

The Maggie's
approach to cancer
2010/11
Annual Review



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



'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.

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



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.

Nigel Cayzer
Chairman

Laura Lee
Chief Executive

Alive

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

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 Montgomerie 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



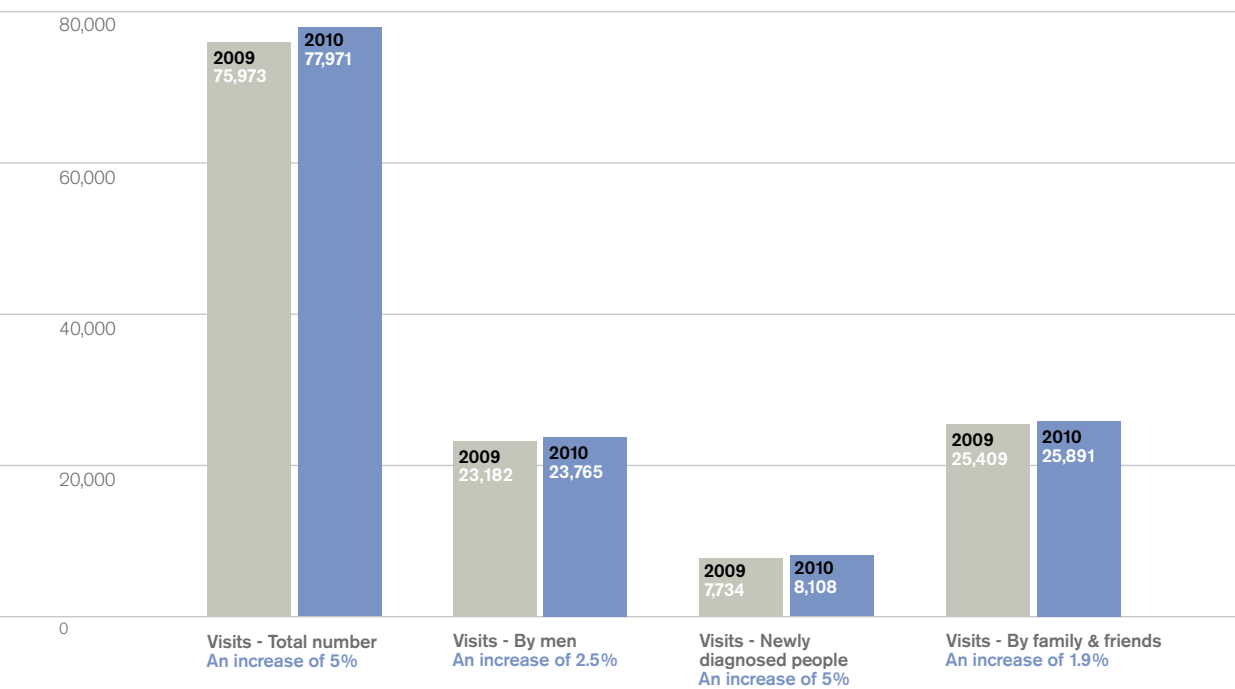
Working
The people who came to Maggie's and how we helped them

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.

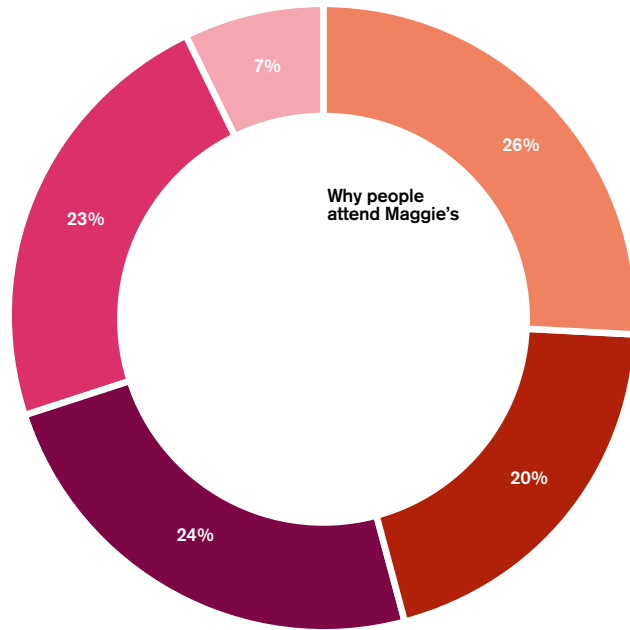
We also spread our support more evenly across the many different types of cancer by putting on special lectures and support groups and by partnering with other specialist charities.

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

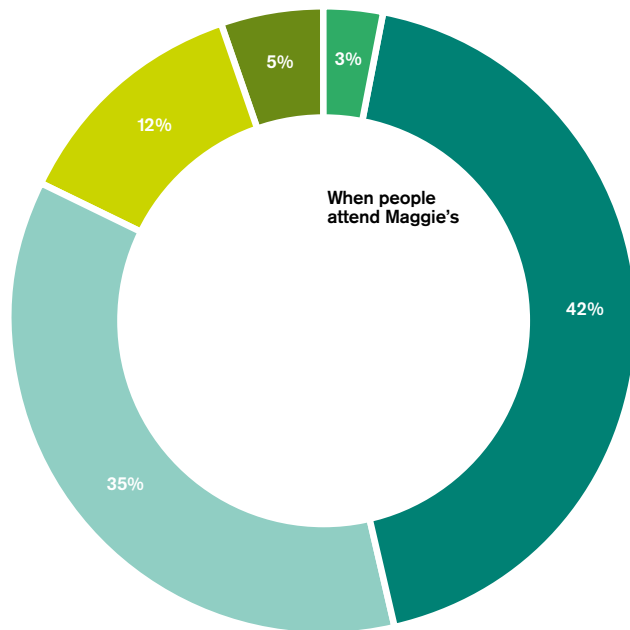


In addition, our new 'Getting Started' and 'Where Now?' courses helped us provide more support to people at specific stages of diagnosis and treatment.

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

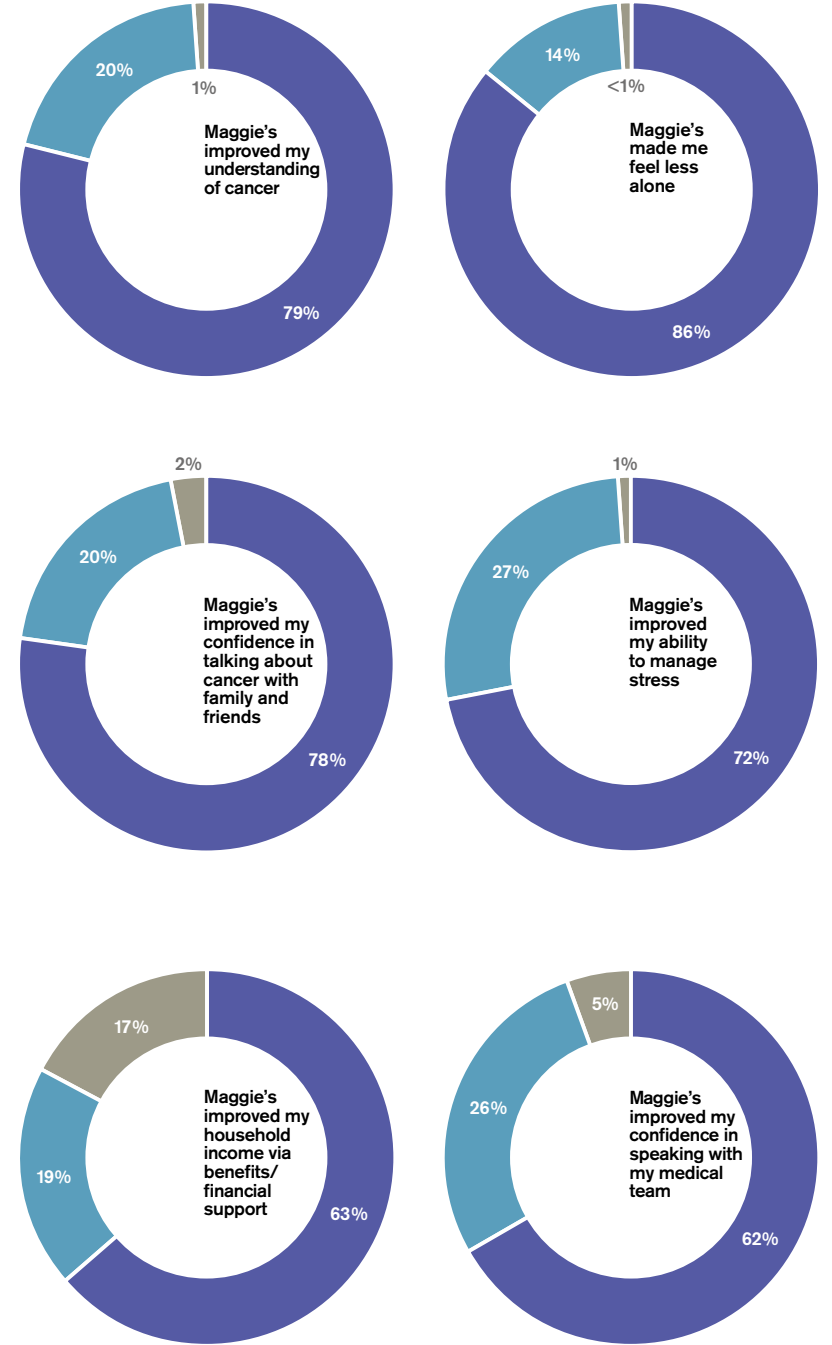


- Diagnosis
- Undergoing treatment
- Post-treatment
- Advanced
- Bereavement



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



**Respected
Support from
the experts**



**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 ever 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.



**Growing
More funding
doing more**

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.

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
£2,252,000
This includes income from volunteers and supporters who run events and fundraise locally in their community around our centres.

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

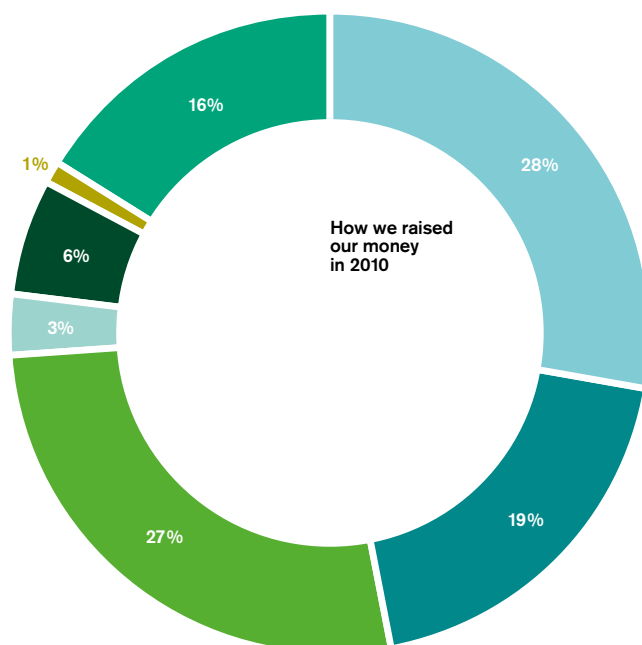
Legacies
£408,000
This is money that people leave us in their wills.

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



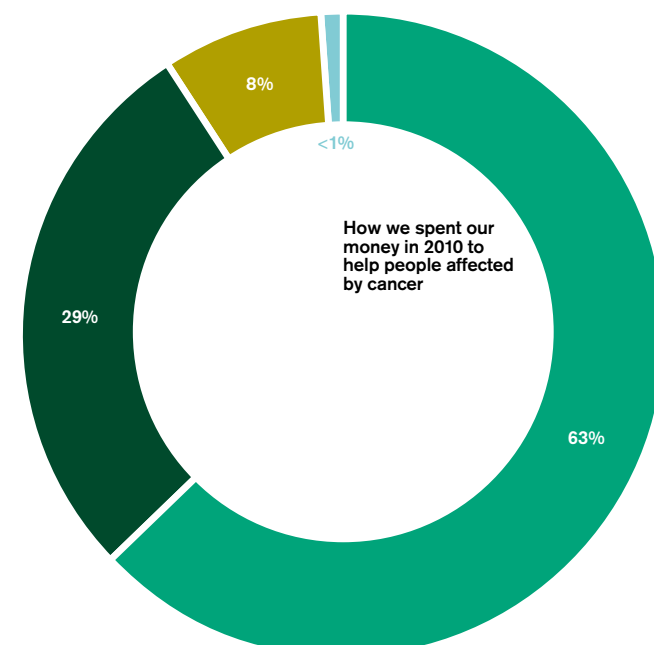
Activities to help people affected by cancer
£7,201,000
This includes the cost of building new centres and refurbishing and upgrading existing centres - £3,320,000. It also includes the cost of running our centres and providing the programme of support both within the centres and online - £3,881,000.

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 Bardsley
William Birch-Reynardson /
Judy Alexander - Diva Opera
Gordon Bisset
Anne and Peter Bond
Bruce and Penelope Bossom
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 Gottesman
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
Tom and Jocelyn Maxfield
Neil McGuinness
Gordon McVean
Calum Melville
Gordon and Georgia Moore
Judy Naaké
Helen Polito
Jim Smith
Steve Standbridge and the
C&G Golf Society
Helen Thorpe (The Helen
Randag Charitable Foundation)
Prince Tomohito of Mikasa
and the Aso Family
Eddie Wishart and Family
(in memory of Diane Wishart)

Memorial Funds

William Courtauld Memorial Fund

Legacies

Mrs MP Adams
Mr R Hendry
Mrs I Higgins
Ms MM Houston
Mr CA Margach
Ms M McVinnie
Mr K Norrie
Mrs OW Redhead
Mr AT Stewart
Miss D Susans
Miss F Towns
Miss P Chalmers Turnbull
Miss J Watmough

Trusts

Abigail Trust
John Armitage Trust
Batchworth Trust
Bay Tree Trust
BBC Children in Need
Big Lottery Fund
Big Lottery Fund Scotland
Big Lottery Fund Wales
Candis Club
City Bridge Trust
Cleopatra Trust
Charles Littlewood Hill Trust
Catherine Cookson Trust
Clare Duffield Foundation
Clothworkers' Foundation
Danego Charitable Trust
William Dawson Trust
J N Derbyshire Trust
Diced Cap Charitable Trust
Dimbleby Cancer Care
John Ellerman Foundation
The Thomas Farr Charity
Federation of Master Builders
SW Region Charitable Trust
Gloucestershire
Environmental Trust
Gosling Foundation
Lady Hind Trust
Hobson Charity
Jane Hodge Foundation
Holywood Trust
Kidani Memorial Trust
Sir James Knott Trust
Lennox & Wyfold Foundation
Mackintosh Foundation
McGrath Trust
Moffat Trust
Elizabeth Montgomerie
Foundation
Alexander Moncur Trust
Monument Trust
Newman's Own Foundation
NHS Fife
Stavros Niarchos Foundation
Northwood Trust
Oak Foundation
PF Charitable Trust
Portrack Charitable Trust
Reed Foundation
Robertson Trust
Santander Foundation
Scottish Government
Gordon Small Trust
Sir Jules Thorn Trust
Walk the Walk
Welsh Assembly Government
Welton Foundation

Companies

Aegon
Betfair Group Plc
Bloomberg
Bovis Lend Lease
Brodiess LLP
Coutts Wealth Solutions
Delancey
Deloitte LLP
Emap Insight
Fleet Alliance
Gray & Adams Ltd
LDC
Lifescan Scotland
Marks & Spencer Marble Arch
Orla Kiely
People's Postcode Lottery
RWE Npower
Ryden
Scottish & Southern Energy Plc
Severfield-Rowen Plc
Shell Exploration & Production
William Grant & Sons

Groups & Events

Edinburgh Rugby Club
Nottingham Sports Dinner
Pedal for Scotland
Rome to Home Cycle Ride
Scotland's Garden Scheme

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.

Maggie's Governance

Co-founders

Maggie Keswick Jencks
Charles Jencks

President

HRH The Duchess
of Cornwall

Patrons

Sarah Brown
Frank Gehry
Chris Gorman OBE
Zaha Hadid
Sir David Landale KCVO
Lord Rogers of Riverside
Jon Snow
Sam Taylor-Wood
Kirsty Wark

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Laura Lee (CEO)
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Jamie Ritblat
George Robinson
Clara Weatherall

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Glenn Burton
Stephen George
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Ann-Louise Ward
Allison Wood

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Prof Jonathon Gray
Mr Hamish Laing
Dr Andy Haynes
Dr James Mackay
Prof Alistair Munro
Dr Noelle O'Rourke
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Domenica Dunne
Charlie Ellison
Christine Facer
Carol Freeman

Dundee

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Andy McCarle
Alistair Napier
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Vicky Jewson
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Madeleine Louloudis
Candida Lycett-Green
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Jeremy Moss
Alexander Muir
Helen Polito
Kate Sloane
Rupert Spencer-Churchill
John Strickland

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Dr Alan Axford OBE
Dr Gian Bertilli
Byron Lewis
Val Lloyd
Roy Phelps
Ian Price
Bianche Sainsbury
Simon Tse

Aberdeen

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Gordon Edwards
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Ian Ord
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Patricia Straughen
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Judy Naake
Douglas Rae
Jamie Ritblat
George Robinson
Helen Scott Lidgett
Patricia Steane OBE, DL
Christopher Simon Sykes
Clara Weatherall

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.