

# OUR VALUES

Our values express who we are and what we stand for:

## WE ARE PERSONAL

We treat everyone we come into contact with as an individual and with care. We listen to their experiences and needs and provide them with the personal support that's right for them. That's true whether they're a person living with cancer, someone who wants to raise money or a potential volunteer.

## WE DEMAND BETTER

Whatever we do, we always believe there's room for improvement. So we demand better – from ourselves and others. We're constantly looking at the bigger picture and for better ways of doing things so we can stay one step ahead and shape a better future for everyone affected by cancer.

## WE ARE PRACTICAL EXPERTS

We are recognised for our expertise in everything we do – from providing cancer care, to fundraising, to campaigning. Our reputation is based on constantly improving our skills and involving people affected by cancer – the real experts – in all areas of our work. We're action-focused, so we use our expertise to deliver tangible improvements to peoples' lives.

## WE ARE OPEN

We understand that collaboration is the only way we can help improve the lives of everyone affected by cancer. We are open-minded and inclusive. That is why we share our expertise and experience with each other and the wider world. We're not afraid of letting go and enabling others to build on our work.

## WE INSPIRE OTHERS

Our shared commitment to what we do inspires us to do our best. Our positive energy inspires people affected by cancer to cope with their experience. And our passion will inspire millions of people to get involved, to change the lives of everyone living with cancer.

**WE ARE  
MACMILLAN.  
CANCER SUPPORT**