



**WE ARE
GOING
FURTHER
THAN
EVER**

**WE ARE
MACMILLAN.
CANCER SUPPORT**

WE'RE GIVING MORE PEOPLE MORE HELP

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In 2006 our ambition became clear. We want to reach everyone who needs and wants our help by 2010. Now we are making that dream a reality by building up the services we offer and inspiring positive new changes to cancer care.

'I saw a bus go by the other day and on the side was the new Macmillan Cancer Support name. Somehow it feels very right that it's been changed. Of course cancer relief is still very much part of what Macmillan does, but so much more is happening.

'Take what I do: I've been a clinical nurse specialist in the Palliative Care Team at the Royal for around four years. For a long time the nurses in our team needed to wear lots of different 'hats' – cancer nurse specialist, benefits adviser, information service. We did our best with it but there are only so many minutes in the day, and our training doesn't include some of the non-medical things we're often asked about.

'Now it's very different. We have two Macmillan benefits advisors who know everything there is to know about accessing the benefits system for patients. So far they've managed to claim around £650,000 in benefits for people who really needed them and who probably wouldn't have got them any other way. The benefits team also apply for Macmillan Grants for people, so more of those are being given out as well. And they don't just see people in the hospital – they bring financial advice and support to them at home too.

'There have been other changes as well. In the outpatients department there's now a permanent Macmillan information and support service where patients and their families can pick up leaflets about cancer, access the internet or talk to the information manager. And there's a cancer nurse there every afternoon to help answer people's questions.

'Before, if someone had a question they'd have to wait for around three days for an appointment to see a member of the team. Now they can just drop by and get the information they want. It also means that friends and family have someone to talk to about their concerns without having to make a fuss. Or people can just take a leaflet home if that's what they prefer.

'We also have Bahga now, our Macmillan black and minority ethnic outreach worker. She brings information and support to people from different cultures who are often overlooked. There can be a lot of cultural issues around illness and cancer and she can help people get the support they need in a way that feels right for them.

'There are Macmillan health and social care workers too, who offer respite and support for people living at home with cancer. They do things like shopping, keeping people company, listening to their worries and referring them on to others in the team if more help is needed. It's a service that makes a massive difference to people who can otherwise feel very isolated, and it can make everyday life with cancer much less of a struggle.

'So yes, I like the name change. To me it's about giving a lot more people a lot more help. And I'm sure that if we can invest in other services the way we've invested here, Macmillan could well reach everyone who wants and needs our help one day.'

Sarah Lyons, Macmillan Palliative Care Clinical Nurse Specialist, Manchester Royal Infirmary

We now have 3,003 Macmillan nurses in the UK and last year, they helped around 320,000 cancer patients.



'Having the Macmillan information and support service and the benefits advisers based at the hospital helps to take some of the pressure off the Palliative Care Team. Now patients can get information about things like benefits from people who specialise in that area. And the benefits service can reach out to people beyond hospital when they're back in the community.'

Sarah Lyons
Macmillan Palliative Care Clinical Nurse Specialist,
Manchester Royal Infirmary

WE'RE REACHING THE PEOPLE WHO NEED US

We won't rest until everyone in the UK who needs our help can have it, no matter where they are. We are developing our support and services to make sure we can reach people where and when they need us – and in a way that's genuinely useful to them.

'Our Peterlee Information and Support Centre in Easington is a national first for Macmillan because it's permanently based inside a large shopping centre.

There was a real need for it as the Easington district has been recognised as an area that has suffered from high social deprivation and people are working hard to make all kinds of improvements.

'One of the challenges is that there's a particularly high incidence of breast, bowel, lung and gastro-intestinal cancer. The community is far away from the five hospitals and two cancer centres where people go to be treated and they really needed more local resources where they could get important information about cancer, as well as practical help with things like benefits.

'Many of the people we see are on low incomes and really struggle to travel the long distances to hospital to get the support they need. It can be hard to take in all the information they're given there and ask the right questions, especially if they're feeling unwell or reeling after a diagnosis. Because we're situated in a local shopping centre it's much easier for people to come and see us with any questions or concerns they have later on. It's a drop-in service so no appointment has to be made and other members of the family can come along too.

'We don't just give people leaflets and phone numbers and assume they'll feel confident about taking action. We go to great lengths to make sure the information is clear and will make calls to medical and benefits professionals to help sort things out if they're worried about doing it themselves.



'The service has grown massively in the 18 months since we opened. There are two members of staff and 26 volunteers who offer information in all kinds of formats, from leaflets to DVDs, and who are there to listen to people's fears and concerns. We have close links with clinical nurse specialist teams in the hospitals and community too, who can help with medical enquiries and practical problems. We also offer benefits advice, a free telephone helpline, home visits, relaxation classes, organise Macmillan Grants and run information clinics in local GP surgeries twice a week.

'Now we're looking to expand our services to reach even more people. We have one breast cancer self help and support group and are planning two more for men and carers. We're piloting complementary therapies in the therapy room we have. And we're hoping to develop outreach information centres in the libraries of local communities that are even more isolated.

'We all work very hard to help so many people in so many ways – and we have to

What's next?

- To help people get the information they need more easily, we are testing out portable Macmillan information 'pods' which will be placed in convenient places such as hospital foyers, public buildings, libraries and shopping centres.
- We will be developing a Macmillan 'quality mark' to help improve the standards of cancer environments in which people are treated and supported.

constantly let them know we're here by taking part in local community events and fairs. But I believe it's absolutely worth it. It's so rewarding to know just how massive a difference we are making to people's lives, simply by listening, being there and telling them what they want and need to know, in a way that's genuinely useful.'

Fiona McQuiston, Information Officer, Macmillan Information and Support Centre, Peterlee

'The Share section of our website has been a huge success. We launched it in May 2006 and it's attracting more and more visitors all the time. At the moment we're getting 20,000 hits a month and 2,000 people posting messages – some days it gets more visits than the Macmillan home page!

'I think the reason it's so popular is that it satisfies a very deep need for people affected by cancer. They really want to share their story with someone who can understand what they're going through, which families and friends can't always do. On the Share section they find other people who are affected by cancer who can listen and give the support and comfort they need.

'One woman sums it up with her posting; "Before, I thought I was all alone dealing with this, but going on this site you realise that so many people are in similar circumstances. It's really good talking to other people who understand what you are going through.'"

**Arabella Scarman
Macmillan Website Producer
www.macmillan.org.uk/share**

'People I know who have worked for Macmillan told me they are very supportive to their professionals, which is a reason why I applied for the job at Kettering General.

When caring for people affected by colorectal cancer at the hospital, I try to provide a supportive service tailored to the needs of an individual and their family. I'm also involved with the management of their treatment by arranging any necessary investigations or appointments, and hopefully provide them with the information and support required to help them through their personal patient journey.'

**Our 3,000th Macmillan nurse:
Mark Kingston, Macmillan Colorectal Nurse Specialist,
Kettering General Hospital**

We gave out 22,200 Macmillan Grants in 2006, a 9% increase on 2005. Each grant was worth, on average, £371.

Can you help us reach more people?

There are lots of ways you can help. Whether you give your money regularly, take part in an event or volunteer your time, you can help us reach more people who need us. To find out more please call 0800 500 800 or visit www.macmillan.org.uk/Get_Involved



'I've seen with my own family what an enormous difference having good, clear information and a listening ear makes to someone with cancer. Having cancer can take so much away from you, but being given the right information can help you feel more positive and in control. That's why it means a lot to me to be working as an information officer at the Macmillan Information and Support Centre.'

Fiona McQuiston
Information Officer, Macmillan Information and Support Centre, Peterlee

WE'RE CHANGING THE FACE OF CANCER CARE

We are not prepared to stand by while people suffer needlessly. We are campaigning hard for changes in healthcare policy and services, and we are encouraging more people with cancer to have a say about the services and support they receive.

'For me, one of the hardest things about having cancer is worrying about bills.

Money got tight for us very quickly, with me off work and things like hospital trips and phone calls to pay for. It really mounts up. But our biggest problems began about a year ago, when my husband had to retire early because of bad health. After that we were struggling to live on just £90 a week between us. We started getting behind in the rent and it was hard to pay for the gas and electricity meter. Sometimes we had to go without and just put more layers on to try and keep warm.

A few months ago my cousin showed me an article in the local paper about Macmillan and how they're trying to help people with cancer cope financially. I rang the number and they were brilliant. They gave us a grant to help pay off some of the rent and some money to pay for gas and electricity over Christmas.

'They helped with the house too. Since I've had this cancer in my hip we've been desperate to move as it's so painful to climb the stairs. But because of our rent arrears, the council said we had to stay where we were. Then Macmillan arranged for us to go on Radio Cambridge to talk about the financial problems cancer brings as part of their Hitting Home Campaign. Someone at the BBC heard it and we ended up on their *Look East* programme.



'Now the council understands how hard things are for us, we've been offered a two-bedroom disability flat with a ramp. And it's in the same estate we've lived on for 30 years, near all our family and friends. We're so relieved. Macmillan has really been terrific – if it wasn't for them, I know we wouldn't be moving soon.'

Janice Ablett
Cambridge

What's next?

- We are asking people what they want from cancer services in 10 years' time and will then use this research to influence government cancer care strategies and plan our own services and campaigns.
- We will continue our campaign for a Better Deal for people affected by cancer by lobbying for benefits reform, free hospital parking and more affordable travel insurance for cancer patients.

'I believe it's vitally important that there is a comprehensive, patient-centred Cancer Plan that will deliver equal and ready access to the best cancer information, treatment and care for the people of Wales.

That is why I am lending my full support to the Wales Cancer Alliance manifesto put forward by Macmillan Cancer Support and its five cancer charity partners. The manifesto highlights the key issues facing people affected by cancer in Wales today and why a Cancer Plan is so crucial.

'It is a major public health issue: cancer is the second most common cause of death and 16,000 people are diagnosed with the disease in Wales every year. Over 90% of cancer patient households suffer loss of income as a direct result of a cancer diagnosis, while the cost of heating, clothing and food often soars.

'I am committed to simplifying the way voluntary organisations like Macmillan work with the health service so they can concentrate more on providing care and improving standards. I also want to see an increase in funding for hospice services and better provision of specialist district nurses in palliative care. I will continue to push for these vital improvements and a Cancer Plan for Wales for as long as it takes.'

Jenny Randerson
Welsh Assembly Member
Health and social care spokesperson

'I would encourage everyone to get involved as they can really make a difference.

The cost of travelling to hospital and parking once there really mounted up when I was going to cancer treatment, that's why Macmillan's Better Deal campaign is so important. Along with some other patients I wrote to my local hospital about their parking charges and they have now introduced exemptions for cancer patients attending treatment.'

Janet, former cancer patient

In 2006 we published *Worried Sick*, a report that highlights the emotional impact of cancer and calls on UK governments to prioritise support for people with cancer, their carers and families.

Help us change the face of cancer care

If you would like to find out more about our campaigning activities please visit www.macmillan.org.uk/Get_Involved/Campaigns

'We've been living on £90 a week for about a year and things like parking charges and bus fares going to hospital all the time are really expensive. I now know that there are some carers and benefits allowances we might be entitled to so I'm going to call Macmillan and find out if they can help me sort it all out.'

Janice Ablett
Cambridge



OUR VOLUNTEERS DON'T JUST SHAKE A TIN

There's nothing wrong with shaking tins – every year our volunteers raise an amazing amount of money that way. But they also help to make life better for people affected by cancer in many other fresh and unexpected ways.

'They say from tiny acorns big oak trees grow and that's just what it's been like at the Bridges project – it's unbelievable.

We used to be a little charity operating out of a medical centre. If anyone with cancer needed a lift to hospital or someone to talk to, we had volunteers who would help out.

'Then Macmillan teamed up with us and it really started to grow. Now we have space in a separate building and the team is much bigger. We're taking people to and from six different hospitals in the area and the idea is to eventually cover the whole of the Midlands region. And there are bereavement and counselling courses that volunteers can take too.

'I really love working as a volunteer driver for them. When I was 63 I was made redundant and I needed something to keep myself busy. My doctor told me about the service and I was happy to help people get to their chemo and radiotherapy appointments.

'As it turned out, I got renal cancer myself and had to have a kidney out, so it all got very close to home. I carried on driving for them after my operation and have been doing it for four years now. I think it makes a big difference to someone going through cancer treatment to be collected by a driver they know, who's cheerful and happy to listen. They couldn't drive themselves and taxis are expensive so it's a big help financially.



'It makes me feel very humble sometimes. People can be going through very tough treatment and they still put a smile on their face. Some say 'Thank God we've got you to look after us – I don't know what I'd do without you.' They're so grateful for the service and that's what spurs me on; that I've made them happy.

'As far as I'm concerned, if you want to be happy yourself, volunteer! You don't need to be an expert. Just listen, talk, be cheerful. Believe me, it makes a big difference.'

Nick Batchelor
Tipton, West Midlands

What's next?

- We will continue to increase the number of Cancer Voices support them so they can use their experiences to improve cancer care.

'I have used the Opportunities Exchange to get involved on a couple of occasions.

As a result I have become a member of the Royal College of Radiologists' (RCR) Clinical Oncology Patient Liaison Group and am representing them on the RCR Incidents and Errors Working Party. We are looking at radiotherapy and producing a report which is designed to learn from incidents and errors and bring about a safer environment for patients.

'This is extremely interesting and has brought me into contact with the Dean of Faculty of the RCR and other eminent oncologists, physicists and representatives from the Health Protection Agency. They all treat me as an equal who is not only a patient, but someone who has skills from their career. It is nice to be able to make a contribution and use the skills I have acquired during my working life.'

Stephen Hood
Cancer Voice and User Group member
<http://opportunities.macmillan.org.uk>

A Cancer Voice is someone who signs up to actively use their experience of cancer to improve cancer care.

'We donated advertising space on four of our juggernauts to help spread the new Macmillan name and message.

The fleet travels regularly between our operations in Dagenham, Liverpool, Southampton, Bridgend and Europe, which means a lot of people get to see the advertising. Normally this kind of ad space would cost around £110,000 but we were happy to donate it to Macmillan. One of our colleagues died from cancer and it was a way of remembering him and supporting a very worthy cause. We've also held a World's Biggest Coffee Morning and a Corporate Race Day to help raise more funds.'

Chris Woodmore
Ford Motor Company

Our number of Cancer Voices grew from 400 to 600 in 2006.

Would you like to get involved?

We are always looking for volunteers to help us in all sorts of ways. If you'd like to find out about how you can give some time to help make a difference for people affected by cancer please call 0800 500 800 or visit www.macmillan.org.uk/Get_Involved/Volunteer



'People just have to phone in and explain how often they need to go to hospital for things like chemo and we plan them in. I'm really happy to collect patients and take them to and from hospital because I know how much it helps. Now people ask for me because they know I'll be cheerful and positive and chat if they want to or stay quiet if they don't.'

Nick Batchelor
Tipton, West Midlands

WE'RE RAISING MORE MONEY TOO

To reach all the people who need and want us by 2010 we need to raise the money to do it. Our supporters and volunteers are more committed than ever to finding the funds to make our work possible – and they get more amazing and inventive every year.

'My mum's been passionate about running for years. She's 72 now and started running in her 50s. She's run 13 marathons and gets automatic entry each year in the 'good for age' category. This year we're running the London Marathon together and it's going to be her biggest challenge yet, and that's not because of her age.

'Last summer mum was diagnosed with cancer of the mouth and had to have two major operations in September and October. During the first one, the doctors removed two thirds of her tongue. Later, they cleared out the lymph nodes around her neck. She was exhausted after the second surgery as they'd happened so close together.

'Afterwards mum had some speech therapy and physiotherapy to help her speak again. But eating and swallowing are still hard and she has to have a soft diet, with no snacking, so she's lost a lot of weight.

'Mum's a real battler though, and before Christmas she was out doing a 10-mile run! Now she's about to run her 14th marathon. Both of us will be running on behalf of Macmillan Cancer Support and we hope to raise around £1,900 if all goes to plan.

'Macmillan means a lot to both of us because of all the help they gave my dad a few years ago, before he died from cancer of the oesophagus. Mum ran the London Marathon for Macmillan the very next year and raised £600. There was another £600 raised in place of funeral flowers and I hosted a World's Biggest Coffee morning at work which made £185.



'We're really looking forward to the race on Sunday. Of course it's going to be a big challenge but I also know we'll get round. When it gets tough it will be thinking about all the money we're raising for Macmillan that will keep us going. And my mum, who's so determined!

'I wouldn't be surprised if mum ran it again next year too. We're always joking with her that she'll keep running until the BBC interview her one day as the oldest person in the race!

Imelda Noble and her mum Eileen, Bexleyheath

What's next?

- We want to make this year's World's Biggest Coffee Morning bigger and better than ever before. We hope to stir 45,000 coffee morning hosts into action and raise over £7 million.

'I believe that if you want to raise big money you have to think big.

So that's what we did with our Magical Musical Fashion Show, which featured clothes from 4Kidz, my wife Shona's fashion store.

'We decided to make the event really special and hired the whole of Montrose Town Hall. One of Shona's customers is Andrea Brymer, who hosts STV's *North Tonight* programme: we asked her to compere and she was delighted to help. Meanwhile, Ailsa Wood, who runs a local theatre arts group, came up with some fantastic song and dance routines so that we could give the fashion show a musical twist. We also had a brilliant magician and mind reader called Bob Burns to warm the audience up and a live band playing throughout.

'I think the secret with any fundraising event is to make sure it's profitable before you start. We printed a programme for the night and got local businesses to sponsor a page, so we'd raised almost £600 and covered the cost of the evening before the curtain even went up. Then we sold 400 tickets at £5 each, which was great value for all the entertainment. It was such a big success we're doing it again this year – only bigger and better!

Mark Salmond

Macmillan Committee Member, Montrose

'When a friend and colleague died from cancer his wife asked us to give to a cancer charity instead of sending flowers.

I noticed an ad for Macmillan's cycling challenge in Ecuador and decided to sign up. Coincidentally, at the same time, npower chose Macmillan as their corporate charity which was great as they matched every pound I raised.

'Since then I've done five Macmillan cycling challenges around the world and raised around £18,000. There are also many other sporting events that people from npower support, as well as fundraising events organised through the company – there's always lots going on for Macmillan.'

Rob McLachlan, npower

The World's Biggest Coffee Morning raised £6.7 million, £0.2 million more than in 2005. It also won the Institute of Fundraising Award for Best Use of Events.

Can you help raise more money?

If you would like to take part in any fundraising activities or you'd be happy to lend a hand with one of our events, we'd love to hear from you. All you have to do is call 0800 500 800 or visit www.macmillan.org.uk/Get_Involved/Raise_money



'We have a good feeling about Macmillan because of all the help they gave my dad when he had cancer. My mum's run to raise money for them before but this marathon will be my first race for Macmillan. Afterwards we're going to head straight for the Macmillan Recovery Centre! But it'll be worth it to raise so much money.'

**Imelda Noble
Bexleyheath**

WHAT WE RAISED AND WHAT WE SPENT

Income for 2006

Legacies – £38,343,000

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

Direct marketing – £13,620,000

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

Other voluntary giving – £36,966,000

This includes volunteer 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, both for these events and other activities.

Local committees – £7,437,000

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

Merchandising income – £1,261,000

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

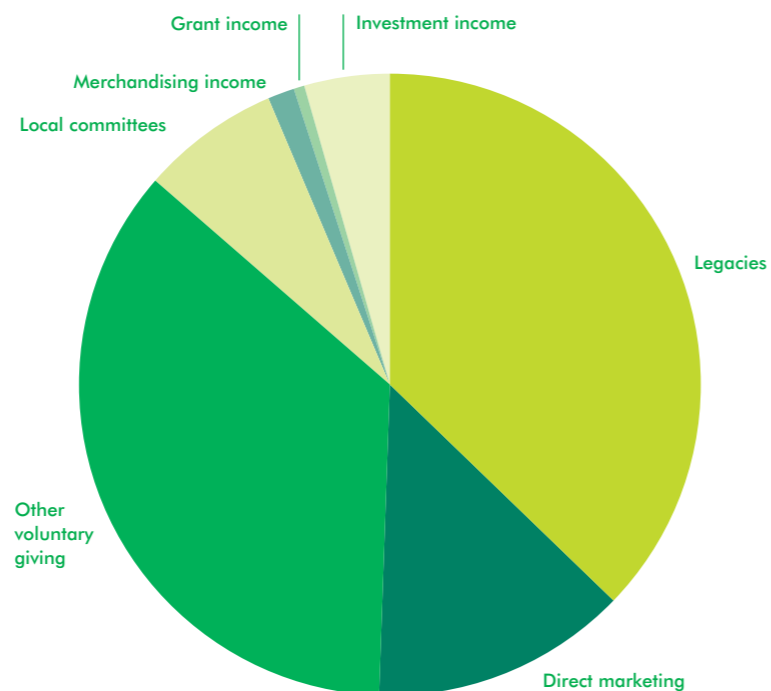
Grant income – £674,000

In 2006, less than 1% of our money came from grants such as the New Opportunities Fund.

Investment income – £4,573,000

We invest the money relating to financial commitments not yet paid and reserves, in order to produce valuable income.

Total – £102,874,000



Expenditure for 2006

Specialist healthcare – £22,644,000

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

Practical and emotional support – £5,874,000

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.

Financial support – £17,621,000

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

Information and support – £9,318,000

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

Force for change – £10,268,000

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.

Governance – £663,000

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

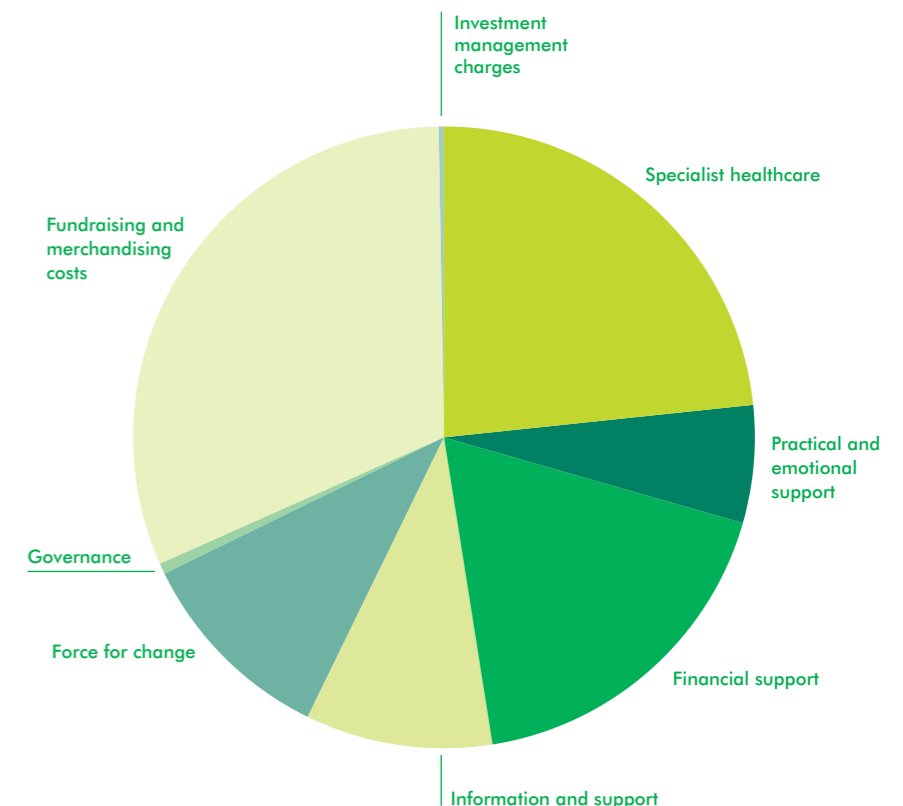
Fundraising and merchandising costs – £30,463,000

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 – £215,000

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

Total – £97,066,000



This is a top line summary of Macmillan Cancer Support's income and expenditure in 2006, taken from our audited accounts. These are available as part of our 2006 Trustees report and accounts, which you can download from www.macmillan.org.uk



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