The figure that stands out year after year in our annual audit is that 99% of our visitors give a good or excellent rating of the support Maggie’s provides. That means we’re meeting the needs of nearly every person who visits our centres. The range of our evidence-based programme of support and its ability to be flexible to the needs of each individual is what makes Maggie’s work.

We’re now two years into our five-year plan and we’re well on track to meet the ambitious targets we’ve set to meet the needs of people with cancer.

Our ability to fundraise in the communities we sit within has seen a 7% increase in funding across 2018. Funding from players of the People’s Postcode Lottery was used to research, develop and run a series of workshops across our centres called ‘Managing Relationships’. These have proven to be essential in helping people to talk to their partners, children and wider family about their cancer diagnosis.

The year saw us open a much-needed extension to Maggie’s Edinburgh and we started planning 6 new centres in the UK and two extensions to existing centres in Newcastle and Cheltenham. Work started on centres in Cardiff, Leeds and the Sutton site of the Royal Marsden, all due to open this year.

We couldn’t do all this without the support of thousands of people who give their time, money and expertise to make Maggie’s the success it is. Without your ongoing commitment and effort we couldn’t be the organisation we are.

Thank you,
Laura Lee, Chief Executive
I was thinking of quitting chemotherapy and Maggie’s worked on the way I saw what was going on, and I came out believing that my body was able to cope.

Originally I’m from Vitoria-Gasteiz, a city in the north of Spain. For a number of years I worked as a multi-lingual customer representative for a European airline. I started having symptoms, but they were similar to endometriosis which I’d had for as long as I could remember. A few months later it started to get way worse, with bouts of pain and everything. It was obvious to me that it was a big tumour, because you could feel it on my pelvis. I wasn’t told it was cancer until the results came back, which was 15 days after the operation.

After a few weeks at home, I realised I had to get out. I couldn’t stand on my feet, and needed help to go up and down the stairs to my flat. I think I was in a very bad spot, psychologically. At the beginning you’re in denial, you can’t believe it. I found myself trapped in my mum’s story – she passed of ovarian cancer four years and a half before my diagnosis, so the only thing I could think was ‘it’s going to happen to me’. One day, I had to go to hospital for a neurology test, it was bad news again, so I couldn’t stop crying after that. I sat outside Maggie’s and I said ‘you have to go in’. I didn’t feel like it, I didn’t feel like talking to anybody, I didn’t think I belonged, but I forced myself to go in. The first thing I was told about was the Psychologist, and I had six sessions. I remember after the third treatment of chemotherapy, it was horrible, and the side effects put me in a terrible flu. I was convinced it was killing me, and I remember talking to the Psychologist that day. I was thinking of quitting chemotherapy and she worked on the way I saw what was going on, and I came out believing that my body was able to cope. That was incredible, that session. I came in crying ‘I cannot cope’, and ‘my body is suffering too much’, and she turned me. I came out thinking ‘yes, you can cope’ and ‘trust your body’. So that woman saved my life.
Mental health and cancer

Cancer creates complex and emotional issues which can affect both the way people feel in their mind as well as their bodies. Maggie’s offers a range of support; one to one psychological support, workshops and specific Managing Stress courses.

Our psychological support has consistently been found to reduce anxiety, depression and increase self esteem for people with cancer, and improve their ability to cope with their or a loved one’s diagnosis.

In 2018, there were 15,424 instances where visitors needed support from a Psychologist.

99% of visitors reported finding access to a quiet space was helpful

99% of visitors said access to a garden or green space was helpful

17,598 healthcare professionals and architectural visits to our centres in 2018 to learn about our approach

Maggie’s environment

All our centres are built around the understanding of how environment can affect wellbeing. Our buildings, interiors and gardens are carefully designed to help people with cancer feel relaxed, welcomed and more in control.

96% of visitors say Maggie’s helped them feel less alone

91% of visitors had an improved ability to manage stress

94% of visitors had an improved understanding of cancer

99% of visitors found a Psychologist ‘very helpful’ or ‘helpful’
“Finding your way through the benefits system is like trying to walk through mud without breaking any eggshells underneath. It’s an absolute mess, so getting help is really essential.”

I was a postman until redundancy and my partner Thena was working as a catering assistant in a care home. We’d been together three years and at the point where we were thinking of moving in together, and she started to get a bit of trouble swallowing. You go to the doctors and think it must be an ulcer, go through all the processes, and finally somebody comes out with the ‘c’ word and your life collapses around you.

We were told to pop into Maggie’s for a chat and to see if they could help. The first time we went, we were introduced to Anne and told she could help us with Thena’s financial situation. As soon as Thena knew she was being signed off work, she knew she couldn’t afford rent. You’re used to getting a couple hundred quid a week, then you’re down to £73.10. That’s a massive drop in your income. Finding your way through the benefits system is like trying to walk through mud without breaking any eggshells underneath. It’s an absolute mess, so getting help is really essential.

When we came in for our appointment we had a plastic bag full of... everything. We’re talking bank statements, credit card statements, wage slips, statutory sick pay... Anne pointed us in the direction of debt management which we could get through Thena’s housing association. That helped to get her rent sorted, it also helped her get her council tax sorted out. Having back up for Thena to keep her own place is pretty huge because it gives us breathing space to look at getting her better, getting to normal life, and then picking up where we were. Without Anne’s help, we would’ve had a great deal of difficulty with getting the claims passed through.

Having somebody that knows what they’re doing when you’re probably lacking confidence, it’s quite massive. It’s like a child who’s got to learn to cross the road – you’ve always got that adult holding your hand and showing you how to do it. I think there will be more difficult times to come health-wise, but financially at least I know that, well, we both know that we’ve got people that we can contact when we need help.
The financial impact of cancer

Cancer affects more than just your health. There are also financial implications, such as loss of income and increased costs like heating and travel.

83%
of people are on average £570 a month worse off as a result of a cancer diagnosis.\(^1\)

1 in 3
people living with cancer experienced a loss of income as a result of their diagnosis.\(^2\)

42%
of cancer patients were not given information by healthcare professionals on how to get financial help.\(^3\)

19%
of cancer patients were not told by hospital staff they could get free prescriptions.\(^4\)

Each of our centres has a specialist Benefits Advisor to give free financial help and support. Last year there were 29,270 instances of people seeking benefits advice for support with money worries.

More than

£31.6 million
was claimed for our visitors in benefits with the help of our advice (£3 million more than was claimed with our help in 2017).

That’s

£45.86
claimed in financial support for every £1 Maggie’s spent on providing benefits advice

16%
of first time visits are for benefits advice

84%
of visitors said they had an improved understanding of benefits

67%
said they had an improved understanding of their finances

Helping people back to work

More than half a million people in the UK workplace are living with cancer today and an additional 63,000 people with cancer want to work but are unable to due to lack of support for both employers and employees.\(^5\)

Alongside benefits advice, we provide workshops to aid people’s return to work.

80%
of people said Maggie’s helped improve their confidence talking to their employer and helped make their return to work as smooth as possible.

\(^1\) Macmillan Cancer Support—Cancer’s Hidden Price Tag Report
\(^2\) Macmillan Cancer Support—Cancer’s Hidden Price Tag Report
\(^3\) National Cancer Patient Experience Survey 2017
\(^4\) National Cancer Patient Experience Survey 2017
We’d been together 20 years before my husband was diagnosed with throat cancer. We’d known something was wrong for a while; he’d had a persistent sore throat and trouble swallowing. Even though I wasn’t surprised, the first time the oncologist said the word ‘cancer’, I panicked.

When his treatment started, we became closer than we’ve ever been and spent more time together. As his treatment went on, it became incredibly painful for him, and when treatment ended, it got worse. He became completely shut off – partly because he struggled to eat, and then he couldn’t swallow water or speak. That in itself was hard, but he also didn’t want to engage with me. So things we would normally talk about, we didn’t talk about.

That’s where going to Maggie’s became really important, because I could say all the things that were annoying and frustrating me that I didn’t want to say to my husband and make things worse.

I remember talking to someone at the centre about sex. My husband and I were sleeping apart and this went on for months. After the treatment stopped, I thought things would go back to normal, but they didn’t. So it wasn’t just lack of communication, there was lack of touch: we didn’t hug, or cuddle, and there was no sex. You don’t realise until it’s gone how important it is in your relationship. I felt like I’d lost the person that I turn to when I have problems.

I found it really useful talking to other visitors because they gave me a different perspective on it, and I could see that we weren’t alone. I saw the differences between couples, but I also saw what we all had in common. Meeting partners of people who were going through cancer and cancer treatment would say to me ‘I know what you mean’ – just hearing those words made me feel so much better. Talking to them made me realise I shouldn’t feel bad about how I felt.

I would tell someone in a similar situation to go to Maggie’s because it’s just as important to look after yourself as it is to look after the person who has cancer. It’s very difficult to support the other person if you aren’t feeling your best.

“Meeting partners of people who were going through cancer would say to me ‘I know what you mean’ – just hearing those words made me feel so much better.”
The effects of isolation on people with cancer and their families can affect their mental wellbeing, how they approach cancer and its treatment. Whether it’s through family being too far away or having no one to rely on, people often feel alone with no one to talk to. We support individuals, couples and families to navigate the impact of cancer on their relationships.

Maggie’s offers a safe place to express emotions, share experiences and provide the opportunity to talk to other people in a similar situation, providing a ‘stronger together’ ethos and approach. Research shows that group support and sharing experiences can help improve people’s moods, quality of life and help develop hope and determination, providing support they can otherwise lack.

94% had an improved confidence with family and friends

96% of visitors say Maggie’s helped them feel less alone

99% found support groups to be ‘helpful’ or ‘very helpful’

99% found meeting other people to be ‘helpful’ or ‘very helpful’
At a glance

3 centres are due to open in 2019
3 centres due to start construction in 2019
7 new centres are in development

With your support we made a difference to more people with cancer than ever before

281,000 visits to our centres, a 13% increase from 2017
67,000 people visited a centre for the first time, a 13% increase on 2017
1,000+ volunteers across the organisation
1:2 male/female demographic split of visitors

Our expert staff provided

85,471 sessions of cancer support
15,424 sessions of psychological support
29,270 sessions of benefits advice

In our 2018 visitor survey

95% of visitors stated Maggie’s was meeting their needs (completely or mostly)
98% of visitors rated their experience at a centre as ‘good’ or ‘excellent’
Maggie’s financials:
Our funding

How we raised our money

Total income
£22,215,000

- £4,773,000 Charitable trusts, companies and statutory
  This is income from companies including staff fundraising and corporate donations. Statutory income includes money from the Big Lottery Fund.

- £3,886,000 Local community fundraising
  This includes income from volunteers and supporters who ran events and fundraise locally in their community and around their centres.

- £6,026,000 Individuals
  This is income from our regular givers and major donors.

- £1,146,000 Legacies
  This is money that people leave in their Will.

- £265,000 Bank interest and other
  This is interest receivable from our bank accounts and income from partnerships with other cancer organisations.

- £3,198,000 Fundraising events
  This includes income from our biking, hiking and running events, and also includes income from dinners and balls.

- £2,865,000 People’s Postcode Lottery
  This is the money for charitable support which we receive from the People’s Postcode Lottery.

How we spent our money

Total expenditure
£22,904,000

- £16,591,000 Activities to help people with cancer
  This includes the cost of building new centres and refurbishing and upgrading existing ones, as well as the cost of running our centres and providing the programme of support both within our centres and online.

- £1,157,000 Cost of fundraising events
  This is the cost of organising our running, hiking and biking events. Also included are the costs of fundraising dinners and balls.

- £5,156,000 Cost of generating voluntary income
  This is the cost of raising all money except from events.

£22.2m in 2018 (£20.8m in 2017), enabling us to invest in building more centres and in our programme of support.

“I would be lost without Maggie’s. They have seen me through this horrendous journey, guided me, supported me and given me advice.”

Annette
Our achievements and ambitions

Our position in 2018, and where we'd like to be at the end of our five year plan in 2022.

Centres

20 → 30

We had 20 centres open in 2018 across the UK, and by 2022 we want 30 centres to be open. This means we can be there for 50% of the cancer population in the UK.

First time visits

67,000 → 100,000

In 2018, 67,000 people visited a centre for the first time. By 2022 we want to welcome 100,000 people with cancer and their families.

Total visits

281,000 → 400,000

Our total visits in 2018 were 281,000, and we want to grow that to 400,000 in 2022.

Awareness

28% → 50%

Our external awareness in 2018 was at 28%, which we want to increase to 50% by 2022.

Revenue income

£17.8m → £22m

We raised £17.8m in revenue income in 2018. By 2022 we hope to raise £22m to support our centre visitors.
The need for more centres

One in two people will develop cancer in their lifetime, so the need for cancer support has never been greater. We want our centres to be there to support as many of these people, and their families, as possible. Harriet, one of our ambassadors and living with cancer herself, is looking forward to our Leeds centre opening in summer 2019.

“It was just four months before I was due to marry my amazing husband, Robin, that I was diagnosed with cancer for the first time. I had a routine x-ray after feeling a bit under the weather with horrible pains in my left shoulder and my chest, and the news wasn’t good. I had stage four incurable breast cancer which had spread throughout my neck.

Maggie’s Leeds, which opens this summer, means I’ll finally have a centre close to me. Knowing that me and my family will have Maggie’s to go to for help and support is a massive comfort. I feel so reassured that there will be a lot of help for them as my illness progresses.

The expertise at Maggie’s is so valuable, and I know from spending time at other centres that the programme of events and activities is a lifeline to so many people with cancer.”

Harriet
Thank You

We would like to say thank you to each and every individual, organisation and group who has helped Maggie’s financially. It is impossible to list everyone but below are just some of the individuals and organisations who have recently given outstanding support, goodwill and kindness.

We are very grateful to the individuals who chose to make Maggie’s future a healthier one by leaving a gift in their Will.

Individuals
Mr Campbell Archibald
Mrs Debbie Atkins
Elena Baturina and Family
Mr Ken & Dr Judith Beaty
Lady Primrose and Sir David Bell
Stefan Bollinger and Antigone Theodorou
Sir Bruce and Lady Bosson
Mr Nigel Cayzer
Keith Cochrane
Mr Neil Cooney
Miel de Botton
Mrs Heather Duff
Mr Gerard Eadie CBE
Mr Alan Eisner
Mr Frank and Mrs Jeanette Esposito
Mr Mikhail Fridman
Mr James Fyffe of JF Kegs Ltd
Mr Julian Granville and Ms Louisiana Lush
Nicholas and Rochelle Hai
Graham and Laura Hazell
Paul and Sally Heygate
Carol Robinson and Karen Hilton
Nancy Hollendoner
Dr L.(Les) W.J. Hutchison
Ambassador Robert Johnson and Suzanne Johnson
Mrs Jenny King
Zoe and Andrew Law
Malcolm and Sarah Le May
Mr Bruce and Mrs Shirley Linton
Jane MacFarlane
Pat MacRae OBE
Ian and Liz Marshant
Mr and Mrs David Mayhew
Maria McGuigan Small
Bill & Rose McQuaker
Ms Rachael Michael
Ms Catherine Middleton
Mr Mike and Mrs Lisa Mitchell
Mrs Sarah Murray
John Nichols
Mr Michael Odell
Mr Michael O’Hara
Mr Finian O’Sullivan
Sir Alan and Lady Parker
Jenny Perls via Velofest
Mrs Lisa Ronson
Mrs Caroline Saunders
Mrs Lynn Squires
Mrs Lisa Stephenson
Mr Chris Stockwell
Simon Thomas in memory of Gemma Thomas
Boyd Tunnock C.B.E.
Mark and Claire Urquhart
David and Karen Weaver
Chris Weir
Peter and Jan Winslow
Mr Roger Rogers
Marga Comish via Maggie’s on The Runway

Trusts and Organisations
A Smile For Orly Charitable Trust
AKO Foundation
The HB Allen Charitable Trust (grant as part of The Trust winding down)
The Tim Bacon Foundation
Bank of Scotland Foundation
The Barbour Foundation
The Barclay Foundation
BBC Children In Need
Lady Blakenham’s Charity Trust
Boots Charitable Trust
The Liz and Terry Bramall Foundation
The Childwick Trust
The Martin Currie Charitable Foundation
Alan Davidson Foundation
The Houghton Dunn Charitable Trust
Dundee City Council
The Ellem Foundation
The Fieldrose Charitable Trust
The Hugh Fraser Foundation
The Hollywood Trust
Heather Hoy Charitable Trust
The Margaret Inness Trust
Kidani Memorial Trust
The Eric and Margaret Kinder Charitable Trust
Law Family Foundation
The Light Fund: A Licensing Industry Fundraising Group
The Forbes Macpherson Tribute Fund
J Van Mars Foundation
Mayhew Charitable Trust
The Medlock Charitable Trust
Elizabeth Frankland Moore and Star Foundation
The George A. Moore Foundation
Morrisons Foundation
National Assembly for Wales
National Garden Scheme
NHS FIFE
NHS GG&C Health Board Endowment Funds
NHS Lanarkshire
NHS Lothian (Edinburgh and Lothians Health Foundation)
The Northwood Charitable Trust
Oak Foundation
O’Sullivan Family Charitable Trust
The Owl Trust
Players of People’s Postcode Lottery
Portrack: The Garden of Cosmic Speculation
The Quies Trust
The Rank Foundation
The Reece Foundation
The Gerald and Gail Ronson Family Foundation
Rothschild Foundation
Scotland’s Gardens Scheme
The Shoot Charitable Trust
The Sobell Foundation
Springford Family Trust
SSE Sustainable Development Fund (Highlands)
St. James’s Place Charitable Foundation
The Stoller Charitable Trust
The Syncona Foundation
The Taylor Family Foundation
Thirty Percy
Turnaround Foundation
The Vardy Foundation
Walk the Walk
WalkWithMe
The Wiseman Family Charitable Trust

Groups
Kirriemuir Regeneration Group
Ladies in Pink Scarves
Lorraine McInnes and the Just Dance Community
Maggie’s Lanarkshire Noel Lunches
Will North, Greg Allen and John Wynne-Davies
Remission Possible
The Racing for Maggie’s Partnership
Strike Club – the games industry’s bowling event
Thainstone Exchange Friends of Maggie’s

Companies
Aberdeen Standard Investments
ACTIVPAYROLL
Apache
Arnold Clark
Barclays Bank
Barclays Wealth Management
Bidwells
Blackadders Solicitors
Bloomberg
Bothwell Castle Golf Club
Bowmans Scottish Lawyers
Box-it North Scotland
Brodies LLP
Cairn Energy
Clifpine Ltd
D C Thomson & Co Ltd
DLA Piper UK LLP
Dovetail Agency
Drake & Morgan Ltd
DVLA
E D & F Man Capital Markets Ltd
EDF Energy
EQ Accountants
Fenwick
First Direct
Gullane Ladies’ Golf Club
Harley Davidson Europe Ltd
HSBC Bank Plc
I and H Brown Ltd
Insights Learning & Development Ltd
JMW Solicitors
Joseph Holt Ltd
Keltbray
Linklaters LLP
Marathon International Oil (GB) Ltd
MBM Commercial
McClure Solicitors
Moleface Pub Company
Morgan Stanley
Mowgli Street Food
N&C Pubs Ltd
North Edge Capital LLP
Nuffield Health Cambridge Hospital
Nuffield Health Oxford – The Manor Hospital
Orion Engineering Services Ltd
Panmure Street Property Co Ltd
Perwyn LLP
PIMCO
QAPM Ltd
Repsol Sinopec Resources UK Limited
Royal Bank of Scotland Personal Banking
Ruddy Joinery Ltd
Sainsbury’s Arnold
Sainsbury’s Bank
Sky
Sovereign Health Care
Sir Robert McAlpine Ltd
Stagecoach Group Plc
The Lowry Hotel
The Sheraton Grand Hotel and Spa
Thomas Cook Airlines Ltd
Thorntons Law
Tomatin Distillery Co Ltd
Unum
William Hare Group
Winch Design
Maggie’s Governance

We rely on some extraordinarily dedicated, talented and generous individuals to help us support people with cancer and their families and friends. Those individuals noted here, along with thousands of others, share their expertise and offer guidance, actively volunteer, give personally, and help raise the money to build and run our Centres. They are the driving force behind all that we do.

Co-Founders
Maggie Keswick Jencks
Charles Jencks

President
HRH The Duchess of Cornwall

Honorary Patrons
Sarah Brown
Janet Ellis
Norman Foster,
Lord Foster of Thames Bank
Frank Gehry
Mary McCartney
Richard Rogers,
Baron Roger of Riverside
Kirsty Wark

Vice Presidents
Elena Baturina
Liz and Terry Bramall
Stewart Grimshaw
Stuart Gulliver
Annemiek Hoogenboom
Charles Jencks
John Jencks
Lily Jencks
Andrew and Zoë Law

Directors
Ian Marchant (Chairman)
(Stepped down 2018)
Alan Eisner (Chairman)
(Appointed as Chair 2018)
Laura Lee (Chief Executive)
Nick Claydon
Stuart Gulliver (appointed Nov 2018)
Charles Jencks
Lily Jencks (alternate director for
Charles Jencks)
Prof Robert Leonard
Jim Martin
George Robinson

Executive
Laura Lee (Chief Executive)
Sarah Beard

Louisa Mann
Colin Montgomery
Cathy Parfett
Alan and Jette Parker
Nette Reynolds
Mark Philip-Sorensen
Sir Norman Stoller CBE KStJ DL and Lady
Sheila Stoller
Mike Thompson

The above list represents activity in 2018
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Nottingham
Steve Brandreth (Chair)
Rachel Addison Horsley
Andrew Marshall
Paul Newell
Lynette Pinchess
Jennifer Spencer
Lady Valerie White
Dr Judy Naaké MBE DL (Honorary Patron)

Oldham
Dr Carolyn Wilkins OBE (Chair)
Dave Benstead
Jayne Clarke
Stuart Hanson
Muzahid Khan
Rebecca O’Donnell
Laura Smart

Oxford Board
Deborah Laidlaw (Chair)
Dave Freeman
Clare Hobbs
Caroline Newton
Aki Olver
Cheryl Trafford

Southampton
Sarah Le May (Chair)
Mark Baring
Penny Brewer
Bernard Cazenove
Max Jonas
Melanie Shaw
George Stephenson
Sara Weld

Swansea
Blanche Sainsbury (Chair)
Matthew Bound
Clare Curtis
Lara Johnson
Richard Morgan
Jessica Rice
Pat Steane (Honorary Patron)
Rachel Thomas
Danni Watts-Jones

Tokyo
Masako Akiyama
Keiko Hamaguchi
Dr Tadao Kakizoe
Miho Suzuki
Dr Miyako Takahashi
Yujiro Takahashi
Dr Shigeru Tanaka
Ryo Yamazaki

Yorkshire
Martin Jenkins (Chair)
Ken Beaty (Deputy Chair)
John Bywater
Helen Oldham
David Parkin
Caroline Pullich
Carla Stockton-Jones
Diane Watson

The above list represents activity in 2018
“When you’re going through cancer in your 20s, not many of your peers know how to talk to you about that because they haven’t gone through it. Going to Maggie’s, where the staff understood and there were other people who knew what I was going through, was crucial in helping me cope.”

Helen