



Macmillan Coffee Morning

Our Journey



Paul Titterton: March 2013

Macmillan Coffee Morning

- What is our motivation?
- How did we do it?
 - ✓ Highly engaged workforce
 - ✓ Balanced scorecard
 - ✓ Driven by the business
 - ✓ Fully Integrated
 - ✓ Prioritisation
- What did we achieve?
 - ✓ £1.9m raised through 2011/2012
 - ✓ £930k raised through coffee morning
 - ✓ 3372 individual request to match fundraising for Macmillan, across 1600 branches