

WE ARE
MACMILLAN.
CANCER SUPPORT

2013

Our achievements

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A YEAR TO REMEMBER

Thank you to everyone who helped make 2013 our most successful year yet. With your support, we had an impact on a record 5.2 million people affected by cancer and raised and spent more money than ever before.

We are delighted that Macmillan's work had an impact on so many lives last year. Our **nurses** gave face-to-face support to more than 526,000 people and another 142,000 people were helped by our other professionals. We also helped to identify £234.4 million in financial gains for people affected by cancer through our **financial support services**.

As well as this, we continued with groundbreaking projects to redesign cancer care to help services meet the growing demands put on them. Just one example of this is an innovative project in Northern Ireland that has transformed the way breast cancer patients receive follow up care.

And we also helped 60,851 people through our **Mobile Information and Support Services** that travel to harder-to-reach communities. What's more, we developed

47 new **volunteering** schemes across the country that get people lending a hand in the community with everyday tasks and offering emotional support.

All of this work is only possible thanks to our supporters, volunteers, partners, professionals and staff. In 2013, our supporters raised an incredible £186.9 million for Macmillan, £34.1 million more than in 2012. And £20.3 million of this was raised on the World's Biggest Coffee Morning, beating the record set in 2012 by more than £5 million.

As you can see, 2013 really was a fantastic year. Once again, thank you to everyone who played a part in our shared success.

Ciarán Devane

Ciarán Devane, Chief Executive

Julia Palca

Julia Palca, Chairman

ABOUT US

Our ambition

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

Who we are

When someone has cancer, they don't just worry about what will happen to their body, they worry about what will happen to their life. At Macmillan, we know how a cancer diagnosis can affect everything and 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 them make the choices they need to take back control, so they can start to feel more like themselves again. We are millions of supporters, professionals, volunteers, campaigners and people affected by cancer.

The challenge we face

Nearly half of the UK population in 2020 will get cancer in their lifetime. Thanks to better treatments and earlier detection, 38% of them will not die from it. And because of this improvement and an ageing population, the number of people living with cancer in the UK will double to four million in just over 15 years.

This rise means that cancer services need to change radically to support more people with their range of needs. The challenge ahead is a big one and we're tackling it head on. But we can't do it without our supporters.

And we need to inspire more people to join our team, whether it's by raising money, campaigning or volunteering.

Together, we can make sure no one faces cancer alone.

NINE THINGS PEOPLE SHOULD BE ABLE TO SAY

There will be four million people living with cancer in the UK by 2030 – twice as many as today. By then, we want everyone affected by cancer to be able to say the nine statements below are true. These statements (also called the Nine Outcomes) influence all of our work – they're the key to making sure no one faces cancer alone.

'I understand so I make good decisions.'

'I was diagnosed early.'

'I get the treatment and care that are best for my cancer and my life.'

'I am treated with dignity and respect.'

'Those around me are well supported.'

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

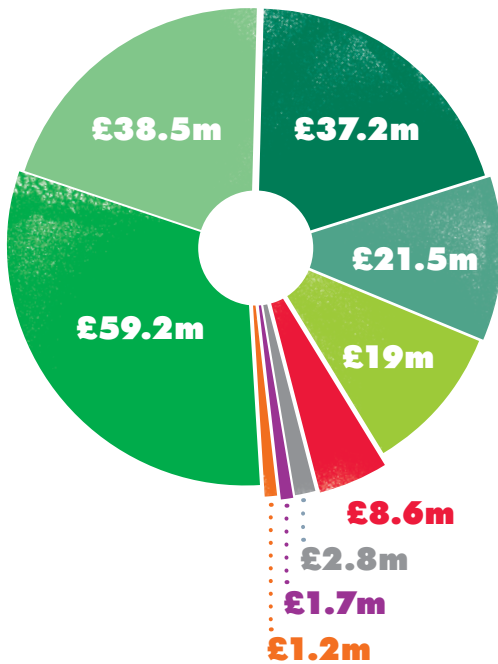
'I can enjoy life.'

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

'I want to die well.'

HOW WE RAISED OUR MONEY ...

Our supporters raised a record-breaking **£186.9 million** last year, **£34.1 million** more than in 2012.



Legacies
£59.2 million

Direct marketing
£38.5 million

Fundraising events
£37.2 million

Trust and corporate income
£21.5 million

General donations
£19 million

Local fundraising committees
£8.6 million

Donated services and facilities
£1.7 million

Merchandising income
£1.2 million

Total fundraised income
= £186.9 million

Other
+ £2.8 million

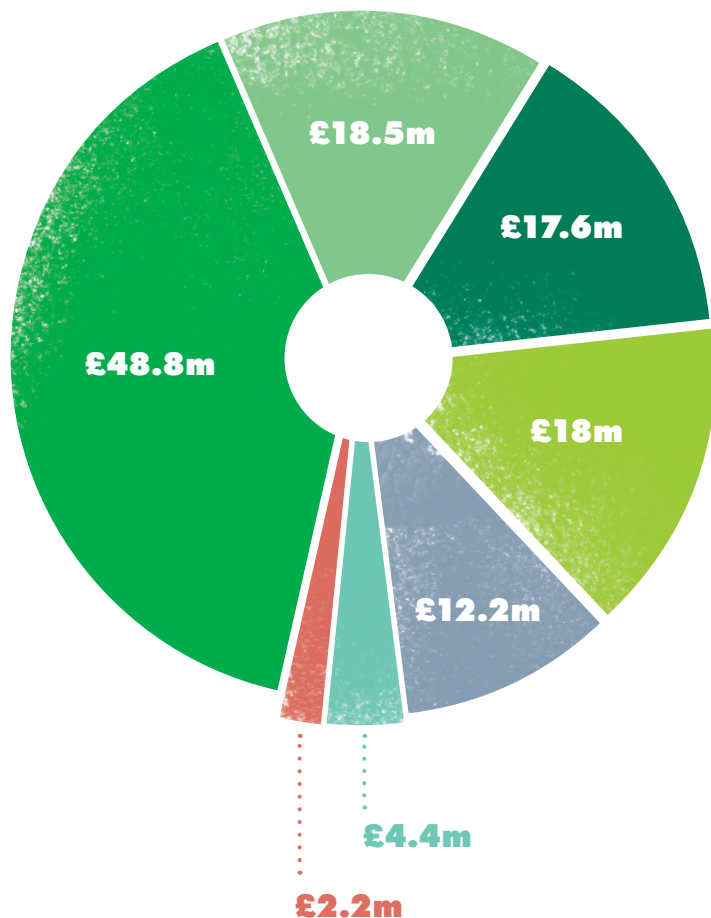
= £189.7 million
Our total income

This is an overview of our income and expenditure in 2013. It's taken from our Annual report and accounts, which you can download from macmillan.org.uk/annualreports

Julia Palca,
on behalf of the Board of Trustees

... AND HOW WE SPENT IT

We spent a record **£121.7 million** on services for people affected by cancer, **9% more** than in 2012.



Healthcare **£48.8 million**

We fund a range of professionals who provide expert, face-to-face care. And we look to improve both the ways people are supported and the places they're treated in.

Financial support **£18.5 million**

A cancer diagnosis leaves 83% of patients financially worse off. That's why we help people claim benefits and provide free financial guidance, as well as give one-off grants.

Information and support **£17.6 million**

Our free information and support services can be accessed online, over the phone, in the community and in hospitals.

Campaigning and raising awareness **£18 million**

We make sure that the opinions of people affected by cancer are listened to. We do this by raising awareness about the issues important to them and campaign for changes.

Practical and emotional support **£12.2 million**

At Macmillan, we're working to make it easier for people affected by cancer to find emotional support, both in person and online. And our volunteers support people in the community with practical tasks.

Learning and development **£4.4 million**

We provide a range of training opportunities to professionals, volunteers and people affected by cancer.

Inclusion **£2.2 million**

We want everyone to receive the support they need, no matter who they are, where they live or what type of cancer they have.

Total charitable **£121.7m**

Governance
 + **£0.9m**
 Fundraising
 + **£58.1m**
 Other
 + **£0.4m**

= £181.1m
Our total expenditure

OUR YEAR IN NUMBERS

'I felt like Vikki was a friend rather than a nurse. I couldn't have got through it without her, I really couldn't.'

Kate

How many times our services were used

1.73m

Times we helped people with our face-to-face and telephone services

+ 4.03m

people in the UK visited our website

+ 3.32m

people received information materials

= 9.08m

Note: The 1.73 million figure and the totals shown in the green panel do not necessarily represent unique people we helped, as some received support through more than one Macmillan service.

This breaks down to
755,234
helped by our healthcare
services
722,113
times people used our
information services
46,377
helped by our practical
and emotional support
210,026
helped by our financial
help services

How many individual people we helped

1.82m

living with cancer

+ 0.53m

carers

+ 2.84m

friends and family

= 5.19m

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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](https://www.macmillan.org.uk)

And if you'd like to support our work, please call us
on **0300 1000 200** (Monday to Friday, 9am–5pm)
or visit [macmillan.org.uk/getinvolved](https://www.macmillan.org.uk/getinvolved)