

MAGGIE'S

Everyone's home of cancer care



Maggie's cancer support

Thank you for taking the time to read our impact report. It's incredibly important to us that we accurately reflect on the impact we make and also how we raise and spend our money to support people with cancer.

2020 was a hard year and one in which our support was needed more than ever. The effects of the pandemic hit people with cancer in a number of different ways. First, there was the loneliness of shielding - not being able to see family and friends at a time when that support was most needed. Added to that was the grief that many family members felt not being able to hug and hold someone they love going through treatment or coming to the end of life. The NHS had hard decisions to make and often that was cancer treatments needing to be postponed and surgery cancelled. That led to people with cancer feeling desperate that their cancer might be made worse as a result of delays caused by Covid.

Thanks to your kindness we were able to continue our work across the UK and keep our doors open for everyone who needed us. Even though the number of people we could see face to face dropped as is reflected in our reforecast. We continued to support thousands more people online and by telephone, making sure that no one was left without our help. Over the year we were able to support over 210,000 visits from people with cancer and their families and friends. Significantly, each and every one of them said we had helped them feel less alone and supported in managing stress.

It was important to us that we reached all communities. This year for the first time we asked visitors how they would describe their ethnicity and found the numbers were aligned to the demographic in many of the communities we serve.

I hope you have the time to read some of the stories of those who visited our centres. There is one quote from Mandie on that sticks in my mind:

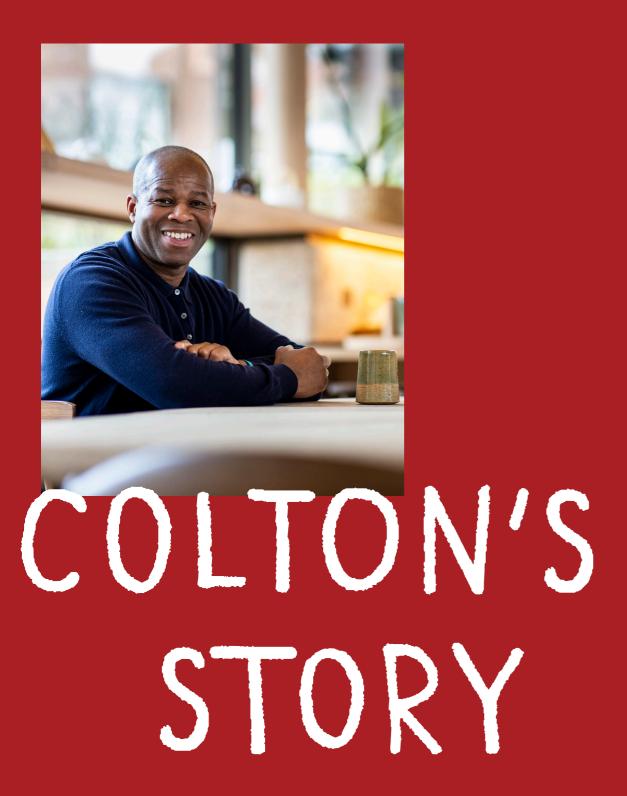
'If you're trying to move the rest of your life forward and Covid has slowed life down, it's tough. It's been difficult and I've talked to Maggie's who have helped me find things in my head I can control.'

That line sums up our support. We help people take back control and that has been needed more in 2020 than ever before.

Thank you for being there with us.

Dame Laura Lee DBE

Chief Executive, Maggie's



"Maggie's was a lifeline. helping us through our darkest days"

Amanda was diagnosed with ovarian cancer. During her illness we talked about how we could discuss things with our daughter, Saffron, but we didn't really look too far ahead and Amanda died just twelve months after her diagnosis.

Because we lived close by, we had watched Maggie's being built, but we'd never got to go there together. A year after Amanda died, I saw it was open. I went in and everyone was so welcoming. I remember sitting there, reflecting on everything that had happened, and started to cry because I just felt really sad – sad and lonely, to be honest.

Talking to Emma, one of the psychologists, was difficult to begin with. I couldn't see a way out of being upset. I felt lifted when I spoke to her. She helped me to understand what I was going through. She brought a sort of calmness to me where, instead of panicking, suffocating sometimes, I just felt I could breathe a lot easier.

Saffron and I had always had a great father-daughter bond. I'd take her to football and netball. But she was a teenager, and I knew that she was also her mother's daughter. There were some areas that they dealt with best together as women

When Amanda died it was daunting thinking about how to help Saffron as well as grieving myself. She had lost her mother and I had lost a wife.

I'm more open with Saff now about how I'm feeling, and I'm more accepting. There are areas where it's still difficult, especially when it comes to talking about Amanda, but I think we manage in our own way. I will say, "Oh, Mummy would've done that," and 'Mummy would be proud of you."

The sessions at Maggie's gave me the confidence to ask Saffron personal stuff, stuff which I probably would've been embarrassed to ask before, but I can do that now and it's ok, and my daughter's ok with me asking her things.

I know there are thousands of other families going through the same trauma who need help like I had. I only hope they find out about Maggie's.

Finding ways to reduce stress and anxiety

"I had one to one sessions with Robin the psychologist. This was a safe space where I could be completely honest. I'm honest with my friends and family, but you don't always want to talk with them about death or the reality of getting ill. I could speak to Robin about anything."

Centre visitor

Maggie's programme has never been needed more than now. Our psychological support has consistently been found to reduce anxiety and depression and increase self-esteem.

 $\mathbf{100}^{\%}$

of respondents said Maggie's helped them feel less alone

95%

of respondents had an improved understanding of cancer and its treatment 100%

of respondents reported an improvement in managing stress

98%

of respondents found seeing a psychologist 'very helpful' or 'helpful'



Creating a positive environment

"Maggie's is the most amazing place for supporting people with cancer and their families. There's a wealth of advice and support groups, all in buildings that are architecturally amazing where you can get a real break from the hospital environment."

Jo, centre visitor

99%

of respondents reported finding a quiet space to gather their thoughts was helpful 99%

said accessing the gardens or green space was helpful

Figures are taken from the UK Audit of 2020 and are based on 1666 responses.



MANDIE'S

STORY



"At 26 I was diagnosed with an aggressive secondary breast cancer that had reached my liver and my bones. I was told I'd be lucky if I had two to three years to live."

In the first few months after my diagnosis, it all felt really wrong. I remember being petrified. But when you start to see other people, your mindset starts to change.

I remember seeing Lesley Stephens, a centre visitor from Edinburgh, in magazines and videos. Her situation was like mine, but her diagnosis had come a year earlier. I saw how she was coping, and that she had a really good quality of life.

Seeing Lesley made me shift from feeling petrified at every scan, and thinking I'd be told I had six months to live, to a position of hope. I started giving myself small challenges, little milestones to reach. And I started visiting Maggie's.

I used to work in financial services, in quite a high-pressured environment. But after my diagnosis, it all got too much for me. I was getting exhausted, and not enjoying other aspects of my life. I spoke to Tom quite a bit about Wills and all my financial worries. He was in contact with my oncologist and took care of all my forms. Thanks to Tom's help in explaining my finances, it allowed me to give up work, which I knew financially I could do because of Tom's help.

It took a lot of persuasion for me to give up work, but it was after sorting out my finances through Maggie's that I thought I'm going to do this, and give up work, and be retired and enjoy myself for however long I've got.

I have one to one sessions with Lesley, she's just a fantastic psychologist and I'm so honest with her and feel I've known her my whole life. It's just a safe happy place, a really positive place. Sometimes I just go and sit and have a coffee, and watch the world go by.

Maggie's helped me realise what was important to me, and what I could do in my life to feel like I was living a life and not just mulling over every day. Mindfulness, kindness, doing things for others, hobbies like baking and living life. I went through phases where I felt really low and wondered what it was all about, but they helped me back up

The last year's been different, but it has been for everyone. If you're trying to move the rest of your life forward, and covid has slowed life down, it's tough. It's been difficult, and I've talked to Maggie's who have helped me find things in my head that I can control.

The financial impact of cancer

"I'd taken on a significant amount of student debt and because I had to take a year off, I was worried about my finances. The idea of piling up interest was a burden. It was hugely helpful to speak with the benefits advisor. Without that, I might not have known there was money that I could access during my treatment."

Centre visitor





Our benefit advisors offer individual advice and support on the benefits that apply to people with cancer and their carers. Last year we offered 37,676 sessions for people seeking advice for support with money worries.

More than

£36.8 million

has been claimed in benefits with help from our advisors

That's

£44

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

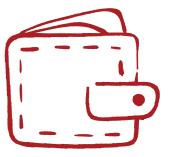
96%

of people said Maggie's helped access the benefits they were entitled to claim **17**%

of respondents engaged for the first time with benefits advice

98%

of respondents found getting support with benefits to be very helpful or helpful



LESLIE'S



"I can't imagine life without Maggie's. I think I would be lost. If I'm honest, I don't think I'd still be here."

Before I was diagnosed with advanced breast cancer, I was a freelance internal communications consultant. I was like so many Mums out there who have so many spinning plates, but that's just life.

I had an awful cough and cold which wouldn't go but I put it down to having my hands full caring for my four children. Eventually a CT scan showed that I had breast cancer, and it had already spread to my bones, liver and lungs.

The first time I visited Maggie's I thought, "Do I have to pay somebody? Is there a bucket I have to put money in?" I remember looking around and there was nothing. It was all free.

The first person I met was Andy, the Centre Head. It was a real turning point. What he said lifted my spirits and gave me hope.

Over the next weeks and months, I continued to see Andy regularly. He gave me advice about how to sleep better during chemo, and how to manage the side effects of the steroids I was on. It was Andy who explained how to ask the consultants the right questions, and it was Andy who gave me the confidence to ask my oncologist about clinical trials.

The tumours on my lungs had left me so breathless that I couldn't climb the stairs,

but I was lucky to get a place on a clinical trial. My reaction to the drugs they gave me was incredible. Five years on, with the discovery of another tumour on my right lung, it looks like my time on the trial may be up fairly soon and that's pretty frightening.

Evie is my youngest. I took her to Maggie's to meet Andy. I remember her saying, "Is Mummy going to die?" to which Andy replied, "Yes she is going to die, but nobody knows when that will happen – the doctors don't know, she doesn't know, I don't know." Evie just thanked him. On the way home she said she liked Andy because he told her the truth.

I have survived for so long and fought to try and educate myself. I firmly believe the more I know about my cancer, the more in control I feel.

But I do feel scared about how I will feel when I run out of choices, and I've chatted to Andy about this.

He hopes when I reach that point, I will feel relief, knowing there are no more horrible treatments. I won't have to constantly put on a brave face, which is what I tend to do for my family. I never want to burden them with how I'm feeling. I'm hoping he's right and that relief, not fear, will be the main emotion.

<u>11</u>

Support throughout the year

Support was available face to face, online, by email and phone. Our doors stayed open for people visiting the hospital and to allow NHS staff to visit our centres for much-needed respite and psychological support.

More than 98% of visitors gave a positive rating (good or excellent) of their experience at Maggie's and 99% stated Maggie's was meeting their needs.

Almost

100%

had an improved confidence talking with family and friends

210,000

visits to our UK centres from people with cancer and their family and friends **67**%

of respondents first visit to Maggie's was for information about cancer and its treatment, or support from one of our Cancer Support Specialists

100%

of respondents said Maggie's helped them feel less alone Due to the significant reduction in the number of people seen in person at NHS hospitals, planned targets were revised.

Over **45,000** people visited a Maggie's for the first time in the UK.

Almost **25,000** people with cancer were supported by Maggie's for the first time, representing 6.8% of the newly diagnosed UK cancer population.

In our 2020 visitor survey



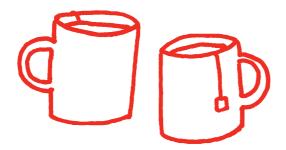
98%

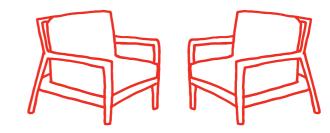
of respondents found taking part in a support group to be very helpful or helpful



99%

of visitors stated that support from a Cancer Support Specialist was very helpful or helpful





It's important for us to reach people from all communities, to recognise differences in lifestyles and cultures. We are taking a more dynamic approach to engage with people through targeted information that serves the communities our centres are located.

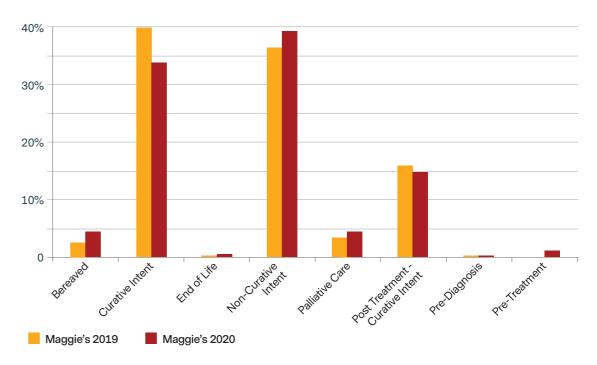
For the first time in the UK 2020 audit, respondents were asked how they would describe their ethnicity and sexual orientation. The results showed that 94% of respondents identified as White (ONS data – 86%) and 4% identified as British Minority Ethnics (ONS data – 14%).

On sexual orientation, 93% identified themselves as straight or heterosexual and 3% as LGB+. These results mirror the ONS Annual Population Survey of 2018 (94.6% identify as heterosexual, 2.9% as gay, lesbian, bisexual and 2.5% did not respond.

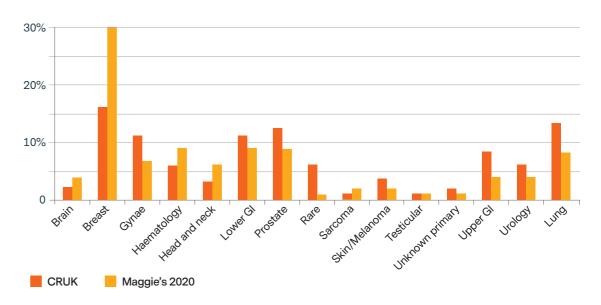
These findings are encouraging and consistent with national statistics.



Stage in cancer pathway of people supported by Maggie's

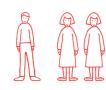


The chart below outlines the percentage of new people with cancer supported at Maggie's by cancer type in comparison to the national average as reported by CRUK.



With your support we made a difference to more people with cancer.





male/female demographic split of respondents surveyed

Our expert staff provided





81,906

sessions of cancer support



13,208 sessions of psychological support



37,676 sessions of benefits advice



New centre opened in 2020

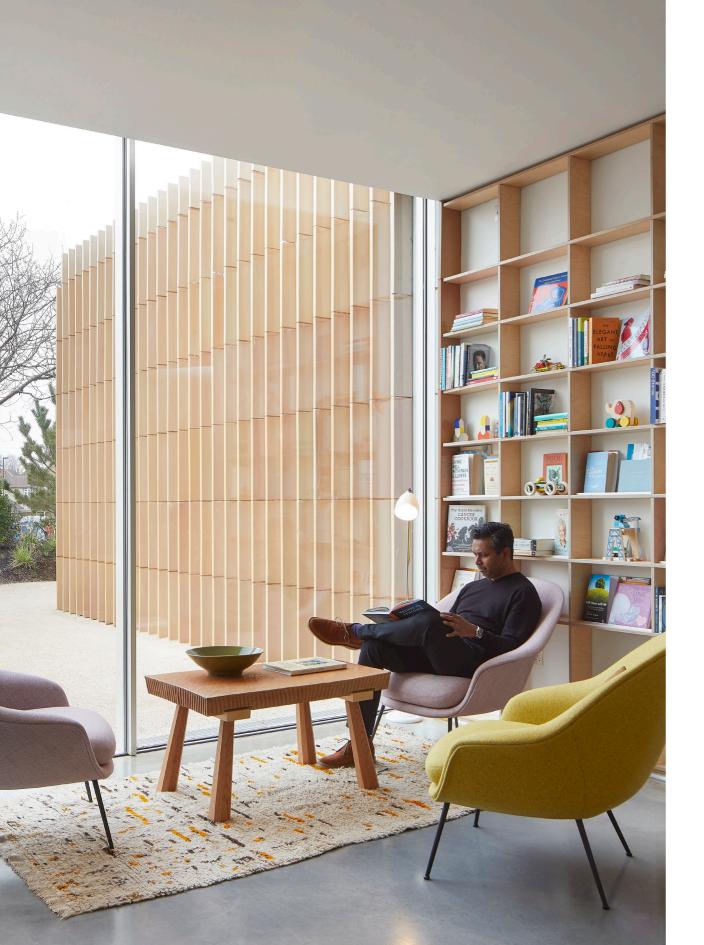


centre due to start construction in 2021



new centres are in development





Aims for 2021



Provide support to over **46,000** people visiting Maggie's for the first time in the UK.



Support over **210,000** visits to our centres in the UK from people with cancer and their families with an overall average cost per visit of £33.



Open our new building in Merseyside (replacement of the existing temporary centre) and start construction at the Royal Free and on the extensions for Newcastle and Cheltenham. We will see the first full year of operation of Maggie's Southampton.



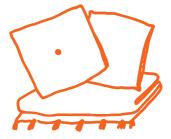
To deliver a high-quality experience for people visiting Maggie's with overall satisfaction of at least 98% and with at least 95% stating that their cancer needs have been met.



To generate the revenue income requirement of £15.9m to support and develop our day-to-day activities.



Increase external awareness to **35%** across the UK through national PR and brand implementation strategy (this will be measured through One Poll). Grow social media by **30%**.



Maggie's financials: Our funding

How we raised our money

Total income

21,980,000



£5,617,000

Charitable trusts, companies and statutory

This is income from companies including staff fundraising and corporate donations. Statutory income includes money from the National Lottery Community Fund.

£3,308,000

Local community fundraising

This includes income from volunteers and supporters who ran events and fundraise locally in their community and around their centres.

£6,861,000

Individuals

This is income from our regular givers and major donors.

■ £854,000

Legacies

This is money that people leave in their Will.

£935,000

Bank interest and other

This is interest receivable from our bank accounts and income from partnerships with other cancer organisations.

£1,890,000

Fundraising events

This includes income from our biking, hiking and running events, and also includes income from dinners and balls.

£2,515,000

People's Postcode Lottery

This is the money for charitable support which we receive from the Players of the People's Postcode Lottery.

How the money we raised helped support people with cancer

How we spent our money

Total expenditure

21,859,000



£15,193,000

Activities to help people with cancer

This includes the cost of building new centres and refurbishing and upgrading existing ones, as well as the cost of running our centres and providing the programme of support both within our centres and online.

£604,000

Cost of fundraising events

This is the cost of organising our running, hiking and biking events. Also included are the costs of fundraising dinners and balls.

£6,062,000

Cost of generating voluntary income

This is the cost of raising all money except from events.

21



Why Maggie's is needed more than ever

"I turned to Maggie's to help me work out how best to tell my daughters that I have cancer. How to juggle their questions like, 'Are you going to die?' Kids just ask these things and I've found that, for me at least, it's healthier to be open with your children about your diagnosis.

Maggie's understand the dynamics; they've seen hundreds of thousands of people in this situation before. They've helped me to get through a really difficult year.

I feel very lucky to have that support. My hope is that anyone in a similar situation can receive the same help I have. I don't know where I'd be without it."

Rhys, centre visitor

Thank You

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

Individuals

Jane Atherton

Mr Christopher Bartram

Elena Baturina

Antigone Theodorou and Stefan Bollinger

Mr & Mrs Graham Cartledge

Mr Nigel Cayzer

Keith Cochrane

Margo Cornish

Mark Crutchley

Mr Alan Eisner

Rob, Euan and Jamie Flett

Clare Foster and House & Garden

Clemmie Fraser

Victoria Heathcote

Mr Mike Hiard in memory of Mrs Wendy

Dr L.(Les) W.J. Hutchison, Virginia Shaw Hutchison & Leanne Thomas

The Jencks Family'

Debbie and Sam Laidlaw

Charles Ledigo

John Nichols

Maria McGuigan Small

Bill & Rose McQuaker

lan and Liz Marchant

Lorna Moran

Jean Oglesby

Midge & Simon Palley

Cathy Parfett

Sir Alan and Lady Parker

Tim and Jacqueline Parsonson

Carys Lewis and Edd Pickering

Charles and Ruth Plowden

Julia and Hans Rausing

Sir Phil and Lady Redmond

Cameron Shanks

Sir Bovd Tunnock CBE

Mark and Claire Urguhart

Paul & Su Vaight

Mr Charles Wilson & Dr Rowena Olegario, Mrs Susan Morton and Mr Paul Morton

Garry Wilson

Trusts and Organisations

The AJ Bell Trust

The Alborada Trust

The Tim Bacon Foundation

The Barbour Foundation

Robert Barr's Charitable Trust

Basil Samuel Charitable Trust

BBC Children In Need

The Beaverbrooks Charitable Trust

Lady Blakenham's Charity Trust

Bloomberg L.P.





The Bothwell Charitable Trust

The Catherine Cookson Charitable Trust

Cheshire Community Foundation

City Bridge Trust

Clarksons

Clore Duffield Foundation

Community Action Sutton and the London Borough of Sutton

Cordis Charitable Trust

Coronavirus Community Support Fund distributed by The National Lottery Community Fund

The Alan Davidson Foundation

The Dorfman Foundation

The Ellem Foundation

The Fieldrose Charitable Trust

Fife Health Charity

Forum for the Built Environment

- Cambria Branch

Garfield Weston Foundation

Gemini Trust

Guernsey Community Foundation

Health Foundation

The Lady Hind Trust

The Holroyd Foundation

The Edward Holt Trust

Holywood Trust

The Houghton Dunn Charitable Trust

The Ina Scott Sutherland Charitable

Foundation

The Ingram Trust

The J Isaacs Charitable Trust

The Jim Martin Family Charitable Trust

The John Coates Charitable Trust

Kálida Foundation

Kidani Memorial Trust

The Eric and Margaret Kinder Charitable Trust

Landale Charitable Trust

The Law Family Charitable Foundation

The Linbury Trust

Merton Giving

The Steve Morgan Foundation

Morrisons Foundation

National Garden Scheme

The National Lottery Community Fund

Awards for All

NHS Fife

NHS Grampian Endowment Fund

NHS Greater Glasgow and Clyde

Endowment Funds

NHS Lanarkshire

Northern Cancer Alliance

The Northwood Charitable Trust

Oak Foundation

The Oglesby Charitable Trust

The Owl Trust

PF Charitable Trust

Players of People's Postcode Lottery

Players of the National Lottery

Reece Foundation

Rothschild Foundation

The Ryvoan Trust

Kathleen Sangster Memorial Fund

Scotland's Garden Scheme

Scottish Government Wellbeing Fund

Tom and Sheila Springer Charity

Sir Reo Stakis Charitable Foundation

St. James's Place Charitable Foundation

The Stoller Charitable Trust

Surrey County Council

Syncona Foundation

Tayside NHS Board Endowment Fund

The Tompkins Foundation

Thirty Percy

Turnaround Foundation

Velindre University NHS Trust (Charities)

W A Cargill Fund

Welsh Government

William Grant Foundation

The Williams Family Foundation

The Wiseman Family Charitable Trust

Groups

Cardiff Fundraising Group

Chinwags Laryngectomy Club

Guernsey Friends of Maggie's

Just Dance for Maggie's

Made for Maggie's Fife

Nick Butcher and Jackie Wookey – 2020 Club Captains of Walton Heath Golf Club

Companies

Admiral

Astellas Pharma Ltd

AXA Health

Barclays

Boodles

Cadent

Cairn Energy

Clipfine

CNOOC International

Countryside Properties Plc

David Upland Developments

Drake & Morgan

Emperor (Head office) Foundation

Giffords Circus

GSK

Harbour Energy

Hazlewoods LLP

Hodge

HSBC

Incyte

J W Lees and Co (Brewers) Ltd

James Donaldson & Sons Ltd.

Lendlease

LV=

Lynchpin Analytics

Marks and Spencer Handforth Dean

Millennium Global Investments

Mowgli Street Food

Multiplex Construction Europe Limited

N Brown

Nuffield Health Hospital Cambridge

Nuffield Health Oxford - The Manor

Optima Partners

Pearson Solicitors and Financial Advisers

Repsol Sinopec

Roche

Ruddy Joinery Ltd

S1 Developments Ltd

Savills

Sir Robert McAlpine

Spire Southampton, Spire Healthcare

Limited

Unum

William Grant & Sons

William Hare Group

Winch Design

Wood





Maggie's Governance

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

President

HRH The Duchess of Cornwall

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Liz and Terry Bramall

Stewart Grimshaw

Stuart Gulliver

Annemiek Hoogenboom

Andrew and Zoë Law

Louisa Mann

Colin Montgomerie

Steve and Sally Morgan

Cathy Parfett

Alan and Jette Parker

Julia Rausing

Nette Reynolds

Mark Philip-Sorensen

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Lady Sheila Stoller

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Dori Dana Haeri

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Lily Jencks

Mary McCartney

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Kirsty Wark

Judy Naake - Nottingham

Dr Pat Steane OBE – Wales

The above list represents activity in 2020

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George Clarke
Lord Julian Fellowes
Daisy Goodwin

Paul Mayhew-Archer Roland Mouret Hermione Norris Douglas Rae

Ryan Riley

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Architecture Co-clients

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Dame Laura Lee DBE

Executive

Dame Laura Lee DBE

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Katie Tait

Ann-Louise Ward Allison Wood

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Danny Rimer

Jamie Ritblat

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Edwin Heathcote

Laura Lee

Catsou Roberts
MarvAnne Stevens

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Frank Gehry

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Kevan Peaty

Derek Penman

The above list represents activity in 2020

33

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down in 2020)

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Gill Hunter

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Ian Bone

Kristine Kennedy

Jill Mackenzie

Andrew Ross Tony Story

Judi Taylor

Hong Kong

Dr Leong Che-hung (Chair)

Kathryn Greenberg

Susan Ho

Lily Jencks

Adrian Lee

Laura Lee

Eleanor Ling

Anne Wang Lui Audry Al Morrow

James Robinson

Shahilla Shariff

Nancy Tse

Lanarkshire

Sandy Wilkie MBE (Chair)

Marion Craig

Anne Hamilton

Abdul Majid

Sandy Hamilton

Leanne Thomas

Gavin Whitefield

Chris Wilson

Laura Wiseman

Lancashire

Paul Lupton (Chair)

London Development Board

Dori Dana-Haeri (Chair)

Ferzana Barclay

Elena Baturina

Valerie Brecher

Michael Harding

Joey Ritblat

Katy Wellesley Wesley

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Amin Amiri

Jo Berry

Margo Cornish

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Roger Hoyle

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Carolyn Mellor

Vanda Murray OBE

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Mike Perls

Janine Watson

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Newcastle

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Andrew Hebden

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Pauline Gibbings

Simon Gregory

John Griff

Dominic Hopkins

David Hunter
Matthew Lohn

Amanda Lowther

Guy Schanschieff Morcea Walker

The above list represents activity in 2020

35

Nottingham

Steve Brandreth (Chair)

Rachel Addison

Andrew Marshall

Paul Newell

Amita Sawhney

Jennifer Spencer

Lady Valerie White

Dr Judy Naaké MBE DL

Oldham

Laura Smart (Chair)

Kashif Ashraf

Dave Benstead

Jayne Clarke

Stuart Hanson

Muzahid Khan

Pam Smith

Dr Carolyn Wilkins OBE

Suzanne Wright

Oxford Board

Deborah Laidlaw (Chair)

Clare Foster

Nigel Fotherby

Aki Olver

Southampton

Sarah Le May (Chair)

Mark Baring

Penny Brewer

Bernard Cazenove

Max Jonas

Melanie Shaw

George Stephenson

Sara Weld

Swansea

Lara Johnson (Chair)

Clare Curtis

Ryan Hole

Jessica Rice

Rachel Thomas

Danni Watts-Jones

Tokyo

Masako Akiyama

Keiko Hamaguchi

Dr Tadao Kakizoe

Miho Suzuki

Dr Miyako Takahashi

Yujiro Takahashi

Dr Shigeru Tanaka

Ryo Yamazaki

Yorkshire

Martin Jenkins (Chair)

Ken Beaty (Deputy Chair)

Leigh Jagger

Helen Oldham

David Parkin

Caroline Pullich

Carla Stockton-Jones

Diane Watson



The above list represents activity in 2020

"If I've been feeling really low, I can tell Maggie's about the worries that I've had. I wouldn't want to say to my mum or dad if I was feeling really stressed and anxious."

Mandie, centre visitor



Everyone's home of cancer care

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

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Maggie's is a charity entirely funded by the kindness of our donors and gifts in Wills. To find your nearest Maggie's centre or to support, visit maggies.org

To contact us please email enquiries@maggies.org or call us on 0300 123 1802