

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

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

No one should face cancer alone.
For support, information or if you just want to chat, call us free on **0808 808 00 00** (Monday to Friday, 9am–8pm) or visit **macmillan.org.uk**



Being there for more people
when they need us most

WELCOME

2015 was a great year for Macmillan Cancer Support as we reached and supported 5.8 million people.

This wouldn't have been possible without the enthusiasm and generosity of our supporters, volunteers and professionals. Thank you to everyone who helped us to be there for people affected by cancer.

We had so much to celebrate in 2015

40 years of Macmillan professionals

A particular highlight was marking 40 years since our first Macmillan professional. Over these 40 years, we've gone from a single team to more than 8,000 professional posts – including Macmillan nurses, benefits advisers and radiographers, to name just a few.

We know the difference these professionals can make at some of the most difficult moments that really matter for people affected by cancer.

We helped more people than ever

Last year, we supported 5.8 million people affected by cancer, 8% more than the previous year. The majority of these people were helped through more than one of our services – such as our website, information resources, or nurses.

We increased our charitable spend to £165.5 million, 9% more than 2014, meaning we could continue to deliver high-quality support to people with cancer and their families.

We continued to influence key improvements

Last year, we successfully influenced governments across the UK to commit to and deliver new cancer strategies. All are committed to featuring our key priorities, such as the improvement of patient experience, supported by our success in securing a cancer patient experience survey in every UK nation for the first time.

We got involved like never before

Our supporters raised an outstanding £229 million in 2015. A significant part of this – £27.6 million – came from all the brewing and baking you did for our flagship fundraiser, the World's Biggest Coffee Morning.

We rely so much on the dedication of our volunteers, and this summer we held our first ever conference especially for them. This gave us the opportunity to engage with volunteers and equip them with skills they need to continue their great work. So we'd like to say a huge thank you to everyone who helped us change so many lives in the past year.



Lynda Thomas
Chief Executive



Julia Palca
Chairman

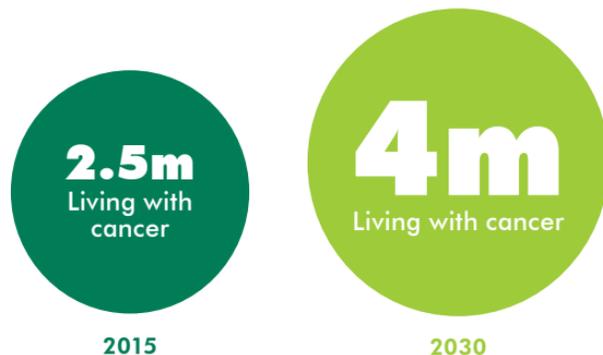
A little bit about Macmillan

What we do

At Macmillan, we know how a cancer diagnosis can affect everything, but we're here to support people living with cancer and their loved ones, from diagnosis, through treatment and beyond. Whether it's help with money worries and advice about work, or someone who'll listen if they just want to talk, we'll be there as a constant source of support.

Who we are

Our work is only possible because of the amazing people that make up Macmillan. We are millions of supporters, professionals, volunteers and people affected by cancer. Together, we want to make sure that when someone is facing a difficult time they have the support they need to feel more like themselves.



Today around 2.5 million people are living with cancer in the UK. By 2030, this is projected to rise to 4 million.

One of the reasons for this big jump is that people are living longer after a diagnosis as a result of improved treatments. This changing landscape requires us to change too. This is why Macmillan is leading the way in creating new services and resources to improve cancer care, as well as transforming existing ones.

Our ambition

Everything we do is with our ambition in mind.

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

To do this, we have our Nine Outcomes that influence all of our work. These are nine things we want everyone living with cancer to be able to say.

No one should face cancer alone. And with your continued support, we can help even more people now and in the future.

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.

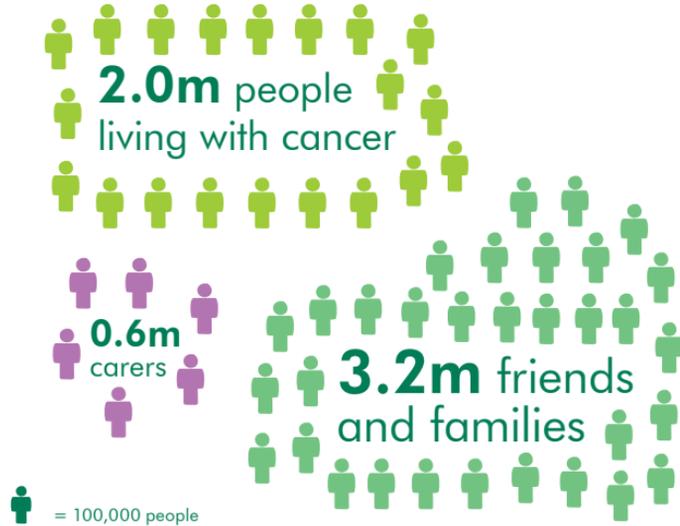


'GILL IS
AMAZING.
SHE'S ALWAYS
BEEN THERE
FOR ME'

When Dave was diagnosed with prostate cancer it came as a huge shock. Thankfully Gill, his Macmillan nurse, was there to support him from the point of diagnosis onwards.

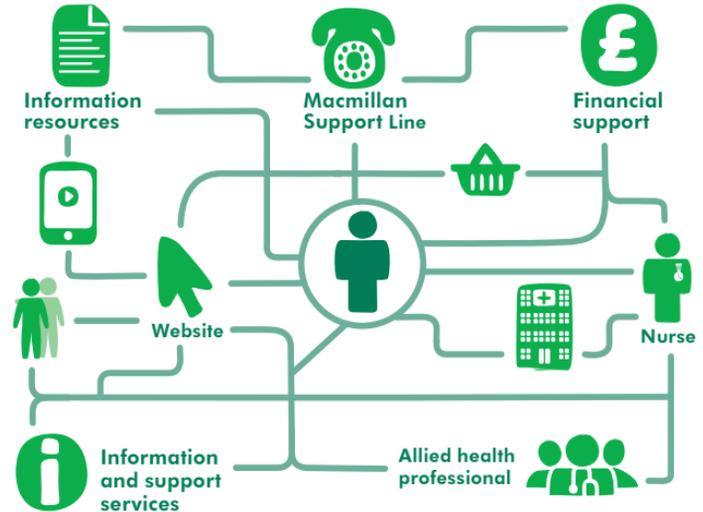
Dave and Gill

In 2015 we reached **5.8 million people** ...



At Macmillan we support people who are living with and beyond cancer, as well as their friends, family and carers.

... helping them to access the services they needed in a way that was right for them.



86% of people who made use of one of our services also used at least one other Macmillan service.

For information on how we calculate our reach figures please visit macmillan.org.uk/annualreport to see our full annual report and accounts.

A woman with blonde hair, wearing a purple Macmillan nurse uniform, is smiling and looking to the right. The background is a blurred office or clinical setting. A green graphic overlay on the left contains white text.

'OUR TEAM
HAS A
HUGE IMPACT
ON PATIENTS'
RECOVERY'

Gail has been a Macmillan nurse for two years. Along with her team, she supports people who are coping with challenging long-term side effects of treatment for head and neck cancer.

How we raised our money

Our superb supporters raised £229 million in 2015, that's £11.8 million more than the year before.



Legacy income – £63.8 million



Donation income – £151.1 million



Income from trading activities – £13.0 million



Grant income – £1.1 million

Legacy income

This is from people leaving a gift to us in their will.

Income from trading activities

This includes income from our raffles and lotteries, fundraising committee sales and our online shop, licensing and other commercial activities.

Grant income

This income comes from specific grants given to support Macmillan initiatives.

Donation income

Fundraising events
£53.7 million

Direct marketing
£43.2 million

Trusts and corporate income
£25.4 million

Local fundraising committees
£6.2 million

General donations
£20.9 million

Donated services and facilities
£1.7 million

Total fundraising income

£229.0 million

Investment income

£1.2 million

Total income:

£230.2 million

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

How we spent our money

Last year we spent £165.5 million on services for people affected by cancer, £13.1 million more than the year before.



Healthcare – £56.0 million



Information and support – £30.9 million



Financial support – £26.9 million



Campaigning and raising awareness – £25.1 million



Practical and emotional support – £16.5 million



Learning and development – £7.2 million



Inclusion – £2.9 million

Healthcare

We fund and support a range of health and social care professionals.

Information and support

We provide people with information to help them make important decisions about their treatment and care.

Financial support

We provide financial support to help people who are struggling with the cost of cancer, including through Macmillan grants, benefits advice and financial guidance.

Campaigning and raising awareness

We campaign for changes to improve the lives of people affected by cancer and raise awareness of issues most important to them.

Expenditure on charitable activities

Expenditure on raising funds

Total expenditure

Practical and emotional support

We help people find the emotional support they need and get help with the practical issues arising from cancer.

Learning and development

This includes providing training opportunities for professionals, volunteers and people affected by cancer.

Inclusion

We want everyone affected by cancer to feel supported, no matter who they are or where they live.

£165.5 million

£75.0 million

£240.5 million

'I LOVE HELPING PEOPLE'

Abbey volunteers with Macmillan as a community helper. This a vital role that involves visiting people in their homes to help with their housework and giving them someone to chat to.



HELP US TO DO EVEN MORE IN 2016

We're so proud of what we have achieved in 2015. But we know we still have more to do if we're going to reach and improve the lives of everyone who needs us.

With the number of people living with cancer estimated to rise from 2.5 million to 4 million by 2030, there's never been a better reason to support Macmillan.

To fundraise, volunteer or campaign for Macmillan, please call **0300 1000 200** or visit **macmillan.org.uk/getinvolved**

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