

OUR FINANCIAL OVERVIEW 2009

Cancer made no allowances for the economic difficulties of 2009. More people than ever before called on Macmillan's support to help them cope, whether medically, emotionally or financially. All forecasts suggest this trend will continue, and we want to be there for everyone who needs our help.

Though certainly difficult, 2009 was a remarkable year for Macmillan. Our supporters' generosity and fundraising teams' hard work brought in income of £119.3 million, a fraction more than the record figure achieved in 2008 in easier times. This meant we were able to spend more on charitable support than ever before. We invested not just in traditional face-to-face services but also in widely distributed information and intelligent use of web and other technologies.

Building on the success of 2008's Cancerbackup merger, we've massively multiplied our distribution of high-quality cancer information, all available free to patients, carers and medical professionals. In October we also launched our new telephone service, used by over 25,000 people in the first three months. Our new online community already has over 40,000 active members, while our new website has become a vital source of support in its own right.

To make people aware of how we can help and how to find us, we invested in our brand and communications with the public. We did this to reach and help people with cancer, not to win awards. However, it was nice to be voted the best UK charity brand by the *Charity Brand Index 2009*.

In 2009 we also funded more Macmillan nurses, more specialist buildings, more campaigning for better cancer services and more partnering with the NHS and governments across the UK. With the Department of Health, we developed the Macmillan Quality Environment Mark, the first scheme to assess and recognise exemplary examples of physical environments in which people are treated. Meanwhile, our financial programme helped those affected by cancer access £100 million in unidentified benefits.

Our greatest challenge remains. It is to ensure that each of the two million people living with a cancer diagnosis gets the support which is right for them at each and every point of their cancer journey. Our goals for 2010, then, are to further increase the number and spread of services we develop so we can help even more people more often. Also to complete our work to define the future of cancer treatment, care and support so that as we enter 2011, our centenary year, we have a clear vision for the future.

Our thanks to all who have supported us in any way, large or small. It is because of you we are helping more people to have more good days.



Jamie Dundas
Chairman



Ciarán Devane
Chief Executive

**WE ARE
MACMILLAN.
CANCER SUPPORT**

HOW WE RAISED OUR MONEY...

This is a top line summary of Macmillan Cancer Support's income and expenditure in 2009, taken from our audited accounts. These are available as part of our 2009 Trustees' report and accounts, which you can download from macmillan.org.uk

On behalf of the Board of Trustees 

Legacies £44m

The money people leave us in their wills is the biggest single source of income we have – it makes a huge difference.

Direct marketing £18.4m

This includes funds raised from letters as well as adverts that ask people for donations to support our vital work.

Fundraised events £17.7m

Our events programme including national events such as the World's Biggest Coffee Morning, our challenge events programme and local and London events.

General donations £14.7m

Unsolicited donations from individual members of the public.

Trusts and corporate income £14.5m

Corporate donations including staff fundraising and sponsorship and donations from charitable trusts.

Local committees £8m

Funds raised by volunteers who run events and appeals for us in their local community.

Other £4.1m

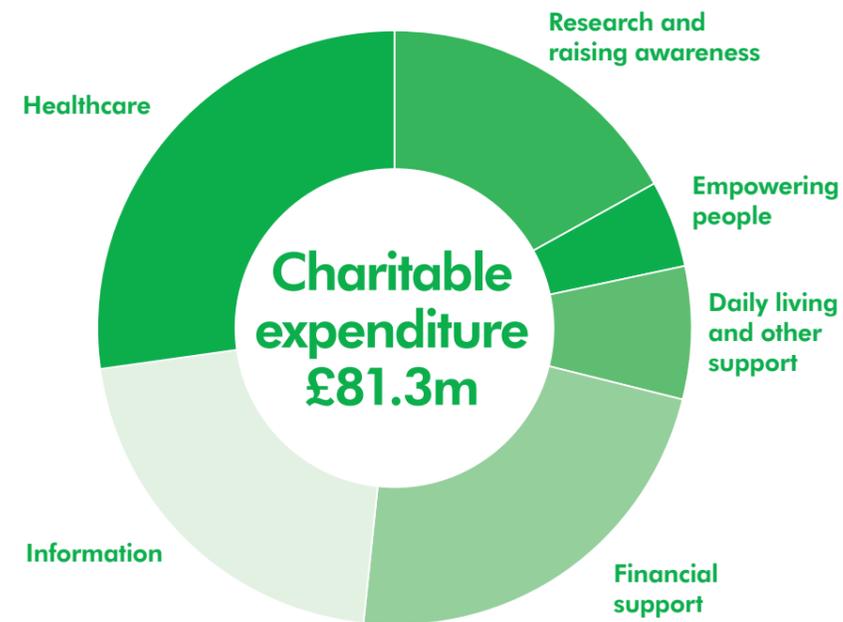
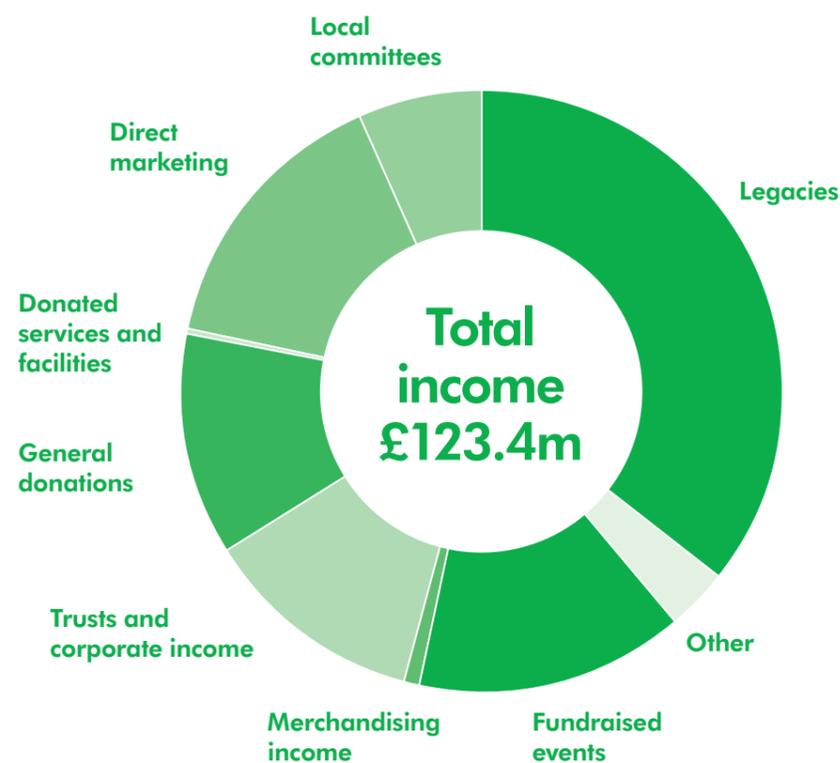
Grants received and investment income.

Merchandising income £1.3m

Simple things like our Christmas cards, mugs, toys and badges add up to important income.

Donated services and facilities £0.7m

Services and facilities donated by third parties.



Our total expenditure £116.3m

Breaking down to:
Charitable £81.3m
Fundraising £34m
Governance and other £1m

Healthcare £22.2m

Funding for our Macmillan nurses, doctors, and other health and social care professionals.

Financial support £18.6m

Our practical, everyday support includes financial advice through the Macmillan benefits advice service and Macmillan Grants. These help with the additional expense of living with cancer.

Information £17.1m

We give people reliable information and emotional support through a wide range of materials so they can make important decisions about their cancer care.

Research and raising awareness £13.6m

We raise awareness so that people know how we can help and how to access the support we offer. We undertake research so that we can better understand and support the needs of people affected by cancer and campaign for policy and system change to improve their quality of life.

Daily living and other support £5.8m

We deliver a range of services that provide emotional and practical support and training to help people affected by cancer. This includes befriending schemes, courses and self-help and support groups.

Empowering people £4m

We support Macmillan professionals, Cancer Voices, volunteers and self-help and support groups so they can fight for and secure better services for people affected by cancer.

... AND HOW WE SPENT IT

We develop a wide range of services

In 2009 we reached more people affected by cancer than ever before. Here is a summary of our support and how it changed lives.

People helped

Macmillan nurses

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

363,000

Macmillan information and support centres

Provide people with cancer the chance to ask questions and talk through their concerns with specialist staff and trained volunteers.

218,000

Mobile Macmillan Cancer Information Centres

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

25,000

Macmillan doctors

Diagnose and treat cancer and help to raise standards of cancer care through networking, influencing, teaching and research.

11,000

Macmillan emotional and practical support services

Help people to manage the social, practical and emotional problems cancer can create. This includes social workers, family support workers and befriending schemes.

40,000

Direct support

Our telephone and email services are a vital source of information, providing help and support for people living with cancer and their families.

76,000

Other Macmillan healthcare professionals

These include radiographers, physiotherapists, speech and language therapists, dieticians and psychologists.

77,000

Our website

Offers a wealth of high-quality information about Macmillan and other cancer care services, as well as cancer types and treatments. Provides an opportunity to share experiences.

3.2 million

Cancer treatment and care buildings

Macmillan plans and builds specialist cancer care centres, including cancer treatment units and palliative care day units.

65,000

Macmillan Grants

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

27,000

Macmillan Welfare Rights Team

Gives advice to people affected by cancer on how they can claim benefits and other financial support they are entitled to.

9,000

Macmillan benefits advice services

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

50,000

£9 million
total grants given

£20.5 million
in extra benefits identified

£80 million
in extra benefits identified

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