THE CHANGING WORLD WE LIVE IN
OUR PURPOSE:

TO HELP EVERYONE WITH CANCER LIVE LIFE AS FULLY AS THEY CAN

Lara, diagnosed with breast cancer in 2014
What people with cancer said about us

...Macmillan isn’t a charity who are there to support me

...Macmillan is a charity for people in severe crisis, not for me...

...I’m not really clear about what Macmillan offer
OUR STRATEGY
Objectives

- Reach everyone from diagnosis
- Helping people find their best way through
- Meet vital needs through high quality services
- Support for life with cancer that can’t be cured
- Inspire support
Types of need

- Worry, fear, anxiety
- Money
- Practical + mobility
- Pain
- Fatigue
- Making plans
- Managing symptoms
What we offer

Information and support: there for you from the start

Navigation: finding your best way through

End of life: the best support when you're dying

Money: helping with all your money worries

Giving back: your chance to be part of the solution
What we’re investing in (enablers)

- Workforce
- People & Community Engagement
- Influencing
- Innovation and service development
- Technology
- Customer experience