

**HOW WE
HELPED OVER
5 MILLION
PEOPLE**

**A very quick overview
of 2014**

**WE ARE
MACMILLAN.
CANCER SUPPORT**



HELLO

2014 was nothing short of amazing.

In this mini booklet, you can see how Macmillan helped over 5 million people, raised more money and invested more in our services than ever before.

Thank you so much to everyone who made this possible.

Where to begin talking about 2014?

2014 was a year of strong achievement, challenges and change for Macmillan.

It was the year we reached **5.4 million** people affected by cancer, including more than **700,000** people who were supported by our professionals.

We also spent a record **£151.7 million** on our services – a 25% increase on the year before.

Changing cancer care

In 2014, we helped people in a range of innovative ways. This included investing in a small number of large, long-term projects that will change the way people receive cancer care.

Just one example is in Northern Ireland where we've completely transformed the way people with breast cancer receive follow up care. This has reduced waiting lists by 28%.

We also continued to help people through tried and tested Macmillan services, including giving out £9.9 million in Macmillan grants to 33,000 people.

And we influenced at the highest level on behalf of people affected by cancer. This saw us successfully lobby all major political parties to commit to improving cancer care in their general election manifestos.

Breaking all fundraising records

We're both extremely proud of all the good work Macmillan is doing and how passionately people support us.

In 2014, our supporters raised a staggering **£215.2 million** – £28.4 million more than the year before. We'd like to say a very big thank you to all of our fundraisers, volunteers, partners, professionals and staff.

And finally, we want to express our huge gratitude to Ciarán Devane, who moved on in 2014 after seven years as our Chief Executive.



Lynda Thomas
Chief Executive



Julia Palca
Chairman

A little bit about us

What we do

At Macmillan, we know how a cancer diagnosis can affect everything. We're here to support people from the moment they're diagnosed, through their treatment and beyond.

From help with money worries and advice about work, to someone who'll listen if people just want to talk, we'll be there. We'll help people make the choices they need to take back control, so they can start to feel like themselves again.

Our fantastic supporters

All of our work is only possible thanks to our supporters. We're so grateful for everything they do, whether it's holding coffee mornings, volunteering in the community or getting behind our campaigns.

Cancer can be the loneliest place. But with support like this, we can help even more people when they need us most.

By 2020, nearly **one** in two people will be diagnosed with **cancer** in their lifetime.



Our ambition

Everything we do at Macmillan is driven by our ambition.

So what is it?

Well, we want to reach and improve the lives of everyone living with cancer and to inspire millions of others to do the same.

It's a big ambition. And we have identified nine statements that we want to make sure everyone living with cancer is able to say. They influence all of our work.

I was diagnosed early.

I understand, so I make good decisions.

I get the treatment and care which are best for my cancer, and my life.

Those around me are well supported.

I am treated with dignity and respect.

I know what I can do to help myself and who else can help me.

I can enjoy life.

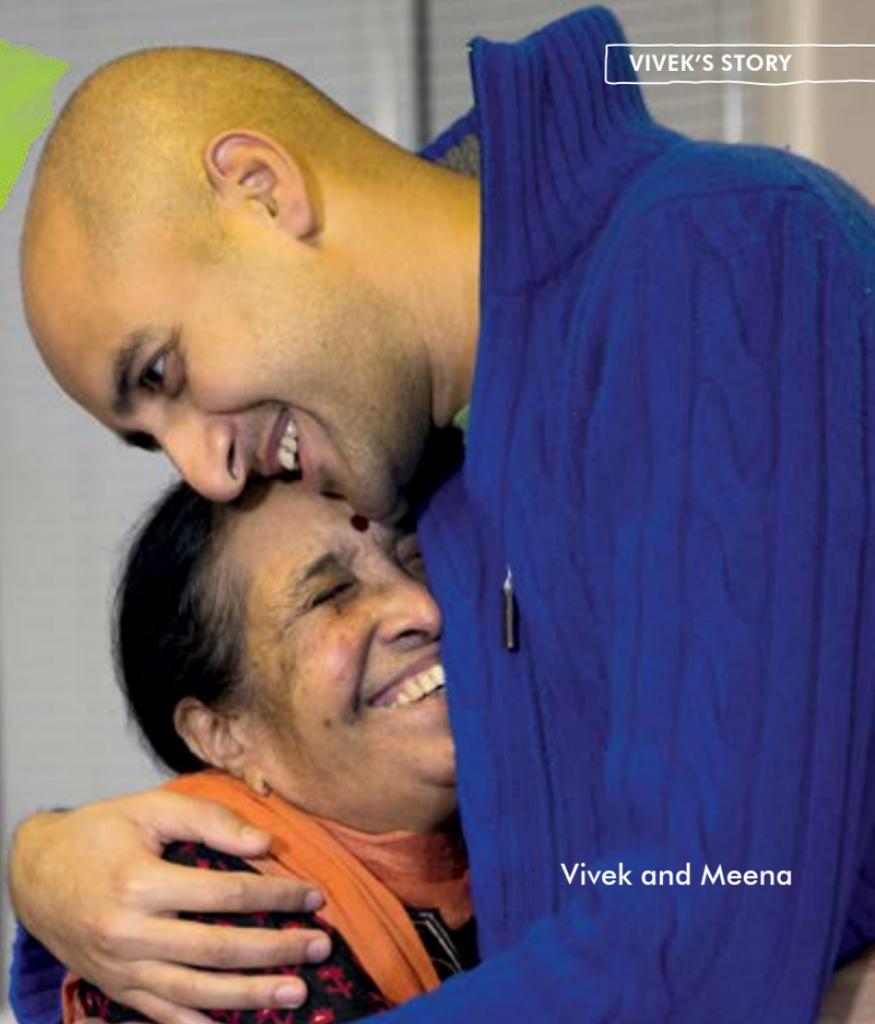
I feel part of a community and I'm inspired to give something back.

I want to die well.

**'BY VOLUNTEERING,
I'M HELPING MYSELF
AS WELL AS
OTHERS.'**

After Vivek was supported by a Macmillan nurse, he wanted to give something back. Now he volunteers at his local Macmillan information centre and also runs support groups for people with cancer.

VIVEK'S STORY



Vivek and Meena

How many people we reached

At Macmillan, we want to support everyone living with cancer, as well as all the friends, family and carers around them. Last year, we were delighted to reach **5.4 million** people.

 = 50,000 people

1.8m people living with cancer

0.5m carers

3.1m friends and family

5.4m people helped in total



9 million

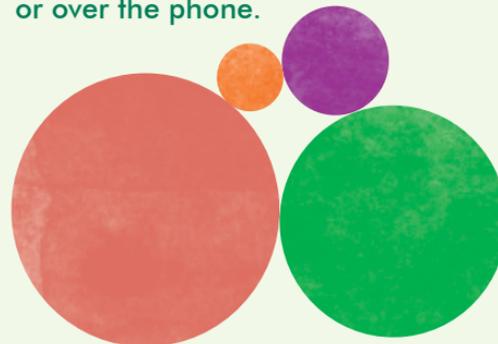
This is how many times our services were accessed last year.

4.1 million people in the UK used online services, such as our website or Online Community.

3.4 million people used our information materials, such as our leaflets and booklets

1.5 million

people received help in person or over the phone.



Healthcare services
793,000 people helped

Financial support services
123,000 people helped

Emotional and practical support services
49,000 people helped

Information and support services
568,000 people helped

People helped may not equate to unique people helped, due to people accessing more than one Macmillan service in 2014.

**'I KNEW I COULD
PICK UP
THE PHONE
ANYTIME.'**

Philomena's cancer diagnosis left her in complete shock. 'Why me?' she thought to herself. But after speaking to someone on the Macmillan Support Line, she felt a lot more at ease and realised she didn't have to face it alone.

How we raised our money

Our superb supporters raised a record £215.2 million in 2014 – that's £28.4 million more than the year before.



Legacies
£62 million

Fundraising events
£47.4 million

Direct marketing
£47 million

General donations
£24.3 million

Trust and corporate income
£23.1 million

Total fundraised income: £215.2m

Other
£3.2 million

Total income: £218.4m

Local fundraising committees
£8.7 million

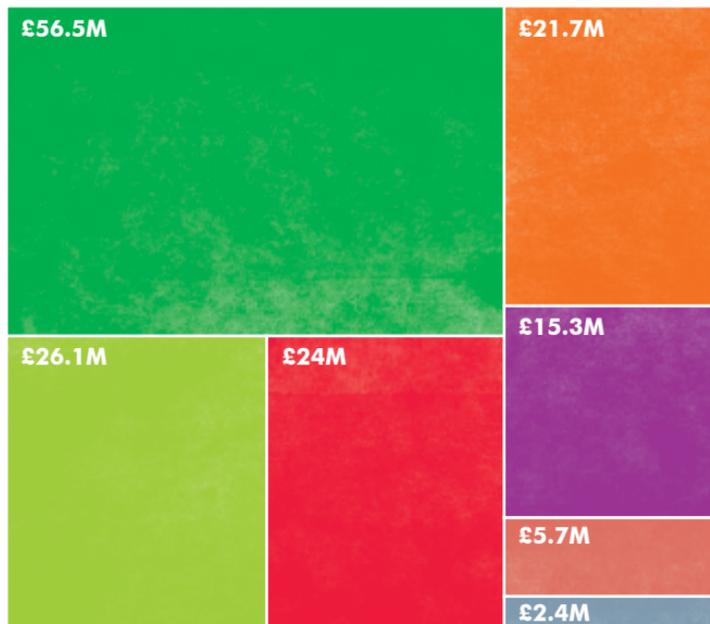
Donated services and facilities
£1.6 million

Merchandising income
£1.1 million

Want to see our full annual report and accounts?
Visit macmillan.org.uk/annualreports

How we spent our money

Last year, we spent a record £151.7 million on services for people affected by cancer, £30 million more than in 2013.



Healthcare – £56.5m

We fund and support a range of professionals who provide expert care.

Information and support – £26.1m

These services help people get answers to their questions about cancer.

Financial support – £24m

We provide a range of support, including grants, benefits advice and financial guidance.

Campaigning and raising awareness – £21.7m

We campaign for change and raise awareness about the realities of living with cancer.

Total spent on services = £151.7m

+ £1.1m on governance
+ £68.4m on fundraising
+ £0.3m on other costs

Practical and emotional support – £15.3m

We help people to get the emotional and practical support they need.

Learning and development – £5.7m

We provide training to professionals, volunteers and people affected by cancer.

Inclusion – £2.4m

We want to make sure that everyone receives the support they need, regardless of where they live or who they are.

Total spent overall = £221.5m

HELP US MAKE 2015 EVEN BETTER

Yes, 2014 was a phenomenal year, but there are many more people who still need our help.

The number of people living with cancer is rising every year. In the next 12 months, around 360,000 people will be hit with a cancer diagnosis.

Can you help us make sure no one faces cancer alone? To fundraise, volunteer or campaign for Macmillan, call **0300 1000 200** or visit **macmillan.org.uk/getinvolved**

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Macmillan Cancer Support, registered charity in England and Wales (261017), Scotland (SC039907) and the Isle of Man (604). MAC15255_Overview

**Thank you for helping
us support millions
of people affected
by cancer.**

We're here for you too, so if you ever have
any questions, you can call us free on
0808 808 00 00 (Mon to Fri, 9am–8pm)
or visit **[macmillan.org.uk](https://www.macmillan.org.uk)**