

# OUR STRATEGY - A SUMMARY

Right now there are 2.5 million people living with cancer in the UK and this is set to grow to almost 4 million by 2030. The reality is that cancer can affect anyone. Every two minutes someone in the UK is diagnosed with cancer and while it is not always life threatening, it is life changing. Regardless of the diagnosis, life will never be the same again.

At Macmillan we understand how cancer can affect every aspect of a person's life - so much more than their health - and we believe everyone must have the support that's right for them. But this is not currently the case. Every day we help thousands of people with the physical, financial and emotional impact of cancer on their lives. But millions more will need our support.

Macmillan wants to help everyone with cancer live life as fully as they can. Our five-year strategy sets out how we will focus our work on six objectives and what we will do to be right there with people, whatever cancer throws their way.

This document summarises what we'll be doing as an organisation over the next three years (2019–2021) to work towards our six strategic objectives. For further information, see 'Our Strategy 2019 – 2021' on Green Rooms.

Many people don't know how Macmillan can help them when they are first diagnosed, throughout treatment and recovery, as well as at the end of life. Sometimes the doctor, nurse or healthcare professional involved in the diagnosis isn't aware of the support we can provide. This means people are missing out on vital information and support when they find out they have cancer.

**Objective 1:** Everyone with cancer will know that they can turn to Macmillan and how we can help **from the moment they are diagnosed**. We will:

- Make sure our information and support is available when people need it, easy to find and personalised.
- Reach more people recently diagnosed with cancer through targeted marketing so they know about Macmillan's services and come to us for support earlier.
- Work with the 80,000 doctors, nurses and other professionals who support people living with cancer so that they understand how Macmillan can help the people they are caring for.

When you have cancer making sense of the different support out there can be confusing, disorientating and sometimes impossible. Beyond the healthcare support in hospital, thousands of people have no one to talk to about their needs and don't know who can help.

**Objective 2:** Everyone with cancer will have a conversation about all their needs and concerns, and **get the support that's right for them**. We will:

- Support professionals working in the acute setting (where people receive short-term care, like in a hospital) to have more conversations about patients' needs.
- Test and learn about how Macmillan Right By You\* can work in the primary, community and digital settings so we reach and help more people in future.
- Help thousands more healthcare professionals to have better conversations and identify the needs of the people living with cancer they care for.

*\*Macmillan Right By You is the working name for our approach to providing integrated support, whilst we begin to test and pilot it. The name may change and is for internal purposes only at this stage.*

Cancer can turn life upside down. People greatly need services which support more than just their physical health, especially their financial, practical and emotional concerns, and at the end of their life. But so many people aren't getting the right support.

**Objective 3:** Everyone with cancer will have their **vital needs met** by high quality services. We will:

- Bring together the different types of financial support we provide so that people can get help with all their financial concerns seamlessly.
- Influence governments and the NHS, as well as organisations like banks and insurance companies, to do more to support people living with cancer.
- Demonstrate excellent end of life support through high standard services and influence the spread of best practice across the UK so it becomes the reality for more people who are dying of cancer.
- Develop innovative new services for people's practical and emotional needs and work with experts in mental health and social care to provide better support for people living with cancer.

More and more people are living with cancer that is not curable. Whilst improvements in treatment mean people can live for longer, the reality is people face uncertainty every day and have a range of needs which can change from scan to scan.

It's vital this growing number of people have regular conversations and get support that's right for them so they can find their best way through whatever the future holds.

**Objective 4:** Everyone with cancer that is **treatable but not curable** will be supported to live life as fully as they can. We will:

- Improve our understanding of the needs of people with cancer that is treatable but not curable, and use this to influence the system and professionals to better support people.

We need money and support to deliver our strategy and be there for people when they need us. 75% of the money we raise comes from someone who has had a positive experience of Macmillan.

So, it's vital we listen to what people expect from us and adapt to make sure Macmillan can be there for people in years to come.

**Objective 5:** We'll inspire more people to give to **Macmillan** so we can continue to be there for people when they need us most. We will:

- Make sure everyone's experience of Macmillan is first-class – whether it's to get support, volunteer or fundraise – so that they come back to us again in the future.
- Raise more money by making the most of opportunities to fundraise, such as encouraging people to leave money to Macmillan in their will.
- Innovate and invent new ways to raise money.

We take our responsibility as a charity seriously and know there is always more we can do to improve how we work so that people with cancer receive the best support from us every time.

**Objective 6:** We'll improve the key activities which support Macmillan to do its work as **efficiently and effectively as possible**. We will:

- Invest in and improve how we work with others including the NHS, governments and the cancer workforce.
- Be a great place to work so we have the best people working and volunteering for us with the right skills and experience.
- Get the right technology for the job.
- Ensure we have the best possible operating model, leadership and governance to manage and develop the organisation.

The information on this document can be shared externally.

For information on what we do, visit our website [www.macmillan.org.uk](http://www.macmillan.org.uk). If you are a member of staff find out more on the About Macmillan section on Green Rooms.