

Our 2011 achievements

# OUR TEAM IS IN YOUR CORNER



**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

# A REALLY BIG YEAR

2011, our centenary year, was a watershed in our history. We spent £106 million on services for people affected by cancer – our highest figure ever. We supported a total of 4.9 million people. This included 1.7 million people with cancer and 640,000 carers – a 7% increase on the previous year. And despite the tough economic times, we grew our fundraised income by 10% compared to 2010.

During 2011, we increased the number of Macmillan professionals by 7% to 5,717. We offered more information and financial support than ever. Our Macmillan Support Line helped 30% more people. We invested in our online community. Additionally, we secured £211 million for people with cancer in benefits and grants.

We also continued our focus on community-based services. Our partnership with Boots UK went from strength to strength and we developed an award-winning partnership with Glasgow Life delivering information and financial advice in the community. We extended our volunteer services

and launched Move More, our successful physical activity campaign.

Throughout 2011 we called for cancer services to be redesigned so that care is better coordinated and people are supported to take control. We campaigned for patient involvement in health and social care legislation in England and for the retention of Cancer Networks. We won government support in Scotland, Wales and Northern Ireland to expand the provision of nursing, information and benefits advice for people with cancer. We also continued to develop strong partnerships with the NHS throughout the UK.

We couldn't have achieved this without you. Thank you for being part of the Macmillan team and for all that you have done.

*Ciarán Devane*

**Ciarán Devane, Chief Executive**

*Julia Palca*

**Julia Palca, Chairman**



'The Macmillan nurses who looked after my husband were brilliant. That's why I host a Macmillan coffee morning at home every year. It actually becomes more of a coffee day. I've raised quite a bit of money with help from friends and I'm chuffed about that. It makes me feel like I'm putting something back in the pot.'

Margaret, Macmillan fundraiser

# OUR TEAM CHANGES LIVES ...

Cancer is the toughest fight most of us will ever face, but nobody has to go through it alone. The Macmillan team is in your corner, from the nurses and therapists helping people through treatment to the fundraisers that make it all possible.

Our information specialists, nurses and benefits advisers at the Macmillan Support Line are there to answer questions after the shock of a cancer diagnosis.

Our healthcare professionals are there to offer one-to-one support when the symptoms and side effects of cancer become too hard to bear.

We're there in many other ways too. We're out in the community with our mobile information and support services, self-help and support groups and through Boots UK high street stores. We're there day and night with our online community. We're in hospitals, creating better environments and improved patient experiences. We're even there campaigning for governments to listen to the needs of people with cancer.

With treatments improving and the population ageing, more people than ever are living with cancer, yet not enough money is going into the system. It means we still have a significant challenge ahead. But we know that by influencing others to prioritise cancer and do things differently, we can help achieve change.

Together we are Macmillan Cancer Support.

Thank you for being a part of Macmillan's team. Whatever role you play, you've been crucial in helping us do so much to improve the lives of so many people affected by cancer.

# ... AND OUR FUTURE PLANS ARE AMBITIOUS

We've achieved a lot over the years. But we need to work even harder to make sure everyone gets the support they need. That's why, in 2011, we developed an ambitious new strategy.

Together with more than 650 people affected by cancer, we created nine statements that we want everyone with the illness to be able to say in 2030.

Here's how we plan to achieve them:

- 1 We'll continue to provide more of the services that we know people affected by cancer want and need and we'll influence others to do the same.
- 2 We'll do more in the community to help people with cancer live well, and live at home.
- 3 We'll strive to make changes in key areas. We'll work with partners to ensure services are joined up and put patient needs first. We'll fund more health and social care professionals, create new posts and invest in training and development. We'll ensure that people affected by cancer get personalised information and support that help them take control.

We'll also inspire lots more people to get involved in our work, raise more money with us and build our capabilities.

**By 2030 we want everyone living with cancer to be able to say:**

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

# HOW WE HELPED PEOPLE IN 2011

In 2011, our services for people affected by cancer were accessed 8.2 million times. Some people received support from more than one service, and that's something we're very proud of. In total we reached a massive **4.9 million people**. Here are just some of the ways in which the Macmillan team was there for people affected by cancer.



**CIARAN  
SUPPORTED  
OUR NEW  
CANCER CENTRE**

**305,854**

people visited our information and support centres

Ciaran received support from a Macmillan professional. Now she's supporting the University College Hospital Macmillan Cancer Centre.

'It's been great to be able to give something back.'

**3,856,094**

people found online support at [macmillan.org.uk](http://macmillan.org.uk)

**24,712**

people benefited from self-help and support groups

**132,354**

people spoke to an adviser on the Macmillan Support Line on **0808 808 00 00**

**527,068**

people were supported by Macmillan nurses and other Macmillan healthcare professionals

**117,765**

people received benefits advice

**3,100,000**

people were helped by our information booklets

Alfie used our information booklets at the Health and Wellbeing clinic during his cancer experience.

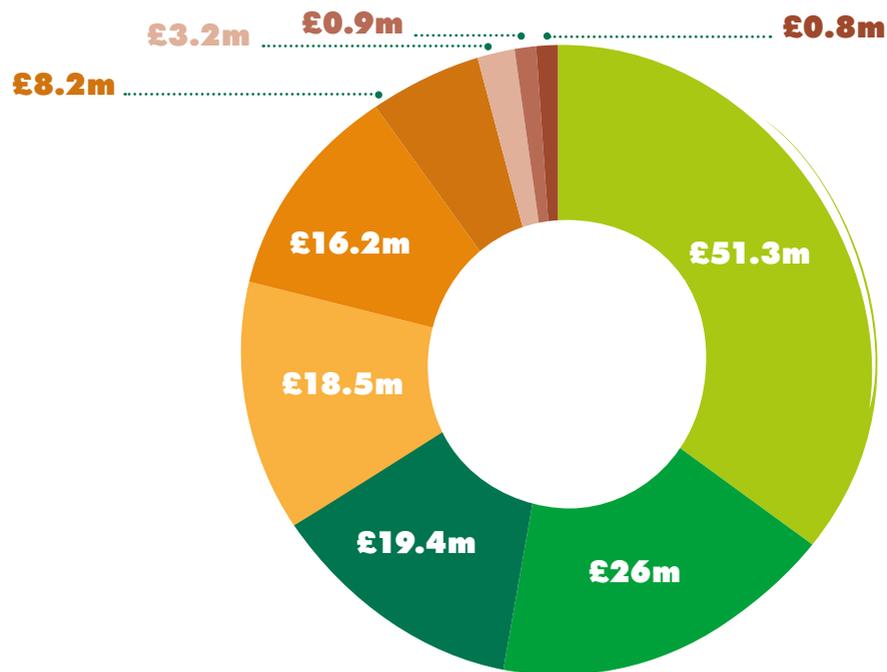
'There were loads of useful information booklets.'



**WE HELPED  
ALFIE ACCESS  
INFORMATION**

# HOW WE RAISED OUR MONEY ...

Despite continuing economic uncertainty, we increased our total income by over 8% in 2011 to a record £144.5 million.



This is an overview of Macmillan Cancer Support's income and expenditure in 2011. It's taken from our *Annual report and accounts*, which you can download from [macmillan.org.uk/annualreports](http://macmillan.org.uk/annualreports)

**Julia Palca,**  
on behalf of the Board of Trustees

## **Legacies** **£51.3 million**

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

## **Direct marketing** **£26 million**

This includes funds raised via direct debit and cash donations from supporters in response to a direct request to support our vital work.

## **Fundraising events** **£19.4 million**

Our inspiring events programme is a crucial source of income. It includes national events such as World's Biggest Coffee Morning, challenge events and local events.

## **Trust and corporate income** **£18.5 million**

Corporate donations, including staff fundraising and donations from charitable trusts, are vital to us.

## **General donations** **£16.2 million**

Unsolicited donations from individual members of the public are pivotal to our work.

## **Local committees** **£8.2 million**

These key funds are raised by dedicated volunteers who run events and appeals for Macmillan in their local community.

## **Other** **£3.2 million**

This figure includes grants received and investment income.

## **Merchandising income** **£0.9 million**

Simple things like our Christmas cards, mugs, toys and badges all add up to a significant amount of income.

## **Donated services and facilities** **£0.8 million**

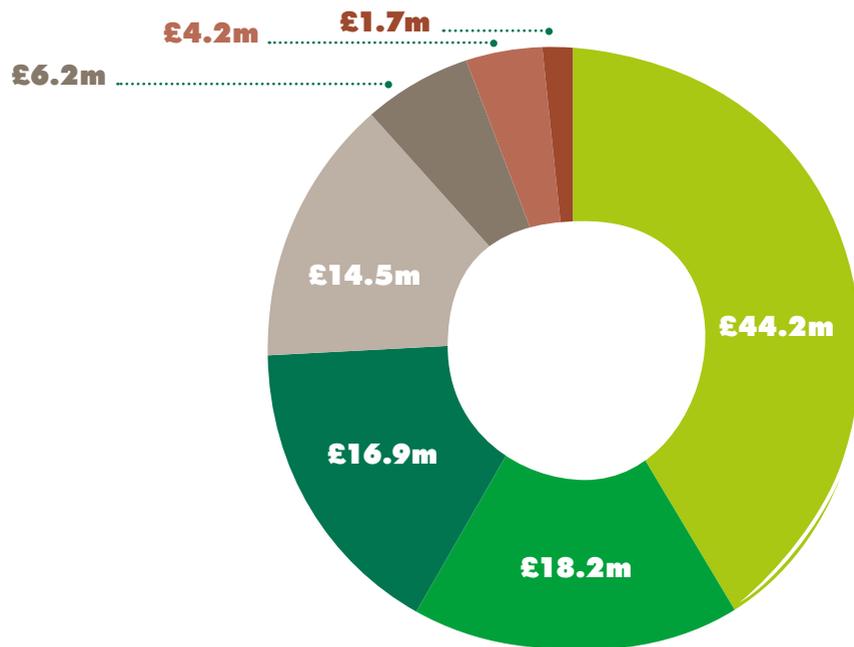
We're extremely grateful for services and facilities donated by third parties.

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## **Our total income** **£144.5 million**

# ... AND HOW WE SPENT IT

Our spend on services for people living with and affected by cancer increased to a record £105.9 million in 2011 – that's £10 million more than in 2010.



## Healthcare £44.2 million

We fund Macmillan nurses, doctors, and a host of other health and social care professionals who offer essential one-to-one support.

## Financial support £18.2 million

Our practical, everyday support includes financial advice through the Macmillan benefits advice service and Macmillan Grants.

## Information and support £16.9 million

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

## Campaigning and raising awareness £14.5 million

We raise understanding of the support that Macmillan provides so that all those who need our help know how to get it. Based on what people affected by cancer tell us, we raise awareness of the realities of living with cancer and influence for change.

## Practical and emotional support £6.2 million

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

## Learning and development £4.2 million

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

## Inclusion £1.7 million

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.

## Total charitable £105.9 million

Governance  
£0.9 million  
Fundraising  
£45.6 million  
Other  
£0.4 million

## Our total expenditure £152.8 million

Cancer is the toughest fight most people will ever face. But they don't have to go through it alone. The Macmillan team is in their corner.

Throughout this overview, you'll meet a few of the team's members. They're all on the cover. Margaret fundraises for us, Ciaran volunteers and Alfie gets support from our Health and Wellbeing Clinics. Together they make our work possible.

Together, we are Macmillan Cancer Support.

The team from left to right: Ciaran, Alfie and Margaret.

### **Questions about cancer?**

Call the Macmillan Support Line free on **0808 808 00 00** or visit **macmillan.org.uk**

### **Want to get involved?**

To volunteer, campaign or fundraise for us or to share your story with others, call us on **0300 1000 200** or visit our website.

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