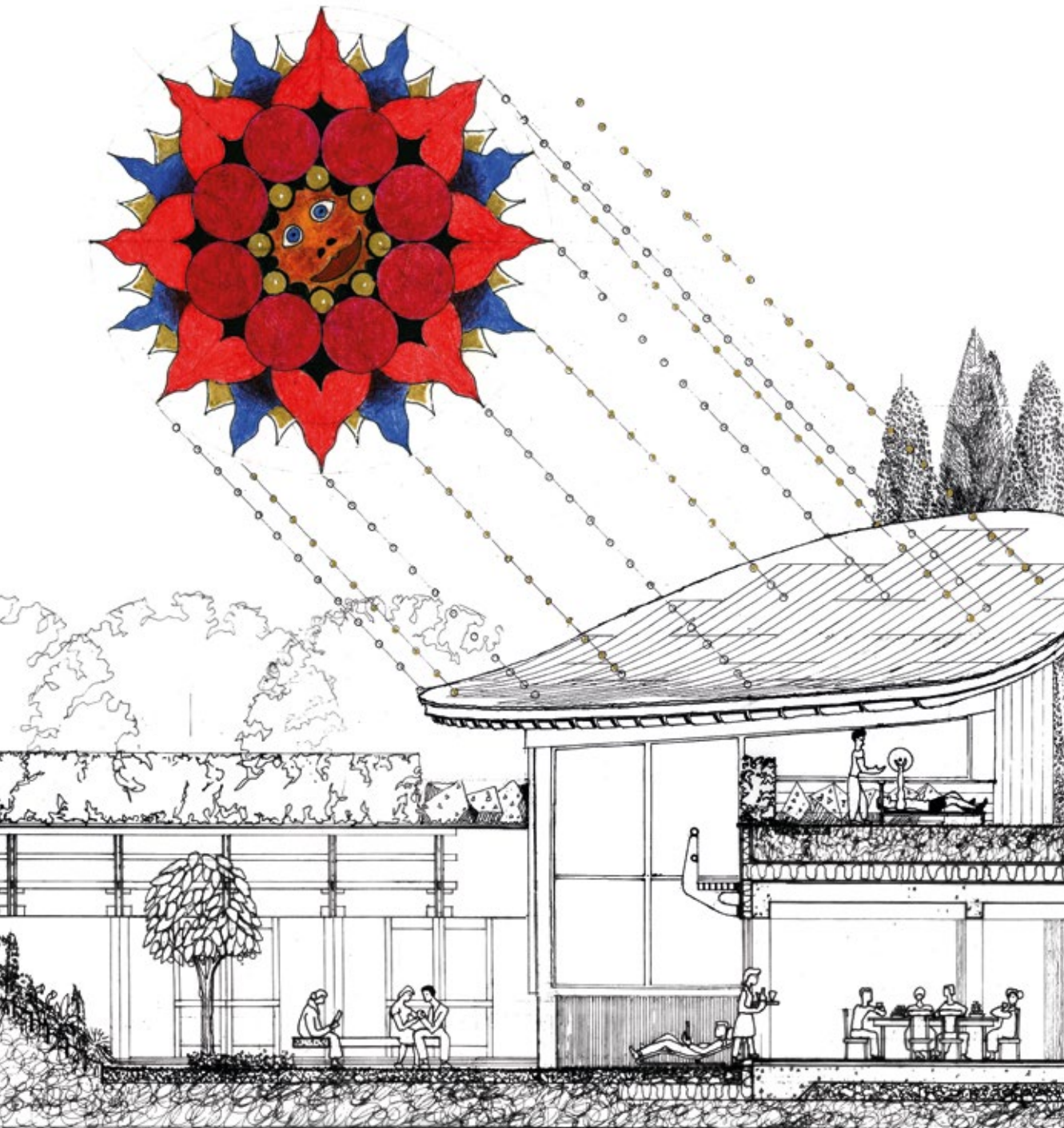


*maggie's*

**The Story of a Year**  
**June 2012 - June 2013**







## A word from our Chairman and Chief Executive

More Centres, more visitors, more support, more tea, more hope. It has been an exceptional year for Maggie's, one in which we grew our presence, reach and reputation and set plans in motion for our future development.

In 2012, we saw over 113,000 visits to our Centres, almost a fifth more than the previous year. Not only were people coming for emotional and practical support from our experts but they were coming to support each other too. People such as the extraordinary women in the Dundee Centre's Tuesday Group who became the subject of a powerful documentary last summer.

Over one in ten of our visitors were people newly diagnosed with cancer and visiting a Maggie's Centre for the first time. Two such first-time visitors to Maggie's Edinburgh were Rosie Sutherland and her daughter Emma. Rosie had the cancer diagnosis, but it was 13-year-old Emma who was inspired to write a book about the support that both her mother and she received.

By the end of the year, 15 Centres were open, four new Centres approved for construction and a further eight Centres in development. It was a year of tremendous activity, and we hope you will enjoy the key milestones and moments over the next few pages that helped to make the year so full and special.

It was also a year in which we set out plans for our next phase. We drew up the Maggie's Blueprint For Growth, detailing our plans to treble the number of new people we support each year by doubling the number of Maggie's Centres, developing our Online Centre and expanding overseas.

Those are big targets but considering that by 2020 over half the UK population will be affected by cancer, it is imperative that we do everything we can to grow Maggie's to meet this ever-increasing challenge.

None of the work we do would be possible without the thousands of people who, year upon year, give time and money to support Maggie's so generously. Their efforts mean so much to the many brave people with cancer and their families and friends who come through our doors every week; people who need very personal support and who are courageous enough to ask for it.

To all those who work for, support and visit Maggie's, we'd like to say a heartfelt thank you for a wonderful year.

**Nigel Cayzer**  
Chairman

**Laura Lee**  
Chief Executive





June

The Tuesday Group

*“Something extraordinary happened when this support group was formed. The normal way to counsel someone with a terminal diagnosis is on a one-to-one basis, because it seems too depressing to bring people together. But this group has proved that by coming together they give each other a zest for life and share wisdom about really important things.”*

Amy Hardie, film maker

Every Tuesday at Maggie's Dundee, a group of women with advanced cancer meet as part of a unique support group. Having followed the lives of these incredible women in her documentary 'Tuesdays', filmmaker Amy Hardie holds her first screening at the Centre in June.

In other Centres across the UK, the Edinburgh Moonwalk 2012 raises over £200,000 for Maggie's Edinburgh and both Maggie's Glasgow and Maggie's South West Wales win National RIBA awards.



## July

### Maggie's comes to Manchester

*“After my diagnosis, we were back out on the pavement in the sunshine, with people laughing and going about their business around us, completely unaware that I was digesting all these thoughts about how I had cancer and what that would mean. That was the point where my husband and I really needed somewhere to go, but there was nowhere. And that's why I want a Maggie's at The Christie. So other people in that situation will have somewhere to go when they need it most.”*

Maureen Jeffs, patient at The Christie, Manchester

We form a partnership with the world-famous cancer centre The Christie in Manchester. It is the first stage in establishing a Centre that will be designed by Lord Norman Foster and will provide practical, social and emotional support to 12,000 people newly diagnosed with cancer a year in the North West. One of several new Centres planned at sites around the UK, including Cardiff, Forth Valley, Leeds, Liverpool, London Barts and Southampton, Maggie's at The Christie is expected to receive up to 60,000 visits a year once established.

Laura Lee is jointly awarded the First Women Award for Public Service in association with Lloyds Banking Group; co-founder Charles Jencks chooses his Desert Island Discs on BBC Radio 4 and comedian Ricky Gervais donates a painting to be auctioned in Inverness to raise money for Maggie's Highlands.





# August

Presenters in pyjamas



*“ I am delighted to turn out in my PJs for Maggie’s. I am a huge supporter of Maggie’s because I know what incredible work they do supporting anyone affected by cancer, but I am also a big fan of their events. They always have such a lovely atmosphere and anyone I have ever known who has taken part in a Maggie’s event always has a wonderful experience. ”*

Janet Ellis, former Blue Peter presenter

Former Blue Peter presenter Janet Ellis and One Show presenter Kaye Adams don their pyjamas and share giant cups of tea to raise awareness of Maggie’s and encourage more people to sign up for the Maggie’s Glasgow Night Hike in September.

Down the road in Edinburgh, Maggie’s Centre Head, Andrew Anderson, carries the Paralympic torch through the city centre as it makes its journey to London. Michael McBride, a 6th year pupil from Hutcheson’s Academy, Glasgow, wins Maggie’s Architecture Competition where secondary school children across Scotland were asked to design a Maggie’s Centre.



# September

## Feet hit the street

*“It was cold. It was raining. We were exhausted. The truth is I could have thought of a million reasons not to go. But I knew I should. I knew in my heart this was important...I began chatting with a woman who was walking in memory of five, yes five, loved ones she had recently lost. She was convicted, sad, strong. I held back my tears. We said goodbye at the end but I won't ever forget her.”*

Nyla, participant in London Night Hike 2012

Walking across London through the night on a route that takes them past City Hall, the London Eye and Maggie's West London, our Night Hikers raise over £615,800 - enough to fund a Maggie's Centre for a whole year.

Keeping up the pace in Scotland, the walking group at Maggie's Lanarkshire is still going strong, working alongside Shotts Healthy Living Centre to bring people together for regular gentle exercise as part of the Getting Better Together campaign. While in England, the first 'Sponsor-a-Day' is held at Maggie's London in memory of Greg Hutt.







## October

### From 'eek' to strong

**“**Emma had lost a lot of confidence, but after we visited Maggie's, it felt like a light switch had been flicked. Her confidence came back instantly just by knowing the positive, 100 percent truth. She was like a different child. Then she wanted to take that information and put it somewhere and that's how she came up with the idea of the book.**”**

Rosie Sutherland, Emma's mum

As a result of talking to staff at Maggie's Edinburgh after her mum is diagnosed with cancer, thirteen-year-old Emma Sutherland's book 'Eek, My Mummy's Got Breast Cancer' is published.

Maggie's Edinburgh and Dundee continue the great work with children as both Centres host Kids' Days for local children whose parents have been affected by cancer and, in the East of England, we extend our network of Centres by entering a partnership with Wallace Cancer Care at Addenbrooke's Hospital in Cambridge.



# November

## The joy of achievement

*“How do I summarise the feelings I have for a place of such importance? I could say it's beautiful, quirky and soothing - it's true. On bad days, the light and colour calms me, lifts my mood and helps me put things into perspective. Even just stepping through the door gives me a sense of calm that's hard to describe. But it means so much more than that too. It's a shelter. A place where I can share and be myself - be honest. I find it therapeutic. When I'm wanting company, I can seek it out. When I want to think or read or write or just be alone, I can find solitude in a cosy corner. I have made many friends here, learnt so much and been greatly inspired by the courage of others in such a short time.”*

Rebecca, Maggie's Nottingham

We achieve the £15 million target of the Joy of Living Campaign for new Maggie's Centres to be built in Cheltenham, Nottingham, Swansea, Newcastle and Oxford. These new Centres mean Maggie's will be accessible to 10 million more people in the UK.

In Scotland, Maggie's Gartnavel wins the RIAS Andrew Doolan Best Building in Scotland Award 2012 after which architects OMA donate the £25,000 prize money to Maggie's and in the Scottish Parliament, Maggie's Fife is commended in a motion led by MSP David Torrance.





# December

Deck the halls



THIS BELL  
WILL RING  
WHEN ONE SMALL  
DEED MAKES THIS  
WORLD A  
SLIGHTLY  
BETTER PLACE

*“The Carol Concert is always a great night, and was extra special this year with our very own Maggie’s Choir performing, made up of people living with cancer, staff and volunteers from the Centre in Cheltenham.”*

Graham Twarog, Maggie’s Cheltenham

Throughout the festive season, our Centres up and down the country raise over £37,000 with their community Christmas events. These include carol concerts at St George’s Church in Hanover Square and Cheltenham College Chapel, whilst in Scotland, The Austerity Ball at Edinburgh’s Sheraton Hotel, raises over £112,000.





## January

### In it together

*“I wouldn't have changed anything about the day, everyone was welcoming and the environment was peaceful and calm. It was rewarding to know that something so little, such as administration, had such an impact on your Centre and I would be more than happy to help again in the future.”*

Chantelle, HSBC volunteer administrator at Maggie's London

Our Cancer in the Workplace initiative with Unum begins, with employees attending workshops on living with cancer and having the opportunity to volunteer in our Centres, along with employees of other partners such as HSBC.

The Big Lottery Fund grants Maggie's Nottingham partial funding over the next three years with specific emphasis on providing a second full-time Cancer Support Specialist and our charity partners, Scotmid, raise £130,000 for Maggie's.



February

Writing with feeling

*When They Told Me*  
(for Maggie's Cancer Caring Centre)

When they told me,  
earth transformed to water;  
water, in a rush of air,  
dissolved to space.

All around were nurseries of fire:  
the lonely angers of the burning self  
that could not look on failing  
with a mother's eyes  
and understand it didn't matter.

Through glass, I watched the process  
of the chemistries of change;  
observed its deformations, reformations;  
saw the way things strived to re-arrange,  
now that I had left me  
to the mercy of its own devices.

Maggie's found me,  
I found Maggie's,  
re-introduced us with a mug of lemon tea,  
the gentle cheer of knowing, feeling,  
seeing there was yet an I that could,  
despite the poor prognosis,  
purposefully engage with me.

Lights in the Constellation of the Crab

“Every meeting Angus shares a poem with the group and it's something we all look forward to. He's an amazing man who brings so much life, energy and compassion to the Centre.”

Andrew Anderson, Maggie's Centre Head

The Creative Writing Group at Maggie's Edinburgh continues to produce great work. Our Creative Writing programme is open to everyone who visits our Centres and offers a safe space to express feelings through stories and poetry that might otherwise be difficult to put into words.

Words continue to flow as Valentine's cards designed by Rob Ryan are sent to our supporters to thank them for giving their time and support to Maggie's.

*When They Told Me* reproduced by kind permission of Angus Ogilvy



# March

## Over the water

*“I still find it incredibly moving every time I go to a Centre and speak to people who are being helped there. It has been really wonderful for me to get to know my mother a little bit more through these amazing places.”*

Lily Jencks, landscape architect, Maggie's Hong Kong

Our first international Centre opens at Tuen Men Hospital, Hong Kong. The building is the second Maggie's Centre to be designed by Frank Gehry and the gardens are the second to be landscaped by Maggie Keswick Jencks' daughter, Lily Jencks.

Nutrition sessions begin at Maggie's Fife offering people the chance to find simple, tasty ways of eating well after cancer, whilst in Newcastle, Lesley Howells and Lorrie Forsyth, Centre Heads from Dundee and Lanarkshire, hold acclaimed workshops at a conference held by the charity Target Ovarian Cancer. In Oxford, work begins on the new Centre and we hit 4,000 members for our Online Centre.







# April

Artist in residence

*“Great art has the power to transform: to tell stories and make connections in a very special way. This is why art and architecture play such an important role at Maggie’s, whose Centres are places about community, people and hope.”*

Sandy Nairne, Director, National Portrait Gallery and Chair of Maggie’s Art Group

In April, the Maggie’s Art Group meets, bringing together art world luminaries such as National Portrait Gallery Director, Sandy Nairne, Mary Anne Stevens of the Royal Academy of Arts, Richard Calvocoressi of the Henry Moore Foundation and art critic and author, Richard Cork. The group advises on the choosing and acquiring of art for our Centres that is beautiful, inspiring and thought-provoking and was instrumental in the appointment of our artist-in-residence Timothy Hyman, supported by the Cocheme Trust.

More than 120 visitors enjoy tea, cakes and musical entertainment in celebration of Maggie’s London’s fifth birthday and Colin Montgomerie visits Maggie’s Lanarkshire at Monklands Hospital as building work begins.



May

Tea and generosity



“Maggie’s is for everyone, but often it’s women who feel more comfortable walking in. We wanted to make sure that men felt that the Centre was somewhere for them, somewhere that appealed, so we’ve designed it with that in mind.”

Ted Cullinan, Architect of Maggie’s Newcastle

Patron Sarah Brown, architect Ted Cullinan, founder Charles Jencks and Chief Executive Laura Lee open our sixteenth Centre at the Freeman Hospital, Newcastle.

The tea and cake continue to flow as we celebrate raising £70,000 through our partnership campaign with House & Garden Magazine at The Vogue House Tea Party and in the Highlands, the tenth Maggie’s Monster Bike and Hike raises over £500,000.





## June

### A royal visit

*“As a very, very proud patron of Maggie’s, I just want to thank everyone here today for everything they have done...These places are the most uplifting places you could ever be, and you come out feeling better. That is surely the point of Maggie’s - you see so many smiling faces.”*

Her Royal Highness The Duchess of Cornwall

President of Maggie’s, Her Royal Highness The Duchess of Cornwall, visits Maggie’s South West Wales and Maggie’s Dundee to have a cup of tea with Centre staff and visitors.

Another step to another Centre is taken as we secure a grant from the Big Lottery Fund to set up an Interim Centre at Clatterbridge Hospital in Merseyside. Our Where Now? programme, which supports people after they have completed their cancer treatment, is recognised as a model of best practice by the National Cancer Survivorship Initiative and fundraising begins for our new Online Centre, which extends our support to people too far away or too unwell to visit a Maggie’s Centre in person.



# The people we reached and how we helped

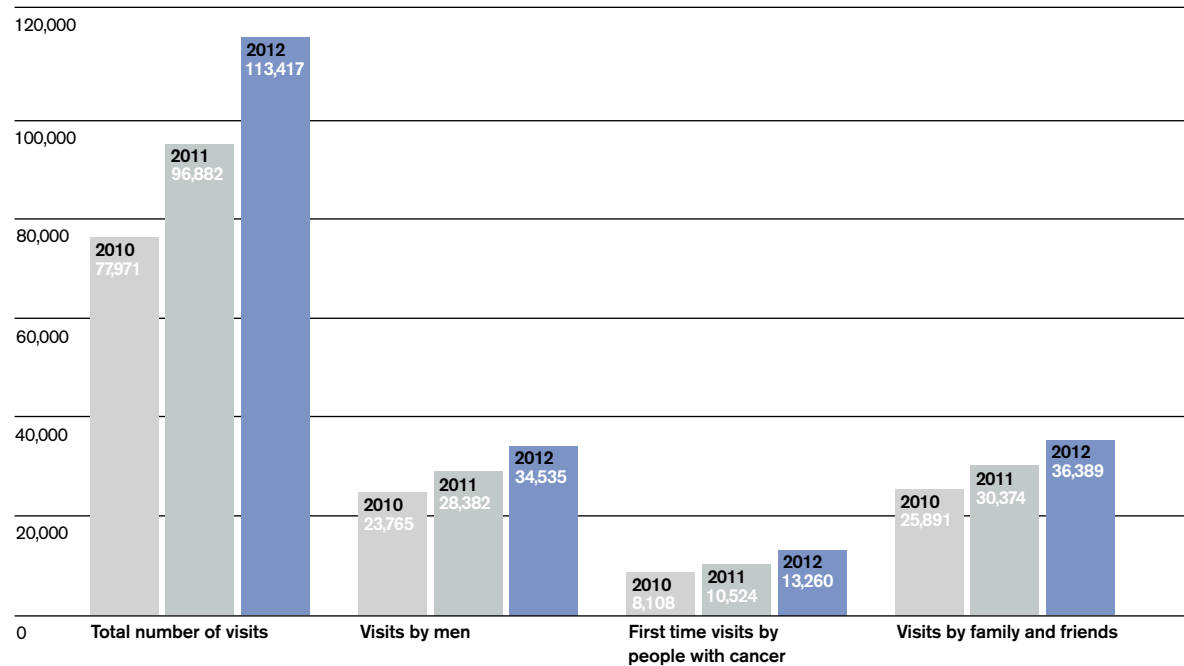
## A summary of our programme

In 2012, there were over 113,000 visits to our Centres across the UK, a 17% increase on the number of visits in 2011.

Of those who visited our Centres, 13,260 were people newly diagnosed with cancer. We continued to focus on increasing this number throughout the year as well as increasing the number of men and family and friends who visit our Centres.

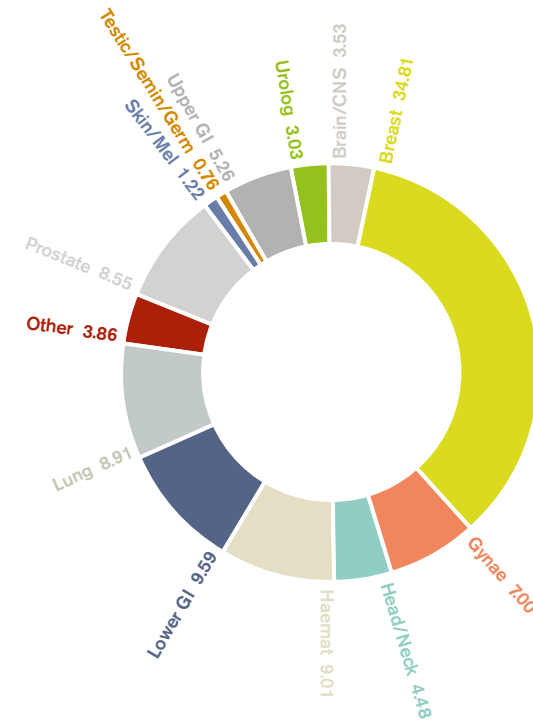
At the end of the year, 94% of visitors said they felt they were well supported and better able to manage after visiting a Maggie's Centre.

## Visitor numbers (UK)

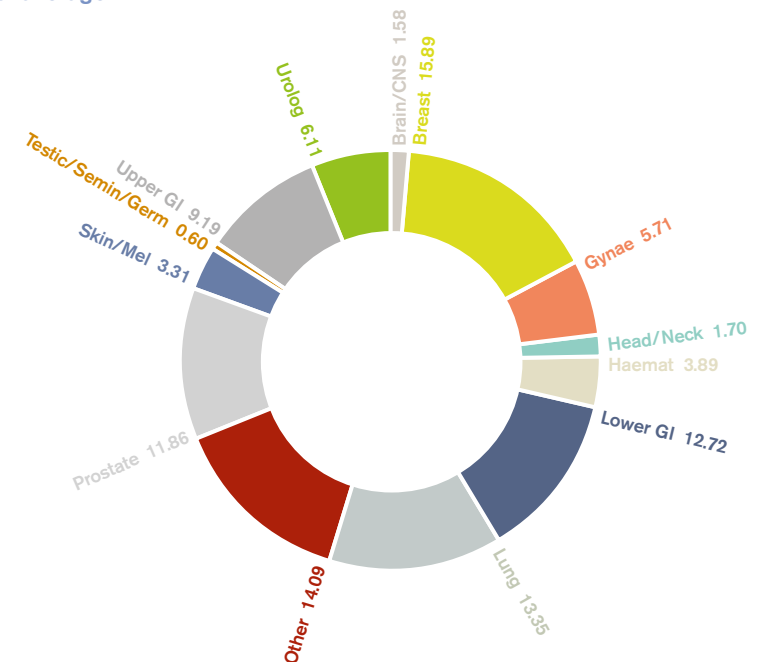


We are proud of our expert staff, who support people who are living with many different types of cancer. There will always be some difference between the cancer types represented at Maggie's and the national average because of regional variation, differing prognoses and different attitudes among men and women to seeking support. 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.

## Cancer types represented at Maggie's



## Cancer types represented as a national average





# Our funding and our spending

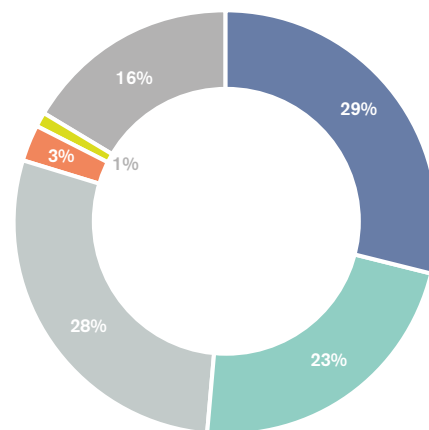
## How we raised money in 2012

Thanks to the huge generosity and commitment of our supporters, in 2012 we raised over £13 million. With biking and baking, singing and sewing, dinners and dances and so much more, these extraordinary efforts mean we can continue to provide support to our existing Centres and increase the number of new Centres across the country.

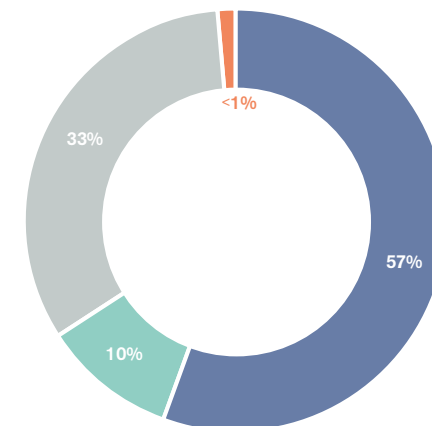
With campaigns underway to build Centres in Manchester, Cardiff, Leeds, Liverpool, London Barts, Southampton, Forth Valley and online, we are now focusing our efforts on growing capital and revenue to ensure that our existing and future Centres can continue to support hundreds of thousands of people across the UK.

## How we invest in people with cancer

In 2012 we made significant investments in our fundraising capability in order to build a robust team and enable us to deliver the new Centres planned as part of our ambitious next phase of growth. At the end of the year we held a small surplus made up of restricted income for our capital campaigns, which will be used to build these new Centres.



**Total income**  
**£13,359,000**



**Total expenditure**  
**£12,523,000**

### Charitable trusts, Companies and statutory

**£3,860,000**  
This includes money from Big Lottery Fund, The Elizabeth Montgomerie Foundation, the People's Postcode Lottery, Walk the Walk, the Scottish Executive and the Welsh Assembly.

### Local community fundraising

**£3,021,000**  
This includes income from volunteers and supporters who run events and fundraise locally in their community around our Centres.

### Individuals

**£3,776,000**  
This is income from our regular givers and major donors.

### Legacies

**£386,000**  
This is money that people leave us in their wills.

### Bank interest and other

**£138,000**  
This is interest receivable from our bank accounts and other small grants.

### Activities for generating funds

**£2,178,000**  
This includes income from our biking, hiking and running events. Also included is income from dinners and balls.

### Activities to support people with cancer

**£7,074,000**  
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

**£1,274,000**  
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.

### Costs of generating voluntary income

**£4,133,000**  
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

**£42,000**  
This includes costs to meet statutory requirements such as audit fees.



# Thank you

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

## Trusts and Organisations

Aberdeen Shoemakers  
Incorporation - Dr William  
Guild Managers Trust  
The Artemis Charitable  
Foundation  
Ballinger Charitable Trust  
Big Lottery Fund Scotland  
Big Lottery Fund England  
Cleopatra Trust  
Clare Duffield Foundation  
Cheltenham College  
Cormack Family Foundation  
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Gordon Small Charitable Trust  
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Charitable Trust  
Lady Blakenham's Charitable  
Trust  
League of Friends of the  
Royal Victoria Infirmary  
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The Summerfield Charitable  
Trust  
The Vardy Foundation  
Walk the Walk  
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William Dawson Trust  
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## Individuals

Judith Alexander  
Sir David & Lady Primrose  
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Bruce Bossom  
George Brown  
Kevin Burke  
Bob Drummond  
Nick Candy  
John Cairns  
Graham & Jo Cartledge  
Jacqui Cunningham  
Robert Drummond  
Miel De Botton  
A D Emslie  
Pia Getty  
Don Hill  
Richard Howle  
Muriel Hutt  
Christine CE Jarvis  
Lily Jencks

John Jencks  
Allister & Helen Langlands  
Joyce Leslie  
Shirley Linton  
Sir Moir Lockhead & Lady  
Audrey Lockhead  
Ian Marchant  
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Iain McGilvray  
Dougie McGilvray  
Frank J McManus  
Stewart Milne  
Lisa Mitchell  
Brian Munro  
Catherine Pawson  
Renée Pfister  
Ian Ramsey  
Danny Rimer  
Joanna Robertson  
Lisa Stephenson  
Patricia & Michael Straughen  
Richard Smith  
Grant Sword  
Ian Thomson  
Maureen Walker Findlay  
Dian Ward  
Percy & Clara Weatherall  
Colin Welsh

## Group and events

Aberdeen Oilmen's Golf  
Association  
Autumn Party Committee  
Carol Concert Committee  
Christmas Wrapping 2012  
Faringdon Young Farmers  
Club  
Maggie's Highlands Golf  
Day Committee  
Maggie's Ladies Wimbledon  
Lunch  
Neil Innes - Ride the North  
2012  
Rushcliffe Borough Council  
Saffron Walden Golf Club  
Scotland's Gardens Scheme  
Shell Exploration &  
Production  
St Andrews University  
Charities Campaign  
The Company of Stationers  
of Glasgow  
The Rotary Club of South  
Queensferry  
Ward Hadaway

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Addleshaw Goddard LLP  
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Orion Group  
Npower Renewables Ltd  
Penguin  
Press and Journal  
RBS (Non Core Division)  
RIAS  
Royal Bank Of Scotland -  
Retail Change Management  
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SSE Plc  
Stewart Milne Group  
Swarovski UK Ltd  
The Data Agency  
Tods Murray LLP  
Unum  
Wood Group International  
Zolfo Cooper

## Gifts in Wills

Gillian Avis  
Robert Blair  
Agnes Ponton Buchan  
Janet Gregory  
Kenneth Hogg  
Elsie Hunter  
Margaret Johnston  
Dorothy Kelly  
Margaret Ness  
James Opray  
Mary Rick  
Sir Derek Wanless

## Gifts in Tribute

Chiquita Whye-Joyce &  
James Elson  
Kevin & Jill Henderson  
Margaret & Andy Jack



# Maggie's team

We rely on some extraordinarily dedicated and talented individuals to help us support people with cancer and their families and friends. They help raise the money to build and run our Centres, they share their expertise and offer guidance, they are the driving force behind all that we do.

## Maggie's Governance

### Co-Founders

Maggie Keswick Jencks  
Charles Jencks

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HRH The Duchess  
of Cornwall

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Frank Gehry  
Dame Zaha Hadid DBE  
Sir David Landale KCVO  
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Jon Snow  
Sam Taylor-Johnson OBE  
Kirsty Wark

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Laura Lee (chief executive)  
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Blakenham  
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Charles Jencks  
Prof Robert Leonard  
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Jamie Ritblat  
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Berty Gehry  
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### South West Wales

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## Reaching many but starting with one

In May 1993, Maggie Keswick Jencks was told that her breast cancer had returned, was given two to three months to live and then was asked to leave the room because the consultant had so many other patients to see. She began to realise that hospitals were very skilled at treating the cancer but less skilled at helping the person.

She joined an advanced chemotherapy trial and lived for another 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 to live more positively with cancer, 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 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.

### Why Maggie's matters even more today

What began as one person's idea has become 15 Centres across the UK providing a unique model of cancer support that is alive, working, respected and growing. Alive to the hopes and faced by people with cancer every day, working to give people with cancer the help and support to find their way through it, respected by our NHS colleagues for our passion and professionalism, and growing in our ability to reach more people with more types of cancer.

With over 113,000 visits through our doors in a year, we are making a difference to the lives of an increasing number of people with cancer, but we can do more. Although some areas of the UK have a Maggie's, far more areas don't. Add that to the rising level of cancer occurrences, and the need for Maggie's continues to grow.

That's why our Blueprint For Growth has become such an important focus for us. The aims of the Blueprint are to double our number of Centres from 15 to 30 and treble the amount of people we support to 80,000 a year. As cancer will touch even more of us in our lifetime, we want everyone who needs it to have access to the support Maggie's offers.

But none of our plans could be realised without our supporters. It is only thanks to their tireless help and dedication that we will be able to achieve our targets and create more Centres to support more people with cancer and their family and friends.





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

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Maggie Keswick Jencks Cancer Caring Centres Trust (Maggie's)  
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