

maggie's

Annual Review
2009/10

g
the **best**
thing **we** ever
did”



WOULD SAY THAT

BECAUSE OF
MAGGIE'S

AND THROUGH MY MANY VISITS THERE,

I HAVE BECOME A P
STRONGER P

About Maggie's

Maggie's unique centres are located on hospital grounds to provide the very best complement to medical care. Our effective combination of practical, emotional and psychological support is available to anyone affected by any type of cancer for as long as they need it.

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Welcome to Maggie's

"Maggie's Centre is fantastic. The staff are so friendly and helpful, you don't feel any pressure when you come in. You can drop in to Maggie's and ask anyone anything."

James, Maggie's Glasgow

A welcome is the difference between feeling alone and feeling you belong. That's why the welcome is so valued by our visitors and is a fundamental part of the Maggie's programme.

In 2009 we made 88,000 welcomes: 16% more than in 2008. Last year we welcomed 16,000 people to our centres for the first time. In established centres such as Dundee and Edinburgh we saw 40% of the local cancer population.

MAGGIE'S

HAS

HELPED

ME

SO MUCH,

IT'S A PLACE WHERE

PEOPLE

REALLY

UNDERSTAND

YOU

A word from our CEO and Chairman

People affected by cancer come to Maggie's through many routes, and the journey to us can often be an isolated and frightening one. But time and again people tell us that they feel different from the moment they walk into a Maggie's Centre. In the last year our centres received over 88,000 visits, a 16% increase on 2008. In addition to this we have received 4,000 visits to our Hong Kong centre based at Tuen Mun hospital. Some 67% of visitors came to our centres because they have cancer; 33% are family or friends of someone with cancer; 50% came on the recommendation of their doctor or nurse.

Each of our visitors has their own story, with different challenges and different hopes. Our programme is designed to help people find the strength within themselves to manage their cancer journey, wherever it may take them. As an organisation, we hold on to this central philosophy so that we can continue to thrive and adapt. The challenge as we grow is to make sure we keep providing the personal, relational support that makes our programme so powerful for the people who use it.

Our ultimate aim is to have a Maggie's Centre at each of the 58 major cancer centres across the UK. By the end of the decade we hope to be at least halfway to achieving this goal.

Thanks to the exceptional generosity of our supporters we have been able to welcome more people than ever to our centres. Despite a challenging economic climate our annual turnover has increased and the Joy of Living Campaign

has reached £12 million of its £15 million target. Maggie's Cotswolds is due to open in autumn of this year and construction of South West Wales, Oxford and Nottingham will start within the next 12 months. Construction of the Glasgow Gartnavel Centre, adjacent to the Beatson Cancer Centre, is due to start shortly. In Lanarkshire, where we currently run an interim service at Wishaw General Hospital, construction of our full centre, to be based at Monklands Hospital where cancer services are now situated, is due to start later this year.

The extraordinary support of our patrons and donors has been crucial to the success of the last year, and will continue to be crucial in the years to come. We are extremely grateful for the unerring commitment of our president HRH The Duchess of Cornwall, our Joy of Living Patron Sarah Brown and all our Patrons and Board members. We are hugely appreciative of the volunteers who in so many ways give their time and commitment to Maggie's.

Our greatest inspiration, though, is from the people who walk through our doors. Walk into any centre and you'll be greeted by smiles and laughter, as ordinary people face extraordinary challenges with real hope and determination. It is their courage that inspires all that we do.

Laura Lee
Chief Executive

Nigel Cayzer
Chairman



The kitchen table

"Maggie's kitchen table is a home from home for me"

Jamie, Maggie's Fife

The kitchen table is the heart of the centre. It's an informal place where you can speak to our cancer support specialist, or just sit quietly among others. Last year we were delighted to welcome Michelle Obama, First Lady of the United States of America, to our London kitchen table when she visited with our Patron Sarah Brown.

In 2009 Maggie's had nine kitchen tables in centres in Edinburgh, Glasgow, Fife, Dundee, the Highlands and London, and at interim services in South West Wales, Lanarkshire and Oxford.

Building work has been underway in the Cotswolds and by autumn 2010 we'll have another kitchen table at the heart of our seventh uniquely designed centre.

By 2014 we will have 15 centres operational and a further eight in development.

Maggie's Centres

Maggie's Centres

Edinburgh
Western General Hospital

Glasgow
Western Infirmary

Dundee
Ninewells Hospital

Highlands
Raigmore Hospital, Inverness

Fife
Victoria Hospital, Kirkcaldy

London
Charing Cross Hospital

Interim Maggie's Centres

Lanarkshire
Wishaw General Hospital

Oxford
Churchill Hospital

South West Wales
Singleton Hospital, Swansea

Planned Maggie's Centres

Aberdeen
Aberdeen Royal Infirmary

Birmingham
Queen Elizabeth Hospital

Cotswolds
(due to open Autumn 2010)

Cheltenham General Hospital

Gartnavel (Glasgow)
The Beatson West of Scotland Cancer Centre, Gartnavel
Lanarkshire

Monklands General Hospital

Nottingham
City Hospital

North East
Freeman Hospital, Newcastle

Oxford
Churchill Hospital

South West Wales
Singleton Hospital, Swansea



Walking
into
the centre

FELT SEEN AS A

person
rather than a patient

Getting to the heart of the matter

"When I was diagnosed with cancer I felt I had crossed a line. I looked around and thought to myself all of these people are busy living their lives, taking the future for granted. I am a freak, a one-breasted woman. I don't even know if I have a future. I suddenly felt very alone and very, very lonely. It didn't make any difference that I had a loving family and wonderful friends. This wasn't happening to them."

Lucy, Maggie's Online Centre

People affected by cancer face enormous change. Cancer challenges your sense of purpose and meaning in life. It can bring a strong sense of isolation and loneliness, as well as worries about practical issues like how to pay the bills or what to eat.

Our centres provide information, practical advice and psychological and emotional support to help anyone going through these challenges. Everything we offer is free of charge.

As an organisation we also face change as we work to reach more people in more places. Our challenge as we do this is to ensure that each of our new centres, as well as our existing centres, can deliver the highest quality programme of support to people affected by cancer.

Five year goals

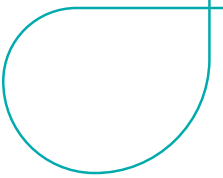
- 15 fully operational centres by 2014, with eight more in development
- 2010: Gartnavel, Lanarkshire, South West Wales, Nottingham and Oxford under construction
- 2011: North East under construction

By 2014 Maggie's will

- Be recognised as the UK's leading network of independent cancer caring centres to support people living with, through and beyond cancer
- Increase the total of newly diagnosed people with cancer using Maggie's to 40% of local cancer population in all established centres
- Increase new visits from people with cancer by 11%
- Increase new family and friends visits by 4%
- Launch our research portfolio



JUST FELT



BUILDING

THE

ENVELOPED

IN



ME

LOVE

**YOU
DO
IS**

IT'S BRIGHT,
IT'S LIGHT
AND THE FIRST

SMILE

Key moments that matter

People affected by cancer turn to Maggie's at key points:

Initial diagnosis

"After being diagnosed I found myself asking questions that doctors and nurses couldn't answer. I needed to speak to people that had gone through what I was feeling. The support group helped enormously. I could speak to people who understood. I've also been to the relaxation and stress management classes at Maggie's which were brilliant. The worry and stress that a cancer diagnosis can bring on is indescribable."

Peter, Maggie's Glasgow

Transition after treatment

"All my family talk about is how good it will be to see the treatment finished so that we can all get back to normal. For me at the moment it feels as if things will never be the same again, I feel I can't get back to normal, it's like I have to find a new normality."

Gail, Maggie's Oxford

All Clear

"MRI clear!... That's the best news I've ever had! And guess what? I burst into tears and couldn't stop!! If they'd told me it was bad news, I was prepared for that and would have handled it a lot better but good news – I don't 'do' good news!!"

Anna, Maggie's Online Centre

Recurrence

"After the second diagnosis Christine and I came out of the oncology unit in a daze, and walked into Maggie's. We were both pretty numb at the time. It was one of the best things we ever did. They sat us down and we had a cup of tea and we went through things. It got our feet on the ground and pointed us in the right direction."

Norrie, Maggie's Edinburgh

End of life

"Maggie's takes the loneliness out of cancer – it's about learning to live in the moment. It can help to have someone to guide you through the bad days and celebrate the good – it's important to appreciate what you've got and make the most of it."

Alan, Maggie's Fife

Bereavement

"I went to Maggie's two or three weeks after my wife Brigid died but I said to Andrew, the centre head: 'You are here for people with cancer not for bereavement counselling.'. And he said: 'I want to help.' So then I went to see him every other week. Going to Maggie's helps me to break down decisions. I can talk about practical things but also about grief and anger. The beauty of it is that he had met Brigid and seen us together. He knew how when she entered a room a light went on."

Klaus, Maggie's Edinburgh

Our milestones

Expanding our network of cancer caring centres across the UK requires us to reach key milestones. These are:

Approval to build

In 2009 we received approval to begin building five centres: Gartnavel, South West Wales, Oxford, Nottingham, North East.

Building local support

Our local supporters helped to raise £2.3 million across the regions and raise awareness of Maggie's. Support from NHS colleagues played a crucial part in directing people to Maggie's. 50% of our visitors were directed to Maggie's by an NHS professional.

Getting the media on board

- In 2009 we had successful media partnerships in several regions, running fundraising appeals with:
- Nottingham Evening Post – Target £500,000
 - Wiltshire and Gloucestershire Standard – Target £200,000
 - Newcastle Evening Chronicle – Target £500,000

Press coverage through these partnerships and other publicity was valued at £9.5 million (AVE).

Raising income

- In 2009:
- £8.8 million turnover
 - £2.8 million raised for capital projects
- (See pages 18/19 for a full breakdown of how our money was raised in 2009)*

People's Postcode Lottery

In 2009 Maggie's received £628,000 from the People's Postcode Lottery who are now supporting our work in Scotland, England and Wales. This takes the total received by Maggie's since the start of the partnership up to a staggering £1.16 million. This partnership is crucially important to Maggie's as it also raises awareness of what we do through some unique media and marketing opportunities and we look forward to continuing to work with them in 2011 and beyond.

Walk the Walk

Maggie's has been working in partnership with grant making charity Walk the Walk since 2007, when it awarded funding to help us develop our Online Support Centre and to provide outreach services in the Scottish Highlands. Funds raised through The MoonWalk Edinburgh are dedicated to cancer support activities in Scotland, and we are proud to be one of a small number of charity partners chosen by Walk the Walk. In 2010, we will begin building a second Maggie's Centre in Glasgow, at the Gartnavel General Hospital, with a multi-million pound grant from Walk the Walk.

Media highlights

Independent on Sunday **Just what the doctor ordered**

Maggie's Centre in Dundee had the UK's first Frank Gehry building, and finally it has a spectacular garden to go with it. Gehry was commissioned almost a decade ago, and his folded metal roof sits atop a little white house. It looks almost like a gingerbread cottage sat on the side of the Firth of Tay, overlooking the water and the hills...

Wilts and Gloucestershire Standard

Target reached...

OVER the past 21 months Standard readers have endured sponsored climbs, runs, swims and a whole host of activities to help hit the £200,000 target. Despite the recession, our campaign, which we launched in January 2008, has been a great success. The £200,000 mark has now been reached and yet more

money is coming in. Standard editor Skip Walker said: "The success of the Maggie's Cotswolds campaign has been absolutely staggering. BUILDING commenced on Maggie's Cotswolds on Monday after the charity reached the £2 million fundraising target needed to start the work..."

The Herald

Fighting cancer with hope and courage'

It started in March 2008 with an invitation to become a Herald Friend of Maggie's. Now, after 10 months, to highlight the inspirational work of Maggie's Cancer Caring Centres across Scotland has been calculated at more than £650,000...

Tatler

Voting for Maggie's

Article by Sarah Brown

It's difficult to say when I first realised how much heartbreak is caused by cancer. I've been touched by it in my own life and watched some friends and family pull through and others fight with great dignity to the end. But it wasn't until I got involved with the Maggie's Cancer Caring Centres that I started to understand that my own experience is replicated in family after family across Britain...

Paisley Daily Express

BRA-VO!

BUDDIE Sally Orr is asking Paisley Daily Express readers to slip into a jazzy bra for some fun-filled charity walking. Sally, 55, originally from Ralston, is one of the organisers of cancer charity Walk The Walk and she is helping to organise the annual Moon Walk in Edinburgh...

Nottingham Evening Post

Maggie's Appeal hits the £1m milestone

A small but dedicated band of well-connected and influential Nottingham names have been busy working behind the scenes to raise the profile of Maggie's. Networking lunches, dinners and drinks receptions have raised nearly £600,000. Together with the £432,164 raised by the public through the Post's appeal, it means Maggie's Nottingham has smashed the £1m barrier..

Continual evaluation and assessment

"I always believed wholeheartedly in the Maggie's approach to caring for people with cancer and I saw this as complementing the treatment my colleagues and I give people with cancer in the NHS. Then I was diagnosed with cancer myself and had the opportunity to see Maggie's 'from the other side'. In my position I already had access to all the information I could need. The hospital environment was familiar to me and I was being treated by my colleagues who are friends and yet Maggie's still offered me valuable support. It was essential to have the space and time away from the hospital environment to contemplate, talk and consider my whole life now that cancer was a part of it. Maggie's are remarkable centres and it is pretty hard to put into words how special they are."

Dr Noelle O'Rourke,
Maggie's Glasgow

A diagnosis of cancer brings with it uncertainty. It can lead you to reassess and re-evaluate your ideas about normal everyday life. A Maggie's Centre is a space in which you can find the tools and support to adapt to and manage this new normality.

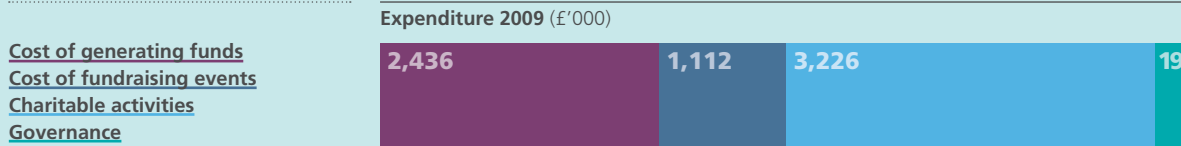
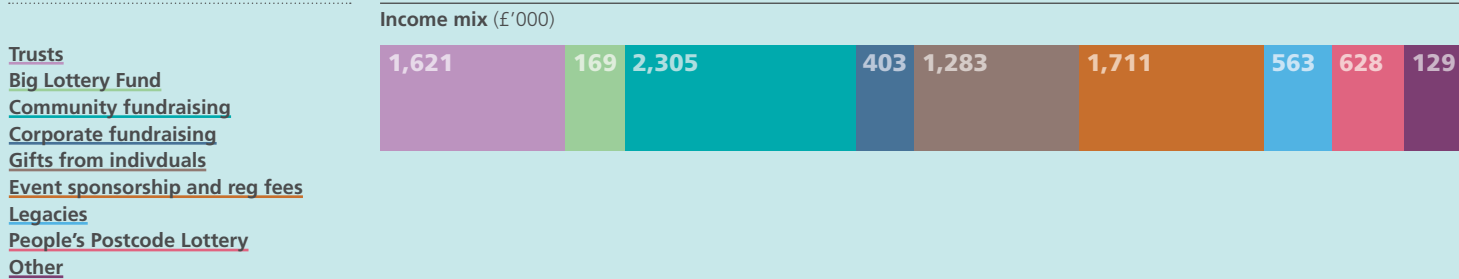
To provide this support we need to continually evaluate and assess the quality of our programme. We do this through a triennial peer-to-peer review, an annual audit of centre users and our quality assurance programme. Our next triennial review will take place in 2011.

- Our annual audit for 2009 showed 100% satisfaction rating by centre visitors
- Over 50% came to Maggie's following the recommendation of an NHS healthcare professional
- 60% visited Maggie's for drop-in support
- 40% visited to participate in workshops or courses

Maggie's Centre
has been a
life saver
for me.
THE CENTRE
allows people to *talk openly* *in a*
welcoming
&
SAFE
ENVIRONMENT

Financial information

Thanks to our generous supporters Maggie's raised over £8.8 million in 2009, with pledges of £4.2 million. Of this £7 million is operating revenue and £1.8 million is capital funding to build new centres.



Building centres and buying other assets (£'000)



Income and Expenditure

Income And Expenditure (£'000)

Income	2009	2008
Income for capital projects	1,774	1,811
Grants and donations	4,785	3,917
Fundraising events	2,157	2,539
Interest	96	366
Total	8,812	8,633

Expenditure	2009	2008
Cost of generating funds	2,436	2,196
Cost of fundraising events	1,112	1,262
Charitable activities	3,226	2,987
Governance	19	21
Total	6,793	6,466

Net incoming resources	2,019	2,167
Expenditure on building centres and buying other assets	1,005	1,613

The summary of income and expenditure for 2009 set out above has been extracted from the full consolidated financial statements and does not constitute the charity's statutory consolidated financial statements. This summarised financial information may not contain sufficient information to allow for a full understanding of the financial affairs of the charity. For further information, the full consolidated financial statements, the auditor's report on these consolidated financial statements and the directors' report should be consulted. Copies of the full consolidated financial statements can be obtained from Pam Richardson on 0131 537 2456.

Balance Sheet (£'000)

	2009	2008
Fixed assets	9,637	9,134

Current assets	2009	2008
Debtors	613	539
Cash at bank	8,524	7,109
Total	9,137	7,648

Creditors	515	542
Net current assets	8,622	7,106
Total assets less current liabilities	18,259	16,240

Reserves	2009	2008
Endowment fund	250	250
Restricted funds held as cash	3,521	2,550
Restricted funds held as fixed assets	6,552	6,145
Unrestricted funds held as fixed assets	3,085	2,989
Designated New Centres Development Fund	2,123	2,086
General Fund	2,728	2,220
Total	18,259	16,240

Saying goodbye

'Cancer can be a queer bedfellow. On the one hand it is trying to kill me and on the other it has opened so many new doors. I have met amazing people and have learnt ways to express myself that my 64 years on the planet have never taught me.'

Bruce, Maggie's Dundee

We want you to leave Maggie's feeling you are no longer alone. Your time with Maggie's does not have to finish when your treatment does. Our door is always ajar; our support is available for as long as you need it.

The support of our donors and ambassadors creates a lasting impact; it helps us to open more doors to more Maggie's Centres. As an organisation we want everyone who needs our help to have access to our centres. Thanks to our generous friends, volunteers and supporters, this year we have moved closer to realising this vision.

I've
been able
to **talk** **&** **meet great people**
who are going
through
a similar experience

about
what
I am
going
through

Maggie's
is making an

EXTRAORDINARY
& fantastic

difference
to people

GOING THROUGH
the ordeal of cancer

2009: a summary

NARY

Who we reached

Ratio of carers to people with cancer	1:2
Ratio of men to women	1:2
New visitors to return visitors	1:4

Types of cancer

Brain/CNS	3.10%
Breast	37.98%
Gynaecological	7.45%
Head/Neck	4.16%
Haematological	7.43%
Lower GI	8.22%
Lung	9.74%
Not stated	4.54%
Other	0.46%
Prostate	5.88%
Sarcoma/bone	0.87%
Skin/Melanoma	1.17%
Testic/semin/germ	1.58%
Unknown primary	0.60%
Upper GI	4.08%
Urology	2.23%

Snapshot of what we offered

Access to previously unclaimed benefits	£9 million
One-to-one sessions with a psychologist	3997
Attendees to relaxation groups	4580
Attendees to tai chi sessions	3218
Attendees to nutrition sessions	1720

Thank you

Alistair Dixon
 Allied Irish Bank (GB)
 Anneka Rice
 Anonymous
 Aref Lahham
 Atty and Celia Beor-Roberts
 BBC Children In Need Appeal
 BDP Lighting
 Betfair Limited
 Breast Quest 2008
 Brodies LLP Solicitors
 Bruce and Penelope Bossom
 Calum Melville
 CBS Outdoor Ltd
 CHK Charities Limited
 City Bridge Trust
 Charles Jencks
 Cyril Sweett plc
 Delancey
 Dimpleby Cancer Care
 Domenica Dunne
 Doreen and the Fife Twilight Walkers
 Douglas Gordon
 Dundas and Wilson LLP
 Edinburgh Charity Fashion
 Show 2009
 Erskine Stewart's Melville Schools
 Fleet Alliance
 Flora Neville
 Gareth Sullivan
 (Lord Mayor of Swansea)
 Graham and Jo Cartledge
 Helen Thorpe (The Helen
 Randag Charitable Foundation)
 Henry Tufnell and George Bossom
 Hylde Christie
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 Janet Cathro
 Janet Ellis
 Jenna Sharp
 John Jencks
 John Menzies plc
 K J Tait Engineers
 Kwik Fit Insurance Services

L K Bennett
 Lady Blakenham's Charity Trust
 Lazard Charitable Committee
 Lifescan
 Lily Jencks
 Lodge On Loch Lomond
 Lorenzo Alonzi
 Mansell Construction
 Services Limited
 Miss Margaret J Stephen's
 Charitable Trust
 Newcastle Building Society
 Newman's Own Foundation Inc
 NHS Fife
 Nicholas Jones
 Orla Kiely
 Mr and Mrs Peter Cummings
 Philip Brown
 Rogers Stirk Harbour + Partners
 Royal Bank Of Scotland plc
 Ryden
 Sants Charitable Trust
 Scotland's Garden Scheme
 Scottish & Southern Energy plc
 Sheena Duncan Winter
 (Lady Provost of Glasgow)
 Sheraton Grand Hotel
 and Spa - Edinburgh
 Sir Tom Farmer
 Steve Standbridge
 Tanlaw Foundation
 The Alexander Moncur Trust
 The Balcombe Charitable Trust
 The Band Trust
 The Barnwood House Trust
 The Big Lottery Fund
 The Charlotte Heber Percy Trust
 The CHEAR Foundation
 The Cleopatra Trust
 The Clore Duffield Foundation
 The Crispa (R I Cahn)
 Charitable Trust
 The Debbie White
 Fundraising Society

The Eranda Foundation
 The Evan Cornish Foundation
 The Freemasons' Grand Charity
 The Friends Cancer Charity
 The Gemini Trust
 The Gerald Ronson Foundation
 The Gosling Foundation
 The Henry Smith Charity
 The Hobson Charity
 The Hollywood Trust
 The John Armitage
 Charitable Trust
 The John Ellerman Foundation
 The John R Murray
 Charitable Trust
 The Laura Ashley Foundation
 The Lloyds TSB Foundation
 The Monument Trust
 The Myristica Trust
 The Northwood Charitable Trust
 The Paul Foundation
 The People's Postcode Lottery
 The PF Charitable Trust
 The Portrack Trust
 The Ray Gravell and Friends
 Charitable Trust
 The Reed Foundation
 (The Big Give)
 The Robertson Trust
 The Sammermar Trust
 The Scott Trust
 The Scottish Government
 The Scottish Prison Service
 The Stavros Niarchos Foundation
 The Summerfield Charitable Trust
 The Swire Charitable Trust
 The Welsh Assembly Government
 The Will Charitable Trust
 Thornhill and District
 Rotary Club
 Walk the Walk Worldwide
 William Dawson Trust

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www.maggiescentres.org

*Calls to 0300 numbers cost the same as calls to a standard line, even from mobiles

“Walking
into
Maggie’s
was

www.maggiescentres.org

*Quotation used on this cover from
Norrie Brown, Maggie's Edinburgh*

Maggie Keswick Jencks Cancer Caring
Centres Trust (Maggie's) is a registered charity,
No. SCO24414