



**MACMILLAN
CANCER SUPPORT**

Macmillan Cancer Support

2025 Highlights

Caafi Health Macmillan Cancer Champions offer help and support to people living in inner-city Bristol.

2025 at a glance

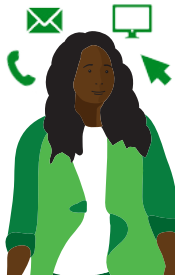
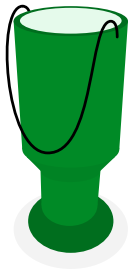
£112 million

The Welfare Rights Team on our Support Line helped identify around £112 million in potential welfare benefits that around 13,200 people affected by cancer could be eligible for.



£265.4 million

Thanks to the generosity of our supporters, we raised £265.4 million, our highest fundraised income on record.



of our information and support services, including our Support Line, information centres, Online Community, website, email support and Buddies service.

476,000 supported

We supported almost half a million people living with cancer via one or more



50,000 Coffee Mornings

Our incredible supporters hosted close to 50,000 Coffee Mornings, raising almost £17 million.



31,000 volunteers

Our brilliant community of more than 31,000 volunteers gave more than 103,000 hours of their time.



11,000 professionals

We grew our community of Macmillan professionals to more than 11,000 cancer experts across the UK.



£15 million

More than 29,000 Mighty Hikers helped us raise almost £15 million.

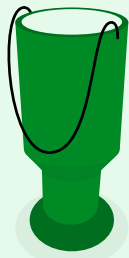


How we raised our money

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

99%

of our total 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.



£129.3 million

raised through gifts in wills from 3,076 supporters who kindly chose to leave a gift to Macmillan – another record-breaking year for legacy income.

£4 million

raised through our partnership with Greene King in 2025, culminating in reaching an incredible milestone of £25 million since our partnership began in 2012.

£268.4 million

raised in 2025 from our superb supporters, income from charitable activities, grant income and investment income.



£22.4 million

The largest legacy gift in Macmillan's history, generously left by Mr George Gerald Kingsland Smith, to express his appreciation for the kindness and support his mother received from Macmillan nurses in the late 1990s.



£16.9 million

raised through almost 50,000 Coffee Mornings hosted across the UK in 2025 as it celebrated its 35th anniversary.

How we spent our money

In 2025, we continued investing in vital support services today while helping shape the future of cancer care across the UK.

£145.2 million



paid out to help people with cancer.

£100.1 million



spent providing support to people living with and affected by cancer, including through our Grants, Support Line and Information & Support Centres.

£13.1 million

spent supporting our community of Macmillan professionals to deliver best practice cancer care through professional development grants, regional conferences and learning and development courses.



£42.1 million

committed to three new neighbourhood projects and 6 new end of life care services over the next 3–6 years, to provide proactive support to people closer to home.

£3.5 million

By the end of 2025, we had received approval in principle to make two further investments into our Macmillan Ventures Fund, fully committing our £3.5 million impact investment pilot fund.



How we supported people with cancer in 2025

The number of people living with cancer in the UK is rising, and too many people still face unequal experiences and outcomes. Macmillan's services are there for people living with cancer every step of the way — through diagnosis, treatment and beyond.



Macmillan Buddies

Provided more than 17,000 sessions of emotional support to around 3,800 people living with cancer across the UK, helping people feel less alone through regular one-to-one conversations.

New financial grants trial in North East England

In 2025, we launched a new grants pilot, providing one-off £350 grants to over 500 people living with cancer in one of the most deprived geographical areas in England. Following its success, we will be expanding this grant offer to more areas across the UK in 2026.



Macmillan Support Line

In 2025, our Support Line teams supported 90,000 people affected by cancer through phone, email, and webchat, offering practical, emotional and financial guidance when people needed it most.

Online Community

In 2025 almost 350,000 people with cancer found support through the Online Community, a 22% increase compared with the previous year.

“The Online Community has been a lifeline for me. Hearing from people going through similar experiences, shared with honesty and humour, has helped me make sense of my prostate cancer and its side effects.”

Steve, Online Community service user



How we supported people with cancer in 2025

New WhatsApp support service

In 2025, we piloted support through WhatsApp to help people access emotional support in ways that work for them. Early feedback showed the service helped people feel more supported and able to discuss the emotional impact of cancer.



Electronic Holistic Needs Assessments platform

In 2025, the 500,000th care plan was completed through Macmillan's electronic Holistic Needs Assessment platform, helping ensure more people receive personalised care tailored to their individual needs and circumstances.



Trusted health information

Macmillan's cancer information and support webpages were viewed more than 12 million times in 2025.

“To help make sure Macmillan's information is accurate, easy to understand and reflects current practice, we involve expert professionals as well as people with lived experience.”

Sue Green, Cancer Information Development Nurse



The impact of our services

In 2025, Macmillan supported 476,000 people living with cancer through one or more of our information and support services. More than 85% of people who had support from Macmillan gave us a highly positive rating, with 70% rating our support as 10 out of 10.

Carrol felt lost after being diagnosed with triple negative breast cancer in December 2024.

“That's when I turned to the Macmillan Support Line. I am now a complete convert. It was brilliant and you can be really honest with them. A piece of advice I would give anyone going through cancer is to seek support early. Phone the Macmillan Support Line as soon as you get diagnosed. I'm also a fan of the website.”



Doug was supported through the Macmillan Buddies service after being diagnosed with incurable kidney cancer.

“To be able to talk about it, it does me good. I think I picked up a leaflet and I saw this Buddy service. I thought, yeah, this sounds perfect for me. It just gives you that environment to speak openly. There were times when I cried on those calls as well. It's a very emotional subject.”



Mohammad was living an active life with his young family when he was diagnosed with bowel cancer in 2021, after months of misdiagnosis.

“When I was going through treatment and spending long periods in hospital, the Macmillan Support Line were just so kind and they never rushed me. When I came home, I felt lost and didn't recognise the person in the mirror, but Macmillan helped me grieve my former self and reshape who I am today.”



Building a stronger cancer workforce

Macmillan professionals play a vital role in helping people living with cancer receive more personalised, compassionate and holistic care. Working across hospitals, community services and primary care, they support people through diagnosis, treatment and beyond.

In 2025, we continued to grow our Macmillan professional community, helping extend support into more communities and care settings across the UK.



Growing the Macmillan professional community

- 11,100+ Macmillan professionals across the UK
- 1,300+ new professionals joined through our updated adoption model in 2025
- 4,000+ Boots Macmillan professionals supporting people in local communities

"Being part of the Macmillan community has strengthened our ability to support patients beyond treatment, giving us access to education, resources and trusted information we can share."

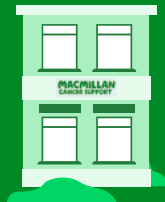
Clinical Research Oncology Trials Team at Kent
Oncology Centre, Maidstone Hospital

Sparking a revolution in cancer care

130+ people attended Macmillan-led cancer care engagement events in 2025



£23.2 million committed to local neighbourhood transformation projects across the UK



£1.2 million invested in four cutting-edge cancer care innovations



While we continue to provide vital support for people affected by cancer right now, we are also working to transform the future cancer care as well – to make it fairer for everyone.

In 2025, we worked with governments, community organisations, healthcare partners and innovators to help improve cancer care, reduce inequities and bring support closer to home.

Helping shape cancer policy

We helped ensure the voices of people living with cancer were reflected in the development of England's new National Cancer Plan through community engagement events held across the UK.

Bringing support closer to home

We continued investing in care that is designed and delivered around a local area. Bringing together health, social care, and community partners so people can access support close to home and earlier.

Investing in the future of cancer care

With support from our Frontier Funders Club, we invested in pioneering cancer care innovations helping improve diagnosis, treatment and personalised support.

Supporting communities across the UK

In Northern Ireland, we partnered with the Department of Health to launch a new £2 million Cancer Charities Grant Scheme to strengthen community-based support, with funding committed to community projects in 2026.

In Wales, we brought together voices from across the healthcare system to better understand what needs to change and where innovative ideas could make the greatest difference for people with cancer.

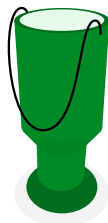
In Scotland, almost every region is now covered by a local 'Improving the Cancer Journey' service, funded by Macmillan in partnership with the Scottish Government, to ensure people receive care and support tailored to their personal needs, beyond their clinical treatment.

“Thank you for putting in place the services that have helped me - I wouldn't have known where to start or who to contact. Now I am able to focus on my health instead of worrying.”

Improving the Cancer Journey service user

How people support us

Thanks to the incredible generosity of our supporters, 2025 was a record-breaking year for Macmillan. From fundraising events and gifts in wills to corporate partnerships and volunteering, hundreds of thousands of people came together to help us support people living with cancer across the UK.



**£265.4 million
raised in 2025**

**Our highest ever
fundraised income**

**Almost
650,000**

**people fundraised or
donated to Macmillan in 2025**



**3,076 legacies from
gifts in wills, totalling
£129.3 million**

**Another record-breaking year for
legacy income**

£22.4 million

**Our highest ever legacy gift on record,
generously left to us by Mr George Gerald
Kingsland Smith**



**35th anniversary of Macmillan Coffee Morning with Wes Streeting,
Former Secretary of State for Health and Social Care**

Coffee Morning turns 35

**In 2025, our flagship Coffee Morning
celebrated its 35th anniversary, with
supporters hosting almost 50,000 Coffee
Mornings and raising nearly £17 million
for people living with cancer.**

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Nicole, Karen, and Jacqueline volunteering at the Northumberland Coast Mighty Hike.



In partnership with talkSPORT, Toolstation and Greene King we raised awareness of the importance of men talking about their health.

A record year for Mighty Hikes

More than 29,000 people took part in Mighty Hikes in 2025 – our biggest year yet for the challenge event series – raising almost £15 million.

"Having taken part in three Mighty Hikes previously, we saw first-hand the difference volunteers make – the help and support is amazing. This inspired me to volunteer at the Northumberland Coast Mighty Hike in 2025 – we cheered, shouted and danced all day and I can't wait to do it all again this year."

Jacqueline

Supporting Macmillan through partnerships

Our corporate partners, including Greene King, Boots, cardfactory, Toolstation and more, donated more than £15 million in 2025, helping us continue providing vital support for people living with cancer and their families.

A note from our Chief Executive, Gemma Peters

2025 was a year of meaningful progress for Macmillan Cancer Support. A year in which we strengthened today's support while laying the groundwork for tomorrow's transformation.

Across the UK, more people than ever are living with cancer. Behind every statistic is a person navigating treatment, finances, work, family life and uncertainty about what comes next. In 2025, nearly half a million people with cancer turned to Macmillan for practical, emotional and financial support. We were there through our services, our community partnerships and our growing network of Macmillan professionals delivering compassionate, patient-centred care.

This was the first full year of delivering our new strategy. Throughout the year, we tested new approaches, strengthened community partnerships and helped shape the future direction of cancer care across the UK. We also deepened our relationships with governments across all four nations and played an influential role in shaping cancer policy, including the Cancer Plan for England.

2025 was also a year of remarkable support. Thanks to our supporters, we raised £265.4 million – the highest fundraised income in our history. Achieving this in a challenging economic climate is humbling and reflects the incredible commitment people continue to show towards improving the lives of people living with cancer.

Because of the foundations laid in 2025, we enter 2026 with confidence and ambition. We will continue working to make cancer care more personalised, equitable and accessible, while reaching more people through our services and partnerships.

Together with our supporters, partners, professionals and volunteers, we are not only responding to today's needs – we are helping shape the future of cancer care across the UK.

Gemma Peters

Want to find out more?

Explore our full Annual Report for more detail on our work, impact and the difference we've made together.

macmillan.org.uk/annualreport



Gemma Peters
Chief Executive Officer

Our plans for the future

In 2026, we will continue to deliver vital support for people living with cancer today, while building on the progress made in 2025 to help shape a cancer care system that works better for everyone.



1. Reach everyone

We will expand and grow our community of Macmillan professionals, ensuring more people experience better care and increasing referrals to our services.

We will make our services better connected, easier to navigate and more efficient so we can improve support for those who need us most and deliver more tailored support

for marginalised communities.

By 2030, our ambition is:

- More than 825,000 people living with cancer accessing Macmillan services each year.
- 40,000 Macmillan professionals helping improve cancer care and experiences across the UK.



3. Build public support

We will increase our income by strengthening relationships with current supporters and inspiring new people to get involved.

We will launch a new marketing strategy and brand campaign to help more

people understand who we are, why we exist and how we can support them.

By 2030, our ambition is:

- To grow our fundraised income to at least £280 million per year.



2. Spark a revolution in cancer care

We will work in partnership with community groups, health and care systems and other organisations to help bring more personalised, holistic care closer to home.

We will roll out our new Regional Lead Model for community-based financial wellbeing advice and support, reaching 75,000 people affected by cancer across the UK in 2026.

By 2030, our ambition is:

- To have reached 300,000 people with local support through community partnerships.
- To have demonstrated change at scale through investment in neighbourhood projects across the UK.



4. How we work

We will continue building an inclusive, high-performing culture where everyone can do their best work for people living with cancer.

We will ensure our colleagues and partners have the right skills and tools to do their best work for people living with cancer.

Find out more

Learn more about Macmillan's work, how we support people living with cancer and how you can get involved.



Get support

Information and support for people living with cancer, their families, friends and carers.

macmillan.org.uk/getsupport



Volunteer for Macmillan

Whether it's minutes or months, hours or days, the time you give means someone affected by cancer doesn't face it alone.

macmillan.org.uk/volunteering



Online Community

Talk to others impacted by cancer, share experiences, and ask Macmillan advisers your questions.

macmillan.org.uk/community



Donate to Macmillan

Leave a gift in your will or make a donation to Macmillan to help make cancer care fair for everyone.

macmillan.org.uk/donate



Fundraise for Macmillan

From Coffee Morning to Mighty Hikes, find out how you can support people living with cancer.

macmillan.org.uk/fundraise



Become a corporate partner

Partner with Macmillan to grow your brand and help make a difference for people living with cancer across the UK.

macmillan.org.uk/corporatepartners

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**

Macmillan Cancer Support, registered charity in England and Wales (261017), Scotland (SC039907) and the Isle of Man (604). Also operating in Northern Ireland. A company limited by guarantee, registered in England and Wales, company number 2400969. Isle of Man company number 4694F. Registered office: Macmillan Cancer Support, 3rd Floor, Bronze Building, The Forge, 105 Sumner Street, London SE1 9HZ. VAT no: 668265007. MAC20342_DigOverview

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