

Annual review 2007



**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

1

More people know more about how we help

2

We make change happen

6

We tell people what we can do

10

We tailor-make our services

14

We can only do it with your help

18

What we do

20

How we raised and spent our money



'It is a delight and a privilege to be leading Macmillan Cancer Support at such a dynamic and important stage in its journey. I'm very proud of what our staff, Macmillan professionals, volunteers and supporters have achieved in 2007 and I am looking forward to helping them meet the challenge of reaching and improving the lives of everyone living with cancer.'

Ciarán Devane, Chief Executive

# MORE PEOPLE KNOW MORE ABOUT HOW WE HELP

'Cancer hit my family like a thunderbolt. Without Macmillan we just wouldn't have pulled through. I had no idea they could help in so many ways.'

Heidi Ivinson, Doncaster

We worked hard in 2007 – with the help of our supporters and volunteers – to make sure thousands more people affected by cancer know where to find us and what we can do to help make life better.

Now, twice as many people know we are here for them. And we are well on our way to reaching everyone else with cancer by 2010, no matter who they are, where they live in the UK or what type of cancer they have.

We've made change happen. We've spread the word. We've introduced new services. We've built on all the great work our Macmillan professionals and volunteers already do.

**Now, with your support, we're ready to do even more.**

# WE MAKE CHANGE HAPPEN

Wherever we see the chance to make life better for people affected by cancer, we work hard to make change happen. Often this means campaigning and influencing Government.

In 2007, we made a huge contribution to the new Cancer Reform Strategy (CRS) for England, which will determine the direction of cancer services for the next five years. One of the main aims of the CRS is to improve the experiences of people affected by cancer, both during and after treatment.

A few of the most important things it includes are:

- a new initiative to help people get their lives back after cancer
- plans to have equal cancer care for people no matter who they are or where they live
- developing a quality mark so that all cancer care environments reach the same high standard
- a pledge that everyone with cancer receives financial information and advice.

We are also pushing for new cancer service strategies in Scotland, Wales and Northern Ireland.





'When I was 17 I was diagnosed with Hodgkin's lymphoma and five years later I finished my treatment. That was over 20 years ago and I haven't had a recurrence since. But when I tried to get travel insurance last year, I was told by one insurer that I was such a high risk that they nearly had to refuse me cover.

They considered my cancer history as more of a threat than either my ME or high blood pressure, both of which I was receiving treatment for at the time. Hearing that my cancer was still considered a risk after 23 years was distressing. I am delighted that Macmillan is highlighting this issue.'

Tracey Neill, Kent

### We want fairer travel insurance

We launched a major campaign to help people with cancer get a better deal when it comes to buying travel insurance. Our research shows that people affected by cancer can be quoted much more for travel insurance, or be refused cover altogether, even if they've been free of cancer for several years. Call centre staff can also be very insensitive.

We're working with Direct Line, the insurance industry and other cancer charities to make it easier for people affected by cancer to get the travel cover they need.

### How your help adds up

Our campaigning around the Welfare Reform Act means that people with cancer will get their benefits more quickly and easily.

Our campaigning to improve hospital car parking guidance and the Hospital Travel Costs Scheme will make it cheaper for patients to get to hospital.

Our campaigning to highlight the unfairness of travel insurance is raising awareness and getting the industry thinking.

### What's next?

- We will continue to pursue our Better Deal Campaign to tackle the financial hardship faced by far too many people affected by cancer.
- We will lead the National Cancer Survivorship Initiative to help people living with and after cancer, get the help and support they need.
- We will campaign hard to ensure that no one is in a position where they can't afford to pay for their prescriptions.

'It can be a hellish squeeze to find the extra money to pay for car parking. Now there's free hospital parking for cancer patients, we won't have to do that any more.'

Elizabeth Howcroft, Swansea

### News watch 2007

Macmillan's Working Through Cancer campaign launched to help people deal with the impact of cancer on their working lives, during or after treatment.

Wales first to ditch prescription charges in the UK after years of Macmillan campaigns.

MPs vote Macmillan most effective charity for the third year running.

Minister launches new Macmillan Citizens' Advice Bureau Belfast benefits partnership to help people access financial support.

Hospital parking charges scrapped in almost every Welsh hospital and capped in Scotland – Macmillan continues to push for their abolition.



# WE TELL PEOPLE WHAT WE CAN DO

Every day, we help thousands of people all over the UK get the cancer information and support they need. Even so, there are many more people who don't yet know we exist, or who believe we are just about nurses – they don't realise how many services we offer and all the different ways we can help.

Macmillan supporters – for example, our fundraising committees, corporate partners, donors, campaigners, volunteers and more – already do a fantastic job raising funds and

spreading the word about how we can help. But to let more people know about who we are and the financial, practical and emotional support we offer, in the autumn we launched a campaign on the TV, radio, posters, online and in national newspapers.

Together we've achieved so much. More people than ever see us as 'the' cancer care charity and are starting to understand much more about what we can do. And more people are now coming to us for help than ever before.



'We're all delighted with the campaign. It's had a huge impact on our service. Our figures for October show a dramatic increase in the number of people coming through the door and asking for help and information, which we were able to give them.'

Linda Hewkin, Macmillan Information Centre Manager, Wolverhampton



## How your help adds up

#1: When asked to name a charity in the care care field, more people named Macmillan than any other charity.

12%: this is the level of public awareness of Macmillan in December 2007, doubling from just 6% in June of the same year.

85% of people who saw our campaign agree that Macmillan does 'so much more than nurses'.

Nearly 6,000 people called us for information and support as a result of our awareness campaign (October-November 2007).

200,000 visitors to our website in October 2007, compared to 87,617 in October 2006.

## What's next?

- We will continue our campaign activity in 2008, building on the momentum of 2007, to help us achieve our target of reaching everyone with cancer by 2010.
- 515,000 'Affected by cancer' leaflets are being distributed in GPs' surgeries and pharmacies across the UK.
- We will develop our partnerships with companies such as the Royal Bank of Scotland to help raise money and increase awareness about our work.

## News watch 2007



Over 39 million people saw our TV ad

'After I was diagnosed with breast cancer, my life slowly fell apart. I thought I was coping with all the emotional and physical side-effects of my treatment, but a day came when I could no longer pretend. That day was when I heard a Macmillan advert on the radio. That message was to me; I'd thought about the cancer but never about all the pieces I'd have to pick up.'

Thanks to Macmillan I feel supported and have changed my life around. I found work advice on the website, called the CancerLine for benefits help, and joined Cancer Voices to meet people to share our cancer experience.'

Tracie Vallis, London



Ford gave us advertising space on some of their trucks, worth £146,000 a year

# WE TAILOR-MAKE OUR SERVICES

Cancer care is changing. As more people are diagnosed with cancer and living with it at home, there is a growing need for services that answer people's specific needs in the community. To help meet those needs, and to reach as many people as possible, we are developing more of the local services that people affected by cancer want. Services that can make life easier and better.

To make sure we're doing that as quickly as possible, we've spent more money and changed the way we assess and pay for our new services.





'Since we started coming here the centre has been a real source of comfort for both of us. We really don't know what we would have done if it hadn't been there to help us. I have been able to get detailed information on my condition and it has been great to have people to talk to about my concerns.'

Angela Scullion, Belfast

Until recently, people with cancer in Northern Ireland had to search around to find support and information services from a large number of charities, which took a lot of time and effort. It also meant that people often missed out on services that could help them.

In 2007, working in partnership with other local charities and the local NHS Trust, we opened Northern Ireland's first cancer support and information centre, next to Belfast City Hospital.

We funded the renovation of the building as well as two Macmillan benefits advisers and provided and trained a volunteer centre manager (the team are pictured on the previous page). Now, thousands of people with cancer from all over Northern Ireland have been able to access support, information and a wide range of other services, such as complementary therapies, wig setting, counselling, and financial and benefits advice, all in one convenient place.

## What's next?

- Our merger with Cancerbackup means we will be able to develop our information services even further, and provide the highest quality information to help inform and support people throughout their cancer journey.
- We will pilot our new Macmillan Solutions scheme, which enables people with cancer to decide for themselves what services they need to support their wellbeing and quality of life – such as massage or counselling – and helps them cover the cost.
- We're launching an on-line self-assessment service so that people can find out what benefits they are entitled to and get help with things like housing and debt problems.

'Cancer is taboo in the Chinese community. It's seen as life-threatening and frightening, so people are scared of talking about it, even to a close relative. We give cancer awareness talks in the community, provide information in Chinese, explain what the NHS can do, and signpost people to local health and care organisations.'

Richard Lam, Macmillan Chinese Cancer Information Manager

## News watch 2007

Website visitors to the Share section of the site rose from 88,000 to 257,000.

Over £6.5 million spent on creating new local benefits services by Macmillan in 2007.

New 'Living with Cancer' publications developed with input from people affected by cancer. The series provides information for every step of the cancer journey.

## How your help adds up

13,000 people helped through Mobile Macmillan Cancer Information Centres.

128,000 people helped by cancer information and support services.

17,000 people helped by local benefits advisors, and 7,000 via the Macmillan Benefits Helpline.

24,000 people helped with a Macmillan Grant.

2,774 people benefited from Macmillan carers schemes.

39,000 people helped by our CancerLine.

14,000 people helped by social and family support workers, and bereavement counsellors.

13,000 helped through local self help and support groups.

414,000 people helped by Macmillan health professionals.

62,000 people helped within our cancer treatment and care buildings.



# WE CAN ONLY DO IT WITH YOUR HELP

We rely on people just like you to help us raise the money we need to run our services for people affected by cancer. There are lots of ways you can choose to help.

In 2007, thousands of people took part in events such as The World's Biggest Coffee Morning, the London Marathon and cycling 700km through the amazing landscapes of Vietnam. Others volunteered their time to help raise money and awareness, or to help people directly through our information and support centres. Some became Cancer Voices and used their experience of cancer to help improve cancer care – or supported our campaigns for change.

However people chose to help, they made an enormous difference, which resulted in more income to spend on services for people with cancer than we've ever had before.



'Phil was very proud and independent and his Macmillan nurse, Robbie, was always calm and discreet, helping him every day with what he needed... taking him for walks, making lunch, chatting, supporting him if he collapsed. He played and chatted with the children too, and was a very reassuring presence in the house. When I had to work I didn't have to worry about how things were at home. He was like one of the family.'

Victoria Cooper-Jones, London

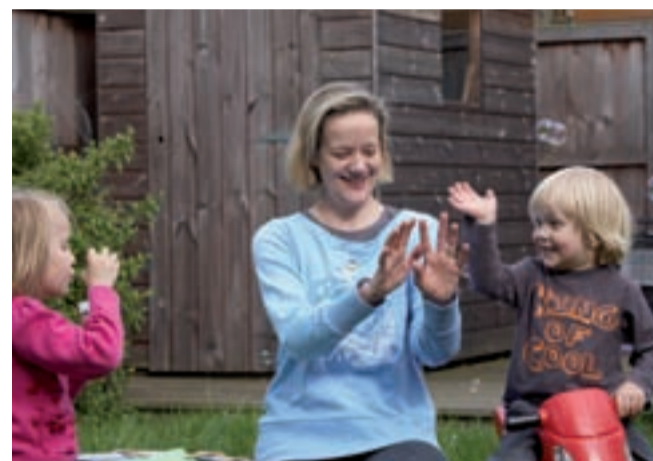
### A way to say thank you

People decide to fundraise for us for all sorts of reasons. For many, like Victoria Cooper-Jones and her two young children, it's a way of saying thank you for the help their family received during her husband's sudden illness.

Phil was diagnosed with an aggressive brain tumour that took his life in a matter of months.

During this time, Phil's Macmillan nurse made an enormous difference to the whole family with his sensitive and caring help and support. They decided to say 'thank you' by doing a sponsored

walk along the banks of the river Thames. Five-year-old Lili and three-year-old Archie, and family and friends, walked two miles and raised £4,000 so that others like Phil can receive care and support when they need it most.



### What's next?

- We will raise over £110 million in 2008, breaking every Macmillan record so far.
- We will accelerate our fundraising and make our programme the most exciting and rewarding for supporters of any charity in the UK – to make this happen we've reviewed our fundraising strategy and re-shaped our teams.
- We will increase the number of volunteers getting involved in our services.
- We will double the number of Cancer Voices who input into our work to improve the future of cancer care for all.

### How your help adds up

727 people ran the London Marathon for Macmillan and raised £1.23 million.

3 million cups of coffee were served at The World's Biggest Coffee Morning.

£500,000 has been donated from ticket sales and a Gala Performance of the hit musical 'Grease'.

£15.1 million was raised from individual donors, which includes an amazing £2.2 million of Gift Aid.

'I'd already signed up for the Peru Inca Hiking Trail when I was diagnosed with breast cancer. It would have been easy for me to pull out. But carrying on to raise money for cancer patients seemed even more important then, and I raised £15,000. I've now got the 'all clear' and this year I'll be doing the Great North Run with my delighted husband.'

Jenny Holmquist, Beverley, Yorkshire

### News watch 2007

14-year partnership with Nationwide raises £4.7 million – so far!

Local committees raise a massive £7,884,000, by running events and appeals for us.

Somerfield helps us raise £1 million and is still going strong.

The number of people donating legacies increased and we broke a new record raising £40 million.

# WHAT WE DO

More people are living with cancer and surviving cancer than ever before. Which means they don't just need medical help, but information, practical, emotional and financial support too. Here you can see many of the free services we provide to support people through their cancer journey, and how many people were helped in 2007.

We also reach and improve the lives of people affected by cancer through our role as a force for change where we campaign to improve health and social care policy, develop new services and address inequality.

## Macmillan doctors

Offer specialist cancer care and share their skills and knowledge, helping to improve cancer and palliative care.

**12,000 people helped**

## Macmillan benefits advice services

Work in partnership with organisations like Citizens Advice and local authorities, to offer face-to-face benefits advice for people affected by cancer.

**17,000 people helped**

## Cancer treatment and care buildings

Planned and funded by Macmillan they include chemotherapy treatment, breast care and palliative care suites.

**62,000 people helped**

## Macmillan Grants

Help ease the financial hardship cancer can bring by paying for extra cancer-related expenses, such as larger heating bills.

**24,000 Grants given**

## Self help and support groups

We provide grants, information and training to help people affected by cancer to meet and share their experiences, worries and information.

**13,000 people helped**

## Macmillan emotional and practical support services

Provide support to help people manage the social, practical and emotional problems of living with cancer. We support social workers, befriending and bereavement schemes and carers' schemes.

**14,000 people helped**

## 1 in 3 people living with cancer

## Macmillan nurses

Help with symptom and pain control, give advice and information on treatments and provide emotional support.

**338,000 people helped**

## Macmillan health and social care professionals

Such as radiographers, physiotherapists, pharmacists, dietitians, psychologists and speech and language therapists.

**64,000 people helped**

## Macmillan CancerLine

A telephone helpline providing information and emotional support.

**39,000 people helped**

## Macmillan website

[www.macmillan.org.uk](http://www.macmillan.org.uk)

Offers a wealth of on-line information about Macmillan and other cancer services, as well as advice, tips and the chance to share experiences.

**1.4 million visits**

## Macmillan information and support centres

Provide cancer information in a supportive way through local hospitals, libraries and GPs' surgeries.

**128,000 people helped**

## Macmillan Benefits Helpline

Gives advice to people affected by cancer, on how to access appropriate statutory benefits and other financial support.

**7,000 people helped**

## Mobile Macmillan Cancer Information Centres

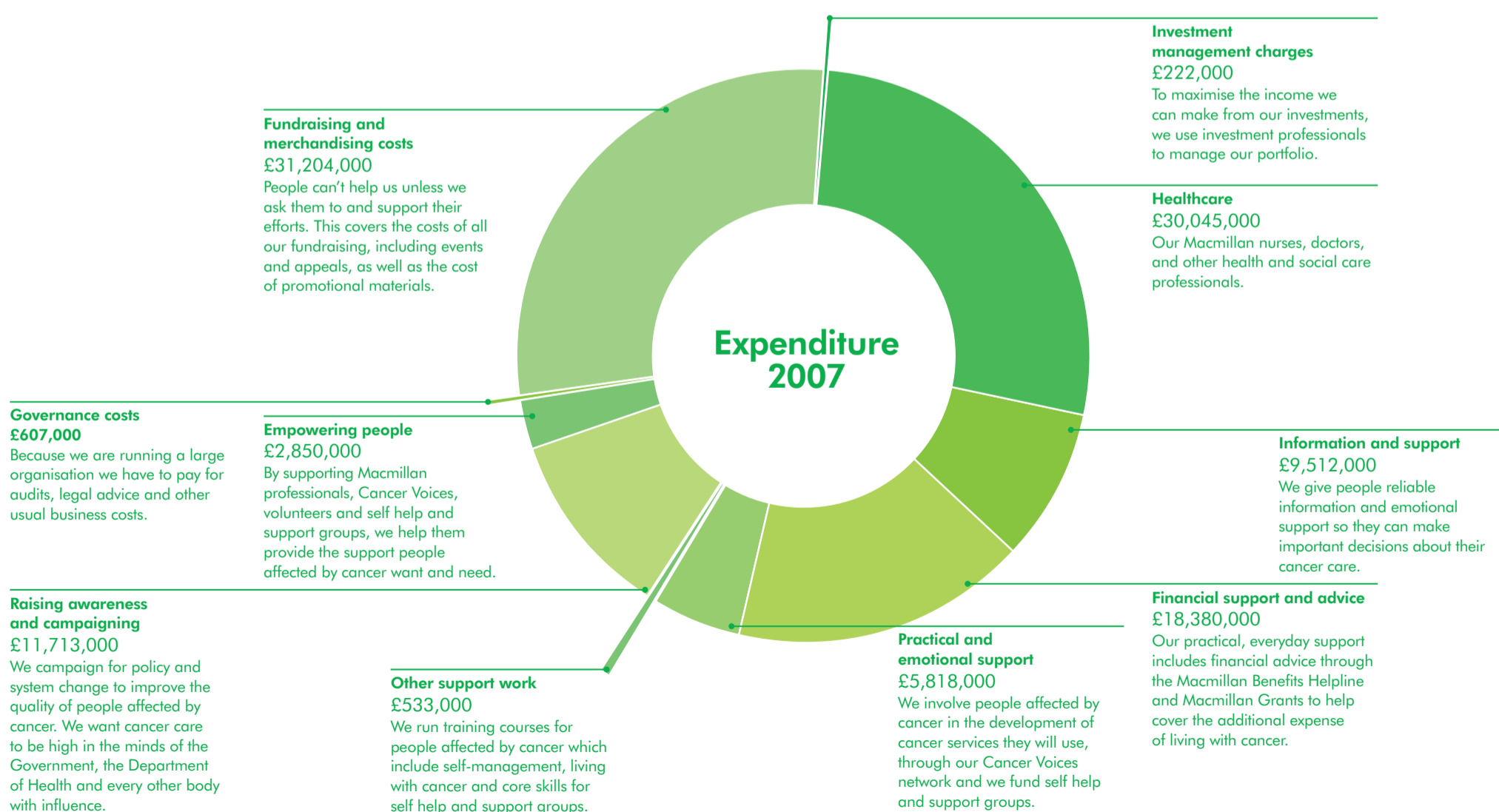
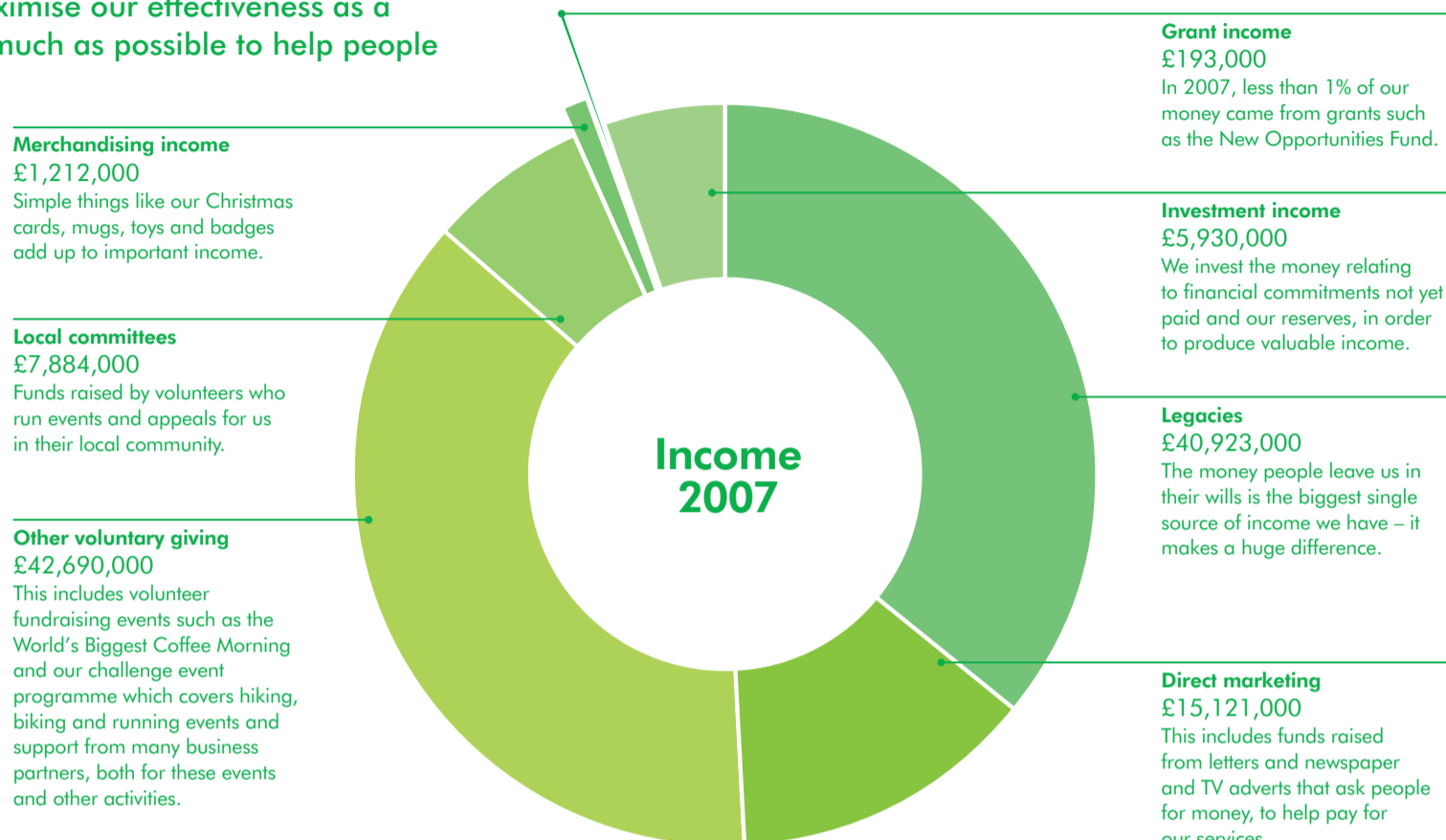
Bring confidential information and support to people in communities who may have little knowledge about cancer or Macmillan.

**13,000 people helped**

# HOW WE RAISED AND SPENT OUR MONEY

These are some of the ways we work to ensure our financial stability, and at the same time maximise our effectiveness as a charity whose mission is to do as much as possible to help people affected by cancer.

This is a top line summary of Macmillan Cancer Support's income and expenditure in 2007, taken from our audited accounts. These are available as part of our 2007 Trustees report and accounts, which you can download from [www.macmillan.org.uk](http://www.macmillan.org.uk)



Macmillan Cancer Support improves the lives of people affected by cancer. We provide practical, medical, emotional and financial support and push for better cancer care. One in three of us will get cancer. We are all affected by cancer. We can all help. We are Macmillan.

For further copies, call us on 0800 500 800  
or visit [www.be.macmillan.org.uk](http://www.be.macmillan.org.uk)

**Macmillan Cancer Support**  
89 Albert Embankment, London SE1 7UQ  
Tel 0800 500 800  
CancerLine 0808 808 2020  
[www.macmillan.org.uk](http://www.macmillan.org.uk)

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