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Welcome to Macmillan
Welcome to Macmillan

At Macmillan, our ambition is to improve the lives of every one of the two million people living with cancer in the UK today. That’s irrespective of who they are, where they live, or which cancer they have. We need to make sure people know that we offer many kinds of support at diagnosis, through treatment and beyond. And we also want to inspire millions of people to help us make sure no one faces cancer alone.

This handbook describes your core role as a Macmillan professional and how we support you in meeting all the expectations of your role. It also mentions opportunities that may be of interest to you on a professional or personal level.

You’re one of more than 7,800 Macmillan professionals in a wide variety of roles and services, employed by a range of partner organisations, all delivering and developing services in Macmillan’s name. We want to work with you to make sure that you have the right support to provide the best treatment and care for people affected by cancer.

‘In my role you really do see how cancer affects everyone, no matter who they are or where they’re from. I’m proud to be part of the Macmillan team who makes a difference to the lives of so many people affected by cancer.’

Sophie, Macmillan Myeloma Clinical Nurse Specialist
The handbook will help us all work together more effectively as one Macmillan team, so please read through and keep it to hand for reference. By bringing together our individual and collective experience and expertise, we can provide the support people with cancer need to face their futures, whatever they may be. And we will inspires change that improves cancer care locally and nationally.

We really do appreciate what you do. Thank you. I hope you feel proud to be part of a Macmillan team which is transforming the experience of people with cancer all across the UK. I wish you continuing success in your career as a Macmillan professional.

Lynda Thomas
Interim Chief Executive
Macmillan Cancer Support

What we want to achieve

Today, 2.5 million people are living with cancer in the UK. In 15 years’ time, this number will have increased to four million.

Coupled with the growing and complex needs of people affected by cancer and the tough challenges the UK faces, the future looks extremely difficult.

Macmillan’s ambition is to reach and improve the lives of everyone living with cancer and inspire millions to do the same. Absolutely central to our strategy to do this over the next 15 years are the nine outcomes we want people affected by cancer to be able to say by 2030.

Vital to achieving these outcomes is the work of Macmillan professionals. We need you to take the lead in your services and organisations and do your utmost to make these outcomes a reality. Without this, we believe it will be impossible to reach them and, ultimately, our ambition.
Our nine outcomes

These outcomes are what we want people affected by cancer to be able to say by 2030. They were created by people affected by cancer, Macmillan professionals, supporters, volunteers and employees.

- ‘I was diagnosed early’
- ‘I understand, so I make good decisions’
- ‘I get the treatment and care which are best for my cancer, and my life’
- ‘Those around me are well supported’
- ‘I am treated with dignity and respect’
- ‘I know what I can do to help myself and who else can help me’
- ‘I can enjoy life’
- ‘I feel part of a community and I’m inspired to give something back’
- ‘I want to die well’

As well as having our nine outcomes, we believe that to achieve our ambition it’s imperative that we work more closely with Macmillan professionals on the following key areas:

Redesigning the system
With our partners, we’re working to ensure all cancer services are joined up and designed to meet people’s individual needs. This includes services in a hospital or the community providing medical, practical, emotional or financial support.

Building cancer care teams of the future
In partnership with other organisations, we are designing new posts and helping professionals develop new skills. We’re working to help all professionals, in hospitals and the community, to work together as a team, resulting in every person affected by cancer receiving high-quality support that’s right for them.

Helping people take control
We’re creating new practical tools, services and information to help people take control of their cancer experience. We want people to receive all the support they need to make informed decisions, manage their condition and know who to contact for further help.

Inspiring millions of people to act
Needless to say, Macmillan cannot build on its success without the help of many different groups of people. To reach our ambition, and to ensure no one faces cancer alone, we need more supporters, more volunteers, more Macmillan professionals and more partner organisations.
To underpin all of the vital work in these four areas, we will also continue to engage with and lobby decision and policy makers who have influence at a local and national level.

Plus, we know we will need to raise more money than ever before. This will be difficult in today’s economic climate, especially as 98% of Macmillan’s money comes from voluntary donations, but it’s a goal we believe we can reach.
‘Having Macmillan regional teams in the background that you can always go to for support and information has been invaluable. They really take the time to understand what you, as an individual, need from them.’

Archana, Macmillan Information and Support Manager

Our vision for working together

Macmillan professionals are our greatest asset – you support people affected by cancer at the moments that matter. And our supporters tell us you’re one of the main reasons why they donate to Macmillan.

We want to work with you to make sure you have the right support so that you can provide the best treatment and care for people affected by cancer. We want you to feel part of a valued and supported Macmillan community and to inspire others to get involved in Macmillan’s work.

The next two sections of the handbook tell you about the support Macmillan offers you as well as the expectations and responsibilities related to your role.

We’re really keen to hear your views on how we can improve the ways we work with you. Please email your feedback and any questions to professionalengagement@macmillan.org.uk.
What you can expect from us

The commitment in this section describes what we, at Macmillan, will do for you.

Opportunities
You can take advantage of:

• The Macmillan Induction programme
• Learning and development events
• Networking events
• Involvement with Macmillan’s wider influencing activity
• Grants for people affected by cancer
• Quality Information for people affected by cancer
• Grants for your learning and development (within our criterion) – individual and group
• Toolkits to support professionals
• Bespoke promotional products designed specifically for your service
• Digital learning and information resources
• Information about the ways people affected by cancer can get involved with Macmillan
• Access to funding for service development through case of need

Support
You can expect Macmillan to:

• Encourage and listen to your feedback
• Facilitate professional networks
• Provide free information and guidance
• Provide accessible, responsive Macmillan representatives when you need them
• Provide support for service improvement and problem solving
• Facilitate and mediate in professional’s work challenges (where appropriate and in discussion with your employer)
• Be open to change and new ideas
• Provide strategic and expert knowledge in cancer services provision
• Offer support to deliver case of need outcomes and improve cancer services
• Be an unbiased ‘critical friend’
• Influence cancer service development
• Understand the local complex environment, multiple agencies and constraints
• Provide insight from wider cancer services and a broad overview of the needs of people affected by cancer
What is your employer’s responsibility?
- Ensure you attend the Macmillan induction program and you fulfil the expectations set out within Macmillan’s terms of agreement with your employing organisation
- Allow access to Macmillan representatives to support you in your role
- Day to day management support for your role
- Statutory or employer mandatory training
- Employer induction and Learning and Development required to fulfil your core role requirements
- Basic legal responsibilities as an employer
- Clinical/general supervision
- Provision of equipment and facilities to undertake your role requirements
- All areas relating to your employment

What we expect from you

Core professional requirements
- Deliver quality care, working effectively in teams/partnerships
- Ensure you and your service are up-to-date
- Work to continually improve and innovate within your service
- Promote the service to those who should access it or refer to it

Specific requirements for the Macmillan part of your role
- Make clear to service users that you are a Macmillan supported professional (at the most appropriate point in your clinical/professional interaction)
- Be aware of Macmillan’s strategy and aims (from ‘We are Macmillan’ day or other Learning and Development activities and newsletters)
- Refer people to Macmillan’s direct services
- Refer anyone wanting to make a donation to Macmillan’s fundraising team. (You must not set up any “Macmillan” funds or appeals or open or hold any bank account to receive money donated or raised with a name that includes the word “Macmillan”)
- Refer anyone wanting to volunteer to Macmillan’s volunteering team
• Refer anyone wanting to campaign to Macmillan’s Campaign Team
• Refer anyone wanting to develop a support group or get involved as a Cancer Voice to the regional Macmillan Involvement Coordinator
• Inform Macmillan of any complaint against your Macmillan branded service
• Inform Macmillan of any extended period of absence (your organisation can do this on your behalf)
• Undertake Macmillan induction events and any relevant Learning and Development activity, in line with the contract Macmillan has with your employing organisation.
• Submit annual reports to Macmillan with data requirements as agreed with your Macmillan representative
• Take part in Macmillan review of service processes (dependant on the needs of your service)
• Always represent Macmillan in a positive way, publicly
• Not bring Macmillan’s name into disrepute

Discretionary effort (when you can)

Professionally
• Contribute to Macmillan’s policy, research and strategy development/take part in consultations
• Publish good practice and share with Macmillan
• Take part in networking, Learning and Development opportunities
• Promote Macmillan and its services through the media and communications work
• Promote Macmillan’s fundraising activities, speak to supporter audiences eg Worlds Biggest Coffee Morning
• Help on the Macmillan Mobile Information Units when they are in your area

Personally
• Support/organise/participate in fundraising events
• Get local businesses involved in supporting Macmillan
• Volunteer in local community volunteering projects
• Become an e-campaigner
• Get your family and friends involved in Macmillan’s work
Key responsibilities related to your Macmillan role

Raising awareness of Macmillan
It is vital that people affected by cancer know they are receiving support from Macmillan professionals or services. By communicating this, you raise awareness of our work and demonstrate how we spend our donated income. Also, if people know Macmillan has helped them, they’re far more likely to support us in the future and ask you for information on how to do this.

This is why we ask you to:
• use Macmillan-branded materials, as this will help people to identify you as a Macmillan professional
• wear your Macmillan badge and Macmillan-branded lanyard, or use Macmillan in the job title you state on your work ID badge
• create and use your Macmillan business cards.

Macmillan-branded products and merchandise are available free to Macmillan professionals at be.macmillan.org.uk

From time to time, we also need you to give us a quote or share with us a story that we could use in our communication materials.

Signposting people affected by cancer to our direct services
For Macmillan to reach and support everyone living with cancer in the UK, it’s vital Macmillan professionals inform people about our direct services, including the Macmillan Support Line, website, mobile information and support services and information resources. For more information about these and where to direct people to access these services, see the ‘Direct services for people affected by cancer’ section on page 51.

Helping people affected by cancer give something back
Macmillan professionals provide direct support to people when they most need it. This can give your patients or clients strong reasons to want to give something back to Macmillan in return.

As well as benefitting Macmillan, giving something back can help the people we support in many ways. For example:
• raising money in memory of a loved one may help a bereaved carer come to terms with their loss
• signing up for a challenge event may motivate someone who’s recovering from treatment to get active
• writing a will could help someone who is dying feel more in control of their affairs.
Unfortunately, many people still don’t know how they can do this. Therefore, if a person states that they’d like to support our work, please let them know they can do this in the following ways:

• donate money
• get involved with a Macmillan fundraising event
• leave a gift to Macmillan in their will
• set up an online tribute fund, so people can donate in memory of a loved one
• volunteer their time to support our work
• join one of our campaigns
• talk about their experience and the support they received from Macmillan.

Please direct people to **0300 1000 200** to find out more about how to give something back.
How you can demonstrate your impact

Your involvement in service improvements

Your annual report
We may ask you to provide a report on your service. We believe this is the best practice for service planning and development and will keep all key stakeholders up to date on how your service is evolving.

As a charity that invests in cancer services throughout the UK, we need to be informed about all the services we support that carry the Macmillan name. We need to understand how the service is working and the difference it is making to the lives of people affected by cancer.

Your annual report can provide useful data on how the service meets the needs of your patients or clients, which can then be used for audit purposes.

An annual report can help to:
• promote your service
• assist with service evaluation
• assist with service planning, development and commissioning processes
• celebrate your successes
• communicate best practice
• inform future service developments
• demonstrate the benefit to your service users.

‘Macmillan helps ensure we offer a service that always strives to improve.’

Debbie, Macmillan Information and Support Manager
What to do with your report
Primarily, this report belongs to you and your service and can be used for the reasons already mentioned. Therefore, you should circulate it to your relevant target audiences and, in the first instance, within your organisation. You should also email a copy to your local Macmillan development manager.

What should I include in my annual report?
Visit [macmillan.org.uk/professionals](http://macmillan.org.uk/professionals) to find out what your report should include and download our annual report template.

Your local Macmillan development manager can answer any questions about your annual report. They can also provide templates and written guidance, if you need it.

Service reviews
We sometimes undertake service reviews. This may be while Macmillan is funding your role or service, or after our funding ends.

There are different ways of conducting a service review, from an informal catch-up with your Macmillan Service Development team, to formal reviews involving all stakeholders.

The key areas a service review can help with are:
- service evaluation, planning and future developments
- the commissioning process
- promoting your service
- celebrating your successes and identifying good practice
- identifying support you need from Macmillan to develop your service.
Macmillan Professionals Excellence Awards

Our annual Excellence Awards for Macmillan professionals acknowledge and celebrate outstanding leadership and achievement in key areas critical to Macmillan’s strategic aims:

- service improvement excellence (individual award)
- innovation excellence (individual award)
- integration excellence (individual award)
- lifetime achievement (individual award)
- team excellence (team award)

We recognise our award winners in a ceremony at our national event for Macmillan professionals. We also award up to three individual award winners with a Macmillan fellowship. This gives each fellow access to a £10,000 grant, while Macmillan benefits from their expertise and leadership by working with them closely on future projects.

We also present Henry Garnett awards to recognise the exceptional contribution many professionals make to Macmillan beyond their core professional role.

For more information about the awards, winners and how to nominate colleagues, please visit macmillan.org.uk/professionalsawards

Support from your local Macmillan teams

We know the lives of Macmillan professionals can get extremely busy, and that it can be challenging to accomplish everything you’d like to achieve.

That’s why we work together to enable you to provide the best possible support to people affected by cancer and develop your skills.

Support for your service – Service Development team

This team is your point of contact between you and Macmillan. They identify, develop and support new and existing Macmillan posts and services in your region.

Your primary contact with Macmillan at a regional level is the Macmillan Development Manager or Associate Macmillan Development Manager.

Their role is to work with local partner organisations to influence improvements in cancer care at a local level, where necessary develop new services and then support those services with the Macmillan title to continually improve. As professionals within these Macmillan services they also work with and support you to ensure you have the development and service support you need to ensure you deliver the best care possible to people affected by cancer.
The local development managers have access to a range of other specialist members of the local Macmillan service development team such as:

- Volunteering advisors
- Involvement coordinators
- Communication managers
- Learning and development specialists,
  and back up from a management and administrative support function based in regional offices.

Please feel free to contact the relevant member of the team during office hours. Your local contact can be found on [www.macmillan.org.uk/profcontacts](http://www.macmillan.org.uk/profcontacts)

Support for communicating about your service – Regional Communications team

This team raises awareness of who Macmillan is, what we do and how people can support us. They can advise you on how to promote and explain your service to your colleagues, people affected by cancer and the public. They can also offer you advice on developing links with local media and producing communications for different audiences, including colleagues where you work and elsewhere.

Support for working with volunteers – regional volunteering advisers

Regional volunteering advisers are part of the Volunteering team, which works to promote the Macmillan Volunteering Quality Standards and to increase the number and range of volunteers who help us support people affected by cancer.

The regional volunteering advisers can help you develop the skills to manage volunteers, recruit the right kind of volunteers for specific projects, and work with you and your team to gain the most from your volunteers.

Support for working with service users, support groups and hard to reach groups

Macmillan has a team of local staff who have expertise with Involvement and Inclusion. They are there to help people affected by cancer from all backgrounds to get involved in shaping cancer services and setting up support groups.

They can also support professionals in the following ways:

- **Self Help and Support Groups**
  Macmillan involvement coordinators can give advice to professionals or members of the public on setting up and sustaining self help and support groups to become independent and influential. We can help individuals and groups to access start up grants and grants to help groups develop and improve.
If you want to find out more about our ‘Supporting You to Help Others’ grants or for information on what support and information we can provide around self help and support groups please go to macmillan.org.uk/groupsupport

- **User involvement**
  Macmillan involvement coordinators can also give you advice on effective and meaningful user involvement and the different ways you can help people get involved, dependent on the situation. If you know of any people affected by cancer, from whatever background, who want to get more involved, we can advise them on how they can do this in ways that are appropriate for them.

To get advice from your local Macmillan involvement coordinator see your local contacts list for details.

**Support for learning and development – Learning and Development team**
This team can help you identify and meet your learning and development needs. They support new and established professionals, helping them to do the best possible job and provide the best possible services. They also offer information and advice about specific Macmillan training and resources and develop courses for people affected by cancer and volunteers.

Your Macmillan development manager will provide you with contact details for all the roles mentioned in this section. You can also find them at macmillan.org.uk/professionals
Learning and development opportunities for Macmillan professionals

To help you be your best professionally, we provide you with a wide range of support throughout your Macmillan career to increase your expert knowledge and develop your skills.

Learning and development programmes and events
We offer a wide range of learning and development support to help you settle into your new role and enhance your professional skills and knowledge over time.

The learning and development offer is organised in five frameworks:
- Leadership and change
- Emotional wellbeing and resilience
- Knowledge and skills in a changing cancer environment
- Survivorship and supported self care
- Palliative care and supporting end of life

‘What have really helped me in my role over the past six years are Macmillan’s resources and learning opportunities. I use LearnZone and toolkits for professionals a lot, have produced promotional materials on be.Macmillan and handed out many Macmillan information resources to my patients.’

Keynes, Macmillan Dietitian
Some of our face-to-face opportunities include:

- **An induction programme** for all professionals new to a Macmillan role. This looks at all aspects of Macmillan’s work, and explores the relationship between the organisation and Macmillan professionals, and the expectations we should have of each other.

- **An annual national event** specifically for Macmillan professionals, held in autumn. This features keynote speakers and a wide variety of workshops.

- **Regional and national learning and development programmes**, which often feature workshops and seminars that provide advice and guidance on a range of subjects.

Find out more at [macmillan.org.uk/professionals](http://macmillan.org.uk/professionals)

**Learning and development grants**
We understand continuing professional development plays a vital part in maintaining the expertise and high standards of Macmillan professionals. To support this development, we offer a range of grants.

**Individual Learning and Development Grant**
Every Macmillan professional can apply for two individual grants in a calendar year, up to a total value of £1,000. They can use this to support learning opportunities e.g. attending conferences, study days or studying for a master’s degree.

**Group Learning and Development Grant**
A group or team of professionals can apply for one group learning and development grant in a calendar year, up to the value of £5,000. They can use this to buy in or develop bespoke training.

The group or team can be located in one place or work across different localities or specialism. The applicant however must be a Macmillan professional, on behalf of the group.

**How to apply**
To apply for a learning and development grant, please use the online application system available in the Professionals section at [grants.learnzone.org.uk](http://grants.learnzone.org.uk). Whilst there, also carefully read Macmillan’s policy for applying for a grant. This will help to make sure that you provide all the information we need to process your application.

If you have any questions about the grant process, please contact your Macmillan development manager or learning and development manager.
Coaching programme
Coaching can be an excellent way to deal with personal and professional challenges, deliver service improvements and develop your skills within your role, as well as supporting your career development.

Our coaching programme – provided by fully qualified coaches – is available nationally as part of the learning and development grant offer. Every Macmillan professional who’s been in their post for at least six months is eligible. Find out more at learnzone.org.uk/coaching

Expenses
We know that funding travel and accommodation costs to attend Macmillan learning and developments events can be difficult, for you and your employers. We may be able to help with your travel and accommodation expenses to support your continuing professional development.

We’ve outlined the full details of what we cover and how to apply for expenses in the Macmillan professionals’ expenses policy, available at www.macmillan.org.uk/practicaltools

Macmillan LearnZone
LearnZone provides a variety of free learning resources, online courses and professional development tools.

For a selection of the available resources, including e-learning courses, toolkits, videos and guidance packs, visit the Professionals section of LearnZone. You can use the search tool to find resources on the specific topics that interest you. You’ll also find Stacks which are collections of related resources, grouped by subject or theme. Working through a Stack provides a wealth of information on a particular topic.

All the resources that are suitable for professionals are marked as such, so you can find the right resources quickly and easily.

LearnZone is also available to your colleagues, volunteers and patients, so feel free to recommend it to them. LearnZone.org.uk/professionals
LearnZone top tips

1. Keep an eye on the News section to stay up-to-date with the latest additions to LearnZone and other Learning and Development news. LearnZone.org.uk/news

2. Search or browse the Resources section to find out what e-learning and other resources are available. LearnZone.org.uk/resources

3. Stacks are a great way to find resources grouped around a particular topic or theme. Browse or search them under the Stacks tab. LearnZone.org.uk/stacks

4. You can earn a certificate on completing certain LearnZone courses. These can be used as a record of your continuing personal development.

5. You don’t need a LearnZone account to browse or search our range of resources. You’ll only need to create an account to start a course, so that you can record your progress, receive personalised certificates, take part in forum discussions and track your learning. LearnZone.org.uk/createaccount

Learning and development opportunities for people affected by cancer and volunteers

We offer a wide range of learning opportunities for people affected by cancer that, in turn, can benefit your work.

These include courses that focus on:
- supported self-management – helping people to develop skills such as relaxation techniques to improve their quality of life
- supporting others – helping people to develop skills such as listening and responding techniques so they can support others affected by cancer
- user involvement – showing people how they can use their cancer experience to improve cancer services on a local and national scale.

For further details on how these opportunities might help your service and the people in your care, please visit LearnZone at macmillan.org.uk/learnzone or contact your regional Learning and Development team.

Macmillan also provides a range of learning and development resources for Macmillan volunteers on LearnZone. Please recommend these to any volunteers you work with.
**Professionals section on the Macmillan website**

Visit [macmillan.org.uk/professionals](http://macmillan.org.uk/professionals) to find lots of useful information and resources to help you in your role. Areas covered in the Health and social care professionals section include:

**News and updates** – keep up to date with the latest news from Macmillan and access back issues of *Mac Voice* and *Mac Mail*, our magazine and e-bulletin exclusively for Macmillan professionals.

**Understanding your role** – get an overview of what we expect from Macmillan health and social care professionals, and what you can expect from us in return.

**Getting support** – explore the support Macmillan offers you to help you develop your skills and provide the best possible care for people affected by cancer. You can also find the contact details for your regional team here.

**Resources** – we have a wide range of tailored resources for health and social care professionals to assist you in your learning, influencing and patient care. In this section, you can also learn about our many helpful resources for your patients.

**Networking** – find out more about face-to-face and online networking opportunities that will put you in touch with other professionals.

**Macmillan’s programmes and services** – find out more about the many different areas of Macmillan’s work and how you can help raise awareness of them.

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**Networking**

As a Macmillan professional, you’re not alone. You’re part of a network of people across the UK who, like you, work hard to provide a high-quality service to improve the lives of people affected by cancer. Because of this, your colleagues are a valuable source of information.

To find out more about the networking opportunities Macmillan offers, please visit [macmillan.org.uk/professionals](http://macmillan.org.uk/professionals) or contact your regional Macmillan development manager.

**Communities of practice**

At Macmillan, we are keen to support professionals so they can learn from each other. One of the ways we do this is through our Communities of practice. These groups help professionals with shared expertise and knowledge to meet virtually, in person or both.

For details of current Communities of practice, please visit the ‘Special interest groups’ section at LearnZone. If you would like more information about any of them, please contact your local learning and development manager.

**Opportunities to meet face-to-face**

To help Macmillan colleagues share information and expertise face-to-face, we host national and regional events, conferences and workshops. These may be for many different audiences, for example, professionals from a particular region, those who have the same role, or specialists who focus on the same area of cancer care.
Keeping you informed

Macmillan produces a quarterly magazine and monthly e-bulletin for Macmillan professionals. We’ll automatically send you these publications when you start your role. You can view the latest and previous editions at macmillan.org.uk/professionals

**Mac Voice**

Mac Voice is a quarterly magazine full of news and features written by Macmillan professionals for Macmillan professionals. It is available online at macmillan.org.uk/macvoice. If you’d like to contribute to it, email macvoice@macmillan.org.uk or call Mac Voice’s managing editor on 020 7091 2219.

You don’t need to be an experienced writer to get involved. We can help you share your knowledge and write about issues that matter to you. It’s also a great way to tell people about your achievements and successes, and an article could act as evidence of your continuing professional development.

**Mac Mail**

We send a monthly e-bulletin to Macmillan professionals. It contains our latest news, updates on learning and development opportunities and details of different projects and campaigns we are working on. The e-bulletin also provides you with numerous opportunities to send us your feedback about our work and information about how to get involved in it.

Please add latest@macmillan-email.org.uk to your safe senders or contacts list to ensure you receive emails from us.
‘What I’ve noticed more than anything about Macmillan is everyone is pulling in the same direction. We’re all part of a big team who want to provide the best possible support for people affected by cancer.’

Rodrigo, Macmillan Benefits Adviser

Helping you to promote your service

If Macmillan is to reach and improve the lives of everyone living with cancer, we need more people to know about Macmillan professionals and our services.

There are many ways you can do this, including simply wearing your Macmillan badge.

In addition to this, Macmillan Regional Communications teams can assist you in promoting your services in many ways, including:

Promotional materials – they can advise you on developing bespoke materials such as leaflets and banners to promote your service to people affected by cancer and educate your colleagues about what you do. You can also order personalised posters and branded merchandise from be.macmillan.org.uk

Events – your local team can advise on the organising of events such as service launches, networking events, talks for a range of audiences and open days.

Media work – working with your employing organisation’s media or communications team, your Regional Communications team can help you develop links with local media. This can lead to the promotion of your service to a wide audience and help raise awareness of Macmillan and its activities.
Writing articles – getting articles published in local and professional publications is a great way of increasing your profile and that of your service. Speak to your local team if you want to find out more about how best to do this.

Promoting your service toolkit
This contains helpful information and tips on how to promote your service effectively. Topics covered include targeting your audience, service launches, open days and talks, media and advertising. You can download the toolkit from [macmillan.org.uk/professionals](http://macmillan.org.uk/professionals).

Service Improvement Grant
To help make sure people affected by cancer receive the best possible care and support, you can apply for a Macmillan Service Improvement Grant. This is to fund equipment that will add value to what your service already have rather than core service equipment.

Adopted or out-of-funding services are eligible. The maximum grant available is up to £1,000 for individuals and £5,000 for a group.

For more information please see the grants page at [macmillan.org.uk/professionals](http://macmillan.org.uk/professionals).

Frequently asked questions

**Why should I wear my Macmillan badge?**
We need you to wear your Macmillan badge or state Macmillan in your job title on your work ID badge so that your patients or clients know they have benefited from a Macmillan service. If you’re not a nurse working in palliative care, wearing your badge will also help to challenge the perception that Macmillan only offers palliative care and show we offer many kinds of support from many kinds of professionals.

**Who can I talk to about increasing referrals to my service?**
Your Regional Communications team can help you promote your service to people affected by cancer, colleagues and the public. They have specialist skills and experience in supporting a wide range of Macmillan services.

**My colleagues don’t really know what I do, so they make inappropriate referrals. Can Macmillan help with this?**
Your Regional Communications team can work with your Macmillan development manager to help you tackle this issue by discussing how you currently promote your service to different audiences. An article in your employer’s newsletter, or a local newspaper, may be a good way to increase awareness of what your service offers.
I have a patient who wants to talk about their cancer experience and the issues they faced. Can someone help?
Yes, Macmillan would love to hear from them. People talking about their cancer experience, the issues they faced and the support they received is an invaluable way for us to promote our services. If this happens, please talk to your Regional Communications team, who can advise on the next steps.

Macmillan direct services for people affected by cancer

Macmillan Support Line
For the times when your patients or clients can’t access your support, there’s the Macmillan Support Line. They can call to ask any question about cancer or treatments, find out what financial support they may be entitled to or simply chat about how they’re feeling.

Many health and social care professionals also call the Support Line to ask questions on behalf of a patient or client, including ones about financial matters such as benefits, insurance and healthcare costs. Our Support Line team includes welfare rights advisers, financial guides, cancer information nurse specialists and energy advisors. We also have a partnership with StepChanges Debt Charity that can be accessed via our support lines. Think of Macmillan’s direct services as the colleague you may not have known you had.

Here for you and your patients
• Calls to the Macmillan Support Line on 0808 808 00 00 are free from landlines and mobiles, Monday to Friday, 9am to 8pm
• Textphone 0808 808 0121, or Text Relay is available for the hard of hearing
• Interpreters are available for non-English speakers.

An example of a promotional poster that you can create and order for free from be.Macmillan.
Information resources

We want to make sure people affected by cancer have the information they need, whenever they need it. Currently, we produce over 500 booklets, leaflets, cancer information sheets, video and audio resources for people affected by cancer and approximately 2,500 pages of cancer information on our website. Some of our resources are also available in different languages and formats.

As well as delivering information through these channels, we have made our information available on mobile phones, the NHS Choices website and other external websites.

The main aim of our information resources is to inform people affected by cancer about:

- a particular cancer type, its treatment and the care they’ll receive for it
- different cancer treatments, their side effects and ways to help relieve these
- a wide range of issues related to living with cancer, including managing symptoms, dealing with relationship difficulties, and practical issues such as employment and finances.

‘Giving someone the information they need can help them feel more in control. I’ll do whatever I can to ensure their peace of mind, whether that’s sending them information directly or talking them through the possible effects of their treatment.’

Kay Hull, Macmillan Cancer Information Nurse Specialist

Cancer information sheets

You can find our range of more than 360 cancer information sheets for professionals at be.macmillan.org.uk/cancerinfosheets. They cover a variety of topics including chemotherapy drugs, rare cancer types and pre-cancerous conditions. There are also lots of information sheets on practical issues such as advance decision-making and childcare.

High-quality information

Our information is accredited by the Department of Health’s Information Standard scheme. This means it adheres to strict editorial and review processes, and is produced to the highest standards.

How to order information resources for your patients

You can view and order from our whole range of information resources at be.macmillan.org.uk. You can also call the Macmillan Support Line on 0808 808 00 00 to place your order or refer your patients to one of our many cancer information and support centres.

If any of your patients are blind or have poor eyesight, you can request for information to be produced in Braille, large print or audio. We also consider requests for our information to be translated. Please email cancerinformationteam@macmillan.org.uk to make a request.
Macmillan website
Our main website at macmillan.org.uk includes a range of useful information and resources for people living with cancer and professionals, including:

- high-quality information on cancer types, treatments and aftercare, including information on chemotherapy, radiotherapy and surgery which has been translated into several languages and can be provided in accessible formats
- information on local services, fundraising, volunteering and campaigning opportunities
- our interactive financial tool, which offers useful tips, information and guidance to help people affected by cancer manage their finances
- an online community where people affected by cancer can share their experiences and feelings, ask questions and get support from others, 24 hours a day
- a health and social care professionals section that includes information and resources to support you in your role
- a commissioners section featuring evidence of the impact Macmillan services have.

Supporting carers of people with cancer
Macmillan has produced short guidance for health professionals on how to identify cancer carers and signpost them to support. This includes tips on talking to cancer carers, and national and local sources of support. The guidance is available at macmillan.org.uk/carerstips

Where to signpost cancer carers
Macmillan provides information, and practical and emotional support, for carers of people with cancer. Carers can contact Macmillan free on 0808 808 00 00 Monday-Friday, 9am-8pm or visit macmillan.org.uk/carers

Other sources of support include:
- Carers UK, carersuk.org – expert advice and support for all the UK’s carers
- Carers Trust, carers.org – network of local support for carers
- Carers Direct, nhs.uk/carersdirect

Volunteer-led practical and emotional support services
Our volunteers deliver a number of practical and emotional support services in their local area. These services typically provide help with day to day activities such as housework and shopping along with lower level emotional support and befriending for people who are socially isolated. We recruit volunteers for these roles through an application process that includes interviews, references, police checks and observed assessment as part of training. You can search for local services in our online directory at macmillan.org.uk/supportgroups
Mobile Information and Support Service
Our Mobile Information and Support Service operate four mobile units covering the whole of England and Wales. They provide a free and confidential drop-in service for members of the public, visiting town centres, workplaces and small to large-scale events. The team also provides two indoor information zones, which can be set up in a variety of indoor community locations.

The mobile service is particularly effective in helping Macmillan reach areas and communities where high-quality information and support is difficult to access or not well known within the community.

Working in these drop-in centres are teams of mobile information and support specialists. They provide information and support to anyone affected by cancer and are on hand to answer the public’s questions, no matter how big or small their question may be.

The team also works alongside other Macmillan professionals and partner organisations to ensure people know of and receive local information and support, even after the service has moved on to a new location.

Individual specialists can also respond to requests to visit groups of people within a local community or workplace setting. This may involve them setting up an information stand or delivering a presentation.

To learn more about our mobile services, please get in touch with your local Mobile Information and Support team. You can find their contact details at macmillan.org.uk/mobileinfo

Macmillan Grants for people with cancer

A Macmillan Grant is a one-off payment for adults, young people or children with cancer to cover a wide range of practical needs.

This can include things such as heating bills, extra clothing, or a much-needed break. Every week over 600 people receive a grant from Macmillan Cancer Support.

If you think one of your patients or clients may benefit from a Macmillan Grant, you can request an application form by emailing macmillangrants@macmillan.org.uk. You can also request a form from one of our regional grant caseworkers and ask them any questions you have about our grants programme.

If you put forward a grant application on behalf of an individual, it needs to be supported by two professionals. A health or social care professional should also provide a supporting explanation. In addition, a short medical report should be completed by an approved medical signatory, for example, a clinical nurse specialist.
Who is eligible for a Macmillan Grant?
Macmillan Grants are for people with cancer who have side effects from their illness or treatment and meet our general conditions:

- Their savings should amount to no more than £6,000 if they’re single, or £8,000 if they’re a couple or a family.
- Their household disposable income (the total amount left once they’ve paid their mortgage, rent or council tax, but not counting Disability Living Allowance and Attendance Allowance) should be under:
  - £170 a week for a single person
  - £289 for two people living together (including a single parent and a child)
  - £85 for each child
  - £119 for each additional adult (only when their income is relevant to the request).

We do take everyone’s individual circumstances into account, so it’s still worth getting in touch with us, even if your patient or client doesn’t meet the criteria.

Since the amount of money available for grants is limited, we can usually only offer this kind of support once. Grant amounts vary according to needs and circumstances but the average is £300. For more information, visit macmillan.org.uk/grants.

If you would like some grant application forms or copies of our leaflet on making applications for a Macmillan Grant, please email macmillan@macmillan.org.uk or call 02078407810.

Tom’s Gift for children with a malignant brain tumour

The Tom Grahame Trust and Macmillan have teamed up to create Tom’s Gift. Its aim is to bring smiles to the faces of children aged 16 or younger who are receiving treatment for a malignant brain tumour, are about to receive treatment or were recently treated.

Tom’s Gift includes a £30 Debenhams gift voucher for the child to spend in-store or online on anything they’ll find fun and enjoyable. Plus, every pack contains a small mystery gift and information for their parents/carers explaining how Macmillan can support them in a wide range of ways.

If you work with eligible children, please let their families know they can apply for Tom’s Gift by downloading the application form from macmillan.org.uk/toms. You or a colleague involved with the child’s treatment will need to complete the form, along with their family.

We do understand the distinction between malignant and benign tumours is often very fine. Our aim is to provide Tom’s Gift to as many children requiring surgery, chemotherapy or radiotherapy as possible. If you’re unsure whether a child qualifies for Tom’s Gift, please contact the Macmillan Grants team for guidance.
Influencing and working together with service uses and local communities
User support

People affected by cancer often find talking to others who are going through or have gone through a similar experience extremely helpful.

Many people also greatly benefit from turning their negative cancer experience into a positive one by using it to improve cancer care and services. This is why Macmillan is so keen to support and encourage user support and involvement.

Self-help and support groups

Self-help and support groups bring together people affected by cancer so they can share their experiences, gain support and help each other through their cancer journeys. Many people find self-help and support groups empowering and invaluable for helping them deal with the emotional impact of their experience.

People affected by cancer or professionals can set up or lead a support group. They come in many different forms: from those that simply offer the opportunity for mutual support, to groups based around activities such as gardening and photography, and others that provide services to their community. For example, a buddyng service, transport to and from hospital appointments, a telephone support line or a bereavement service.
If you would like to recommend a local support group to a patient or client, search our online directory at macmillan.org.uk/supportgroups or call 0808 808 00 00.

How can I find out more?
- Visit macmillan.org.uk/supportgroups
- Contact the User Support team at resources@macmillan.org.uk or call 020 7091 4936
- Contact your local Macmillan involvement coordinator.

Identifying and supporting carers
A carer is someone who gives unpaid support to someone with cancer who couldn’t manage without this help. Many carers don’t see themselves as one, but simply as a partner, friend or relative of the person with cancer. The help they provide can include personal care, healthcare tasks, transport to hospital, shopping, emotional support and housework. And this can have a big impact on them emotionally, physically and financially.

You can help by identifying cancer carers and signposting them to information, advice and support. This will help them to better look after themselves, as well as the person with cancer.

Setting up a self-help and support group
Many health and social care professionals find setting up and running a support group a rewarding experience for them and their group’s members. To help you do this, Macmillan offers a range of support.

Handbook for self-help and support groups – our free handbook contains lots of information and advice about how to start and run a support group. It has guidance for groups at different stages, whether they are just starting out or have been running for years. There’s also information about money matters and legal and confidentiality issues. Order a copy from be.macmillan.org.uk

Grants – we may be able to give new self-help and support groups up to £500 to help with set-up costs. For established groups that are looking to extend their reach, we may be able to offer grants of up to £3,000.

Training – we offer a range of e-learning courses and face-to-face training to help you support people affected by cancer in the setting of a support group. For example, we offer a one-day workshop on listening and responding skills. Find out more at macmillan.org.uk/learnzone

Your local Macmillan involvement coordinator can provide advice, guidance and support on setting up or developing your group.
Online community
Our online community is a place where people affected by cancer can meet, make friends, ask questions, let off steam, campaign for change or find a bit of a light relief. To find out more or to join, visit community.macmillan.org.uk

User involvement

Cancer Voices
A Cancer Voice is someone affected by cancer who uses their experience to help shape cancer services and improve cancer care. This could be a person who has cancer or has finished treatment, a member of their family, a friend or carer.

What do Cancer Voices do?
Cancer Voices get involved in a wide range of opportunities within Macmillan, the NHS, other cancer and non-cancer organisations. For example, they might participate in service planning, development and review activities, review resources such as information leaflets, books and DVDs, or talk to the media about their cancer story as part of a campaign.

The Cancer Voices Network
The Cancer Voices Network is an online tool that enables people affected by cancer to join Cancer Voices. Once they’ve signed up, people can find ways to use their experience to make an impact. We call these ‘opportunities’. An opportunity can range from completing a survey about their cancer care to joining a local NHS representative patient group.

The Cancer Voices Network matches people affected by cancer with suitable opportunities. This works a bit like a job or dating website in that matches are made according to people’s preference, experience and location. Every time a suitable opportunity appears they’ll receive an email alert. There’s also a feature that allows people without internet access to find out about the latest opportunities.
How can one of my patients or clients find out which opportunities are available?

- People affected by cancer can join Cancer Voices or find out more information about the network at macmillan.org.uk/cancervoices
- People without internet access can complete a Cancer Voices registration form and receive information on opportunities to get involved and other activities by post. To receive a registration form, call 020 7091 2187 or email cancervoices@macmillan.org.uk

How can I involve Cancer Voices in my project?
You can also post opportunities to involve Cancer Voices in a project you’re running, get feedback, ask people who use your services questions or develop a new resource or way of doing something.

You can post an involvement opportunity on the Cancer Voices Network, detailing what you’d like people to do and how they can get involved. Find out more by visiting the ‘Getting started’ section at macmillan.org.uk/cancervoices. Alternatively, call or email the Cancer Voices team.

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**be.Macmillan**

be.Macmillan is a simple and helpful website where you can order free information for you and your patients, create materials to promote your service, order free merchandise and learn more about Macmillan’s brand.

**How to register**
Head to be.macmillan.org.uk/macprof to create your my.Macmillan account to access be.Macmillan, as well as the Macmillan online community.

Select ‘Create account’ in the right-hand side corner and then follow the simple instructions. Once you’ve registered, everything you make or order on be.Macmillan will be saved in your account. If you have problems registering, please email be.mac@macmillan.org.uk

**Make your own business cards and more**
The ‘Make your own’ section allows you to enter your own information, including your organisation’s logo, into a selection of different templates. This means you can produce personalised items such as business cards and posters to promote your service. These can be printed and delivered to you, free of charge and very quickly, so you do not need to have access to a colour printer. If you have any difficulties, please contact the be.Macmillan team.
Order information for you and your patients
To complement your expert care, Macmillan produces a wide range of information resources, in different formats, that you can order for free. The resources cover many subjects, including what benefits and financial support are available and how patients or clients can access them. Plus they also focus on cancer types and treatments, the emotional effects of cancer, and practical issues such as how to talk to your family about your cancer. Some of the resources from this website are also available in Welsh, and pdf and audio formats.

You can also order and download many resources to help you in your role, including over 360 Macmillan cancer information sheets on a variety of topics relating to cancer, such as chemotherapy drugs, less common cancer types and practical issues. In fact, be.Macmillan features everything listed in the Macmillan cancer resources catalogue and more.

Order Macmillan merchandise
In be.Macmillan’s ‘Order merchandise’ area there is a section just for Macmillan professionals. Items featured include clothing, stationery, signage and promotional giveaways – all perfect for promoting your service and making it look and feel part of Macmillan – and all free.

If you do outreach work or provide a service at different locations, there’s also a specific section for you that’s full of free Macmillan products.

Plus you’ll find a handy step-by-step guide there to make ordering merchandise quick and easy.

Find out more about Macmillan’s brand
Do you want to know more about why Macmillan resources look the way they look or sound the way they sound? Head to the ‘About our brand’ section at be.Macmillan and you can learn all about this and much more. You can also download fact sheets about Macmillan that you can use to talk about the organisation and its services, a presentation template, and a tool which allows you to write text in our distinctive headline font. Perfect for when you’re delivering a talk.

Where can I go for help?
If you have any problems using be.Macmillan, visit its ‘Help – How to use be.Macmillan’ section first. There you’ll find answers to some frequently asked questions. If you need more support, email be.mac@macmillan.org.uk.

Learn how to get the most out of be.Macmillan
We’ve created a short video to show how easy it is to make business cards and posters, order information booklets or find useful ways to signpost your service. In it, Russ Hargreaves, a Macmillan Information and Support Manager at the Chelsea and Westminster Trust, gives a short and simple overview of products and services tailored to your needs. Watch it at be.macmillan.org.uk/macprof

‘Because of Macmillan’s free resources and quick delivery, our information and support centre is always able to meet our visitors’ needs.’
Debbie Smith, Macmillan Cancer Information and Support Manager at Wythenshawe Hospital
Frequently asked questions

I’m having problems creating an account on be.Macmillan. What should I do?
Please contact your Macmillan development manager. They will ensure your details are added to our professionals database. Once this is done, you can register as a Macmillan professional the next day.

Where do I order my business cards?
When you have signed into be.Macmillan, select ‘Make your own’, then ‘Service promotion’, and finally ‘Business cards’ from the menu.

What do I need to create a business card?
You need to have a high-resolution image of your organisation’s logo.

If you are unsure whether your logo is suitable, or it does not upload, contact your organisation’s Communications or Central Services team and ask them to send you one in a high-resolution jpeg format.

Do I have to pay for merchandise?
No. Although you will see prices for the merchandise, you will not be charged. They are for our internal processes only.

be.Macmillan asks for a budget code, what code should I use?
When you get to the order approval screen, please select ‘SRV Macmillan Professionals’ as the approver for the budget. Then enter ‘Macmillan Professional’ for the budget code.

Fundraising

Our fundraising teams are available for you, the people you support and their family and friends.

If you, the people you support or their family and friends have a question about fundraising, the Fundraising Support Centre is available between 9am-5pm Monday to Friday on 0300 1000 200 or email fundraising@macmillan.org.uk

Please visit macmillan.org.uk/get-involved for the latest information about our fundraising events and activities.

Local Fundraising Team
In each area of the country there is a regional fundraising team. Each has a dedicated locally-based fundraiser who is working with groups, companies, media, volunteers and individuals who support Macmillan in your area.

They also work with Macmillan services to raise awareness of Macmillan locally. As part of your induction it is recommended that you arrange a meeting with them. You can find out who your local fundraiser is through your Macmillan Development Manager or by calling 0300 1000 200.

Receiving donations

What should I do if I’m offered a donation for Macmillan?
Thank the individual but rather than accept the donation yourself, please ask them to contact the Fundraising Support Centre directly on 0300 1000 200 or email fundraising@macmillan.org.uk
This will allow Macmillan to record their details and reason for donating, thank them formally and ask them if they’re interested in hearing about other aspects of our work in the future. It will also allow us to send the individual a donation envelope, which allows Macmillan to claim Gift Aid, if the individual is a registered UK tax payer.

Following this practice should also make things easier and less time consuming for you.

**What if I find it difficult not to accept a donation?**

In some circumstances you may feel you should accept a donation on Macmillan’s behalf, for example, when a person is distressed or dealing with a difficult situation. If this occurs, please record the donor’s details (name and contact details) and why they’re making the donation.

Please then call the Fundraising Support Centre on 0300 1000 200 or email [fundraising@macmillan.org.uk](mailto:fundraising@macmillan.org.uk) to let them know you’ve received a donation. The Fundraising Support Centre can discuss with you the best way to pay in the monies. A volunteer or local fundraising team member may be able to come to collect the donation.

Alternatively, you can send cheques only with the donor’s details and the reason behind their donation, to:

Freepost RTHE-KYHB-TRTJ.
Supporter Donations
Macmillan Cancer Support
Camelford House
89 Albert Embankment
LONDON SE1 7UQ

**Or if you are meeting your local fundraising manager soon, you can also give the donation to them.**

**How you can get involved with fundraising**

Fundraising for Macmillan is something many Macmillan professionals find enjoyable and helps them promote their service to local people. Taking part in activities such as the ones listed below is a personal choice but would be greatly appreciated.

- Speak to local media about your fundraising events.
- Promote the World’s Biggest Coffee Morning or host a coffee morning yourself.
- Tell Macmillan supporters at a fundraising event about what you do.
- Put your Regional Fundraising Manager in touch with local businesses who want to support our work.
- Host a visit to your service from a long-standing or high-value donor.
- Pick up a donor cheque or speak at a local event
- Meet a Macmillan committee to thank them for raising money to fund our services.
- Personally raise money by participating in an event such as a local 10k run, an overseas hike or cycle ride.
- Volunteer to support a Macmillan fundraising event or fundraisers, for example, by being a member of one of our cheering points at a local event.

You’ll find a list of all our local events at [www.macmillan.org.uk/inyourarea](http://www.macmillan.org.uk/inyourarea)
How Macmillan professionals influence fundraising
The excellent care and service people affected by cancer receive from you and the Macmillan team often inspires them to support Macmillan in various ways. By raising awareness of Macmillan, you are indirectly helping us raise funds to support even more people affected by cancer.

73% of our donors have directly benefited from a Macmillan service or are aware of Macmillan’s support to family or friends.

45% of people give a donation in memory of a loved one, often because they’ve received support from a Macmillan professional.

33% of Macmillan services are funded by gifts donated in wills – many of these legacies are from people you have supported.

Time for coffee and cake?

Holding an event as part of Macmillan’s flagship fundraiser, the World’s Biggest Coffee Morning, is an excellent way to promote your service, do a bit of team building and have lots of fun.

Sue, a Macmillan head and neck oncology specialist dietitian, and Karen, a Macmillan information and support specialist, did exactly this at The Mustard Tree Macmillan Centre in Plymouth.

‘I joined forces with Karen,’ says Sue, ‘and we held a really successful event. As well as raising money from the sale of cakes, jewellery and books, we also got to show other health professionals, our trust and patients and carers the difference Macmillan services can make.’

Karen adds that holding a coffee morning is a really easy way to give something back to the charity: ‘It only involves a few hours, one morning a year. There are a lot of people out there fundraising to enable me to support people affected by cancer, so I feel it’s the least I can do.’

To find out more about how you can take part in this year’s World’s Biggest Coffee Morning, visit macmillan.org.uk/coffee or speak to your regional fundraiser.
Volunteering

Volunteers are vital to Macmillan’s success and can also contribute to the success of your service.

How your regional Macmillan volunteering adviser can help you

Materials and toolkits – these cover all aspects of managing volunteers, including planning for the arrival of volunteers, recruiting, interviewing, induction, support, training and recognition.

Dedicated advice and support – whatever your question or need, you can contact your regional volunteering adviser for help by phone or email, or in person.

Solve problems – if any difficulties arise when recruiting or managing volunteers, your regional volunteer adviser is likely to have dealt with it before. Speak to yours.

Training – Macmillan professionals are invited to our one-day foundation level course designed to introduce participants to good volunteer management practice.

Share good practice – your regional volunteering adviser can provide you with examples of what works well in other services. Also, the ‘Sharing good practice’ section of Mac Voice summer 2011 focused on how to work with volunteers in your service. You can download it from macmillan.org.uk/professionals.

For the contact details of your regional volunteering adviser, please visit macmillan.org.uk/professionals.

The Macmillan Volunteering Village will help you find volunteers for your Macmillan service and events quickly and easily. The online system, developed with input from professionals, is tailored to your needs – so you can find the right people for your roles.

To find out more and start uploading your opportunities, email volsystemguidance@macmillan.org.uk and we’ll send you a user guide.

How Macmillan can help you plan effectively to involve volunteers

Macmillan has a team of Regional Volunteering Advisers that can provide you with dedicated expert advice, information and support. You can contact your Regional Volunteering Adviser for help by phone or email, or in person. For the contact details of your regional volunteering adviser please visit macmillan.org.uk/professionals.

Macmillan Volunteering Quality Standards (MVQS)
MVQS is a volunteer management framework to help assess and assure the quality of volunteer management practice. To find out more about the MVQS and how you can use it in your work email mvqs@macmillan.org.uk

Volunteer Management Training
Macmillan professionals are invited to our one-day foundation level course ‘Working Effectively with Volunteers’ designed to introduce participants to good volunteer management practice. Speak to your Volunteering Adviser for a list of workshop dates.
Materials, templates and toolkits
Your Volunteering Adviser has access to a wide range of resources covering all aspects of volunteer management, including planning for the arrival of volunteers, recruiting, interviewing, induction, support, training and recognition.

Solve problems
If any difficulties arise when recruiting or managing volunteers, your regional volunteer adviser is likely to have dealt with it before. Speak to yours.

Share good practice
Your Regional Volunteering Adviser can provide you with examples of what works well in other services and put you in touch with other professionals that manage volunteers.

Social Media
You can also keep up to date with Macmillan’s volunteering programme on our social media channels. Like our Facebook page or follow us on Twitter. And if you would like to post something on our volunteering accounts, such as promoting a role you’re recruiting or to recognise your volunteer’s achievements, simply email us at volunteeringsocialmedia@macmillan.org.uk.

Online community for volunteers
Many of you work with volunteers and know how important it is to make them feel part of a team. Volunteers who feel more engaged are likely to provide better support to people affected by cancer and continue to volunteer for longer.

We’ve created our We Give Our Time online space to help Macmillan volunteers network with each other and share their ideas about volunteering, fundraising and campaigning.

Please tell your volunteers about macmillan.org.uk/wegiveourtime and all that it offers.

Macmillan Volunteer Awards
As a Macmillan professional, you can nominate a volunteer or group for one of our Macmillan Volunteer Awards. For more information and details on how to nominate someone, visit macmillan.org.uk/volunteerawards or contact the Volunteering team on volunteerawards@macmillan.org.uk or 020 7840 4720.
Campaigning and policy influencing

Macmillan is a very successful campaigning organisation. Thanks to our campaigns, we have changed the lives of millions of people affected by cancer.

However, we know much more work must be done. So we continue to raise awareness of the realities of cancer, influence policy makers and commissioners, and push for cancer services to meet the needs of everyone, no matter who they are or where they live in the UK.

To find out more about our campaigns and how you can get involved in our campaigning work, visit macmillan.org.uk/campaigns.

If you’d like to discuss our campaigning and policy work or ways you think you can support it, please contact the Campaigns team at campaigns@macmillan.org.uk or call 020 7091 2160.

Macmillan campaigning achievements

- Thanks to our welfare reform campaign the government committed to reduce waiting times for terminally ill cancer patients claiming Personal Independence Payments (PIP) to 8-10 working days. We are continuing to campaign to reduce PIP waiting times for all cancer patients.

- Following our Care Bill campaign, Macmillan successfully changed the Government’s minds so that Local Authorities and the NHS in England must now work together to identify carers (people caring for family or friends with disabilities or conditions such as cancer) and ensure they are signposted to support.

- In Scotland, our influencing work has led to the Scottish Government finally agreeing to put in place a Scottish Cancer Patient Experience Survey in 2015 which will be led by Macmillan.

- In Northern Ireland, we have won agreement to have a Northern Ireland Patient Experience Survey which will be launched in early 2015. And, we have implemented the Recovery Package across all Trusts.

- Macmillan has worked with the Welsh Government to publish the first national Cancer Patient Experience Survey in Wales. We continue to campaign to ensure that the Welsh Government’s commitment to provide benefits advice for all cancer patients is fully implemented.
Complaints

Macmillan is keen to encourage constructive feedback, whether good or bad, as this gives us an opportunity to improve the way we do things and provide a better service for people affected by cancer.

If someone complains to you about Macmillan or any aspect of our work, please ask them to contact us by calling 0808 808 00 00. Alternatively, they could write to The Company Secretary, Macmillan Cancer Support, 89 Albert Embankment, London SE1 7UQ. Their letter will then be passed on to the appropriate person or team.

You can also direct people to the ‘Make a complaint’ page on macmillan.org.uk. This webpage features information on our complaints procedure and the principles behind it.

If you have a complaint about Macmillan which relates to our services, contact your Macmillan development manager first. If you prefer not to go through them, or the complaint relates to another area of our work, please use one of the contact routes described above.

Macmillan Alumni

We often hear that you’re proud of your work with Macmillan and would like to stay involved after your role ends. Now there’s an easy way to do just that: our new Macmillan Alumni programme exclusively for former Macmillan professionals.

Whether you’ve moved on to a different role or retired, Macmillan Alumni is a great opportunity to network with other cancer and palliative care professionals from across the UK and to share your knowledge and experiences.

Why join Macmillan Alumni?

• Excellent networking opportunities at annual events and through the alumni online community.
• Opportunities to share information and knowledge with other professionals through regular newsletters, the online community and specific interest groups.
• Chance to use your skills, experience and expertise to continue to support Macmillan and influence cancer care, at both a local and national level.
• Access to learning and development opportunities.
• Opportunity to be a part of a network of like-minded people.

To register your interest, email alumni@macmillan.org.uk
Useful contacts

be.Macmillan
If you have any problems using be.Macmillan, visit the ‘Help’ section on the website and read the FAQs there.
If you need more support, email be.mac@macmillan.org.uk

Brand
If you receive any feedback about our advertising campaigns or would like to share with us your own opinions, please email notalonedecampaign@macmillan.org.uk

Campaigns
To find out more about our campaigning work, or to discuss how you’d like to get involved, please contact the Campaigns team on 020 7091 2160 or at campaigns@macmillan.org.uk

Cancer Voices
To contact our Cancer Voices team please call 020 7091 2187 or email cancervoices@macmillan.org.uk. You can also contact your local Macmillan involvement coordinator.

Fundraising and giving back
If you, the people you support or their family and friends have any questions about our fundraising activities, want to contact your regional fundraising team or would like to find out how to give something back, please contact us on 0300 1000 200.

Grants for people with cancer
To request an application form, or if you have any questions, please email macmillangrants@macmillan.org.uk or call 020 7840 7874.

LearnZone
If you have any questions or need support when using the LearnZone, please email learnzone@macmillan.org.uk

Macmillan Support Line
To speak to a cancer support specialist, benefits adviser, financial guide or cancer information nurse specialist, call the Macmillan Support Line on 0808 808 00 00. The service is open Monday to Friday, 9am to 8pm, and all calls are free from landlines and mobiles. Textphone 0808 808 0121, or Text Relay is available for the hard of hearing.

Marketing
If you have any questions or comments about our Mac Voice magazine or Mac Mail, please contact marketing@macmillan.org.uk

Mobile information and support services
To learn more about our mobile services, their tour dates and locations, and how you can join a service for the day, please get in touch with your local Mobile Information and Support team. You can find their contact details at macmillan.org.uk/mobileinfo

Self-help and support groups
To find a local self-help and support group, search our online directory at macmillan.org.uk/supportgroups or call 0808 808 00 00. You can also speak to your local Macmillan involvement coordinator.
Volunteering
If you have any questions about volunteering, contact the Volunteering team at volsystemguidance@macmillan.org.uk. You can also speak to your regional volunteering adviser.

Working together
If you have any comments on how we can improve the ways we work with you. Please email professionalengagement@macmillan.org.uk.

Alumni
If you are interested in joining the Alumni, contact the Alumni team at alumni@macmillan.org.uk.

Your Macmillan development manager will provide you with your list of regional team contacts. You can also find them on macmillan.org.uk/professionals.

As a Macmillan professional, you know cancer doesn’t just affect the people you support physically. It can affect everything – their relationships, finances, work. But you may feel like there aren’t enough hours in the day to spend as long as you’d like with them, or to answer all their questions.

We want to work with you to help you provide the best treatment and care to as many people as possible. So as well as giving you opportunities to develop and learn, we’re here to provide extra support to all the people with cancer you help, and their loved ones too.

Whether it’s offering benefits advice, guidance on returning to work, or help with making plans for their future care, we can help you give them the support they need to feel more in control of their lives. Right from the moment they’re diagnosed, through treatment and beyond.

Visit macmillan.org.uk/profs to find out more about how we can support you and the people you help.