

A woman with dark, curly hair, wearing a dark blue sleeveless top with a beaded neckline and large earrings, is smiling and watering plants in a garden. She is holding a green watering can. The background is a lush green garden.

2017 ANNUAL REPORT OVERVIEW

MACMILLAN
CANCER SUPPORT



We hope you enjoy reading about the great work achieved in 2017, which was only possible thanks to the efforts of many incredible people, including our supporters, campaigners, professionals and volunteers. Together we have achieved so much over the past year, and made a real difference to the lives of people living with cancer.

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Introduction from our Chief Executive and Chairman

Last year, your generosity and dedication allowed us to offer vital help to more people living with cancer.

We provided vital personal support

We provided personal, high-impact support to an estimated 1.6 million people through our Macmillan professionals and services, a 16% increase on the previous year. Many more were also helped through our information resources and wide range of online support.

We simply couldn't have done this without the hard work of our supporters and volunteers. Thanks to the money you helped to raise, we spent £192 million in 2017 to improve the lives of people living with cancer. This included us increasing our number of Macmillan professional posts by 13%. By the end of 2017, we had over 5,700 Macmillan nurse posts and 2,000 other healthcare professional posts.

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.



We offered all-round support

As always, our aim was to meet the all-round needs of people living with cancer, not just their clinical ones. To ease money worries, we helped to secure £295.7 million in benefits and financial gains – £17.9 million more than in 2016. We also supported over 304,000 people through our cancer information and support services; extended the reach of our mobile information and support services; and answered 152,000 calls, emails and letters via our support line services.

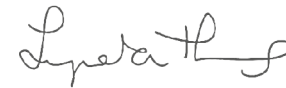
We did it together

Everyone who supports Macmillan, including our volunteers, campaigners and fundraisers, plays a crucial part in making all of this possible. Our magnificent fundraisers, for example, raised £247.7 million in 2017 – £2.8 million more than the year before. One of the ways this was achieved was through another successful World's Biggest Coffee Morning, which raised a superb £27.6 million. Our income was also boosted by the two largest legacies we've ever received – one for £7.3 million and the other for £6.3 million.

We are preparing for the future

Looking to the future, we know the number of people living with cancer is set to grow from 2.5 million to 5.3 million by 2040. Because of this rise, we need to be clearer than ever before about how we will focus our efforts. In 2018, we will finalise a new strategy which will shape our approach in the coming years, and we'll launch our refreshed brand.

Thank you again for making 2017 a success. Without you we simply could not have been there for so many people living with cancer.



Lynda Thomas



Julia Palca



About Macmillan

We work to help people living with cancer when they need and want our support. This could be when they're first told they have cancer, as they go through treatment and into recovery, if their cancer is treatable but not curable, or when they enter the end of their life.

How we help

When you have cancer you're still you. You have a life to lead, friends to see, family who need you and people to love. That's why we do all we can to help people living with cancer get on with their lives, no matter how cancer affects them.

Through our wide range of services and skilled professionals, we give people vital support to help meet their medical, emotional, practical, financial and information needs. This may involve us managing physical symptoms during treatment, providing advice that eases money worries, or giving someone the chance to talk about their feelings and whatever is troubling them. We know this tailored support is often key to helping people hold on to who they are and what's important to them.

Read more about how we helped people on page 10

Importantly, we also help people navigate their way through their cancer experience by helping to ensure their holistic needs are assessed and then met. We might do this by providing direct support ourselves or signposting people to the most appropriate services. We know this all-round support can make a huge difference to the quality of life of cancer patients and their carers. This is because they often struggle to access the services they need, due to the complex nature of the UK's health and social care systems.

To help more people receive the right support, at the right time, we also work closely with and influence governments, the NHS and local authorities; and we continue to collaborate with many different partners to explore new ways of delivering better cancer care and support.

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



It was just so reassuring for me to have Macmillan.

Venus, diagnosed with uterine cancer in 2010

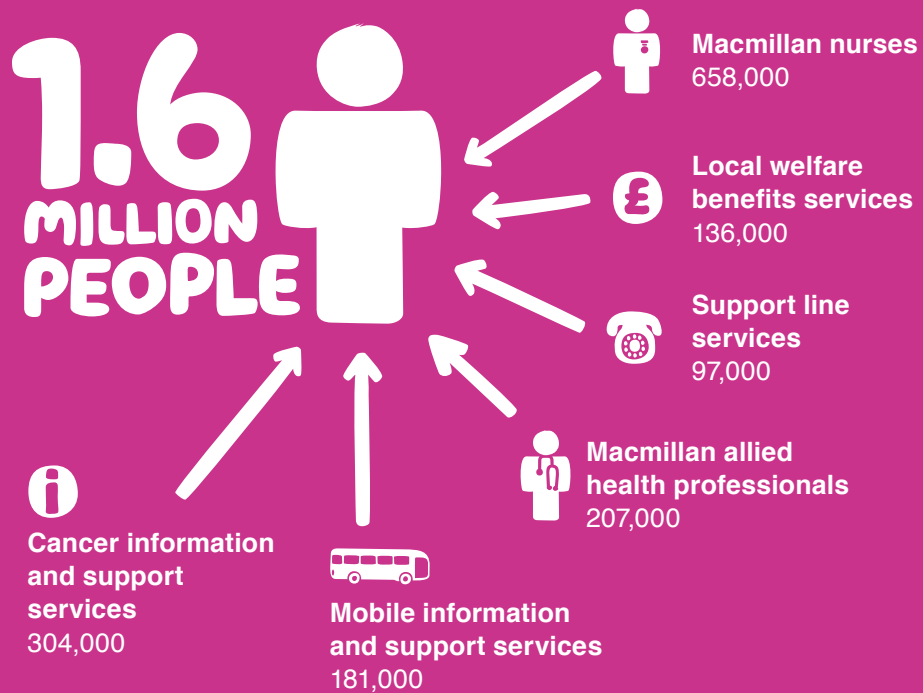
PERSONAL SUPPORT THAT MEANT SO MUCH

Venus says her 'whole world collapsed' when she was told she had uterine cancer. But by taking the time to get to know her and understand her different needs, we helped her continue to live life.

We provided Venus with expert, personal support when she visited her local Macmillan information and support centre and spoke to Macmillan nurses and welfare rights advisers on our Support Line. She also greatly benefited from visiting our Online Community and speaking to other people going through a similar cancer experience.

How we helped people

In 2017 we estimate that **1.6 million people** received **personal, high impact support** from one or more of our Macmillan professionals or services. The reach of some of the specific services are shown below.*



This rises to a total of **6.5 MILLION PEOPLE** if we also include those who used our information resources and wide range of online support.



Online support
6,200,000



Information resources
3,600,000

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

SAYING THANK YOU FOR INCREDIBLE SUPPORT

After being diagnosed with ovarian cancer, Priti says she received invaluable help from her Macmillan nurse and local Macmillan information and support centre.

To say thank you for this vital support, she hosted a coffee and cake day at her home, which raised a fantastic £1,000.

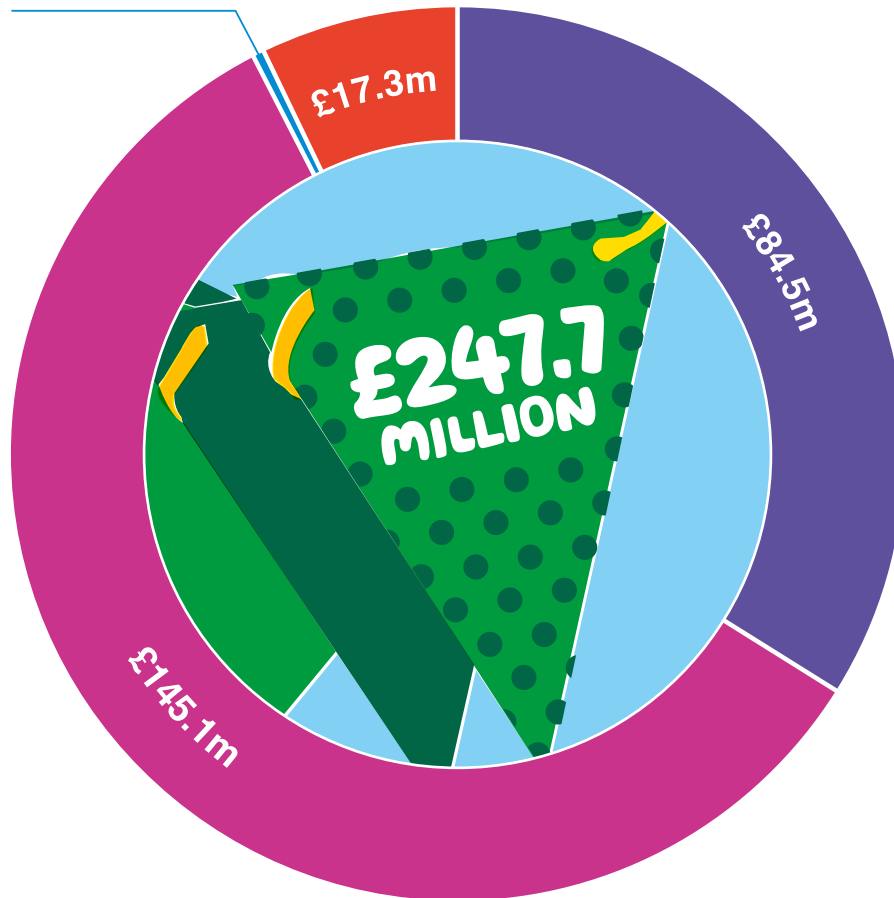


Priti, diagnosed with Ovarian cancer in 2014

How we raised our money

Our superb supporters raised a record
£247.7 million in 2017

£0.8m



Legacy income

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

£84.5 million

Donation income

See our donation income breakdown on the right.

£145.1 million

Grant income

This income comes from specific grants given to support Macmillan initiatives.

£0.8 million

Income from trading activities

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

£17.3 million

Local fundraising committees

£4.5 million

Fundraising events

£59.3 million

Corporate income

£22.2 million

Philanthropy

£6.8 million

General donations

£13.7 million

Direct marketing

£36.7 million

Donated services and facilities

£1.9 million

Total fundraised income

£247.7 million

Investment income

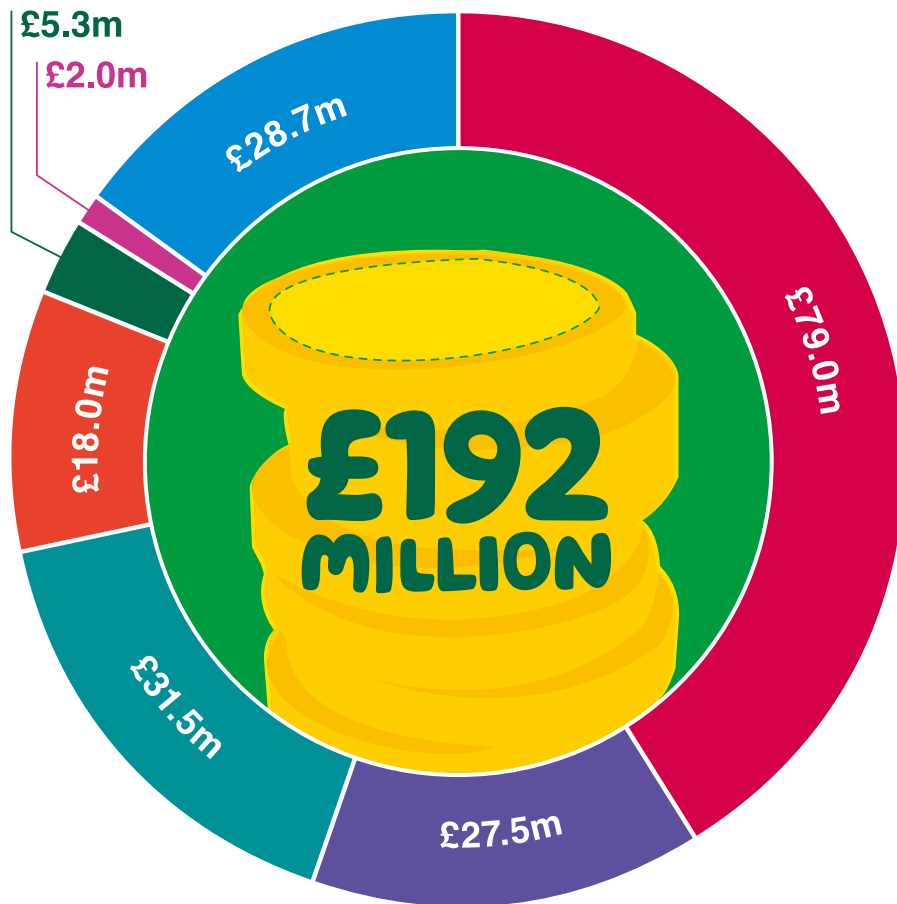
£5.0 million

Total income

£252.7 million

How we spent our money

We spent **£192 million** on services for people living with cancer, £18.8 million more than the year before.



Healthcare

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

£79.0 million

Information and support

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

£27.5 million

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.

£31.5 million

Practical and emotional support

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

£18.0 million

Learning and development

This includes providing training opportunities for professionals, volunteers and people affected by cancer.

£5.3 million

Inclusion

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

£2.0 million

Campaigning and raising awareness

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

£28.7 million

Expenditure on charitable activities **£192.0 million**

Expenditure on raising funds **£64.4 million**

Total expenditure £256.4 million




• If you need to know about drugs and symptoms, go onto the Macmillan website. •

Doug, diagnosed with breast cancer in 2012

MORE INFORMED, MORE IN CONTROL

Doug was unsure about the future when he was diagnosed with breast cancer, so he turned to Macmillan's Support Line, website and information booklets to find out more about his cancer and treatment.

Now, to help other men affected by breast cancer, he writes a blog about his experiences and the many ways Macmillan can support someone living with cancer.



Thank you for helping us be there for so many people in 2017

Your support was truly amazing. Without you, we simply could not have been there for so many people living with cancer when they needed and wanted our help.

But with the number of people living with cancer set to grow from 2.5 million to 5.3 million by 2040, we need your continuing support throughout 2018 and beyond.

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

Being told ‘you have cancer’ can affect so much more than your health – it can also affect your family, your job, even your ability to pay the bills. But you’re still you. We get that. And, after over 100 years of helping people through cancer, we get what’s most important: that you’re treated as a person, not just a patient.

It’s why we’ll take the time to understand you and all that matters to you, so we can provide the support you need to take care of your health, protect your personal relationships and deal with money and work worries.

We’re here to help you find your best way through from the moment of diagnosis, so you’re able to live life as fully as you can.



**For information, support or just someone to talk to,
call 0808 808 00 00 or visit macmillan.org.uk**

**To read our full annual report and accounts,
please visit macmillan.org.uk/annualreport**