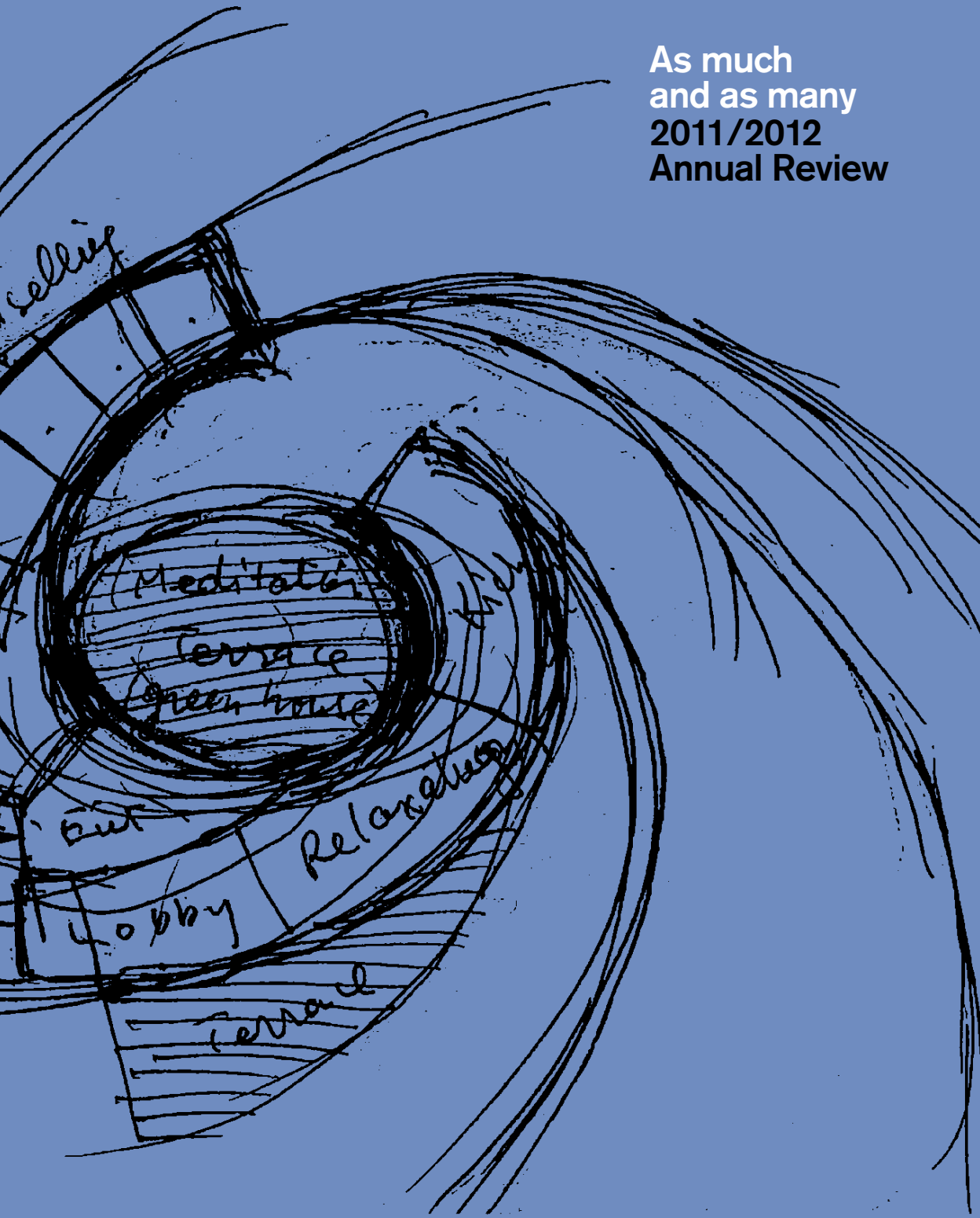


As much  
and as many  
2011/2012  
Annual Review



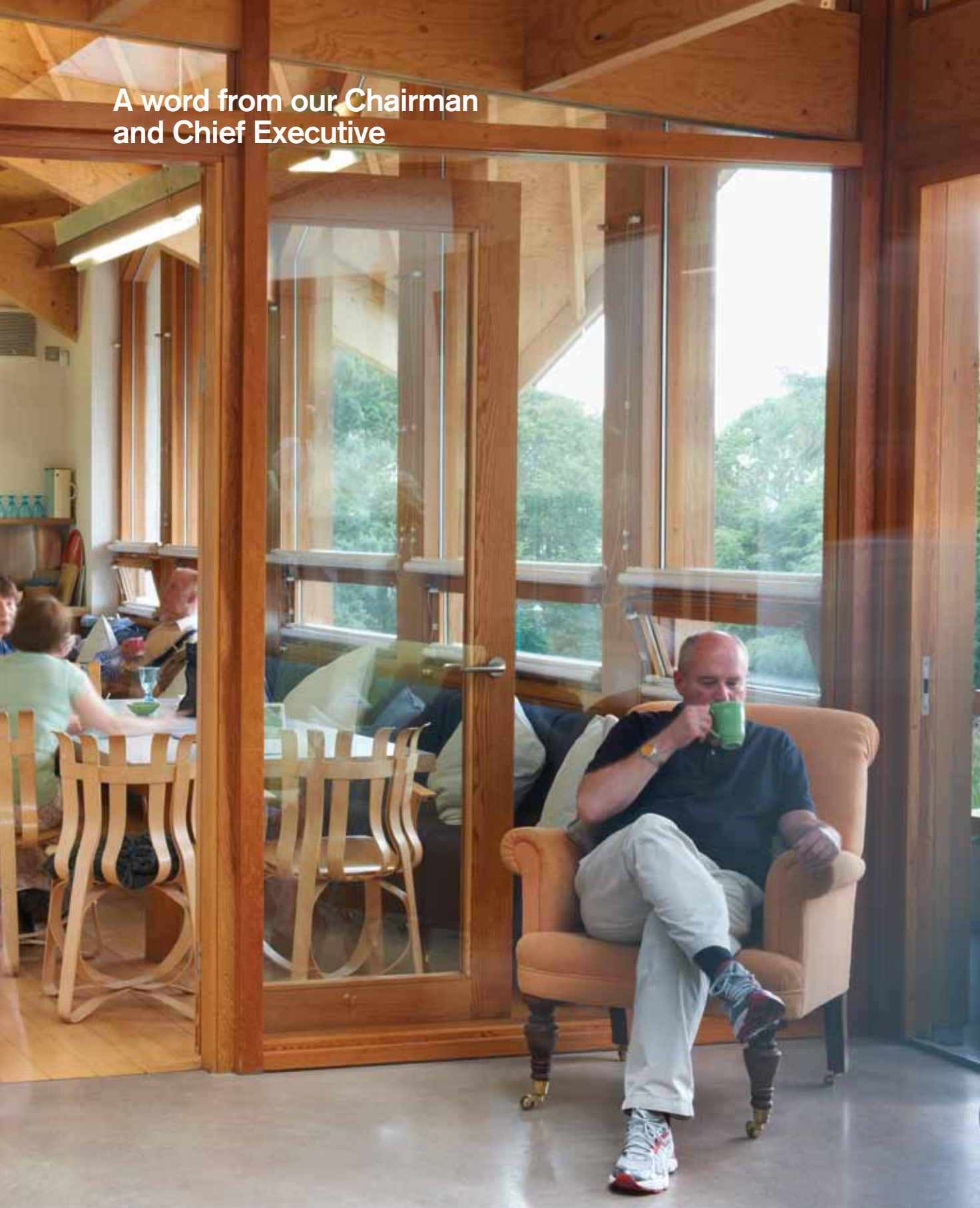
*maggie's*

# Helping as much as we can and as many as we can

This year's story is one of dual growth. From our existing Centres we have grown both the number of people we support and the support we offer to ensure we are helping as much as we can. And we have built new Centres to ensure we are helping as many as we can.

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and Chief Executive**
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## A word from our Chairman and Chief Executive



The last year has been a significant year for Maggie's and one in which we have moved into a new phase of growth.

In 2011, we had almost 100,000 visits; a 17% increase on the previous year. 10,500 people with cancer visited a Centre for the first time; a 30% increase. And following a concerted effort, nearly 30,000 visits to Maggie's were by men; a 19% increase.

In 1996, we were a small team focused on piloting Maggie's ideas; now we are a growing organisation that is ready to make the biggest difference it can, one which must balance investment in new Centres with continuing and increasing the work each Centre does.

But there are still people with cancer in the UK who don't have access to a Maggie's Centre, so our focus on growth continues. In the last year we have opened Centres in Nottingham, Swansea and Glasgow, each of which quickly became well-used by the local community. Centres in Hong Kong, Newcastle, Aberdeen, Lanarkshire and Oxford are in progress and architects have been appointed to help create eight more.

In addition to that, we've launched a campaign for a new Centre in East London at St Bartholomew's Hospital in addition to Maggie's West London, with the ultimate ambition of making Maggie's accessible to everybody with cancer across London.

It is reassuring that, while all this has been going on, our commitment to the quality of our programme has ensured that 99% of visitors to Maggie's rated our support as helpful, and that our approach to cancer care continues to be endorsed by the NHS.

None of what we've achieved would be possible without a huge number of very special people – supporters, fundraisers and volunteers; patrons, campaigners and professionals; and of course all the people who work for Maggie's both in the Centres and behind the scenes.

We'll need continued support to meet the challenges ahead. There are currently two million people with cancer in the UK and this is set to rise to four million by 2030. With a new diagnosis every two minutes\*, we need to make sure we can support as many as we can and as much as we can. Thank you in advance for helping us to do this.

  
**Nigel Cayzer**  
Chairman

  
**Laura Lee**  
Chief Executive

\*based on CRUK statistics, 2008



## Why people with cancer need places like these

The National Health Service is a world leader when it comes to cancer diagnosis and treatment. But when you are diagnosed with cancer, you need so much more than medical care.

Maggie's Centres are beautiful buildings in the grounds of specialist cancer hospitals that provide emotional, practical and social support for people with cancer and their families and friends.

It's a unique approach to cancer care that we call "calmness, clarity and a cup of tea."

"I have seen the work of Maggie's Centres first hand and was impressed by the quality of emotional and psychological support they provide to cancer patients and their families. A patient's support network makes a real difference to their health outcomes and I can't speak highly enough about the evidence-based programme of support offered at every Maggie's Centre, both in the UK and in their growing international presence."

Prof. the Lord Darzi of Denham

Calmness is the first step, because a cancer diagnosis can bring about overwhelming feelings of anxiety and isolation. It might be achieved through relaxation workshops, or simply through the friendly and informal atmosphere within our Centres, which provide a refuge from the hospital and all the stress that comes with it.

Clarity is about practical support. Our team can help you work out questions to discuss with your medical team. They can help you navigate the mass of information you're inevitably bombarded with. They can help you with financial advice. And there are workshops on everything from nutrition to how to style a head scarf.

And a cup of tea. At the heart of every Centre is the kitchen table, and around that table are people just like you. People who are going through the same things, who you can share stories with; or perhaps people who are a little way ahead of you, who can let you know what to expect. Whether you're talking about cancer or something else entirely, it's helpful to talk to people who understand.

"What always sticks in my mind is the standard of care that Maggie's provides and the attention to detail they put into providing it. The Centres are warm, friendly, inspiring places, which are full of light – and they undoubtedly contribute to the continued wellbeing of an individual as they progress through cancer treatment."

Prof. Sir Mike Richards, CBE, National Cancer Director

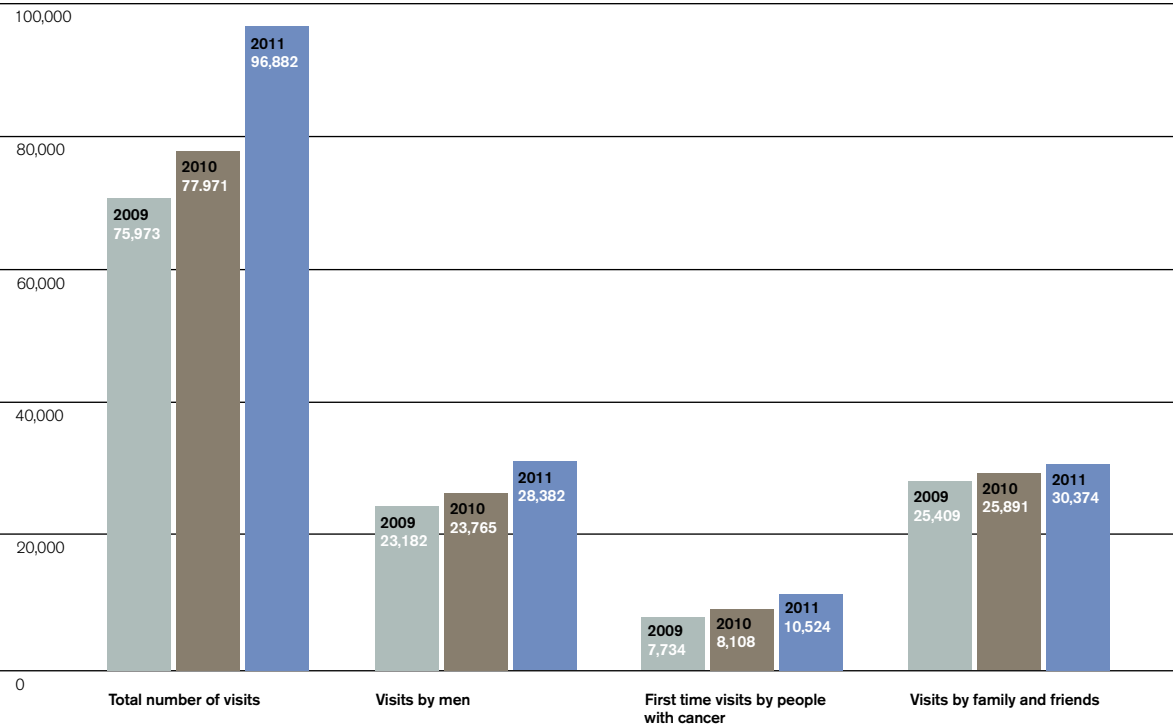


Photograph by Martine Hamilton Knight

## Helping as much as we can

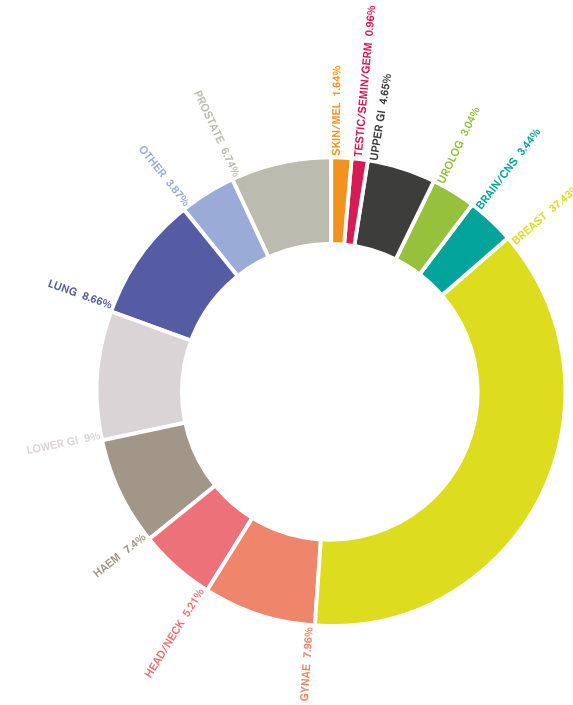
We are committed to balancing growth in two key areas: investment in new Centres, so we can help as many as we can; and investment in existing Centres, so we can help as much as we can. In 2011, we grew the total number of visits to our existing Centres, and following particular focus in these areas; we grew the number of visits by men, the number of first time visits from people with cancer, and the number of visits from families and friends.

Visitor numbers (UK)



We are very proud that our expert staff can support such a diverse range of cancer types. There will always be some difference between the cancer types represented at Maggie's and the national average; due to regional variations, differing prognoses and differing willingness to access support between men and women and between cancer types. However, we want to reach as many people as possible, regardless of cancer type, so in addition to our focus on men, we have introduced tailored groups and workshops to encourage those who have Lower GI (bowel), Upper GI (stomach; pancreas), bladder, prostate and lung cancer to visit. Around 57% (versus 53% national average) of our visits are now from people with these types of cancer.

Cancer types represented at Maggie's



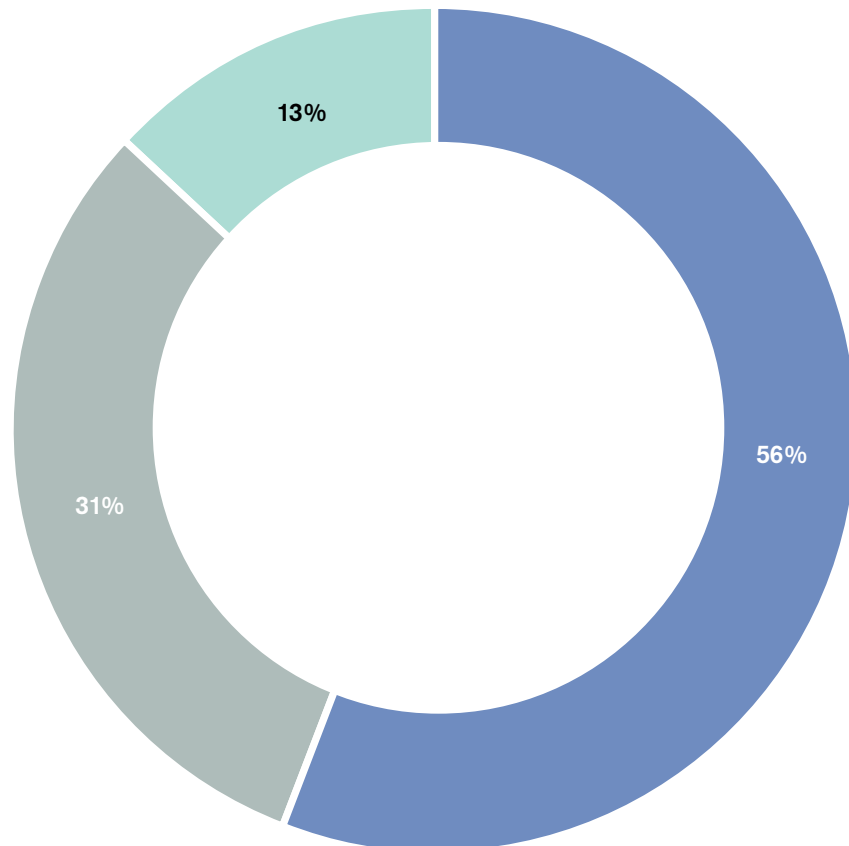
Cancer types represented as national average



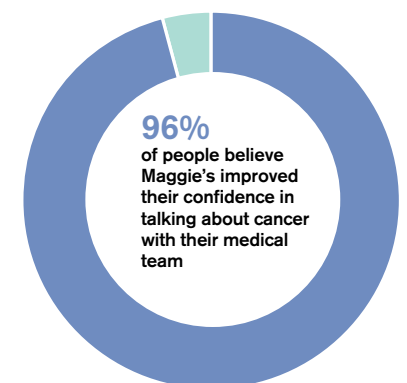
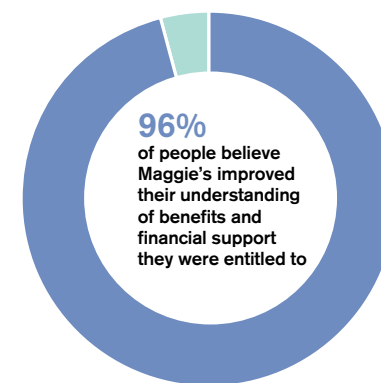
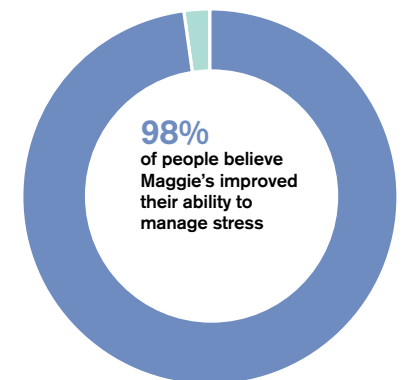
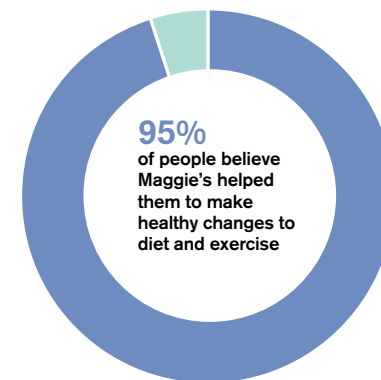
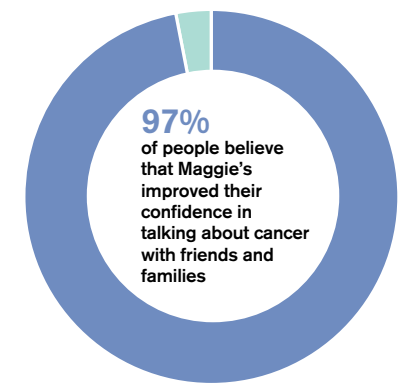
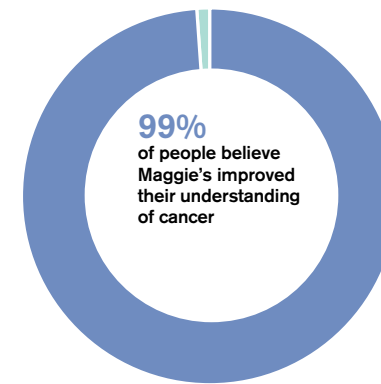
Different people need different types of support at different stages of their cancer journey, which is why our programme covers such a broad range. Here we've broken down the support we offer into 'psycho-social support and cancer information' which is offered by our Cancer Support Specialists, 'practical and lifestyle support' which includes advice on everything from benefits to nutrition, and 'psychological support' which is the support offered by our psychologists both on an individual and group basis.

Why people attend Maggie's

- Psycho-social support and cancer information
- Practical and lifestyle support
- Psychological support



It's important to us to make sure that everything we do at Maggie's is working. Every year we ask visitors about the quality of the support they receive from us. 99% of people found the support that Maggie's provides helpful.



## Helping as many as we can

Our aim is to offer support to every person with cancer in the UK. So as well as helping those we already reach as much as we can, we need to continue building new Centres to help as many as we can. In the past year, we have moved closer to achieving that ambition by opening new Centres in Swansea, Glasgow and Nottingham, each of which quickly became well used.

### **Maggie's South West Wales**

Maggie's South West Wales is our most recent opening and the first purpose built Centre in Wales, bringing our unique approach to cancer care to an additional 2.3 million people.

Dr Kisho Kurokawa, Kisho Kurokawa Associates, was one of the greatest Japanese architects of the 20th Century and a friend of our founder Maggie Keswick Jencks. His stunning circular design for Maggie's South West Wales was created before he died.

"The connection to the cosmos and contacts between East and West – two motives that Maggie and I shared – are in the design. I hope she would have liked it."  
Dr. Kisho Kurokawa, Architect

"The inspirational design of the building, and the fact cancer patients and their families can call into the Centre and talk to the on-site cancer professionals when they feel the need for practical or medical advice and support, is going to make a huge difference to so many lives."  
Lesley Griffiths, The Welsh Assembly Government Minister for Health and Social Services

### **Architect:**

Kisho  
Kurokawa of  
Kisho Kurokawa  
Architects  
and Associates

### **Landscape**

#### **Architect:**

Kim Wilkie  
Associates

### **NHS Board:**

Abertawe Bro  
Morgannwg  
University

### **Location:**

Singleton Hospital

### **Cancer network:**

South Wales

### **Population**

**served:**  
2,300,000





### **Maggie's Nottingham**

Maggie's Nottingham opened in November 2011 and means that more than a million people can now access Maggie's.

"I hope that people find it charming; something like a surprising home. From the outside, the playful appearance will entice people to take a look through the door; once they do, the harmony of light and space will create a uniquely welcoming environment."  
Piers Gough, CBE, Architect

The near symmetrical design and generous height allows Maggie's Nottingham to have a real sense of space and balance. Nottingham-born designer Sir Paul Smith designed the interior, which includes photos taken during his travels around the world, and bright cushions and tiles designed to spark conversation – helping people to connect with others going through similar experiences.

"My favourite part of the building is the kitchen – it's so warm and inviting. It means a great deal to me to be able to spend time at Maggie's. It's a really valuable space."  
Anna Read, Maggie's Nottingham visitor

**Architect:**  
Piers Gough  
CBE of CZWG  
Architects

**Landscape Architect:**  
Envert Studio

**Interior Designer:**  
Sir Paul Smith

**NHS Trust:**  
Nottingham  
University  
Hospitals Trust

**Location:**  
Nottingham City  
Hospital

**Cancer network:**  
East Midlands

**Population served:**  
4,000,000





### **Maggie's Glasgow (Gartnavel)**

Maggie's Glasgow (Gartnavel) is our second Centre in Glasgow, and was funded by a generous grant from Walk the Walk. One of our primary aims is to make it as easy as possible for people with cancer to access a Centre near them. So when the Beatson West of Scotland Cancer Centre announced that it was moving from the Western Infirmary to a new site at Gartnavel Hospital, it was natural for Maggie's to build a Centre nearby.

"We accepted the commission with eagerness. The space we have is linked to the existing hospital, but far enough away from it for us to create another world. It has both privacy and a central position; both sheltered and slightly exposed."  
Rem Koolhaas, Architect

"This wonderful new Maggie's Centre will offer cancer patients the care and support so needed when facing a cancer diagnosis."  
Nina Barough, Chief Executive of Walk the Walk

**Architect:**  
Rem Koolhaas of  
OMA Architects

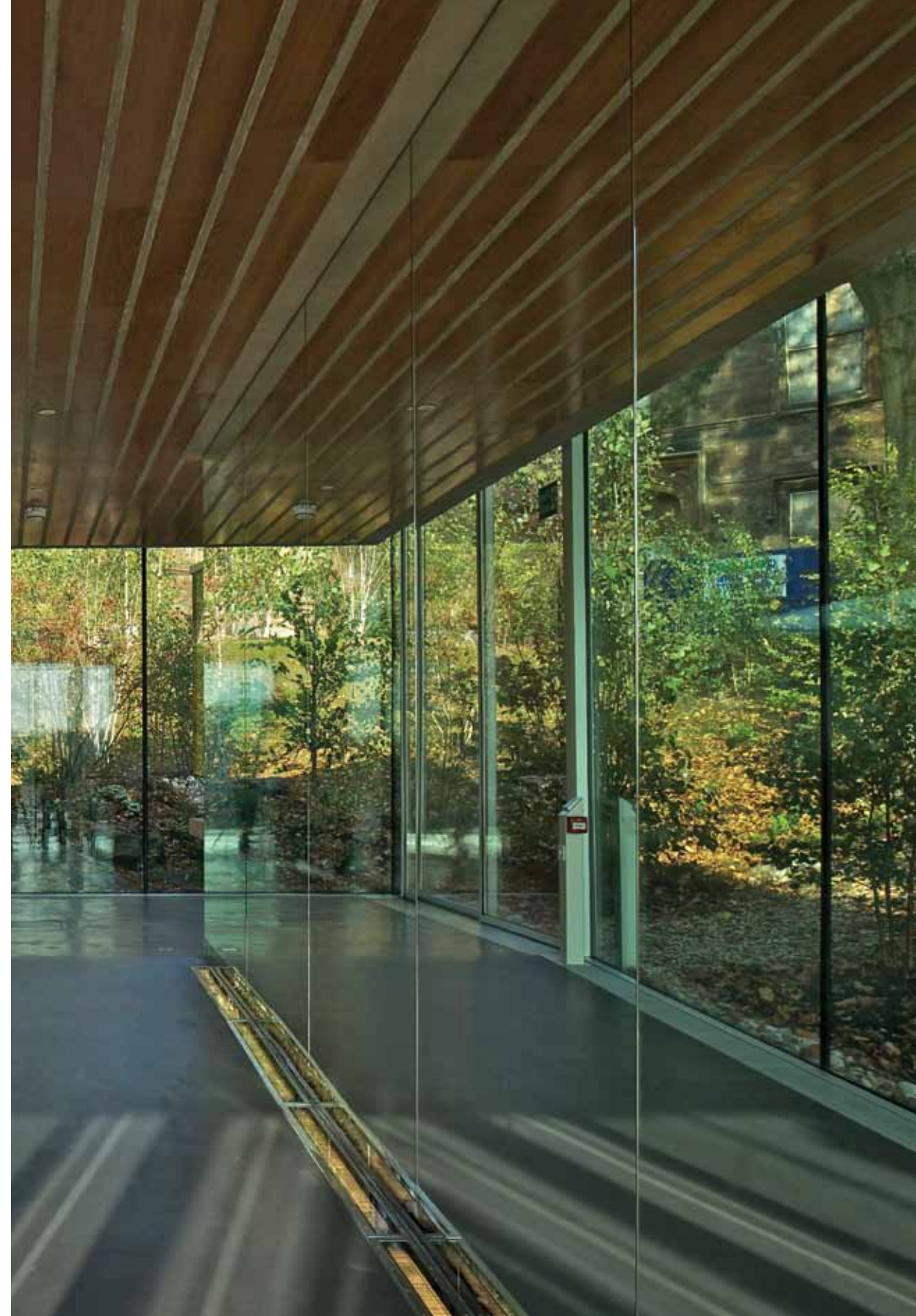
**Landscape  
Architect:**  
Lily Jencks

**NHS Board:**  
Greater Glasgow  
and Clyde

**Location:**  
Gartnavel Hospital

**Cancer network:**  
West of Scotland

**Population  
served:**  
2,500,000



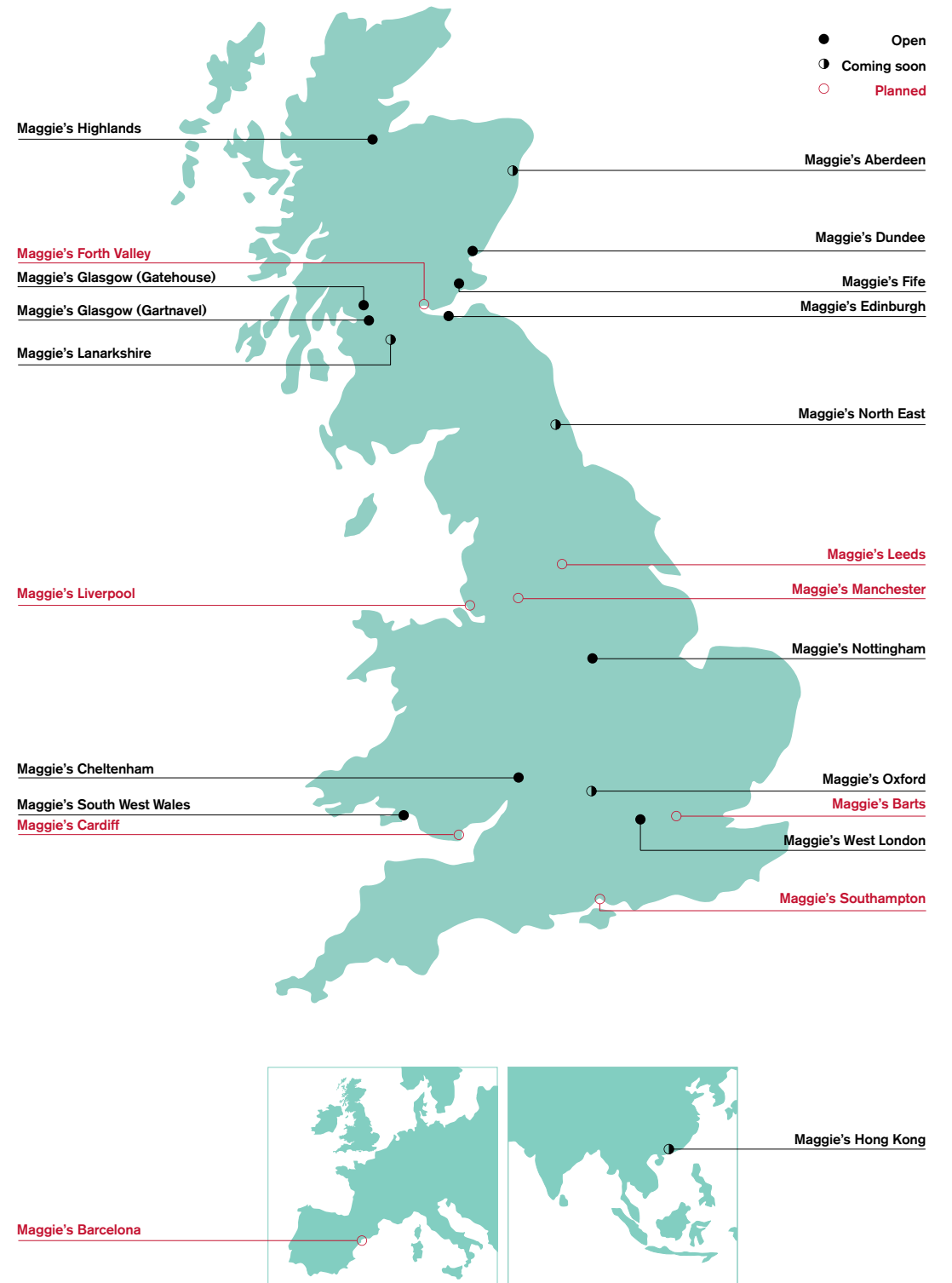
**And more**

And it doesn't stop there. The Hong Kong Centre, designed by Frank Gehry, which replaces the current interim Centre at Tuen Mun Hospital is scheduled to open in November 2012. In February, we broke ground on the site of Maggie's North East in Newcastle, having appointed Ted Cullinan of Edward Cullinan Architects. We will also be breaking ground at the Churchill Hospital in Oxford with a purpose built space to eventually replace the current interim Centre.

Our final three Centres in Scotland are all making good progress too. Having appointed Kjetil Thoreson of Snohetta Architects to Maggie's Aberdeen, we went on site in August 2012. And Neil Gillespie of Reiach & Hall Architects has designed Maggie's Lanarkshire. We are working with Walk the Walk to bring a Maggie's Centre to Forth Valley, which will be designed by Prof. Alan Pert of Nord Architects.

With 28,540 new cancer diagnoses a year in London, and currently only one Maggie's Centre, we have launched the London campaign. There is at least one cancer specialist facility in each of London's cancer networks and so we aim to have a Maggie's Centre in each one too. So far, we have Maggie's West London, and our next Centre will be in the grounds of St Bartholomew's Hospital. We have appointed Steven Holl Architects to carry out the design.

We are delighted to announce that we have appointed Biba Dow and Alun Jones of Dow Jones Architects to design our second Centre in Wales, Maggie's Cardiff, and that Lord Norman Foster will be designing Maggie's Manchester at the Christie. Centres in Southampton, Leeds and Liverpool are also in the planning stages.





# A year in the life of Maggie's



The Architecture of Hope exhibition moved from the V&A Museum in London to the Lighthouse in Glasgow.

Maggie's Fife piloted a new six-week course supporting friends and families of people with cancer.

Following a successful pilot, Where Now was added to Maggie's programme of support and rolled out in Centres across the UK.

1,100 people took part in Maggie's seventh annual London Night Hike.

Maggie's set up a monthly online support group for people with cancer of the blood, such as myeloma, leukaemia and lymphoma, and their families and friends.



The Olympic torch came to Maggie's Edinburgh.

June 2011

July 2011

August 2011

September 2011

October 2011

November 2011

December 2011

February 2012

March 2012

April 2012

May 2012

June 2012

Colin Montgomerie visited Maggie's Lanarkshire to recognise the progress of Monty's Maggie's Appeal supporting fundraising for the Centre.



Maggie's Cheltenham held its first creative writing session.



Maggie's Edinburgh Centre Head, Andrew Anderson, presented at the 'Continuing Cancer Care' conference at the European Parliament in Brussels.

Maggie's Glasgow (Gartnavel) opened.

Callum Innes donated three of his artworks for the opening.



Maggie's Highlands started tumour specific support groups for brain (in partnership with Brain Tumour UK), prostate, colorectal and gynaecological cancers.

Maggie's Dundee started two new exercise groups; Nordic Walking and Men's Circuit Training, both led by men who have had cancer.

Maggie's celebrated 15 years since the first Centre opened in Edinburgh.



Maggie's Nottingham opened.



Maggie's hosted this year's RSA Bossom Lecture; on the influence of architecture and art on wellbeing.

Maggie's South West Wales opened.



Maggie's Associate Boards hosted their Annual Carol Concerts.

Maggie's secured an arts grant from The Cocheme Charitable Trust to fund an Artist in Residence project in 2012 and appointed Timothy Hyman.

Maggie's London started a support group specifically for young men.



We broke ground on the site of Maggie's North East in Newcastle, with Sarah Brown in attendance.

Maggie's teamed up with Walk the Walk to bring a Centre to the Forth Valley using funds from the Edinburgh Moonwalk.

Maggie's Edinburgh piloted workshops exploring fertility, body image and general wellbeing.

An evening celebrating Maggie's as part of the OMA / Progress exhibition was held at the Barbican Centre, London.



Our 3,000th member joined the Maggie's Online Centre.



Maggie's was invited to 10 Downing Street to a reception in celebration of our work.

£2.3 million pounds has been raised by players of People's Postcode Lottery.



Maggie's hosted its 9th annual Monster Bike & Hike with nearly 600 competitors.

The Online Centre launched Getting Started online.

Maggie's Barts architect Steven Holl presented the RA Lecture.



Our President, HRH the Duchess of Cornwall, attended a reception in Aberdeen to meet supporters of the Monty's Maggie's Appeal.

Maggie's Oxford had their first joint support group with Jo's Trust for women with cervical cancer.

An exhibition of entries to the Scottish National Competition opened at the Lighthouse Gallery. The winner, a pupil from Hutcheson's Academy in Glasgow, will spend a week on work experience with Maggie's architects Page / Park.

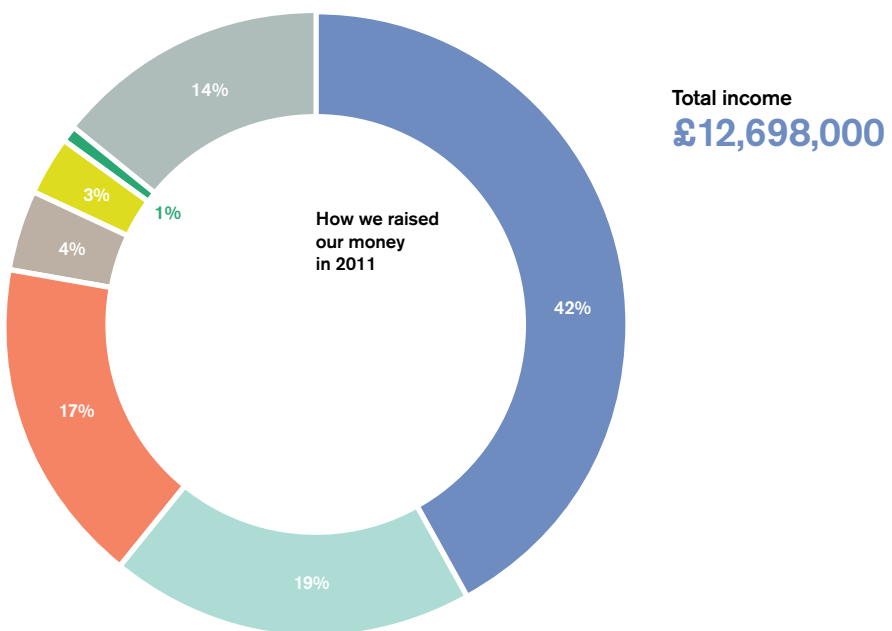




**October 2011**  
 Maggie's Dundee started two new exercise groups; Nordic Walking and Men's Circuit Training, both led by men who have had cancer.

## Where our funding comes from and how we spend it

We would not be able to grow the support we provide in each Centre and grow the number of Centres we have overall without the generosity of our supporters, who bike, hike and do so much more to raise funds for Maggie's. Thanks to their extraordinary efforts we raised £12,698,000 last year. The Joy of Living Campaign has brought in over £15 million since it launched in 2007 and special thanks must go to players of People's Postcode Lottery who provide exceptional levels of support – £2.3 million to date.

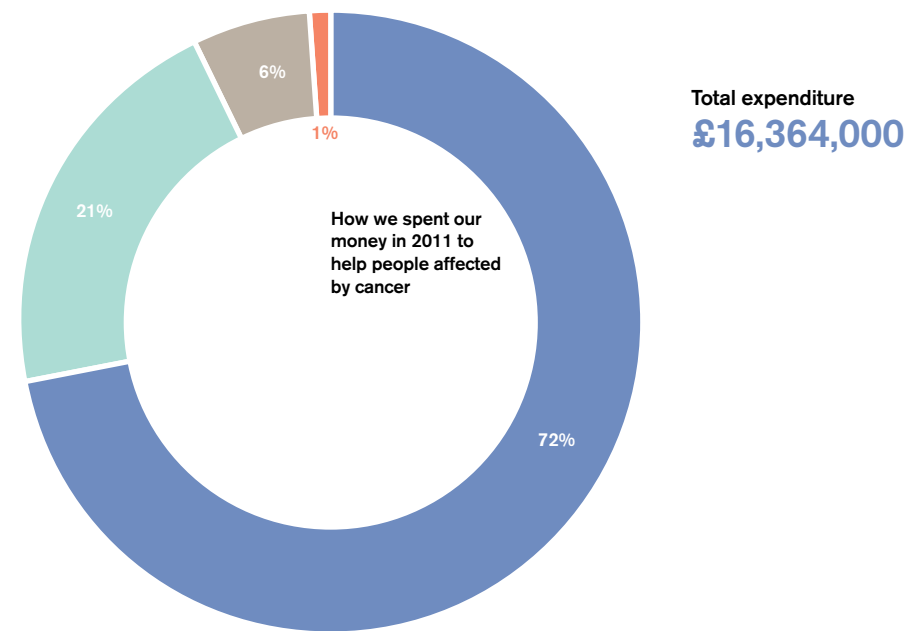


- Charitable Trusts, Companies & Statutory**  
**£5,358,000**  
 This is income from companies including staff fundraising and corporate donations. Statutory income includes money from the Big Lottery Fund, Walk the Walk, the Scottish Government and the Welsh Assembly Government.
- Local community fundraising**  
**£2,455,000**  
 This includes income from volunteers and supporters who run events and fundraise locally in their community around our Centres.

- Individuals**  
**£2,210,000**  
 This is income from our regular givers and major donors.
- People's Postcode Lottery**  
**£500,000**  
 This is the charitable support we receive from the players of the People's Postcode Lottery.
- Legacies**  
**£325,000**  
 This is money that people leave us in their wills.

- Bank interest and other**  
**£121,000**  
 This is interest receivable from our bank accounts and other small grants.
- Activities for generating funds**  
**£1,729,000**  
 This includes income from our biking, hiking and running events. Also included is income from dinners and balls.

Many of our fundraising campaigns extend over several years, so although our expenditure in 2011 was higher than our income, this was a result of spending funds raised in previous years, predominantly on the building of three new Centres, so that more people with cancer can access the support Maggie's provides. This year an increased percentage of funds were spent on activities to support people with cancer, with the cost of governance coming down. We have big plans for 2012, so continue to rely on the generosity of our wonderful supporters.



- Activities to support people with cancer**  
**£11,804,000**  
 This includes the cost of building new Centres and refurbishing and upgrading existing Centres. It also includes the cost of running our Centres and providing the programme of support both within the Centres and online.

- Cost of fundraising events**  
**£1,038,000**  
 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.

- Costs of generating voluntary income**  
**£3,465,000**  
 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 governance**  
**£57,000**  
 This includes costs to meet statutory requirements such as audit fees.

# Thank you

It is impossible to list all the people who give their time and money to Maggie's so generously, but there are a few individuals and organisations we would like to say a special thank-you to for all their support over the last year.

## Trusts

Ballinger Charitable Trust  
Barbour Trust  
Big Lottery Fund  
Big Lottery Fund Scotland  
Big Lottery Fund Wales  
Charles Hayward Foundation  
City Bridge Trust  
Cleopatra Trust  
Clare Duffield Foundation  
Cordis Charitable Trust  
Dave and Fiona Cormack Family Foundation  
Dimbleby Cancer Care  
Elizabeth Montgomerie Foundation  
Evan Cornish Foundation  
Gemini Trust  
Gordon Small Trust  
Holywood Trust  
Jane Hodge Foundation  
John Ellerman Foundation  
Kidani Memorial Trust  
Lady Blakenham's Charitable Trust  
Lennox & Wyfold Foundation  
Monument Trust  
Newman's Own Foundation Inc  
NHS Fife  
NHS Lanarkshire  
Northwood Trust  
Oak Foundation  
Players of People's Postcode Lottery awarded by Postcode Care Trust  
Peter Cruddas Foundation  
Portrack Charitable Trust  
Quintessentially Foundation  
Reed Foundation  
Star Fund  
Summerfield Charitable Trust  
Swiftsure Trust  
Tanlaw Foundation  
Thames Wharf Charity

Thames Wharf Trust Fund  
The Hobson Charity  
The John Hartson Foundation  
The Moffat Charitable Trust  
The Paul Foundation  
The Robertson Trust  
Walk the Walk  
Welsh Assembly Government  
William Leech Charity

## Individuals

Anonymous  
Bruce Bossom  
Graham and Jo Cartledge  
Colin and Mary Dix  
Gordon Edwards  
David Harding  
The Jencks Family  
Ian and Caroline Laing  
Alisdair and Helen Langlands  
Stewart Milne CBE and Joanna Robertson  
Lorna Moran MBE  
Judy Naaké  
Alexander Newall  
Ian Ord  
Keith and Valerie Pattinson  
Patricia Straughen  
Bernard and Sarah Taylor  
Ian Thomson  
Colin Welsh

## Companies

20 Gresham St  
Addleshaw Goddard LLP  
Albert Bartlett & Sons  
Alpine Bikes Ltd  
Apache Corporation  
Barbican  
Barton Willmore LLP  
BBC Children in Need  
Betfair PLC

BG Group  
Bloomberg LP  
Bompas & Parr  
BP PLC  
Brodies LLP  
Brown's Hotel, London  
Candis Club  
Cheltenham College  
City Hall  
Cottiers Theatre  
Coutts Wealth Solutions  
Craig Group  
designjunction  
Delancey Ltd  
Fenwick Ltd  
Ferguson Group  
Fleet Alliance  
Football Aid  
Fyfe Ireland LLP  
Glasgow Art Club  
Graham Tiso Ltd  
Horse Guards  
HSBC Global Partnerships  
ICAP PLC  
John Clark Motor Group  
Kibble Palace  
Kiely Rowan PLC  
Leadenhall Market  
Lighthouse  
Majestic Wine Warehouses Ltd  
Malmaison / Hotel du Vin  
Open House  
Paul Smith Ltd  
RBS Non Core Division  
Roca London Art Gallery  
Royal Geographical Society  
Royal Institute of British Architects  
RWE NPower  
Simmons & Company International  
Southbank Centre  
Stewart Milne Group Ltd  
Sweett Group PLC  
The Briggait  
The Riverside Museum  
Tods Murray LLP  
William Grant & Sons  
Wood Group PSN

## Group and Events

Aberdeen Oilmen's Golf Association  
Burgesses of Guild Dinner  
CBS for gift in kind support  
Cycling Scotland – freshnlo Pedal for Scotland  
Faringdon Youth Farmers  
Max Fraser and the Joy of Living project  
Judith Alexander hosting Diva Opera  
League of Friends, the City of Nottingham  
Monster Advisory Board  
Montgomerie Ryder Cup Celebration  
Opera Unlimited and the Duke of Buccleuch, The Mad Duchess, Boughton House  
Press & Journal Energy Ball  
R B Farquhar Dinner  
Southwell Pink Ladies  
Steve Standbridge and the C&G Golf Day  
The Arriva Heritage Fleet Exhibition bus RML2360  
The Autumn Party Committee  
The Autumn Party Sponsor Artemis Investment Management LLP  
The Carol Concert Committee  
The Glasgow Restaurant Association

## Legacies

Arthur Andrews  
Susan Branton  
Gillian Conlon  
William Davie  
Robert Drummond  
Maureen Walker Findlay  
Christine Jarvis  
Natasha Mitchell  
Elsbeth Paget  
Derek Parker  
Donna Sutherland



## Maggie's team

Maggie's relies on some extraordinarily dedicated people to help us support people with cancer and their families and friends. They raise the money to build and run our Centres, they provide expertise and guidance, and they make possible everything that we do.

### Maggie's Governance:

#### Co-Founders

Maggie Keswick  
Jencks  
Charles Jencks

#### President

HRH The Duchess  
of Cornwall

#### Patrons

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

#### Directors

Ali Afshar  
Marcia Blakenham  
(Vice-Chairman)  
Graham Cartledge  
CBE  
Nigel Cayzer  
(Chairman)  
Alan Eisner  
Philippa Grant MBE,  
Countess of Dysart  
Laura Lee  
(Chief Executive)  
Prof. Robert Leonard  
Ian Marchant  
Jamie Riblat  
Geoffrey Ridley  
Danny Rimer  
George Robinson  
Clara Weatherall

#### Executive

Sarah Beard  
Ben Cartledge  
Stephen George  
Laura Lee  
Marie McQuade  
Ann-Louise Ward  
Allison Wood

#### Professional Advisory Board

Professor Robert  
Leonard (Chair)  
Professor Sam  
Ahmedzai  
Dr Chris Alcock  
Dr Agusti Barnadas  
Ms Lynne Dodson  
Professor Lesley  
Fallowfield  
Dr Bob Grant  
Professor Jonathan  
Gray  
Dr Andy Haynes  
Mr Hamish Laing  
Dr James Mackay  
Professor Alistair  
Munro  
Dr Noelle O'Rourke  
Professor Christopher  
Poole

### Local Boards:

#### Aberdeen

Colin Welsh (Chair)  
Dr Robert B Cook  
Gordon Edwards  
Stewart Milne CBE  
Ian Ord  
Joanna Robertson  
Patricia Straughen  
Ian Thomson

#### Cheltenham

Atty Beor-Roberts  
(Chair)  
John Bees  
Bruce Bossom  
Cynthia Dowty  
Domenica Dunne  
Charlie Ellison  
Dr Christine Facer-  
Hoffman  
Carol Freeman  
Helen Hobden  
Angela Rose

#### Dundee

Shirley Linton (Chair)  
Nick Barlcay  
Henrietta Cayzer  
Shirley Clarke  
Jennifer King  
Joyce Leslie  
Gerry Marr (Carrie  
Marr representative)  
Andy McCarle  
Lisa Mitchell  
Alistair Napier  
Dr Alex Watson

#### Edinburgh

Dr Ali Afshar (Chair)  
Lynn Algar  
Matthew Benson  
Nick Burns Cumming  
Sue Findlay  
Nora Harrower  
David MacLean

Kai Murray  
Cameron Stott  
Colin Winchester

#### West Coast (of Scotland)

Kirsty Wark (Chair)  
Hilary Harris  
Peter Lawson  
Flora Martin

#### Highlands

Philippa Grant MBE,  
Countess of Dysart  
(Chair)  
Robbie Bremner  
Jackie Cuddy  
Roger Eddie  
Alistair Laing  
Lynn Savage  
Sara Shaw  
Grant Sword  
Ian Whitaker

#### Hong Kong

Caroline Courtauld  
Kathryn Greenberg  
Martin Hadaway  
Keith Kerr (Chair)  
Clare Keswick  
Laura Lee  
Eleanor Ling  
Shahilla Shariff  
Clara Weatherall

#### West London

Wilson Kerr (Chair)  
Emma Defries  
Graham Defries  
Caroline Garvey  
Lisa Graham  
Celine Makassarian  
Alison Mitchell  
Caroline Scott  
Diana Wilson

#### North East

Lorna Moran MBE  
(Chair)  
Sue Cussins  
Chris Jobe  
Michaela Martin  
Tom Maxfield  
Graeme Thompson

#### Nottingham

Judy Naaké (Chair)  
Steve Brandreth  
Jo Cartledge  
Katie Chan  
Dr Stephen Chan  
Sam Doleman  
Claire Hendry  
Georgie Moore  
Rob Metcalf  
Ann Rowen  
Jennifer Spencer  
Lady Valerie White

#### Oxford

George Robinson  
(Chair)  
Alison Bennett-Jones  
Imogen Birch-  
Reynardson  
Olivia Bloomfield  
Lucy Chadlington  
Molly Dixon  
Kate Erhman  
Lucinda Holmes  
Vicky Jewson  
Alexander Muir  
Debbie Laidlaw  
Madeleine Louloudis  
Candida Lycett-Green  
Ian Molson  
Jeremy Moss  
Helen Polito  
Kate Sloane  
Rupert Spencer-  
Churchill  
John Strickland

#### South West Wales

Dr Patricia Steane  
OBE, DL (Chair)  
Dr Gianfilippo Bertelli  
Pamela Joseph  
Val Lloyd  
Roy Phelps  
Ian Price  
Blanche Sainsbury  
Simon Tse

#### American Friends of Maggie's

Jill Walsh (Chair)  
Tine Beebe  
Julie Corman  
Berty Gehry  
Frank Gehry  
Caroline Graham  
Victoria Newhouse  
Jill Spalding  
Robert Stern  
John Walsh  
Edina Weinstein  
Richard Weinstein  
John Williams

#### Barcelona

Jordi Bachs  
Germán Castejón  
Nacho Mercadé  
Dr Alfonso Rodes

#### London

Development Board  
Clara Weatherall (Chair)  
Caroline Collins  
Rory Cullinan  
Stephen Down  
Theo Fennell  
Pierre Goad  
Dori Dana Haeri  
Michael Harding  
Wilson Kerr  
Douglas Rae  
Jamie Ritblat  
Edward White  
Robin Woodhead



## Reaching many but starting with one

In May 1993, Maggie Keswick Jencks was told that her breast cancer had returned and spread to her bones, liver and brain. She was given two to three months to live and then asked to leave the room because the consultant had so many other patients to see. Sitting in a gloomy hospital corridor underneath harsh strip lighting, she felt there must be a better way.

She joined an advanced chemotherapy trial and extended her life by 18 months. During that time, she worked closely with her medical team, which included oncology nurse Laura Lee, now Maggie's Chief Executive, to develop a new approach to cancer care.

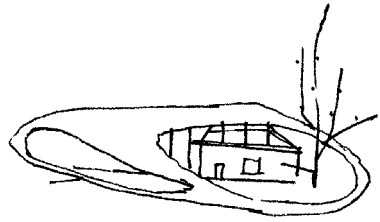
In order not to be a 'cancer victim', she believed you needed information that would allow you to be an informed participant in your medical treatment, stress reducing strategies, psychological support and the opportunity to meet other people in similar circumstances in a relaxed domestic atmosphere. She talked to her medical team at the Western General Hospital in Edinburgh about a place to help people with the very real, if non-medical, problems of living with cancer. She created a blueprint for a pioneering venture – and spotted a stable block in the grounds of the hospital that would provide the perfect space.

Maggie was determined that people should not “lose the joy of living in the fear of dying” and the day before she died in June 1995, she sat in her garden, face to the sun and said: “Aren't we lucky?”

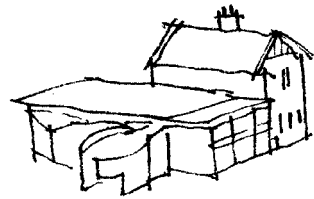
In November 1996, the first Maggie's Centre opened in Edinburgh and what Maggie had planned became real. We now have 12 Centres in the UK and in 2011, almost 100,000 people walked through our doors, meaning that we're reaching many more people than Maggie ever imagined.



## Our Centres as of 2012



Aberdeen



Cheltenham



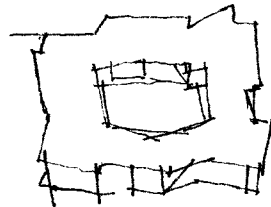
Dundee



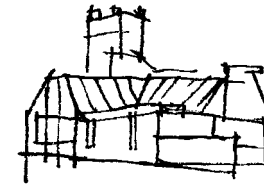
Edinburgh



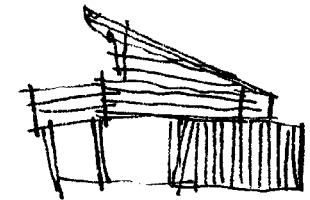
Fife



Garthwood



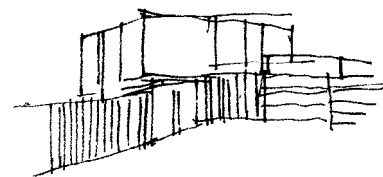
Gafehouse



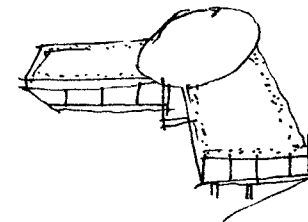
Highlands



Hong Kong



Lanarkshire



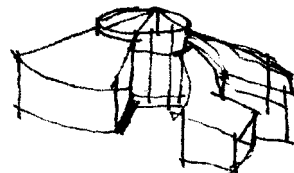
North East



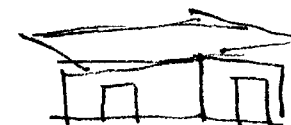
Nottingham



Oxford



South West Wales



West London

**To contact us:**  
**0300 123 1801**  
**[www.maggiescentres.org](http://www.maggiescentres.org)**

Maggie Keswick Jencks Cancer Caring Centres  
Trust (Maggie's) is a registered charity, No. SC024414



The cover image is Kisho Kurokawa's initial sketch for Maggie's South West Wales; our 12th Centre and the third of three Centres to open in 2011.

Design: Shaw+Skern