

Concept 1



Last year Donald, 56, an accountant for 24 years was diagnosed with bowel cancer and has been unable to return to work. Donald needs personal care throughout the day and night.

To help with Donald's care needs, his wife Sarah, needs to stop working. The couple have eaten into their savings to cover their reduced income, and increased costs (heating, hospital travel/ parking and medical equipment). They are concerned about their future and how they will continue to pay their remaining mortgage and bills.

**EVERYONE
WITH CANCER
HAS INCREASED
MONEY WORRIES**

9 out of 10 cancer patients' households suffer reduced income and increased costs as a result of cancer

How Macmillan helps

Macmillan's UK wide benefits phonenumber and specialist advisers offer:

- help with identifying benefit entitlements that may go unclaimed (over £50m were secured in 2008)
- financial information, advice and support

Sarah contacted Macmillan Cancer Support for financial advice on her rights as a carer.

Macmillan identified that Sarah and Donald were entitled to disability and carers allowance worth £438.35 per week. This enabled Sarah to give up work to care full-time for Donald.

'I never believed Donald and I would be in this position. We had professional careers, owned our own home and had savings. Yet, Donald's cancer drained our health, income and savings. I would never have considered benefits had it not been for Macmillan. The relief and peace of mind it bought has allowed Donald to concentrate on getting well, so we can continue our lives together.'

– Sarah

Cancer is expensive with many hidden costs

How you can help

A £1000 donation from you will help us pay for the benefits phonenumber for half a day.

For every £1 invested in our benefits phonenumber, Macmillan will identify £36.12 in benefits.

Your donation will ensure every person affected by cancer across the UK has access to benefits advice, and will reduce the financial strain of cancer.

77% of cancer patients are not given any financial information or support

The impact of your donation

Your £1,000 donation will enable Macmillan to help 20 cases and identify a total of £36,120 in benefits entitlements.

Your donation will:

- reduce the financial stress of cancer, improving recovery and quality of life
- reduce NHS resources through improved patient health and wellbeing

We will update you by:

- thank you letter detailing how your donation will be spent.
- example case study of who your donation has helped.
- details of benefits services in your area
- end of year appeal summary, highlighting the impact and achievements made.

Concept 2

PEOPLE WITH CANCER LOSE THEIR RIGHTS

People affected by cancer suffer discrimination and inequality. Macmillan campaigns to give them a voice and make change. Giving them a better deal.

Our major campaigns are:

Fuel Poverty

Stop the stark choice of heating or eating for the 1 in 5 cancer patients that turn off their heating even when cold. Macmillan is campaigning to extend the winter fuel payment to under 60's who need it most will reduce bills, stress and aid recovery.

Free hospital car parking

Macmillan is campaigning for all hospitals in England to provide free parking for cancer patients' receiving treatment. With an average 55 trips, it will make a much needed financial impact.

Working through cancer

Macmillan is campaigning to reduce the discrimination and fear working cancer patients feel through employer engagement to develop cancer specific policies. A necessity when almost 90,000 people of working age will be diagnosed with cancer this year.

The right to die at home

Macmillan is campaigning to give the 70% of terminal cancer patients who want to die at home a realistic option to die with dignity surrounded by the people they love, rather than the 24% that currently do. Supported by 24-hour community care.

Cancer patients make an average of 55 trips to hospital costing £325 in parking charges

How Macmillan helps

Macmillan campaigns for the rights of people affected by cancer, we:

- campaign for policy and system change
- raise the profile of cancer in the minds of the government and Department of Health
- lobby government, energy companies and other organisations that can influence positive change

Twice as many people with cancer are in fuel poverty

How you can help

For a £1000 donation you can choose to support one of our major campaigns, ensuring we make the following change:

- Extend the Winter Fuel Payment to under 60's
- Guarantee free parking in all of England's hospitals
- Ensure all employers develop cancer specific employment policies
- Ensure 24 hour emergency medical community care is given to terminal patients

Please tick the campaign you wish to support:

- Fuel Poverty
- Free hospital parking
- Working through cancer
- The right to die at home

76% of terminal cancer patients who want to die at home do not

The impact of your donation

A donation from you will help us change cancer inequality and discrimination and create a better deal for people affected by cancer in the UK.

Your donation will give people the right to:

- Not make the choice of heating or eating
- Park at hospital for free
- Work without discrimination
- Die in peace at home

We will update you by:

- thank you letter from our campaigns team, detailing our future campaign plan and how your investment will be used
- regular invites and alerts on how you can support our campaigns
- end of year summary on the campaigns success and future objectives
- details of future campaigns

'I am so thankful to Macmillan and its supporters for the grant to repair our boiler. It was like a huge weight being lifted and meant I could focus on getting well. I am delighted that Macmillan is standing up for people with cancer on this issue by launching their Freeze Our Fuel Poverty campaign.'

–Donna

Concept 3



Rachael, a 17 year old student diagnosed with Leukaemia in 2009, developed liver and renal failure. She was quickly transferred to Kings College hospital, London from her Cornwall home for 2 months. Her mother, Susan, had to stop work temporarily to support Rachael, incurring huge expenses during her stay.

Rachael is now an out-patient at Treliske hospital and will continue treatment until mid 2011. She and her mother make the daily 140-mile round trip for chemotherapy, making it difficult for Susan to return to work. Susan is now extremely worried about how she can afford to take Rachael to hospital as her savings are quickly running out.

**CANCER
REDUCES
A FAMILY'S
INCOME**

91% of cancer patients' household income is reduced because of cancer

Cancer has high unforeseen costs: job loss, heating, travel and medical equipment

Carers incomes suffer, meeting their loved ones needs

How Macmillan helps

Macmillan grants service provides urgent temporary financial relief to people affected by cancer:

- giving 400 grants a week
- making decisions within 72 hours

Macmillan provides grants for:

- mortgage and rent repayments
- medical equipment
- fuel poverty
- hospital travel and car park costs
- respite breaks for palliative cases

Macmillan provided a grant of £400, to ensure that Rachael could still attend her vital chemotherapy.

How you can help

The financial crisis has increased demand for our grants. Forcing us to reduce the level of our assistance from £360 to £325 per grant.

Help us bridge this gap by donating to pay for one or more grants. Please choose the grants you believe are most vital:

Grant	Value
<input type="checkbox"/> Mortgage & rent repayments	£360
<input type="checkbox"/> Medical equipment	£360
<input type="checkbox"/> Fuel poverty	£360
<input type="checkbox"/> Hospital travel & car parking	£360
<input type="checkbox"/> Respite breaks	£360

Total Donation _____

The impact of your donation

Your donation will enable Macmillan to address this increasing demand for financial relief and help those in urgent need.

Your donation will:

- help reduce the threat of losing a family home
- stop the stark choice of heating their home or eating
- ensure patients get to vital hospital treatment
- provide necessary equipment to aid recovery at home
- give a family one last break together

We will update you by:

- thank you letter from a beneficiary of the grant you donated.
- end of year appeal update, detailing what was raised, spent and the impact it made
- details of our future grants strategy

'I feel so grateful for the Macmillan grant Rachael and I received. Without this, I am unsure how we would have been able to get to her chemo, as I was running out of savings. This has given me the time I needed to find a new job that works around her chemo – things are looking up!'

–Susan