

WELCOME

We're delighted to tell you that 2016 was a hugely successful year for Macmillan Cancer Support. We hope you enjoy reading about the great work we got up to and how our services continue to make a real difference to the lives of people with cancer.

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Everything we do and achieve is only possible because of the efforts of many amazing people, including our supporters, campaigners, professionals and volunteers. Thank you to everyone for your support.

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Introduction from the Chief Executive and Chairman



Julia Palca, Chairman Julia joined Macmillan's Board of Trustees in October 2001 and was elected Chairman in July 2010.

Lynda Thomas, Chief Executive

Lynda joined Macmillan in 2001 and was appointed as Chief Executive in March 2015.

Thanks to incredible supporters like you, who fundraise, volunteer and campaign on our behalf, we supported hundreds of thousands of people with cancer in 2016.

We increased our number of Macmillan professionals

Your generosity gave us the means to invest over £170 million into our work to improve the lives of people with cancer, a record amount for the charity. This included us increasing our number of Macmillan nurse posts to 5,200; and in total we had over 6,900 Macmillan healthcare professional posts by the end of 2016, over 660 more than in 2015. We also continued to develop new roles, such as our cancer support worker, to help people navigate the increasingly complex health system.

We influenced change

Last year, our tireless influencing of UK governments delivered results that have the potential to improve many people's cancer experience. Importantly, NHS England set out plans for how it will implement its strategy to make sure the nation achieves worldclass cancer outcomes by 2020. In addition, the governments of England, Wales and Scotland listened to our views about the current state of end-of-life care and made commitments to improve care in their respective countries.

We eased money worries

In 2016, we made a significant impact on people's lives through our financial support services. They helped people with cancer secure £278 million in welfare benefits and other financial gains, and directly awarded Macmillan grants to people on low incomes.

We need your continued support to do even more

Key to us making such a positive difference was the astounding £245 million our supporters helped to raise, 7% more than in 2015. This included the World's Biggest Coffee Morning bringing in an unbelievable £29.8 million.

Looking forward, we will need your help more than ever to make sure people with cancer receive the care and support they need at diagnosis, through treatment, during recovery and beyond. This is because already stretched health and social care providers will increasingly struggle to meet the needs of the UK's growing population of people with cancer.

Thank you for making our work possible in 2016 and making such a big difference to the lives of so many people with cancer.

Julia Palca, Chairman

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Lynda Thomas, Chief Executive

About Macmillan

How we make a difference

At Macmillan, we know how a cancer diagnosis can affect everything. So when a person with cancer needs someone to turn to, we're here for them, right from the moment they're diagnosed, through treatment, during recovery and beyond.

Through a wide range of professionals, services and resources, we do everything we can to help people take back control of their lives and feel more like themselves again.

We provide expert information and medical, practical, emotional, financial and personal support that makes a huge difference to people going through some of the toughest times of their lives. We also do our utmost to improve health and social care systems so they deliver the cancer care and support people need now and in the future. The people who make our work possible

Macmillan is made up of millions of supporters, professionals, volunteers, campaigners, people with cancer and staff members.

Together, through all the different ways we support our charity, we make sure people with cancer always have someone to turn to when they need help.

Our ambition

We want to reach and improve the lives of everyone living with cancer, and inspire millions of people to help us do this.

To find out about all the different ways you can support Macmillan, please visit **macmillan.org.uk/getinvolved** or call **0300 1000 200**.

'MACMILLAN WAS WITH ME AT EVERY STAGE'

Patrick's story

Over the past 17 years, Patrick has been diagnosed with cancer five times. Throughout this time, he's received vital support from his Macmillan nurse and the Macmillan Support Line that's helped him stay in control of his life.

In 2016, we estimate we provided OVER 1.4 MILLION PEOPLE*

like Patrick with our personal support services, face-to-face and over the phone. We also supported many more through our printed and online information and support resources.

*For information on how we calculate our reach figures, please visit **macmillan.org.uk/annualreport** to see our full annual report and accounts.

Our range of services

Cancer can affect everything. That's why we provide a wide range of services to help people cope with its physical, emotional, practical and financial impact and take control of their lives again.

Healthcare

We fund and support many different Macmillan professional roles, such as cancer support workers, physiotherapists and our pioneering Macmillan nurses. They provide vital care at diagnosis, throughout treatment, during recovery and beyond.

Financial support

To help tackle money worries, we give one-off Macmillan grants to people with cancer on a low income. This helps them pay for essentials such as heating bills and extra clothing.

Our Welfare Rights team, who are accessed through the Macmillan Support Line, also provide vital financial support.

Through working with organisations such as local authorities and Citizens Advice we are able to provide benefits advice in people's communities.

$oldsymbol{U}$ Information and support

Our free information resources cover everything from treatments, to managing physical symptoms, to dealing with money worries throughout a person's cancer journey.

People with cancer can also access our expert information and confidential support by calling the Macmillan Support Line, or by visiting one of our information centres located throughout the UK.

Other services we provide include the Online Community, our 24/7 resource where people with cancer can share experiences, find people who understand or ask an expert a question.



Practical and emotional support

We provide a wide range of support to help people with cancer cope with day-to-day tasks and complex emotional issues.

This includes volunteers who undertake practical jobs, and experts on the Macmillan Support Line who are there to offer advice and chat through someone's worries. To find out more about our services and the support we provide visit macmillan.org.uk/ howwecanhelp

WE'RETHE FIRST POINT OF CONTACT FOR PATIENTS'

Gemma's story

Gemma is a Macmillan cancer support worker, a pioneering role we've developed over the past five years. She provides a single point of contact for patients and their families and often meets them face-to-face to help resolve any non-medical issues they're facing.

How we raised our money

Our superb supporters raised **£244.9 million** in 2016; that's **£15.9 million** more than the year before.



- Legacy income £76.8 million
- Donation income See opposite page
- Income from trading activities £11.4 million
- Grant income £0.3 million

Legacy income This is from people leaving a gift to us in their will.

Donation income

Income from trading activities This includes income from our raffles and lotteries, fundraising committee sales and our online shop, licensing and other commercial activities.

Grant income This income comes from specific grants given to support Macmillan initiatives. Local fundraising committees £5.5 million

Fundraising events £61.8 million

Corporate income £24.2 million

General donations £19.7 million

Direct marketing £43.5 million

Donated services and facilities £1.7 million

Total fundraised income£244.9 millionInvestment income£2.5 millionTotal income£247.4 million

How we spent our money

In 2016 we spent **£173.2 million** on services for people with cancer, **£7.7 million** more than the year before.



- Healthcare £58.9 million
- Financial support £40.4 million
- Information and support
 £25.1 million
- Campaigning and raising awareness £25.1 million
- Practical and emotional support £14.6 million
- Learning and development £6.3 million
- Inclusion £2.8 million

Healthcare

We fund and support a range of health and social care professionals.

Financial support

We provide financial support to help people who are struggling with the cost of cancer, including through Macmillan grants, benefits advice and financial guidance.

Information and support

We provide people with information to help them make important decisions about their treatment and care.

Campaigning and raising awareness

We campaign for changes to improve the lives of people with cancer and raise awareness of issues most important to them.

Practical and

emotional support We help people find the emotional support they need and get help with the practical issues arising from cancer.

Learning and development This includes providing training opportunities for professionals, volunteers and people with cancer.

Inclusion

We want everyone affected by cancer to feel supported, no matter who they are or where they live.

Total expenditure	£245.6 million
Expenditure on raising funds	£72.4 million
Expenditure on charitable activities	£173.2 million

IT WAS GOOD TO GIVE SOMETHING BACK

Ravinder's Story

After receiving emotional support from the Macmillan Support Line throughout her breast cancer journey, Ravinder decided to fundraise for us to say thank you.

With help from her nephew, she organised a night of music and entertainment that raised an incredible £71,000.

THANK YOU

for helping us support people with cancer

We're incredibly proud of what we achieved in 2016. But we know there's still much more to be done if we're going to reach and improve the lives of the people with cancer who need us.

With the number of people living with cancer in the UK set to rise from 2.5 million to 5.3 million by 2040, we need your support more than ever before.

To fundraise, volunteer or campaign for Macmillan, please visit **macmillan.org.uk/getinvolved** or call **0300 1000 200**.



At Macmillan we know how cancer can affect everything – health, relationships, everyday life, everything.

We can be there for you during treatment, help you with work and money worries and we'll always listen if you need to talk. We've helped millions of people through cancer and we can do the same for you.

For support, information or if you just want to chat, call us free on **0808 808 00 00** or visit **macmillan.org.uk**

To read our full annual report and accounts please visit macmillan.org.uk/annualreport WE ARE MACMILLAN. CANCER SUPPORT

Macmillan Cancer Support, registered charity in England and Wales (261017), Scotland (SC039907) and the Isle of Man (604). Also operating in Northern Ireland. MAC16590_OR