

**Whoever you are,
whatever it takes**

**Macmillan Cancer Support
2024 Overview**

Macmillan Coffee Morning

What did life look like for people living with cancer in 2024?

Nathaniel, a much-loved primary school music teacher, has been living with incurable bowel cancer since 2022.

Here's his story in his own words:

// When life suddenly became completely uncertain, all the information I could possibly want was at my fingertips. What could I expect from treatment? Could I still go to work? How could I go about telling my friends and family? A Macmillan nurse on the Support Line talked me through the options in plain English. And as soon as I was pronounced 'terminal' a benefits advisor was on hand to help with the paperwork, and I received my first PIP within two weeks. It wasn't until this came through that I realised how much of a safety net and sense of reassurance I got out of this simple admin task. Were it not for Macmillan, I wouldn't have even known I was eligible.

Macmillan supported me to get my head around what it's like to be a dying man yet still have to face long waits for NHS treatments. At the end of 2022, I was on an 18-month waiting list for counselling and Macmillan provided a dozen weekly sessions in which I was able to process what was happening to me as my world was turned upside down.

Though I stand in ever hopeful defiance, I have recently been told I am in my last year of life.



It's strange for someone who will do well to reach his 40th birthday to feel, but I have been very lucky to be able to do quite a lot of living post-diagnosis. This has included a number of adventures that have led to a fundraising drive for Macmillan that is fast approaching £40,000. While research around cancer is vitally important and I live in hope that more and more people can avoid ending up like me, it is Macmillan who really are there for people living with cancer and their loved ones. This is why I am beyond proud to support this wonderful charity. Thank you, team Macmillan, for everything you do. //

2024 at a glance

In 2024 we were there for millions of people affected by cancer. Our nurses and advisers were just an email, message or phone call away. Our Macmillan Professionals worked on wards and in clinics right across the UK. Our Online Community was active 24 hours a day, 365 days a year.

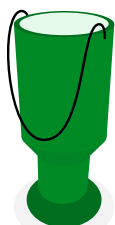
Macmillan is here for everyone with cancer in the UK. And 2024 shows how our commitment to that will never change.



£150.4 million

We spent £150.4 million on supporting people living with and affected by cancer.

89% of people who had support from Macmillan gave us a highly positive rating, with 73% rating our support as 10 out of 10.



£239.7 million

We raised £239.7 million thanks to the generosity of our amazing supporters – this was 98% of our total income.



2.4 million

In total, we reached 2.4 million people affected by cancer across the UK in 2024.

We continued to grow the amount of cancer information we provide in accessible formats, and in 2024 we saw:

Informações sobre câncer

- More than 14,000 downloads and orders of our easy read cancer information.
- More than 11,000 downloads of our translated information
- More than 2,200 plays of our audio book cancer information.



65,000 assessments

We supported health and social care professionals to deliver one or more electronic holistic needs assessments (eHNA) to more than 65,000 people with cancer, an 11% increase from 2023. An eHNA helps identify what someone living with cancer needs during their cancer journey and if needed will be followed by a care plan that sets out what support will be put in place to meet these needs.



484,000 supported

We supported 484,000 people living with cancer with information and support

about their diagnosis, treatment and care, via our telephone Support Line, information centres, Online Community, website, email support and telephone Buddies service – this is a 21% increase compared with 2023 (401,000).

This includes more than a quarter of a million people with cancer (286,000) who found support through our Online Community, which is more than double the same number as in 2023 (138,000 people with cancer).



It also includes more than 105,000 people with cancer who visited one of our Macmillan information centres at hospitals and community settings across the UK, which is a 9% increase on 2023 (97,000 people with cancer).

Keep going!



Team Macmillan!

11,000 volunteers

Our brilliant community of more than 11,000 volunteers gave more than 100,000 hours of their time.

How we raised our money

Our mission to do whatever it takes to help people living with cancer is only made possible by those who support us.

In 2024, 98% of our income came from the hundreds of thousands of people across the UK who donated money to support the vital work we do for people living with cancer in the UK.

In recent years, following the impact of soaring inflation and the cost of living crisis as well as the changing fundraising landscape as a result of the COVID-19 pandemic, it has become harder for Macmillan, and other charities like us, to maintain the same level of income as we had in previous years. However, thanks to the continued dedication of our supporters who held Coffee Mornings, hiked, ran or generously pledged a gift in their will, alongside our corporate partners who continued to rally their teams and customers to raise vital funds, our income has restored itself to pre-COVID levels.



£243.9 million

We raised £243.9 million in 2024 from our incredible supporters, grant income and income from charitable activities.

Our challenge events fundraising portfolio which includes events like our popular Mighty Hikes series exceeded £30 million for the first time in its history, achieving £31.2 million.



How we spent our money

2024 was a transformative year for Macmillan, which saw the development of our new strategy, changes to the way we work and reshaping the organisation to ensure we have the greatest impact for people with cancer. In parallel, we reset spending to ensure a stable long-term financial position in the context of a challenging external environment.

Our top priority continues to be to ensure the money we raise has as much impact as possible for people living with cancer.

As part of our new strategy, we will keep investing in our Macmillan nurses and professionals, our flagship services, information and support, as well as developing the ways we offer it, so more people around the UK can get the help they desperately need.

We'll ensure that donations have lasting impact for the future as well as helping people right now with their worries about cancer.



£106 million

In 2024, we received gifts from 2,939 people who kindly chose for Macmillan to be part of their legacy, resulting in a record-breaking total of £106 million gifted to Macmillan through gifts in wills last year.

£17.1 million

Our flagship fundraising event, Macmillan Coffee Morning, raised £17.1 million in 2024, an increase from £16.8 million in 2023.



£150.4 million



We spent a total of £150.4 million on charitable activities in 2024. This includes:

Spending £38.0 million on providing vital information and support, to help people make important decisions about their treatment and care.



Funding and supporting a range of health and social care professionals totalling £31.4 million.



Always there for whatever you need: Macmillan's Support Line

"I started training as a nurse in 1984 working on various wards which led me to develop a special interest in cancer care. I worked as a nurse in the NHS for 38 years including supporting prostate cancer patients for 11 years followed by my role as a Macmillan Colorectal Cancer/Stoma Nurse Specialist. I joined the Macmillan Support Line in 2022.

I am one of approximately 70 nurses working on the Support Line. Everyone has extensive experience and a huge wealth of knowledge that we use to support those who contact us, for whatever questions they have or support they need in that moment.

Macmillan's Support Line is there for people with cancer and their loved ones via the phone, webchat, emails and our Online Community 'Ask a Nurse' forum. We provide whatever support people need: from empowering them with information, sharing clear guidance and signposting to further resources, or helping them understand what is happening, to providing emotional support and being a listening ear when they need it the most. Every contact is totally unique, and we tailor our information and support in the way each person needs it.

The Macmillan Support Line is open 365 days a year, 8am to 8pm. It's a safe, confidential space with a specialist on the end of the line who can provide support, listen and help in any way that they can. As well as our team of nurses, the Macmillan Support Line also has cancer information advisers and money advisers who provide additional vital support.

To be able to know that we can support someone from afar, even though we are strangers, is hugely rewarding and provides great job satisfaction. I've loved all my nursing, and I can genuinely say it's a privilege to carry out my present role as a Macmillan Cancer Information Nurse Specialist and be able to help support people with cancer and their loved ones every day."



Tricia Timms is a Cancer Information Nurse Specialist on Macmillan's Support Line.

Facilitating peer-to-peer community and support through our Online Community

Our Online Community is an online cancer forum for people with cancer, as well as their loved ones and carers. It's a vital service where people can connect with others, share their experiences and provide support to others at any time of the day or night, 365 days a year.

In 2024, more than a quarter of a million people with cancer (286,000) found support through our Online Community, which is more than double the same number as in 2023 (138,000 people with cancer).

Here's how the community has supported people like Brian:



"My lovely Macmillan Nurse, whilst giving me my first hormone injection, suggested I join the Online Community for support. Although I don't use social media, I joined. I found the prostate cancer forum members to be a great bunch and soon made plenty of friends. In the Prostate cancer forum, we know when to be serious and when to have a laugh. We all rally round to help and support both new and regularly active members.

People often ask me how I have managed to get through three years on hormone therapy with all the side effects. The answer is simple - I always look on the bright side of everything. It's been a hard three years but laughing (quite often at myself), has made it easier to cope with. For me, I believe a smile, a laugh, and a positive attitude is half the battle.

I would like to thank all the Community members in the Prostate cancer forum and to those I have met on other forums for helping me in my own journey. Everyone who contributes makes Macmillan's Online Community the success it is."

Brian

Working with governments to transform cancer care

At Macmillan we know that cancer care has led the way before in changing the healthcare system for the better. We have driven the creation of Cancer Nurse Specialist roles. We've developed groundbreaking tools like electronic Holistic Needs Assessments and new ways of measuring what people with cancer think of the care they receive.

Together, with politicians and our partners, we are working to transform cancer care once again, for a more hopeful future for people with cancer and their loved ones.

In **England**, the new UK Government invited us to be a member of their Expert Reference Group helping to shape the Darzi report – a whirlwind review that offered a raw and honest assessment of NHS performance in England to help inform a new 10 Year Plan for Health.

We called for cancer care to treat everyone equally. We called for cancer care to be shaped by the lived experiences of people with cancer and personalised to meet people's individual needs. And we called for cancer care to be led by a workforce provided with the right skills, capacity and resources to do the job.



In **Scotland**, we continued our ongoing campaign to improve cancer treatment waiting times. Speaking to the Scottish Parliament's Health, Social Care and Sport Committee, we outlined how one of the existing cancer waiting time targets had not been met for 12 years. We highlighted the anxiety created for people through delays to their diagnosis and treatment.

In **Wales**, we took our call for personalised care to the Senedd's Health and Social Care Committee. Our evidence focused on the importance of holistic needs assessments – a tool for making sure people get care plans that are shaped to their individual needs.

And in **Northern Ireland**, we helped launch a new Cancer Charities Coalition. Starting with six founding members, the coalition now includes 36 cancer charities. The group is dedicated to giving a voice to people with cancer and holding the Northern Ireland Executive to account on the delivery of its national cancer strategy.

Shaping care to the needs of ethnically diverse communities

People from ethnically diverse backgrounds often report poorer overall experiences of their cancer care. These communities may be facing gaps in culturally appropriate support, social issues such as deprivation, or additional barriers such as cultural taboos. In partnership with local communities, we are developing a network of community volunteers who can encourage more open conversations about cancer and ensure people get the culturally appropriate support they need so that no one with cancer gets left behind.

The Community Connectors project is just one new local initiative helping to tackle the inequity that exists in cancer care. Supported by a grant from Macmillan, this 2.5-year project employs a manager and five new Community Connectors to reduce health inequity, increase people's understanding of cancer, and help improve outcomes and people's experiences of cancer care by helping people to get the personalised support they need.

Working across Sandwell, the Black Country and west Birmingham, the project brings together a community-led partnership between Macmillan and the Bangladesh Islamic Association Smethwick, the Nishkam Civic Association, the West Bromwich African Caribbean Resource Centre, the Yemeni Community Association in Sandwell, and the Black Country Integrated Care Board.



Community Connectors project launch

Creating cancer champions within the LGBTQ+ community in Northern Ireland

There is currently no dedicated LGBTQ+ support across Northern Ireland when it comes to cancer care, and the community faces distinct challenges. There is a lack of consistency in how healthcare systems in Northern Ireland (and across the UK) record sexual orientation and gender identity, meaning targeted cancer prevention and screening programmes for the LGBTQ+ community are difficult. There is also evidence to suggest the uptake of cancer screening may be lower among some people who are LGBTQ+ in the UK, which can lead to cancers being diagnosed later than they should be.

The Rainbow Project is the largest fully inclusive LGBTQIA+ organisation in Northern Ireland. By working in partnership with them, we hope to address the healthcare inequities faced by people from the LGBTQ+ community who are living with or have been affected by cancer.

Launched in August 2024 as part of our Cancer Champions initiative, the Rainbow Project has employed six staff based in Belfast and Derry, who are providing support throughout Northern Ireland.

The team is now focusing on improving people's knowledge of cancer, identifying and reducing barriers to screening and treatment, and encouraging people affected by cancer to share their stories in their own words to help improve local service delivery for others. They will also be engaging with healthcare providers and screening services to raise awareness of the issues facing the LGBTQ+ community, by delivering Sexual Orientation and Awareness Training.



Fiona was diagnosed with a rare thyroid cancer in 2016, and now volunteers for the Rainbow Project and the Cancer Experience Panel in Northern Ireland, sharing her story to support others.

Cancer Champions

The Rainbow Project is part of our Cancer Champions programme – a series of community-led projects that are now live, right across the UK. The projects are led by our community partners, all of which are organisations who are well known and highly trusted within the communities they represent. The communities range from farming and fishing to faith groups.

Together, we aim to recruit a network of community volunteers, Cancer Champions, who can support local conversations about cancer, reduce barriers to cancer care and support, and put the lived experiences of people with cancer at the heart of each project. By working with them, we aim to find new ways of making sure that everyone with cancer, no matter who they are or where they live, can get the information, care and support they need.

Celebrating and inspiring excellent cancer care

We know just how big a difference Macmillan Professionals make to the lives of people living with cancer.

In 2024, we estimate that our Macmillan nurses, support workers and palliative care nurses reached approximately 700,000 people living with cancer as they went through diagnosis, treatment, follow-up or end-of-life care. It's why we're committed to increasing our community of Macmillan Professionals in the future.

Our professionals go above and beyond, and the Macmillan Professionals Excellence Awards are an opportunity to celebrate their exceptional achievements.

The awards recognise those who have developed innovative new approaches, improved support, helped deliver more seamless care and the unsung heroes who every day are out there doing whatever it takes. The awards help inspire excellence and raise standards across the cancer workforce.

A few of our finalists from 2024 include:

Anthony Thomas, Macmillan Neuroendocrine Cancer Clinical Nurse Specialist, Calderdale and Huddersfield NHS.

Anthony has led a relentless campaign to establish a specialist neuroendocrine tumour service to address the growing needs of patients with this rare and underrepresented form of cancer.

His efforts have improved patient care, streamlined diagnostics, and raised awareness of the complexities of neuroendocrine tumours among healthcare professionals.

"Every single person with cancer should have access to an equitable service. I'm just aiming to give people with neuroendocrine tumours the care that they are entitled to."

Anthony Thomas



Deaf Cancer Support Project with Self Help UK.

The national partnership between Self Help UK and Macmillan aims to transform care for Deaf people with cancer who often struggle to access the vital support they need. Run by members of the Deaf community, for members of the Deaf community, the innovative service provides a range of practical and emotional support.

"Being an award finalist at the Macmillan Awards as part of the Deaf Cancer Support Project is indeed a remarkable achievement. It underscores the importance of creating specialised, accessible services for deaf individuals dealing with cancer – who often face additional barriers in healthcare communication and support."

**Claire Adshead,
Deaf Cancer Support Manager**



East Dunbartonshire Improving the Cancer Journey Team, Greater Glasgow and Clyde NHS Trust.

The East Dunbartonshire Macmillan Improving the Cancer Journey (ICJ) Team has pioneered a first-of-its-kind service at Low Moss prison, where cancer wellbeing practitioners provide vital support to inmates affected by cancer.

The service supports both inmates and their families, working to break down barriers, reduce stigma, and ensure equitable access to compassionate cancer care.

"We give prisoners time to speak candidly about their fears and worries, and each meeting opens up so many avenues for conversation. They are at a very vulnerable stage in their life, and we let them know that they're not alone."

**Connie Williamson,
Macmillan ICJ Programme Manager**



Investing in innovation to transform cancer care for the future

Funding the new and supporting the 'never-done-before' can lead to improvements right across cancer care, helping us in our mission to reach everyone with cancer.

Social investing at Macmillan means we provide upfront financial support to projects that have the potential to improve the wider healthcare system and ensure people with cancer receive better care. Once the projects have been delivered, Macmillan is paid back the money which can then be reinvested elsewhere to help benefit even more people with cancer.

For some people with cancer, the thing that matters most is being able to die with dignity and respect, in the place of their choosing. That is why 2024 saw us continue to harness the power of social investment to help transform end of life care services across the UK, working in partnership with non-profit enterprise Social Finance.

This included a new Locality Team Service launched in May through St Luke's Hospice in Essex and the Harrogate End of Life Planning & Support Service (HELPSS) launched in August. More projects will be launched across the UK in the future, including our first investment of its kind in Wales.

Across every investment, patients and their carers are actively involved in the co-design of the services and remain on hand to help advise on improvements to service delivery. And across every investment, we continue to address health inequities, factoring in issues like ethnicity, disability and rurality to make sure everyone can access the support they need.

We've supported more than 5,000 people at the end of life with new services between January 2022 and December 2024.

We plan to invest a total of £36 million into End of Life Care services, with £12.7 million spent so far.



Craig and his Nana Liz, who was supported by the Palliative Care Response Service (PCRS).

"We're hugely grateful to the Palliative Care Response Service and Palliative Care Helpline for helping Nana to remain at home, where she wanted to be. She was in control the whole time, and that was so important to her. Having the care team on hand meant we could be there for her as a family rather than her carers. Not that she'd have let us do anything for her though. She was independent until the end, and she'd have wanted it no other way."







Our 2025–2030 strategy

The number of people being diagnosed and living with cancer in the UK is growing. Cancer turns lives upside down, and sadly we know that it can be made worse simply because of who you are or where you live. We're here to change that – and our new 2025–2030 strategy will help us to do it.

Through our new strategy, we will get everyone the best possible care today and spark a revolution in cancer care for the future.

We commit to doing whatever it takes to help more people with cancer get the best care the UK has to offer, whoever and wherever they are. And we commit to helping everyone living with cancer in the UK to get the support they need right now, while transforming cancer care for everyone who will be diagnosed in the future as well.

We will focus on the following key areas of work over the next five years to keep us on track to fulfilling our ambition:

 Reach everyone, especially those who need us most	Too many people in the UK aren't getting the cancer care they need. Often, they're the ones who need us most. We must change how we support people with cancer, so we can stay on hand for everyone, while being a real force for good for those having the toughest times.
 Make cancer care fair for everyone	Right now, too many people are hit harder by their cancer diagnosis or left behind by services because of who they are. The differences between the very best and very worst care are unacceptable – we must change this.
 Offer better support for people who have cancer and other long-term conditions	Many people with cancer have other needs or health problems too. Arthritis, anxiety, hearing loss, diabetes and many other conditions make a difference to how cancer impacts them and the help they need. The NHS isn't joined up enough to offer more personalised care, so we must go further to get to know each person with cancer and get the right care for them. We'll look beyond their cancer diagnosis to other long-term conditions that affect their lives to offer the care they need.
 Better care everywhere	Too many people aren't getting the treatment or support they need because it isn't available where they live, or it's only available for certain types of cancer. We must work with others to make sure everyone across the UK has access to the same level of care.
 Build public support	We will inspire and galvanise people through our charitable work to share their time, voice, and money with us to help us deliver care and support across the UK.
 Improve how we work	We will ensure our organisation is set up and operating efficiently and effectively to help us deliver our strategy and have real impact for the lives of people living with cancer.

A note from our Chief Executive

No one should underestimate the scale of the challenge facing cancer care in the UK.

In 2024, we saw a difficult financial environment; a Westminster government review that concluded the NHS 'is broken'; and a cancer care system continuing to struggle.

We saw people waiting too long for diagnosis and treatment. People lost in a complex care system that doesn't meet their personal needs. And we saw people being left behind – struggling to access the care they need, simply because of who they are or where they live.

As we always do, Macmillan dug deep and met those challenges head on. In 2024 we were there for millions of people affected by cancer, over the phone, online and face to face.

And in 2024, as we've done for over 100 years, we continued our tireless pursuit of "betterness" in cancer care.

We evolved once again. We developed a bold new strategy. It was shaped by the views and experiences of thousands of people living with cancer, healthcare professionals, partners, colleagues, volunteers and other experts.

We made some difficult decisions. We focused what we do, and how we do it, to have the most impact. In doing so, we were able to combine greater ambition with a stable financial position that will allow us to build for the future.

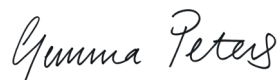
2025 will be the start of a defining new chapter in Macmillan's history.

We will continue to be there for everyone with cancer who needs us. That will never change. We will do more in the places where people need us the most – developing new tools to help focus our work on the communities who experience the worst outcomes. We will do more to inspire, encourage and support the pioneers who can make big advances in cancer care.

We will help make cancer care fair, for everyone, no matter who they are or where they live – working with trusted community partners to help build cancer awareness and support. We will deliver on our unwavering commitment to Equity, Diversity and Inclusion.

We are all different, with a unique set of individual needs. The care people receive should reflect this.

We will dare to imagine, then work to deliver, a world in which everyone with cancer across the UK gets the best care available – and where no one is left behind.



Gemma Peters
Chief Executive



Macmillan Cancer Support has spent more than 100 years helping people living with cancer. We know that cancer can disrupt your whole life. And it can be made worse simply because of who you are and where you live. But we're here to change that. The number of people diagnosed with cancer is growing, and every one of them needs the best support to meet their unique needs. That's why we'll do whatever it takes to help everyone living with cancer across the UK get the support they need right now and transform cancer care for everyone who will be diagnosed in the future.

**To donate, volunteer, raise money or campaign with us, call 0300 1000 200
or visit macmillan.org.uk**

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