

# Annual Review 2015

*Thanks to all our supporters, Maggie's had a hugely successful 2015. Here is a round-up of what you helped us achieve.*

## What Maggie's achieved in 2015



By **Laura Lee**, Maggie's Chief Executive, and **Ian Marchant**, Maggie's Chairman

In 2015, Maggie's celebrated 19 years of supporting people with cancer and their families and friends. Since the very first Maggie's Centre opened in Edinburgh in 1996, the organisation has flourished, and we have continued to expand our presence, reach, reputation and the number of people we support. Today we have grown to a network of 18 Centres across the UK, online and abroad, and since 1996 have had more than a million visits to our Centres.

There are currently two million people living with or after cancer in the UK, a figure that is steadily rising, and with it, a growing need for Maggie's unique model of cancer support. Every year, 300,000 people across the UK are diagnosed with cancer, people who urgently need practical, emotional and social support to help deal with its impact. We want to provide as much as we can and for as many people as we can – and it is this that drives our ambition to increase the number of Maggie's Centres and the number of people each Centre supports.

2015 marked the midway point of our five year plan to double the number of Maggie's Centres from 15 to 30, treble the number of new people supported each year to 80,000 and increase our revenue income to £20m per annum. Through the collective efforts of our staff, supporters and volunteers in 2015 we are on track to achieve these ambitions by 2020.

In 2015 we began construction on three Centres – at the Christie Hospital in Manchester, at St Bartholomew's Hospital in East London and Forth Valley in Scotland, and gained planning approval to build a further three, in Leeds, Oldham and Southampton.

And in 2015 we made a positive difference to the lives of more people with cancer than ever before with 200,000 visits to our Centres, increased the support provided at our current Centres and raised £10m from donations and fundraising, which helped us to support more people affected by cancer than ever before. We also raised £9m to build new Maggie's Centres.

Maggie's programme is recognised for providing high-quality, innovative and evidence-based support. In 2015 we focused on enhancing the quality of our evidence base and developing our programme to ensure that we remain at the forefront of high-quality psychological support.

In our 2015 audit, 100% of our visitors rated their experience of visiting a Maggie's Centre good or excellent. 92% reported that Maggie's met their needs (with 7% saying they had not been visiting Maggie's long enough to judge). 84% felt more confident in speaking with their medical team, and 80% made a positive change to their diet and/or exercise regime.

We would like to express our gratitude to those who have supported us so generously once again in 2015. We are very grateful to Walk the Walk and People's Postcode Lottery for their significant contribution, helping us to deliver our programme of support and expand our network of Centres. Similarly, we remain extremely thankful to HSBC, whose contribution to our campaigns and continued support is hugely valued.

We are very grateful to HRH the Duchess of Cornwall, who remains so passionate and committed to Maggie's in her role as our President. Her visits to many of our Centres across the UK have brought great joy to many of the people who use them.

As always, a heartfelt thank you to those supporters who have given their time and money to support Maggie's so very generously. We rely on the continued enthusiasm and passion of these volunteers who cycle, bake, hike, run and so much more to raise vital funds for Maggie's. Our final thanks to, of course, the professional staff and volunteers within our Centres. They continue to work tirelessly to ensure that everyone who needs us has access to the unique model of practical, emotional and social support that Maggie's provides.

**Laura Lee**  
Chief Executive

**Ian Marchant**  
Chairman



Maggie's Edinburgh, our first Centre, which opened in 1996

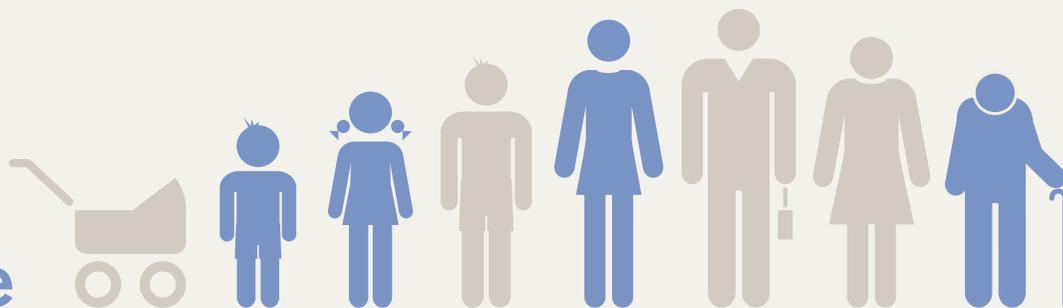


To help us support more people affected by cancer go to [www.maggiescentres.org/howyoucanhelp](http://www.maggiescentres.org/howyoucanhelp)

Read the full 2015 annual report  
[www.maggiescentres.org/publications](http://www.maggiescentres.org/publications)

## Maggie's in 2015

One in two people are expected to get cancer in their lifetime



There for **everyone** affected by cancer, and their families and friends

100%



of our visitors said their experience was good or excellent

94%



of people said Maggie's helped them to feel less alone

87%



of people said Maggie's helped them to cope with stress

### Growing the number of people we support year on year:

In 2015, **£10m** from donations and fundraising helped us to support more people affected by cancer than ever before.

We also raised **£9m** to build new Maggie's Centres.



200k total visits



45k first visits



to build new Centres

### Where we were in 2015:

18

Centres (in the UK, online and abroad)

8

Centres in development



### Being there for more people affected by cancer:



3 in 10 people in England



3 in 10 people in Wales



Everyone in Scotland

Had access to a Maggie's Centre where they live in 2015

With your help we can treble the number of people we support by 2020

