The Maggie’s approach to cancer: calmness, clarity and a cup of tea

A word from our Chief Executive and Chairman
A year in which Maggie’s was alive, working, respected and growing

Alive
A year in which a lot changed and a lot more happened

Working
The people who came to Maggie’s and how we helped them

Respected
Support from the experts

Growing
More centres doing more

Growing
More funding doing more

A big thank you

The Maggie’s team

Where we’ve come from

Where we’re going
So what exactly do you do at Maggie’s? That’s a question we’re asked a lot.

You can’t miss our centres, beautifully designed and conveniently located on hospital grounds across the country. And there’s no entrance policy – anyone affected by cancer can come in.

But what happens inside? Complementing major NHS cancer centres across the country, Maggie’s provides a unique approach to cancer that, at its simplest, can be described by ‘calmness, clarity and a cup of tea.’

Calmness comes from the relaxing atmosphere inside our centres. They’re warm, friendly, informal places, full of light and open spaces, and with a big kitchen at their heart. They provide a refuge from the stress of dealing with hospitals, waiting rooms, and sometimes even the overbearing concern of friends and family.

“Maggie’s is a haven of peace. The relaxed atmosphere means you can talk about anything, you can cry, but you can also laugh.” Jim Carr, Maggie’s Fife

Clarity comes from the experts who work at Maggie’s. We’ll listen to your questions and your concerns and provide useful, practical information. Whether you want to speak one-to-one or go to a workshop on anything from benefits advice to nutrition, we’ll help you take a big deal like cancer and break it down into smaller, more digestible chunks.

“Maggie’s turned what seemed to be the overwhelming into the manageable.” Claire Wilson, Maggie’s Edinburgh

And a cup of tea. Because Maggie’s is a place where you can feel at home along with other people who are experiencing cancer or who have experience of cancer. Other people who are happy to chat if you want, or leave you alone if you want. Come in, put the kettle on and spend some time reading or thinking or sitting with others who know what you’re going through.

“The best feature is a large communal table which fosters a spirit of togetherness and community. Not forgetting the excellent tea and biscuits.” Rob Elliott, Maggie’s Cheltenham

So calmness, clarity and a cup of tea – that’s what we do. That’s the Maggie’s approach to cancer, an approach that we want to continue to improve and grow to make the biggest difference personally at a scale that can make the biggest difference nationally.
It has been a very strong twelve months for Maggie’s in which we have made some excellent progress – far more than we imagined at the beginning of the year. That we managed to do so is down to the efforts of everyone involved with this very special organisation. The carers, the fundraisers, the patrons, the campaigners, the professionals, the volunteers, the supporters – thanks to everyone for their tireless dedication.

It was a year in which we helped more people, built more centres, and raised more money than ever before. We launched new programmes, formed new partnerships and continued to break new ground. We hosted lectures, a symposium, and even an exhibition at the V&A Museum.

And the most pleasing thing is that throughout all this activity, we managed to stay focused on our unique approach to cancer: providing ‘calmness, clarity and a cup of tea’ to the people who come through our doors, 99% of visitors to Maggie’s rated our support as good or excellent - and the figure was the same amongst healthcare professionals who deal with us too.

Even though our centres are the polar opposite of clinical environments, Maggie’s has continued to receive support and respect from the NHS community with endorsements from Prof Sir Mike Richards, the Government-appointed National Clinical Director for Cancer and End of Life Care and Dr Kevin Woods, Director General for Health and Chief Executive of the NHS in Scotland, amongst others.

Our belief in the importance of beautifully designed environments is gaining widespread acceptance, with the British Medical Association calling on healthcare organisations to “prioritise design in future building projects”.

To sum it up, this was a year in which Maggie’s was alive, working, respected and growing: alive for the people affected by cancer, working to help them through it, respected by our NHS colleagues and growing across the UK and beyond.

Looking ahead, we’ve set ourselves some incredibly tough goals to reach by the year 2014: increasing the number of newly diagnosed people visiting Maggie’s to 40% in our established centres; and supporting more of the UK’s new cancer population overall.

If we’re to reach our targets, we need the help of everyone who believes in Maggie’s and our unique approach to cancer. So here’s to a great year gone, and thank you, in anticipation, for helping Maggie’s reach out to even more people affected by cancer next year.

Laura Lee
Chief Executive

Nigel Cayzer
Chairman
Alive
A year in which a lot changed and a lot more happened
Maggie’s continued to evolve and thrive over the last 12 months with new centres, new courses, fundraising, partnerships, a lecture series, a symposium and even an exhibition.

**May 2010**
We staged our Architecture and Health symposium in London, bringing together experts from a wide range of fields.

**July 2010**
Work begins on a second Maggie’s in Glasgow at Gartnavel General Hospital.

**August 2010**
We launched ‘Getting Started’, a new workshop to support people at the beginning of their treatment.

**September 2010**
2,000 people, the highest number ever, hiked 10 or 20 miles around London for the London Night Hike raising over £700,000.

**October 2010**
The new Maggie’s in Cheltenham was opened by our President, Her Royal Highness The Duchess of Cornwall and work begins on Maggie’s South West Wales.

**November 2010**
Work begins on Maggie’s Nottingham, bringing the number of centres up to fifteen.

**January 2011**
Maggie’s received the green light from local planners for a centre at Freeman Hospital in Newcastle.

**February 2011**
‘Where Now?, our new, six-week course designed to help people post-treatment, was piloted and well-received.

Opened by Kirsty Wark, ‘The Architecture of Hope’ exhibition was launched at the V&A Museum exploring how the unique design of our centres supports people with cancer.

Maggie’s launched a series of lectures by local cancer professionals in centres, where visitors can ask questions.

Maggie’s began its first piece of research work, ‘Awareness and barriers to Maggie’s’.

**March 2011**
The Monty’s Maggie’s Appeal, a joint campaign with the Elizabeth Montgomery Foundation, continued to progress and we were given planning permission for Maggie’s Lanarkshire.

Snøhetta, the world-renowned architectural firm, was appointed to design Maggie’s Aberdeen, another project supported by the Monty’s Maggie’s Appeal campaign.

**April 2011**
In its second year, Maggie’s Online Centre welcomed its 2,000th member.

**May 2011**
650 participants entered the eighth annual Monster Bike and Hike covering 73 gruelling miles from Fort William to Inverness.

Construction began on Maggie’s Hong Kong.
Working
The people who came to Maggie’s and how we helped them
We also spread our support more evenly across the many different types of cancer by putting on special lectures and support groups and by partnering with other specialist charities.

The cancer types supported at Maggie’s in the last twelve months are shown below.

In the last year we saw Maggie’s working to give more people more support and confidence to find their way through cancer. Maggie’s worked by supporting them through more types of cancer at all stages of diagnosis and treatment.

2010 was the year of more at Maggie’s. More visits, more visits from men, more people at diagnosis stage, more visits from friends and family.
In addition, our new ‘Getting Started’ and ‘Where Now?’ courses helped us provide more support to people at specific stages of diagnosis and treatment.

But it’s not just about providing support; it’s about making sure that support works. So we asked our visitors about the quality of our support in our Annual Audit. They gave us overwhelmingly positive feedback, telling us that Maggie’s helped them understand cancer better, helps them manage stress and build their confidence. In conclusion, 99% of the respondents said the overall support they received from Maggie’s was good or excellent, a figure that tells us people are really benefitting from what we do.

Very much

Somewhat

Not at all

In addition, our new ‘Getting Started’ and ‘Where Now?’ courses helped us provide more support to people at specific stages of diagnosis and treatment.

Benefits
- Psychological
- Relaxation and stress management
- Psycho-educational - workshops
- Practical

Why people attend Maggie’s

Diagnosis
- Undergoing treatment
- Post-treatment
- Advanced
- Bereavement

When people attend Maggie’s

Benefits
- Psychological
- Relaxation and stress management
- Psycho-educational - workshops
- Practical

Very much

Somewhat

Not at all

Maggie’s improved my understanding of cancer

Maggie’s improved my confidence in talking about cancer with family and friends

Maggie’s improved my ability to manage stress

Maggie’s improved my confidence in speaking with my medical team

Maggie’s improved my household income via benefits/financial support

Maggie’s improved my confidence in speaking with my medical team
Respected Support from the experts
Our buildings and our approach to care are designed to feel anything but clinical. But that doesn’t mean our programmes aren’t based on clinical thinking - or that we aren’t respected in medical circles.

Maggie’s Professional Advisory Board (PAB) is made up of leading clinicians and cancer experts who evaluate the support we offer to ensure it’s as effective as possible.

As Professor Bob Leonard, the chair of the PAB, says “As an oncologist, I know that no-one underestimates the difficulties involved in receiving the news that one has cancer. The emotional trauma can be just as difficult as the physical effect. Maggie’s Centres help in a way that is a natural extension of our clinical work. For people with cancer, what Maggie’s does is vital.”

Over the last year, the PAB has been looking at how the design of our centres reinforces our care programmes, how we can reach more people, and whether our courses and workshops are doing the job they need to. And, as well as giving suggestions and recommendations, they continue to provide clinical backing for our work.

Support for our work extends beyond the PAB. Prof Sir Mike Richards, the Government-appointed National Clinical Director for Cancer and End of Life Care, has praised our ‘Where Now?’ programme. “Maggie’s ‘Where Now?’ programme has been shown to successfully aid participants in making a healthy transition to the post-treatment phase of their recovery. There are a number of important psychological adjustments to be made and programmes like this help those affected by cancer to find a way of adapting to a whole new set of circumstances.”

Dr Kevin Woods, Director General for Health and Chief Executive of the NHS in Scotland values the tailored approach that Maggie’s programme offers: “A wonderful example of care focused on the needs of each and every person. I was so impressed by my visit to the Edinburgh centre and in particular the closeness of the relationship between Maggie’s and the Western General Hospital, but equally the space between them means the centre can offer respite and support whenever it is needed.”

The British Medical Association has confirmed our belief in the importance of well-designed environments. They’ve called on healthcare organisations to “prioritise design in future building projects”, following a report from NHS Estates that shows that “the architectural environment can significantly affect patients’ recovery times”.

So respect for our unique approach comes from every strand of the clinical community.
Growing
More centres doing more
Our approach is designed to make the biggest difference personally at a scale that can make the biggest difference nationally. To increase the number of people we can reach, we need to increase both the number of centres and the work each centre does. That is what we’ve focused on in the last twelve months, as well as enhancing our online support and expanding our international presence.

1 Maggie’s Highlands
David Page and Charles Jencks designed our Inverness centre around the principles of cell division and communication.

2 Maggie’s Forth Valley
This centre is still in the early planning stages, but the aim is to build at the Forth Valley Royal Hospital in Larbert.

3 Maggie’s Glasgow (Gatehouse)
A converted gatehouse lodge, this centre has seen almost 100,000 visits since it opened in 2002.

4 Maggie’s Glasgow (Gartnavel)
A new Maggie’s will open at the Gartnavel General Hospital thanks to very generous support from Walk the Walk.

5 Maggie’s Lanarkshire
Replacing the interim centre at Wishaw General Hospital, Reiach and Hall’s centre will go on site at Monklands Hospital later this year.

6 Maggie’s Liverpool
Plans for Maggie’s Liverpool are underway and meanwhile there will be a interim centre at Clatterbridge Centre for Oncology.

7 Maggie’s Nottingham
Designed by architect Piers Gough CBE. The Nottingham-born fashion designer Sir Paul Smith will create the interior.

8 Maggie’s Cheltenham
Designed by former RIBA President, Sir Richard MacCormac and opened by HRH The Duchess of Cornwall. It is our seventh centre and the second in England.

9 Maggie’s South West Wales
Designed by the late Japanese architect Kisho Kurokawa, this centre will be surrounded by gardens and allotments designed by Kim Wilkie.

10 Maggie’s Cardiff
The second centre in Wales will be built in the grounds of the Velindre Cancer Centre.

11 Maggie’s Barcelona
Designed by Benedetta Tagliabue, this centre will serve a population of 1.5 million in a region where there are 8,000 new cancer diagnoses every year.

12 Maggie’s Aberdeen
Funded by Monty’s Maggie’s Appeal, which is led by the foundation created by Colin Montgomerie in memory of his mother, Elizabeth.

13 Maggie’s Dundee
Designed by Frank Gehry (creator of the Bilbao Guggenheim), its unique metal roof is inspired by a Dutch hat worn by a girl in a Vermeer painting.

14 Maggie’s Fife
Designed by Zaha Hadid, opened by Gordon Brown, and made possible thanks to the generosity of the people of Fife, who raised over $500,000.

15 Maggie’s Edinburgh
The first over Maggie’s, in a converted stable block that Maggie spotted during her own cancer treatment and knew would make the perfect location.

16 Maggie’s North East
This centre, designed by Ted Cullinan at Freeman Hospital, will offer support to local people diagnosed with cancer and their family and friends.

17 Maggie’s Oxford
The interim service will soon be replaced by Chris Wilkinson’s tree house-inspired building.

18 Maggie’s Barts
This centre will be built in the prestigious James Gibbs main square, on the site of the North Wing Annexe and will be open to patients in 2014.

19 Maggie’s West London
Located at Charing Cross Hospital, this striking orange building, designed by Rogers, Stirk, Harbour & Partners was our first purpose-built centre in England and won the 2009 RIBA Stirling Prize.

20 Maggie’s Hong Kong
While Frank Gehry’s second centre is being built, an interim service is running at the Tuen Mun Hospital.

21 Maggie’s Online Centre
Launched to support people who find it difficult to attend physical centres, currently supporting over 2,000 members.
Of course, the reason we’re able to keep on growing and keep on opening new centres is due to the generosity of our supporters, some of whom are thanked overleaf.

There have been night hikes, bike rides, sponsored walks, ceilidhs, balls and dinners. The Joy of Living campaign has brought in over £14 million since it was launched, and the People’s Postcode Lottery continues to provide us with incredible levels of support.

Thanks to the extraordinary efforts of everyone associated with Maggie’s, we managed to raise over £12 million last year.

Growing
More funding
doing more

Just as important as how the money was raised is how it was spent. As well as the cost of building new centres, the cost of meeting visitor’s needs also increased due to the extended level of support we provided.

Next year, we want to build even more centres and grow Maggie’s Online, so we will be looking for continued support and generosity to help more people with cancer.

Charitable Trusts, Companies & Statutory
£3,404,000
This is income from companies including staff fundraising and corporate donations. Statutory income includes money from the Big Lottery Fund, the Scottish Government and the Welsh Assembly Government.

Local Community Fundraising
£3,252,000
This includes income from volunteers and supporters who run events and raise locally in their community around our centres.

Individuals
£3,288,000
This is income from our regular givers and major donors.

Legacies
£408,000
This is money that people leave us in their wills.

People’s Postcode Lottery
£655,000
This is the charitable support we receive from the People’s Postcode Lottery.

Bank Interest and Other
£142,000
This is interest receivable from our bank accounts and other small grants.

Activities for generating funds
£1,924,000
This includes income from our biking, hiking and running events. Also included is income from dinners and balls.

Total Income
£12,073,000

How we raised our money in 2010

How we spent our money in 2010 to help people affected by cancer

Activities to help people affected by cancer
£2,201,000
This includes the cost of building new centres and refurbishing and upgrading existing centres - £3,920,000. It also includes the cost of running our centres and providing the programme of support both within the centres and online - £23,581,000.

Costs of generating voluntary income
£3,290,000
This is the cost of receiving and attracting voluntary donations, new supporters and our fundraising activities. These are our main source of funds.

Cost of fundraising events
£927,000
This is the cost of organising our running, hiking and biking events. Also included are the costs of fundraising dinners and balls. More and more of our events are being sponsored by our generous corporate partners such as Delancey.

Cost of governance
£38,000
This includes costs to meet statutory requirements such as audit fees.

Total Expenditure
£11,456,000

Copies of the full consolidated financial statements can be obtained from our website at www.maggiescentres.org
A big thank you

We would like to thank the following individuals and organisations for all the support they’ve given to Maggie’s over the last year:

**Individuals**
- Nigel Barsloly
- William Birch-Reynardson / Judy Alexander - Elva Opera
- Gordon Bisset
- Anne and Peter Bond
- Bruce and Penelope Bossm
- John, Sue and Phoebe Brydon
- Judith Carter
- Graham and Jo Cartledge
- Mr and Mrs Peter Cummings
- Jo De Saulles
- Sir Tom and Lady Farmer
- Noam Gottlesman
- Mr and Mrs Adrian Gough
- Angela Graham
- Sir John and Lady Hall
- Kevin and Debbie Hudson
- and the Oxfordshire Golf Club
- The Jencks Family
- Mr J C Kaberr
- Sam and Debbie Laidlaw
- Shirley Linton
- Gary and Louise Lydiate
- Mr and Mrs Ian Marchant
- Gordon Bisset
- Shirley Linton (The Helen C&G Golf Society)
- Helen Polito
- Judy Naaké
- Gordon and Georgia Moore
- Calum Melville
- Gordon and Georgia Moore
- Judy Naaké
- Helen Thorpe (The Helen C&G Golf Society)
- Ian Whitaker
- Roy Phelps
- Byron Lewis
- Dr Gian Bertilli
- OBE, DL (Chair)
- Robert B Cook
- Gordon Edwards
- Stewart Mike MBE
- Ian Ord
- Joanna Robertson
- Patricia Straughen
- Ian Thomson

**Organisations**
- Welton Foundation
- Walk the Walk
- Sir Jules Thorn Trust
- Scottish Government
- Portrack Charitable Trust
- PF Charitable Trust
- Oak Foundation
- Scottish Government
- Gordon Small Trust
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**Members of the Maggie’s team**

**Our unique approach to cancer requires a unique team to bring it to life. Thankfully, Maggie’s is full of exceptional people - and it’s the dedication and skills of those who run our centres, take our courses, raise money, provide advice, or support us in countless other ways that makes Maggie’s so special and effective.**

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- Oak Foundation
- NHS Fife
- Edinburgh Rugby Club
- Edinburgh
- National Lottery
- Maggie’s Associate
- Edinburgh
- National Lottery
- Maggie’s Associate
Where we’ve come from

Our unique approach to cancer started with Maggie Keswick Jencks.

Maggie lived with terminal cancer for two years and during that time she used her knowledge and experience to create a blueprint for a new type of care. One that lets people with cancer feel in control, not part of a production line; that recognises the importance of reassuring spaces when people are feeling vulnerable; and that never allows people to ‘lose the joy of living in the fear of dying’, as she put it.

Although she died in 1995, Maggie’s ideas live on today in the centres that bear her name.

Where we’re going

Over the coming years we want to build on our local success and spread our approach nationally and internationally. By 2015, Maggie’s as a charity will be twenty years old, and it is our aim to have centres in development at half of the 58 NHS cancer centres across the UK.

Internationally, we are replacing our interim centre in Hong Kong with a new, purpose-built construction at Tuen Mun Hospital. In addition, we have formalised the project for Maggie’s Barcelona and plan to start the campaign for a centre at Sant Pau Hospital.

As we grow, we will continue to put people at the heart of everything we do and offer truly tailored support to anyone who walks through our doors.

We already do it very well and reach a lot of people. Our aim is to do it better and reach many more.