Macmillan Cancer Support
Financial overview 2010

CREATING A BRIGHTER FUTURE

WE ARE MACMILLAN. CANCER SUPPORT.
ABOUT US

Our ambition is to reach and improve the lives of everyone living with cancer and inspire millions of others to do the same.

A cancer diagnosis can have a devastating impact on people’s lives, turning everything upside down. People with cancer often feel anxiety and fear and struggle to deal with the effects of their treatment. They also have to juggle the financial and emotional impact of living with cancer. What’s more, their care can feel disjointed and uncoordinated and, once they return home from hospital, their ongoing needs can go unaddressed.

There are currently two million people living with cancer in the UK, a number that is set to double by 2030. For some, cancer is an acute illness, for others, it is a condition that can be cured by treatment but may have lasting side effects. And, for those with advanced cancer, it is something that requires specialist support so that they can live as active a life as possible and then die in the manner that they choose.

Macmillan is here to support people from the point they suspect they might have cancer. We’re here through active treatment and while they are living with the side effects. We’re also here for those who, sadly, die of cancer.

With the help of our supporters, professionals and volunteers, we aim to make it a reality that everyone living with cancer gets the right support when, where and how they need it, regardless of who they are, what type of cancer they have or where they live. We also support the families and carers of all those living with cancer.

We help people in two ways. First by being a source of support through the provision of practical, medical, emotional and financial support. Second, by being a force for change by pushing for improvements to the support people receive through their cancer journey.

Our existing supporters already do so much – we are grateful for their commitment, energy and hard work. However, we know we can’t meet the needs of the growing numbers of people living with cancer now and in the future by purely relying on existing supporters. We want to inspire millions of people to make their own contributions to reach and improve the lives of people living with cancer. We will create more opportunities for more people to give their time, skills and money.

‘My local Macmillan information centre was a huge support for me and my family. They enabled us to deal with my diagnosis in the best way possible. I also used the Macmillan Support Line for quick and accurate answers to my questions – essential as I had no additional energy to search for these. I now fundraise for Macmillan whenever I can.’

Mary, living with cancer
Despite continuing economic uncertainty, we increased our fundraised income by 8% to a record £128.5 million. Our spend on services for people living with and affected by cancer increased to a record £96.7 million.

Through services such as Macmillan healthcare professionals, grants, information materials and the Macmillan Support Line, we directly reached 1.6 million people living with cancer. And by campaigning for things such as free prescriptions and free hospital parking, we achieved our goal of reaching and improving the lives of everyone in the UK living with cancer. That’s two million people.

Our challenge now is to reach people in ever more relevant and personalised ways. We began to lay the foundations for this in 2010. We entered into an exciting new partnership with Boots – a move which will boost the presence of our services on the high street. We also launched 15 Health and Wellbeing Clinics to give information and support to people with cancer when active treatment ends. What’s more, we launched 10 service pilots with volunteers offering practical and emotional support to people with cancer. We will develop and expand upon these innovative projects in 2011.

One of our most important achievements in 2010 was the development of our medium-term strategy. We know that, despite our work, people with cancer today still don’t receive the care and support that they need. This will become more pronounced as the number of people living with cancer doubles from two million to four million by 2030. We are determined to change this – turn to page 7 to find out what we want every person living with cancer in 2030 to say about their cancer experience.

We want to work with our partners to ensure services are joined-up and focused on the needs of individuals. We want to plug the gaps in clinical nursing and create effective teams. We want to support GPs and nurses to provide the best possible cancer support in the community. We want to inspire millions of volunteers to join us. And we want everyone affected by cancer to know how to help themselves and feel confident that Macmillan is there for them.

Thanks to the generosity of our supporters and the hard work of Macmillan professionals, staff and volunteers, 2010 was another remarkable year for Macmillan.

We thank our Macmillan professionals, staff, volunteers and supporters who are the lifeblood of this special charity, and our Board of Trustees. We feel privileged to be running a charity that makes such a difference. We are happy to have the opportunity to use our centenary year, 2011, to develop even more ways to support even more people affected by cancer.
Despite continuing economic uncertainty, we increased our total income by 8% to a record £133.6 million.

**Legacies £48.1m**
The money people leave us in their wills is the biggest single source of income we have – it makes a huge difference.

**Other £5.1m**
Grants received and investment income.

**Fundraising events £18.3m**
Our events programme including national events such as World’s Biggest Coffee Morning, our challenge events programme and local and London events.

**Merchandising £1.1m**
Simple things like our Christmas cards, mugs, toys and badges add up to important income.

**Trust and corporate £17.7m**
Corporate donations including staff fundraising and sponsorship, and donations from charitable trusts.

**General donations £14.2m**
Unsolicited donations from individual members of the public.

**Direct marketing £20.1m**
This includes funds raised from letters as well as adverts that ask people for donations to support our vital work.

**Local committees £8.2m**
Funds raised by volunteers who run events and appeals for us in their local community.

**Donated services and facilities £0.8m**
Services and facilities donated by third parties.

Despite continuing economic uncertainty, we increased our total income by 8% to a record £133.6 million.
Our spend on services for people living with and affected by cancer increased to a record £96 million – that’s 18% more than in 2009.

**Healthcare**

£32.0m

Funding for our Macmillan nurses, doctors, and other health and social care professionals.

**Information and support**

£17.3m

We give people reliable information and emotional support through a wide range of materials so they can make important decisions about their cancer care.

**Financial support**

£18.5m

Our practical, everyday support includes financial advice through the Macmillan benefits advice service and Macmillan Grants. These help with the additional expense of living with cancer.

**Practical and emotional support**

£7.7m

We deliver a range of services to help people deal with the day to day practical issues of living with cancer. These include help travelling to and from hospital, shopping and gardening or emotional support through buddying or self-help and support groups.

**Learning and development**

£3.5m

We provide a range of training and development opportunities to health and social care professionals, people affected by cancer and volunteers.

**Inclusion**

£1.5m

We want everyone affected by cancer to receive the support they need no matter who they are, what type of cancer they have or where they live – we assess services on their human rights standards and campaign for equality of care. Our Cancer Voices ensure that the experience of people affected by cancer is recognised and included in the improvement of cancer services.

**Campaigning and raising awareness**

£15.5m

We raise understanding of the support that Macmillan provides so that all those who need our help know how to get the support they need. Based on what people affected by cancer tell us is important to them we raise awareness of the realities of living with cancer and campaign and influence for the changes that are needed.

**Charitable**

£96.0m

**Governance**

£0.7m

**Total charitable**

£96.7m

**Fundraising**

£35.9m

**Other**

£0.3m

**Our total expenditure**

£132.9m
There are two million people living with cancer in the UK. Through our services, we directly reached 1.6 million people in 2010 and helped others through our influencing and campaigning activities. That’s three out of four people living with cancer. We’ve worked hard to improve our reach, in 2008 we supported one in two people, and in 2006, it was one in three. We aim to make a real difference to the lives of people affected by cancer, and want to support them in ever more relevant and personalised ways.

Increasing our reach

<table>
<thead>
<tr>
<th>Year</th>
<th>Reached</th>
<th>Description</th>
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<tbody>
<tr>
<td>2010</td>
<td>3 in 4</td>
<td>people living with cancer</td>
</tr>
<tr>
<td>2008</td>
<td>1 in 2</td>
<td>people living with cancer</td>
</tr>
<tr>
<td>2006</td>
<td>1 in 3</td>
<td>people living with cancer</td>
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</table>
In 2010 we developed our corporate strategy, including our vision for the future, based on what people affected by cancer told us they need and want. The following nine outcomes reflect what the four million people living with cancer want to say about their cancer experience in 2030.

**What it means**
People living with cancer will know where to turn to get the clinical, practical, emotional and financial support they need when and where they need it.

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**What it means**
People get the information they need to understand the signs and symptoms of cancer (including recurrence) and know where to go for help.

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**What it means**
Everyone affected by cancer will get information and support in the format and at the time that best suits them. They know what treatments are best for them and the implications of these and will be supported to make good decisions.

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**What it means**
Everyone living with cancer will receive the best cancer treatment and care, no matter who they are, where they live, or which cancer they have. Their ongoing support and treatment will be world class.

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**What it means**
People living with cancer will feel that they are treated with dignity and respect by all those involved throughout their cancer journey.

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**What it means**
People living with cancer will know where to turn to get the clinical, practical, emotional and financial support they need when and where they need it.

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**What it means**
People living with cancer will feel confident that their family, friends and carers have the practical, emotional and financial support they need to lead as normal a life as possible throughout the cancer journey.

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**What it means**
People affected by cancer and others will feel inspired to do something to improve the lives of others living with cancer.

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**What it means**
People living with, or beyond, cancer will be well supported in all aspects of living with cancer and enabled to pursue the activities (including work) that allow them to be happy and feel fulfilled.

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**What it means**
For people who are nearing the end of their life, care will be well co-ordinated and planned so that they die in the place and way that they have chosen.
Macmillan Cancer Support improves the lives of people affected by cancer. We provide practical, medical, emotional and financial support and push for better cancer care. One in three of us will get cancer. Two million of us are living with it. We are all affected by cancer. We can all help. We are Macmillan.