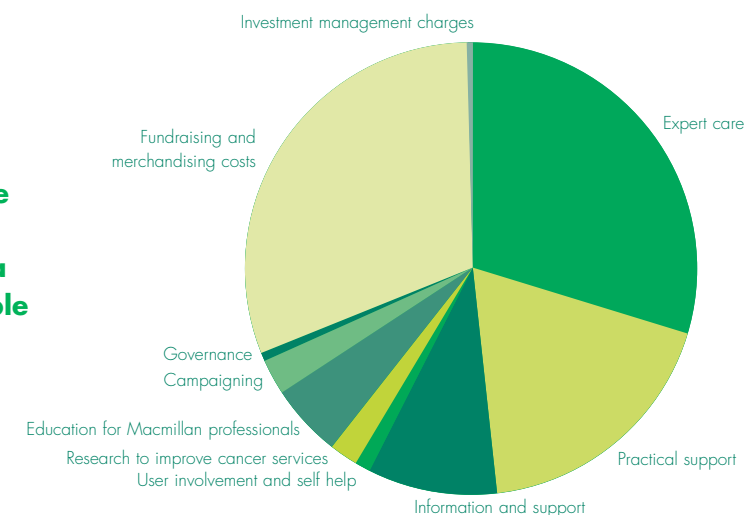
Year	Income £ millions	Expenditure £ millions
2001	72.5	64.7
2002	78.6	72.0
2003	88.9	82.2
2004	96.0	91.4
2005	97.7	98.9

### Trustees' statement

This is a topline summary of Macmillan Cancer Support's income and expenditure in 2005, taken from our audited accounts. These are available as part of our 2005 Trustees' report and accounts, which you can download from [www.macmillan.org.uk](http://www.macmillan.org.uk)

## How we spend our money

In 2005 we spent more than we raised, by £1.2million. This was a planned deficit to enable us to increase our charitable spend and reduce the level of our reserves.



### What this means

#### Source of Support

##### Expert care – £29,594,000

Our Macmillan nurses, doctors, and other health and social care professionals.

##### Practical support – £18,202,000

Our practical, everyday support includes financial advice through the Macmillan Benefits Helpline and Macmillan Grants to help cover expenses.

##### Information and support – £9,083,000

We give people reliable information and emotional support so they can make important decisions about their cancer care.

#### Force for Change

##### User involvement and self help and support – £1,105,000

We involve people affected by cancer in the development of cancer services they will use, through our Cancer Voices network and we fund self help and support groups.

##### Research to improve cancer services – £1,969,000

We undertake research to give us evidence to support our work. Our research helps us identify what people affected by cancer need and want, and informs our campaigns.

##### Education for Macmillan professionals and other health professionals – £5,097,000

We have an ongoing programme to ensure our professionals are kept up to date with the latest developments.

##### Campaigning – £2,665,000

We campaign for change. We want cancer care to be high in the minds of the Government, the Department of Health and every other body with influence.

### Other expenditure

#### Governance – £584,000

Because we are running a large organisation we have to pay for audits, legal advice and other usual business costs.

#### Fundraising and merchandising costs – £30,377,000

People can't help us unless we ask them to and support their efforts. This covers the costs of all our fundraising, including events and appeals, as well as the cost of promotional materials.

#### Investment management charges – £248,000

To maximise the income we can make from our investments, we use an investment bank to manage our portfolio.

#### Total – £98,924,000

### Total Macmillan professionals and services

Nurses	2,908
Doctors	363
Allied health professionals*	330
Information professionals	143
Education professionals	57
Social workers/counsellors	98
Others	43
<b>TOTAL</b>	<b>3,942</b>
Carers/befriending schemes	51
Completed buildings	148

\*Physiotherapists, dietitians, speech and language therapists, etc

### In 2004

Macmillan CancerLine – calls, emails & letters	33,000
Macmillan Grants – expenditure	£7.6m
Macmillan Grants – people helped	20,442
Macmillan Benefits Helpline – people helped	6,455

# WE LOOK AHEAD



Professor Jessica Corner, Director of Improving Cancer Services at Macmillan

**Thanks to you, we have done so much to help people with cancer. Now, with your support and the changes we are making, we will do even more.**

Time doesn't stand still. Neither does cancer or what people need to manage it. We are very good at helping patients when they are diagnosed and while they are being treated, but recent research has revealed some important gaps.

'People having cancer treatment know where they stand while they're in hospital, but before and after they often feel there's nowhere to turn,' says Jessica Corner, Director of Improving Cancer Services at Macmillan. 'We know Macmillan is reaching only one in four of the people with cancer we could be helping. Now we are looking at ways to reach the rest, so that everyone who wants us can have access to our services by 2010.'

Big ideas are great but how will we get there?

'We need to change the way we do things,' says Heather Monteverde, General

Manager for Northern Ireland. 'People want to be cared for in different ways and places; at home, at work, in the community. We are shifting our focus and developing new services to give them what they need, where they need it.'

One of these new developments is our initiative to connect all our services. 'The idea is for us to look at cancer care as a whole,' says Jessica Corner. 'That way, a person's first contact with Macmillan – whether it's through our medical professionals, information centres, the CancerLine or website – leads directly into the whole organisation and every way we can help.'

'An important part of this is developing the 'Macmillan Map'. It is confusing for people when cancer care is provided by many organisations in many places. We are creating an online database that doesn't just include every Macmillan service but all the other local cancer services too. Then medical professionals and the public will be able to instantly see what help is available and where to find it.'

We are also helping people support one another by sharing their experience of cancer through our website, which will become more of an online meeting place, and through self help and support groups. We are asking more people to get involved in the way

cancer services are developed too. One of the main ways of doing this is by expanding Cancer Voices. This is our UK-wide network that gives people who have experienced cancer (either as a patient or carer or family member) the chance to speak out about their experience and help improve cancer care, now and in the future.

Campaigning for change is also a top priority. 'We want cancer care to be high in the minds of government, the department of health and every other body with influence,' says Hilary Cross, Deputy Director of Communications 'We want to see better support services, right through someone's experience of cancer. Specifically we want changes to hospital car parking charges and prescription costs.'

Jessica Corner agrees. 'Money is at the heart of our new service plans. We want to reach more people with cancer and give them the specialist financial information and support they need. To do that, we are expanding the Benefits Helpline and putting more advisers into Citizen's Advice Bureaux.'

Money is an issue for us too. 'We need to raise a lot more to make these changes possible,' says Peter Cardy, Chief Executive, Macmillan Cancer Support. 'What people already do is fantastic but we need to get everyone to become part of what we're doing to transform cancer care in the UK.'

**'Everyone knows someone who is affected by cancer, which means we are all affected by it. If everyone is affected, then everyone can help. We are all a part of Macmillan and the movement to make life as good as it can be for people with cancer.'**

**Judy Beard, Director of Marketing, Communications and Fundraising, Macmillan**

**'People don't realise how much we can do for them. Before there was a chance Macmillan could help them. We want to make it a certainty.'**

**Jessica Corner, Director of Improving Cancer Services, Macmillan**

**'As people's experiences of cancer change, and life with cancer is lived mainly at home rather than in hospital, Macmillan is changing too. We intend to be a source of support for everyone affected by cancer who needs us. And we will be a stronger force for change through innovation, campaigns and effective communication to improve cancer care everywhere.'**

**Peter Cardy, Chief Executive, Macmillan**

**In 2006 we plan to:**

- **Develop 62 new nurse, 25 doctor and 18 allied health professional posts.**
- **Help 22,000 people in financial hardship with a Macmillan Grant, and 6,000 people to get the benefits they are entitled to by expanding the Macmillan Benefits Helpline.**
- **Provide information and support to 35,000 people through the CancerLine by extending opening hours and developing South Asian and Youth help lines.**

**WE ARE  
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CANCER SUPPORT**

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