



The Story of 18 Years 1996–2014

maggie's

A word from our Chairman and Chief Executive

In 2014 Maggie's is celebrating 18 years of supporting people with cancer, and their family and friends. Since the very first Maggie's Centre opened in Edinburgh in 1996, the organisation has flourished, and we have continued to expand our presence, reach, reputation and the number of people we support. Maggie's has grown a network of 18 Centres across the UK, online and abroad, and since 1996 we have had more than a million visits to our Centres.

Today, there are two million people living with or after cancer in the UK, and this figure is steadily rising. Every year 300,000 people across the UK are diagnosed with cancer, facing tough questions, exhausting treatment and difficult emotions that can range from anxiety to loneliness and isolation. We want to provide free practical, emotional and social support to people with cancer and their family and friends – as much as we can and for as many people as we can – to meet the growing demand for support.

It is this ever-growing need which drives our ambition for the future set out in our blueprint for growth: to increase the number of Maggie's Centres to 30 and treble the number of new people we support each year to 80,000.

We are continuing to build on our achievements of the past 18 years, developing our unique programme of support in response to the evolving cancer landscape, and building awareness and understanding of Maggie's among the general public as an expert and leader in cancer care. As plans for our new Centres take shape and campaigns gather pace, growing our income through major giving and community revenue remains vital for supporting both existing and new Centres.

It is the people visiting our Centres that remain our focus and who help drive us forward in our ambitious goals. But none of the work we do would be possible without the continuing and much valued support of our volunteers, staff and all of those who give their time and effort to bake, run, hike, cycle and so much more in aid of Maggie's.

We are continually inspired by the dedication and passion of these supporters who give their time and money to support Maggie's so generously. We would like to say a heartfelt thank you to all those who have contributed to a wonderful 18 years and for helping to make our work possible.



Ian Marchant
Chairman



Laura Lee
Chief Executive



1996

Supporting anyone and everyone affected by cancer

“For me, Maggie’s represented a community – a place which was extraordinarily welcoming and where I could just crash out. I didn’t have to put on a front, but could just be. I still call by to catch up with friends I made there, which says it all.”

Mike Charkow, Maggie’s Edinburgh

Since the first Maggie’s Centre opened at the Western General Hospital in Edinburgh in 1996, Maggie’s has been providing practical, emotional and social support for people with cancer and their family and friends, helping them to navigate the complexities of living with the disease, and providing additional support to complement their medical treatment.

The brainchild of Maggie Keswick Jencks, who lived with advanced cancer for two years, Maggie’s Centres are built around her belief that people should not “lose the joy of living in the fear of dying”. Maggie and her husband Charles Jencks worked closely with her medical team, which included Laura Lee, Maggie’s oncology nurse at that time, to create a blueprint for a new approach to cancer care.

Maggie’s is there for anyone and everyone affected by cancer. “Cancer patients always need someone close by to help them negotiate the very difficult terrain, someone to ‘care’ for the myriad problems as they arise,” explains Charles. “As families with cancer know, it is an enveloping situation that affects all areas of life. These are the kinds of social and psychological situations that come with cancer and are very good reasons for having a Centre beside every major hospital.”

1997

A unique approach to cancer care

“Maggie’s Centres are places where people feel at home and cared for. At the same time, the lively imaginative atmosphere encourages people to dare to explore, and stimulates them to want to do so. The aim is clear: the object is to encourage people who feel frightened and anxious about coping with cancer to feel better by developing their sense of confidence and resourcefulness. What they discover at a Maggie’s Centre may help them put a different perspective on what is happening to them and make a profound difference to their experience of living with cancer.”

A View From the Front Line

In 1997, the first edition of Maggie Keswick Jencks’s *A View From the Front Line* was published. Written in 1994 during Maggie’s 18-month remission from breast cancer, and edited by Maggie’s close friend and current member of Maggie’s West London Fundraising Board Marcia Blakenham, it describes simply and lucidly what it is like to be diagnosed with cancer and to cope with it.

The publication has played an essential role in defining the unique philosophy and approach of the organisation. Building upon these original ideas about cancer care, Maggie’s has continued to develop an evidence-based programme of practical, emotional and social support that has been shown to improve physical and emotional wellbeing during treatment and recovery.

Developed alongside UK and international research and clinical literature to ensure its effectiveness in supporting people with cancer, Maggie’s unique programme of support is widely respected. Critically, it is alive and growing; responsive to the evolving cancer landscape while also remaining true to the original philosophy of the organisation.





1998

Support in the community

“Maggie's will make such a difference to thousands of people with cancer in Yorkshire – we are proud to be involved with such an inspirational organisation.”

Nicola Furbisher, Managing Editor, *Yorkshire Post* and *Yorkshire Evening Post*

In 1998, Maggie's established its first media partnership with the *Edinburgh Evening News*, helping to raise awareness for the Edinburgh Centre.

Media partnerships have continued to be instrumental in helping Maggie's to establish Centres in the local community. Via media partners we are able to build long-term awareness and understanding of Maggie's, helping to engage local supporters, fundraisers and regular givers.

Since 1998, Maggie's has had significant partnerships with the *Evening Times*, which raised £1m for Maggie's Gatehouse (2001/2); *Evening Standard*, which began in 2007 and helped to fund the opening of Maggie's West London; *Nottingham Post*, which began in 2010 and supported the opening of the Nottingham Centre by raising £640k; *South Wales Evening Post*, which began in 2010 to support the opening of Maggie's Swansea by raising £500k; *House & Garden*, which saw readers across the UK hold garden-related fundraising events in support of Maggie's; *Falkirk Herald*, in support of Maggie's Forth Valley (2012); and *Press and Journal* (2010–2013), in support of Maggie's Aberdeen.

Partnerships with *Manchester Evening News*, *South Wales Echo* and *Yorkshire Evening Post* are currently playing a key role in garnering local support for campaigns for Centres at The Christie, in South East Wales and Yorkshire respectively.

We continue to nurture and grow our valued networks of community supporters, fundraisers and regular givers who play a vital role in helping us to raise awareness of Maggie's and reach more people who need our support.

1999

Relationships with trusts and partners

“It's wonderful to see the great work being achieved by Maggie's, all thanks to our players. It's a sad fact that cancer will affect one in three people at some point in their lives. It's great that places like Maggie's exist to offer individuals and communities support as well as exceptional care and advice.”


Clara Govier, Head of Charities, People's Postcode Lottery

In 1999, Maggie's hosted an event at the Dean Gallery, Edinburgh, to encourage new supporters, particularly business supporters and partnerships. Maggie's has continued to develop strong relationships with various trusts and partners, and many individuals. This vital support enables us to maintain and grow our existing Centres, and accelerate the development of new Centres.

In 2010, a partnership was launched with the Elizabeth Montgomerie Foundation, whose generous funding has been integral to the establishment of two new Centres in Scotland – Lanarkshire and Aberdeen. Significant support from HSBC has also allowed the seed-funding of five Maggie's Centres. Vital fundraising partnerships with People's Postcode Lottery and Walk the Walk have provided substantial funds for new Centres including Gartnavel and Forth Valley, extending Maggie's reach to all major cancer hospitals in Scotland.

Today, Maggie's continues to nurture existing partnerships and explore opportunities that will enable us to continue to grow to reach more people who need our support.





2000

Passion and professionalism

“Maggie’s puts so much emphasis on just making sure you are able to support people as best you can. To work for an organisation that puts people at the heart of it all is really refreshing.”

Stuart Danskin, Cancer Support Specialist, Maggie’s Gartnavel

In 2000, the philosophy and core elements of Maggie’s programme of support were first published in *Maggie’s Principles and Practice* written by Laura Lee and Glyn Jarvis, the first Clinical Psychologist for Maggie’s.

Maggie’s staff – Centre Heads, Psychologists, Cancer Support Specialists, Benefits Advisors, Relaxation Therapists and Sessional Staff – are highly qualified professionals, usually with backgrounds in the NHS. Their expertise and unique skill sets play a key role in ensuring our Centres are the warm and welcoming environments that are essential to the effective delivery of Maggie’s programme of support.

The passion and professionalism of Maggie’s staff has become recognised and respected across the world, both by those we support and cancer professionals. We continue to deliver an exceptional level of support by recruiting and retaining people with outstanding skills who will contribute to the culture and ethos of the organisation.

2001

Recognition in the field

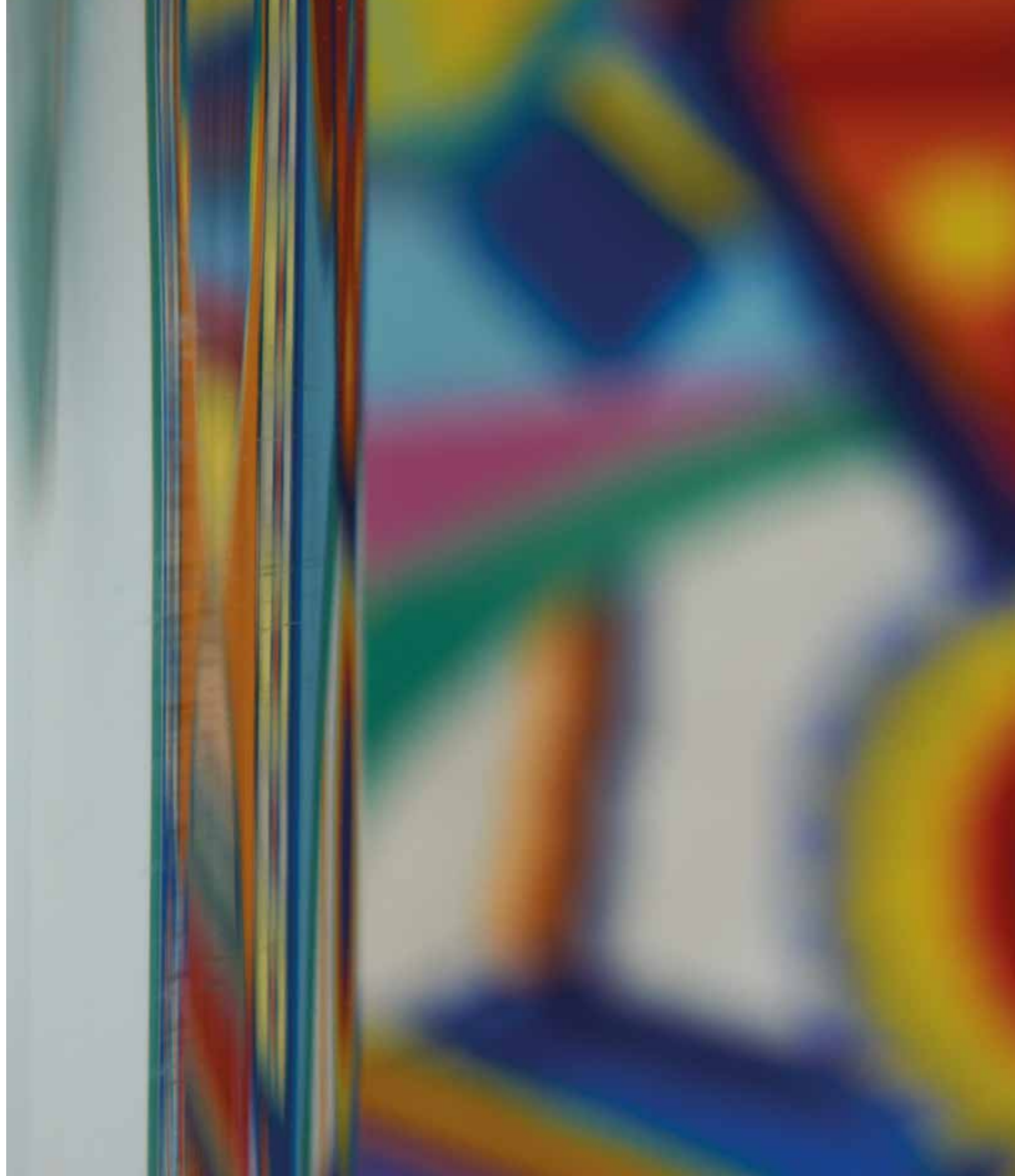
“ *I am very excited that Maggie's is expanding their network to reach even more people, which I believe is a very significant development for cancer care in the UK. Maggie's has delivered very impressive results to date.* **”**

Professor Sir Mike Richards CBE, Chief Inspector of Hospitals

In 2001, the Clinical Standards Board for Scotland congratulated Maggie's Edinburgh on its excellent standard of support.

Maggie's has continued to win recognition among the medical profession; the Department of Health acknowledged Maggie's as an example of best practice in the Cancer Reform Strategy in 2007 and 2008, and in the National Cancer Survivorship Report in 2013. Our unique approach to cancer care was also acknowledged by the NHS Cancer Plan in 2000 and the NICE Report in 2004.

Such credibility in the medical field remains crucial for sustaining fundraising and community support, and public recognition of Maggie's programme of support.



2002

Working with the NHS

“The groundbreaking model of cancer support pioneered by Maggie’s has been developed to meet the practical, emotional and social needs of people with cancer. With new diagnoses rising by 3% each year, there is a growing need for Maggie’s Centres and the evidence-based support they offer people during diagnosis, treatment and survivorship. Across the UK, Maggie’s is working with the NHS to create these exceptional Centres on hospital grounds, helping people with cancer to find essential support that will complement their medical treatment.”

Sean Duffy, National Clinical Director for Cancer, NHS England

In 2002, the second Maggie’s Centre opened at the Western Infirmary in Glasgow.

Centres are built in the grounds of hospitals at the invitation of the local NHS trust, our programme of support is developed with the input of leading clinicians to complement medical treatment, and half of people who come to Maggie’s are directed to us by hospital staff. Our unique relationship with the NHS ensures our programme of support complements the excellent clinical care it provides for each individual.

There for anyone and everyone affected by cancer, Maggie’s Centres are places to find practical advice about benefits and eating well; places where qualified experts provide emotional support; and friendly places to meet other people or simply sit quietly with a cup of tea. Our programme of support has been proven to improve physical and emotional wellbeing.

As the number of people living with cancer continues to rise, so the demand for support increases, putting pressure on limited NHS resources and highlighting further the need for the practical, emotional and social support that Maggie’s offers. Working in partnership with the NHS continues to be vital to the establishment and success of our Centres.





2003

Gardens and wellbeing

“ The garden spaces provide a particular type of sanctuary, taking people away from the hospital into the different world of Maggie’s and conversely preparing them for the real world and home following a visit. Thus the gardens are a buffer zone for entering and leaving Maggie’s buildings. ”

Angela Butterfield, 'Resilient Places? Healthcare Gardens and Maggie's', PhD thesis for Falmouth University on Maggie's gardens

In 2003, the third Maggie's Centre opened at Ninewells Hospital in Dundee, designed by Frank Gehry. The Centre's garden was landscaped by Arabella Lennox-Boyd and features a sculpture, 'Another Time', by Antony Gormley.

Garden design played a significant part in Maggie Keswick Jencks's life and her 1978 book on Chinese Gardens remains a classic. Being in a natural environment has been shown to have a positive effect on wellbeing, improving mindfulness and reducing stress levels, and Maggie's gardens are an integral part of the architectural brief.

Maggie's works with renowned landscape architects, including Flora Gathorne-Hardy (Maggie's Oxford), Dan Pearson (Maggie's West London) and Cleve West (Maggie's South East Wales), whose expertise and knowledge is essential to realising the inspirational and uplifting environments of our Centres that are vital to Maggie's programme of support.



2004

Monitoring clinical governance

“As an oncologist, I know that no one underestimates the difficulties involved in receiving the news that one has cancer. The emotional trauma can be just as difficult as the physical effect. Maggie’s Centres help in a way that is a natural extension of our clinical work.”

Professor Bob Leonard, oncologist and Chair of Maggie’s Professional Advisory Board

In 2004, Maggie’s underwent an organisational restructure which brought together all the individual local Centres as part of a single national organisation. As part of this restructure, a Professional Advisory Board was established to monitor clinical governance across the organisation.

Maggie’s Professional Advisory Board is made up of leading clinicians and cancer experts who meet twice a year to evaluate the support programme and quality assurance, review our evidence base and discuss new research. We commission our own research into subjects such as the impact of environment on wellbeing to ensure we continuously improve what we do and contribute to the wider body of knowledge on cancer care.

Our programme of support has been developed alongside UK and international literature to ensure its effectiveness in supporting people with cancer, and we continue to monitor quality, outcomes and usage according to our programme delivery framework.

2005

Enthusiasm and commitment

“Centre users regularly tell me they regard Maggie's as a haven – a place where staff and volunteers take time to listen and talk, not only to the individual who has cancer but to family and friends too. We offer a ‘normality’ as we chat with people over a cup of tea in a friendly, relaxed environment. In that way, volunteers are integral to the working and ethos of Maggie's. We will continue to provide a welcoming, stimulating and safe place where it is ok to talk, cry, laugh and generally be yourself – among friends.”

Margaret MacSween, Maggie's Highlands volunteer

In 2005, the fourth Maggie's Centre, Maggie's Highlands, based at Raigmore Hospital in Inverness opened to the public. The Centre currently provides support for 7,500 people each year with the help of a dedicated team of volunteers.

Maggie's relies on a strong network of volunteers linking in to the staff team in each Maggie's Centre, helping to create a warm and welcoming environment, and enabling staff to focus on providing visitors with the support they need.

Jim Clark, Maggie's longest-standing volunteer, is an invaluable member of the Edinburgh Centre team. He first visited Maggie's Edinburgh shortly after it opened in 1996 with his sister Isa when she was diagnosed with cancer, and subsequently with his partner Carol, who had ovarian cancer for seven years before she passed away. He volunteers regularly and helps to make the Edinburgh Centre a warm and welcoming place for everyone. “Maggie's is a welcome home from home,” he says. “It's not a sad place – we try to keep it as happy as we can.”

Enthusiastic and committed to our work and the people we support, Maggie's volunteers – like our professional staff – embody the organisation's culture and values. We continue to nurture and grow our network of volunteers as an essential part of the Maggie's team.



2006

Maggie's Patrons



“I do not think there is anyone in Britain who does not know someone who has had cancer. Maggie's is very, very special to me.”

Sarah Brown, Maggie's Patron

In 2006, Maggie's held a reception at 11 Downing Street hosted by Sarah Brown, a long-standing supporter of Maggie's who later became Patron of our Joy of Living Campaign.

The support of Patrons has become integral to making the work of Maggie's possible today, and the interest of high-profile supporters reflects growing recognition for the organisation. In 2009, Sarah Brown invited US First Lady Michelle Obama to visit Maggie's West London to celebrate the Centre's first birthday.

Maggie's has continued to build a vibrant network of Patrons, ranging from world-renowned architects and designers to leading oncologists. Our network of high-profile supporters – which includes Kirsty Wark, Sam Taylor-Johnson, Frank Gehry and Zaha Hadid – continues to grow, helping us raise awareness and support, and making an invaluable contribution to our growth. United by a common cause and interest, we are able to make the biggest possible difference to people living with cancer, and their family and friends.

Maggie's Centres 1996–2014

Edinburgh – 1996



Glasgow (Gatehouse) – 2002



Dundee – 2003



Highlands – 2005



Fife – 2006



West London – 2008



Online – 2008



Cheltenham – 2010



Glasgow (Gartnavel) – 2011



Nottingham – 2011



Swansea – 2011



Wallace (Cambridge) interim – 2012



Hong Kong – 2013



Newcastle – 2013



Aberdeen – 2013



Liverpool interim – 2014



Lanarkshire – 2014



Oxford – 2014





2007

Expansion and growth

“Considering that by 2020 more than half of the UK population will be affected by cancer in their lifetime, it is imperative that we do everything we can to grow Maggie’s to meet this ever-increasing challenge.”

Ian Marchant, Maggie’s Chairman

In 2007, Maggie’s Joy of Living Campaign was launched with the aim of raising £15m to build five new Centres in Cheltenham, Nottingham, Swansea, Newcastle and Oxford. By 2012 we achieved the target and Maggie’s became accessible to 10 million more people in the UK.

By the end of 2007, we were ready to launch Maggie’s Online Centre. Extending the support of physical Centres in a similar, calm online space, Maggie’s Online is available to anyone, anywhere, at any time, ensuring that everyone in the UK who needs it has access to high quality, evidence-based cancer support. The Online Centre also offers the opportunity to reach disparate communities, enabling Maggie’s to more rapidly expand the reach of our network of Centres and helping to reduce the isolation and loneliness we know people with a diagnosis of cancer can experience.

Since 1996, Maggie’s has grown a network of 18 Centres across the UK, online and abroad, and currently provides support for more than 146,000 visitors each year, including 16,000 people newly diagnosed with cancer. As cancer affects more and more people, and rates of diagnosis and survival continue to increase, the demand for high quality, easily accessible support continues to grow. We are developing our approach to delivering our unique programme of support in an integrated way, with the aim of increasing the number of new people we support each year to 80,000, including 15% of all new diagnoses in the UK.



2008

Our President

“As a very, very proud President of Maggie’s, I just want to thank everyone here today for everything they have done. These 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.”

HRH The Duchess of Cornwall (2013)

Passionate and committed to our work, and one of our greatest advocates, Her Royal Highness has visited many of our Centres in England, Wales and Scotland.

Since her appointment in 2008 Her Royal Highness has formally opened the garden of Maggie’s Dundee; hosted a dinner for Maggie’s supporters at her London home; given tea to members of the Women’s Institute in Wales to raise awareness about Maggie’s; attended Anna Valentine’s fashion show in aid of Maggie’s; officially opened Maggie’s Cheltenham; planted an artichoke in the vegetable garden at Maggie’s Swansea; attended the ICAP Charity Auction Day from which we received a significant donation; joined a tea party at Vogue House to mark the end of the *House & Garden* campaign for Maggie’s; and in September 2013, invited Her Majesty The Queen of Norway to join her to officially open Maggie’s Aberdeen at the Elizabeth Montgomerie Building.

As Maggie’s President, Her Royal Highness has brought great joy to many of the people who use our Centres and we are hugely grateful for her passion and continued unswerving commitment.

2009

Growing and deepening our programme of support

“The Where Now? course made me realise that if I could get through cancer and not have a crisis in depression, I could get through anything. It gave me strength, and if I hadn't gone I would have stayed in a dark place for a lot longer.”

Barbara Smith, Maggie's Dundee

In 2009 Maggie's launched Where Now?, a six-week cancer survivorship course responding to the need for support in the period after treatment has finished. Following a successful pilot in 2010, the course has become a significant element of Maggie's core programme and was recognised in 2013 by the National Cancer Survivorship Initiative.

The Where Now? course, for adjusting to life after cancer, is just one element of Maggie's comprehensive programme of practical, emotional and social support, which has been shown to improve physical and emotional wellbeing during treatment and recovery.

Maggie's continues to grow and deepen its unique programme of support, ensuring it is evolving with the changing cancer landscape and meeting the needs of those we support. We continue to explore, pilot and introduce new elements to our programme, such as the addition of a prostate cancer course across our Centres in 2014, in partnership with Prostate Cancer UK. We continue to focus on making our programme of support more accessible to 'hard-to-reach' groups – men, specific cancer types, as well as young carers and older people.



2010

Art at Maggie's

“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.”

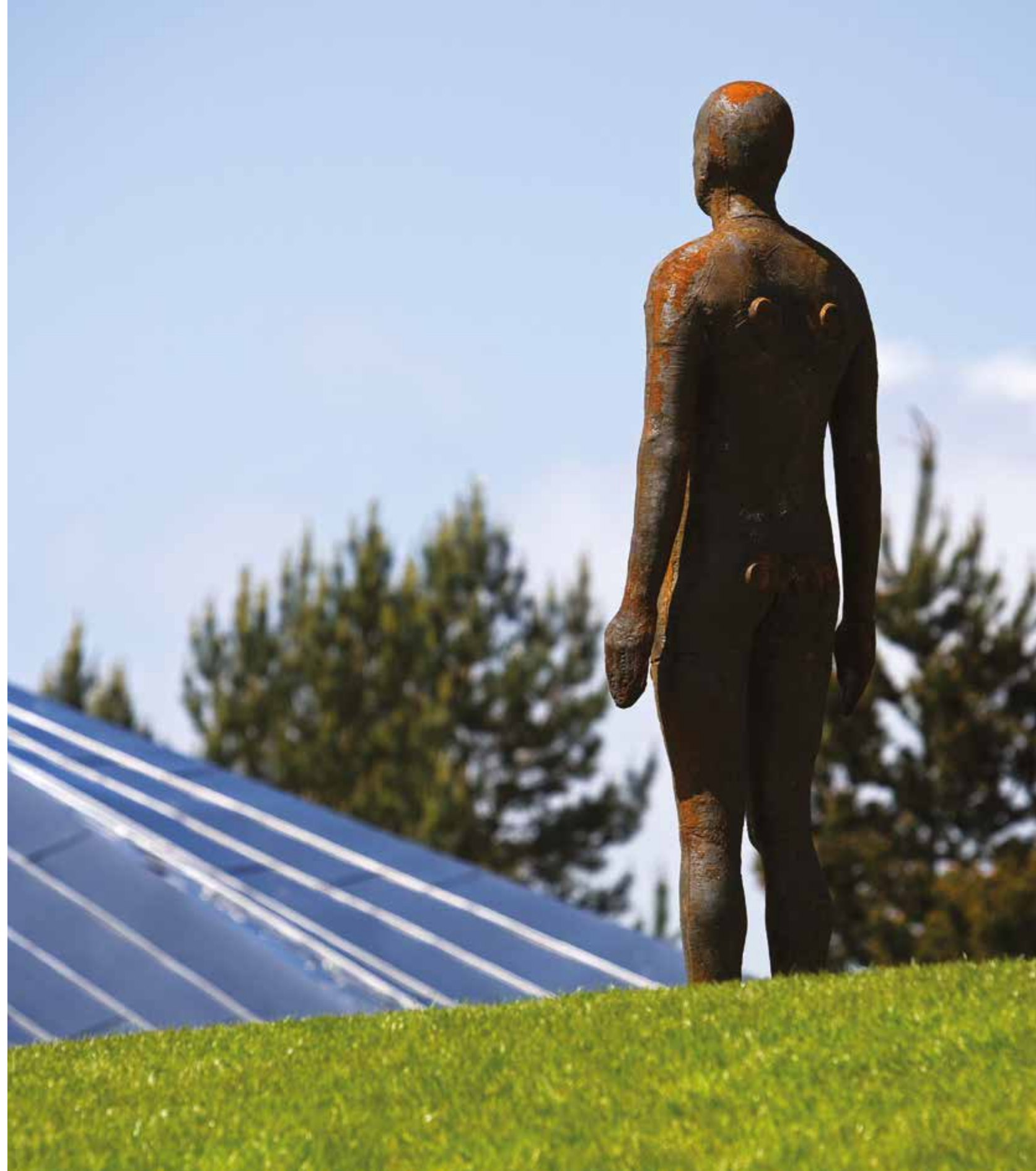
Sandy Nairne, Director, National Portrait Gallery, and Chair of Maggie's Art Group

Maggie's Art Group was established in 2010, bringing together art world luminaries including Sandy Nairne (Director of the National Portrait Gallery), Mary Anne Stevens of the Royal Academy of Arts, Richard Calvocoressi of the Henry Moore Foundation, and critic and author Richard Cork.

The group advises on the selection and acquisition of art for Maggie's – both in the Centre and surrounding landscape – that is beautiful and thought-provoking, and helps to create the warm, uplifting environments that have been proven to reduce stress and anxiety.

Maggie's Centres house works by such esteemed artists as Eduardo Paolozzi, Grayson Perry, Antony Gormley, William Pye and Sam Taylor-Johnson, who have either donated a work, or collection of works to Maggie's, or created a piece specifically for a Centre.

The consideration of art in the context of therapeutic environment further underlines Maggie's unique and innovative approach to cancer care, and our aim is to grow and develop our portfolio so that it continues to comfort and inspire.





2011

Architecture of hope

“The vast possibilities of architecture are revealed through the individuality of Maggie’s Centres. Despite having shared goals and ideals, and responding to the same basic (and open) brief, each one is distinct, shaped by location and context, and by the creative imagination of the architect. They appeal to us in different ways and draw from us different sensations and associations at different moments.”

Kate Goodwin, Drue Heinz Curator of Architecture,
Royal Academy of Arts

In 2011, the V&A Museum held an exhibition of the architecture of Maggie’s Centres, ‘The Architecture of Hope’, showing the impact that Maggie’s unique approach to architecture and cancer care has had on architectural thought.

Great design and architecture are at the heart of the support Maggie’s offers; evidence shows that an uplifting environment can reduce stress and anxiety. Each Maggie’s Centre is designed to feel more like a home than a hospital. This approach supports the informal relationships between staff and visitors, and is an important part of the unique support we offer.

We work with internationally renowned architects, such as Richard Rogers, Zaha Hadid and Norman Foster, whose expertise and experience is fundamental to the success of our Centres. Their skills deliver the calm environments that make the people who visit and work in our Centres feel safe, valued and comfortable in an atmosphere that stimulates their imagination and lifts their spirits.

2012

Supporting families

“Maggie's is a really bright, friendly place to go. They make tea and scones, there are newspapers and a computer. There are little rooms with bright cushions and tissues too. Once you walk through a Maggie's door you gain a few more friends.”

Emma Sutherland, 14

Maggie's provides dedicated support for families, including a Friends and Family course for people caring for someone with cancer, as well as other support groups.

We also offer specialist support for young people who have a parent with cancer – Kids' Days and Teen Days. Sessions provide a space in which young people can explore their concerns, meet others in the same situation and find out more about what is happening to their mum or dad. Cancer Support Specialists also help adults talk to their children about cancer in both one-to-one and family support sessions.

There for anyone and everyone affected by cancer, Maggie's continues to grow and deepen its programme of support, offering dedicated help for families.



2013

Fundraising events

“ Culture Crawl 2013 was a great night – lots of familiar faces and many new ones all getting together to embark on this nocturnal adventure across London. It was so wonderful to see the city from a different perspective, walking through the night, buoyed by all the interesting events and happenings organised by Maggie’s along the way. ”

Sam Barbic, Culture Crawl 2013 participant

In 2013, Maggie’s first Culture Crawl was held in London in partnership with Open House London. Hundreds of walkers participated in the 15-mile night-time adventure around the capital to fundraise for Maggie’s, while discovering cultural, architectural and artistic delights along the way. More than £460,000 was raised – enough to support the running of a Maggie’s Centre for a whole year.

Mass participation fundraising events such as Culture Crawl continue to be an important part of Maggie’s activities – generating income for the organisation, raising awareness, and providing an opportunity to engage with both existing and new supporters and partners.

We also rely on the unswerving support of our many dedicated and passionate fundraisers in the community who cycle, bake, bike, hike and so much more each year to raise funds for Maggie’s.





2014

Celebrating 18 years of supporting people with cancer

“I'm delighted to be celebrating the opening of Maggie's Oxford at the Patricia Thompson Building today. To watch a Centre come in to being is an incredible journey – one I have been privileged to share with every Maggie's Centre built so far, but nothing compares to seeing the Centre filled with people benefiting from the support we offer.”

Laura Lee, Maggie's Chief Executive

2014 saw the opening of Maggie's Oxford – our 18th Centre in 18 years. Designed by architects Wilkinson Eyre and officially opened by television presenter and author Kirstie Allsopp, producer and director Richard Curtis, and writer Paul Mayhew-Archer, the new Centre will enable Maggie's to provide support for the 5,000 people in the region that are diagnosed with cancer each year.

Since our very first Centre opened in Edinburgh in 1996, we have grown a network of Centres across the UK, online and abroad and have had more than a million visits to our Centres. 2014 marks a coming of age for Maggie's, and today we are dedicated to building upon our achievements of the past 18 years, and will continue to provide support for anyone and everyone affected by cancer.

“When I first went to Maggie's I was feeling very vulnerable,” says Gordon Kirk, a Maggie's Dundee visitor. “Before going through the door I remember thinking, ‘What am I doing here? What will they tell me?’. Then as soon as I entered it was a different world – a calm world. From that day on I felt an affinity with the place – that there were people who would understand.”

Our work has only been possible because of the dedication and passion of all of our staff, volunteers, fundraisers and supporters. We are indebted to all of those people that have contributed to our past 18 years and continue to make our work possible.

The people we reached and how we helped

A summary of our programme since 1996

- Maggie's now welcomes almost 150,000 visits through our doors each year
- Maggie's is now available at every cancer centre in Scotland and more
- Since 1996 we have supported more than 300,000 people affected by cancer
- Since 1996 Maggie's has had more than 1,040,000 visits to our Centres
- Since 1996 we've supported more than 105,000 men affected by cancer

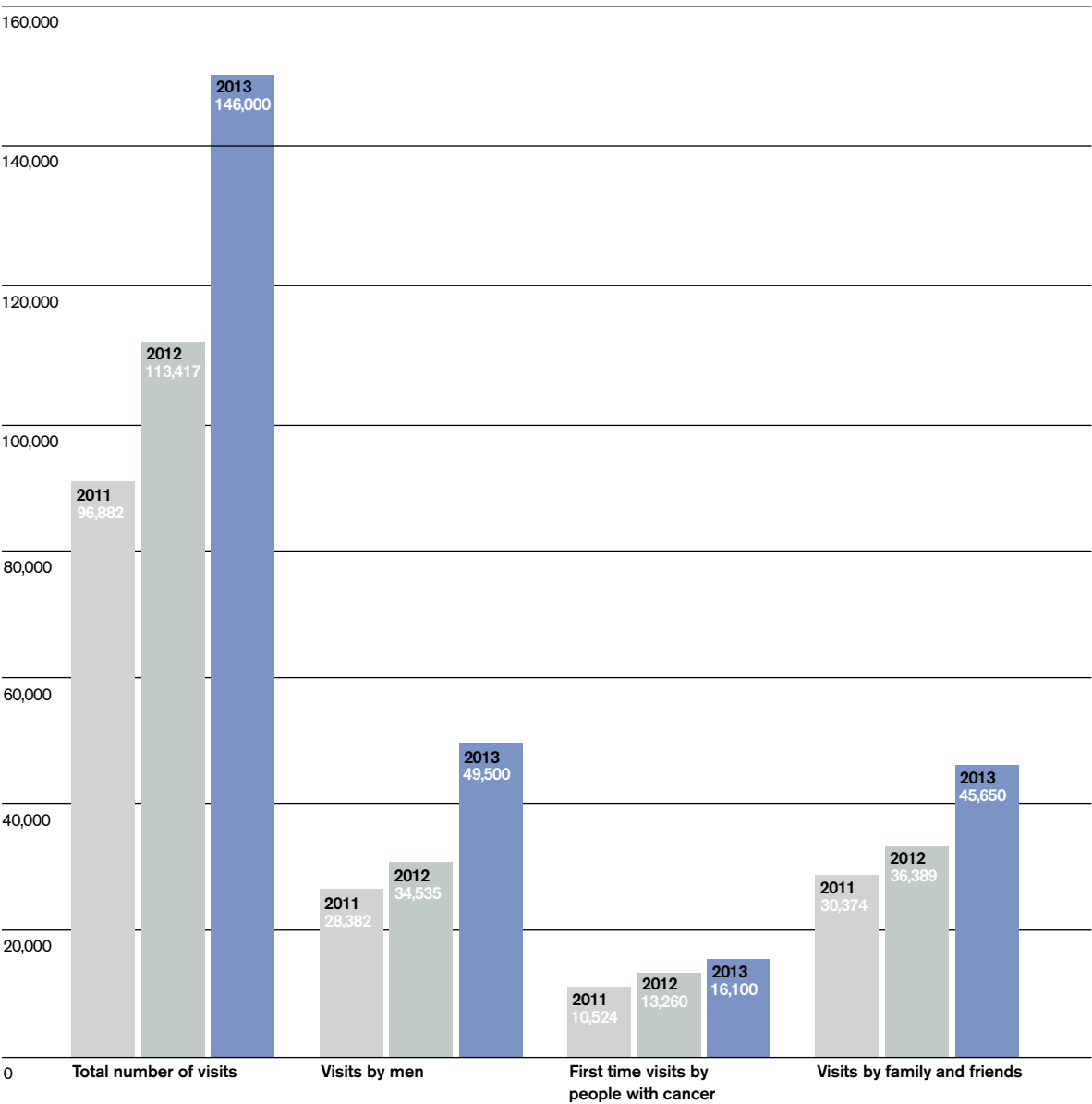
A summary of our programme in 2013

In 2013, there were more than 146,000 visits to our Centres across the UK, a 14% increase on the number of visits in 2012.

Of those who visited our Centres, more than 96,000 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.

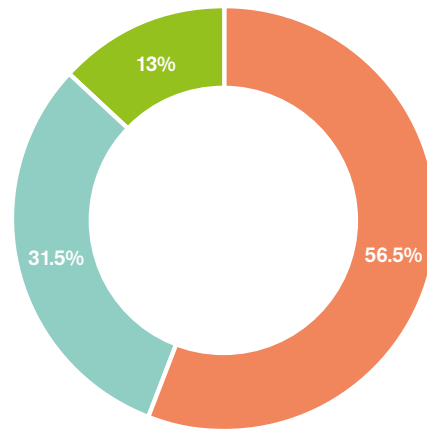
At the end of the year, 99% of visitors said they had a positive experience and found every aspect of the support offered at Maggie's helpful.

Visitor numbers in 2013



We are proud of our expert staff who support people who are living with many different types of cancer. 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 programmes to encourage those who have Lower GI (bowel), Upper GI (stomach; pancreas), bladder, prostate and lung cancer to visit, with around 27% of our visits from people affected by these types of cancer. Around 4% of our visits are from people with brain cancer. A Maggie's Centre can have more than 100 visits per day.

Visits to Maggie's for key areas of support in 2013



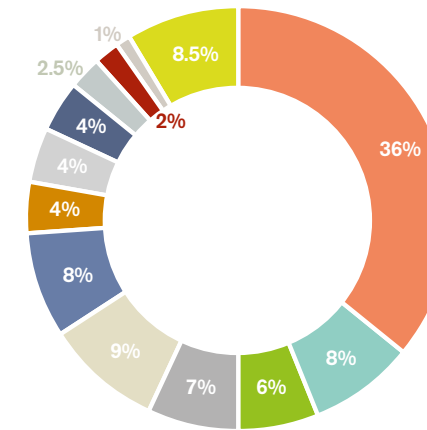
- 56.5% of visits seeking psycho-social support and cancer information
- 31.5% of visits seeking practical support
- 13% of visits seeking psychological and emotional support

Maggie's secured nearly £17.5 million in benefits for our visitors in 2013

Cancer: the facts*

- One in three people will get cancer in their lifetime
- Two million people in the UK are living with cancer and this is set to rise to four million by 2030 (this figure is predicted to increase by 3% per annum)
- Every two minutes someone in the UK is diagnosed with cancer
- The UK has an ageing population, which is contributing significantly to the increase in cancer incidence.
- Cancer survival rates have doubled in the last 40 years
- 309,500 people are diagnosed with cancer per annum
- There are 200 different types of cancer
- Half of people diagnosed with cancer now survive their disease for at least five years
- Cancer death rates in the UK have fallen by around a fifth over the last 30 years and by 10% over the last decade
- Cancer is the number one fear of the British public, heading the list above Alzheimer's, heart attack and terrorism

Maggie's visitors specific to cancer type in 2013



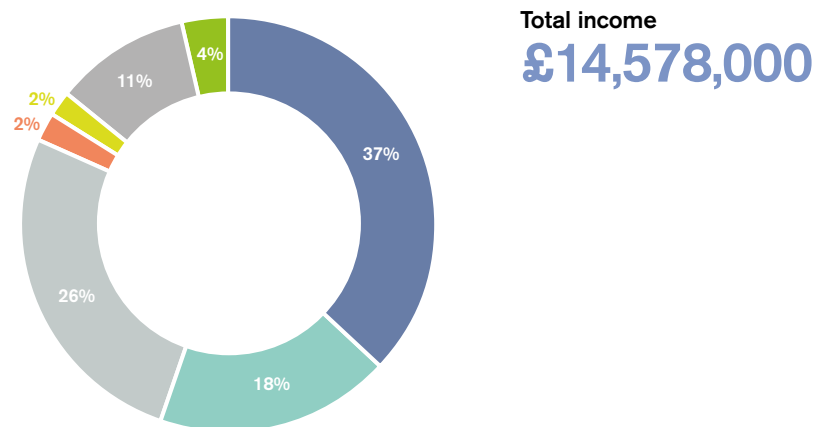
- 36% of our visitors have a diagnosis of breast cancer
- 8% of our visitors have a diagnosis of Lower GI cancer (bowel)
- 6% of our visitors have a diagnosis of lung cancer
- 7% of our visitors have a diagnosis of gynaecological cancer
- 9% of our visitors have a diagnosis of haematological cancer
- 8% of our visitors have a diagnosis of prostate cancer
- 4% of our visitors have head and neck cancer
- 4% of our visitors have a diagnosis of upper GI cancer (pancreas; stomach; liver)
- 4% of our visitors have a diagnosis of brain cancer
- 2.5% of our visitors have a diagnosis of urological cancer (bladder)
- 2% of our visitors have a diagnosis of skin cancer
- 1% of our visitors have a diagnosis of testicular cancer
- 8.5% of our visitors have other types of cancer

Our funding and spending

How we raised money in 2013

Thanks to the huge generosity and commitment of our supporters, we raised more than £14.5 million in 2013. This extraordinary support has enabled us to progress our plan to increase the number of Maggie's Centres, ensure they are sustainable once built and thereby extend our programme of support to meet the needs of the growing number of people affected by cancer.

With various campaigns underway to build Centres, we are continuing to focus our efforts on growing capital and revenue to ensure that our existing and future Centres can support hundreds of thousands of people across the UK.



Charitable trusts, companies and statutory
£5,407,000
This is income from companies including staff fundraising and corporate donations. Statutory income includes money from the Big Lottery Fund, the Scottish Government and the Welsh Assembly Government.

Local community fundraising
£2,657,000
This includes income from volunteers and supporters who run events and fundraise locally in their community around their Centres.

Individuals
£3,852,000
This is income from our regular givers and major donors.

Legacies
£338,000
This is money that people leave us in their will.

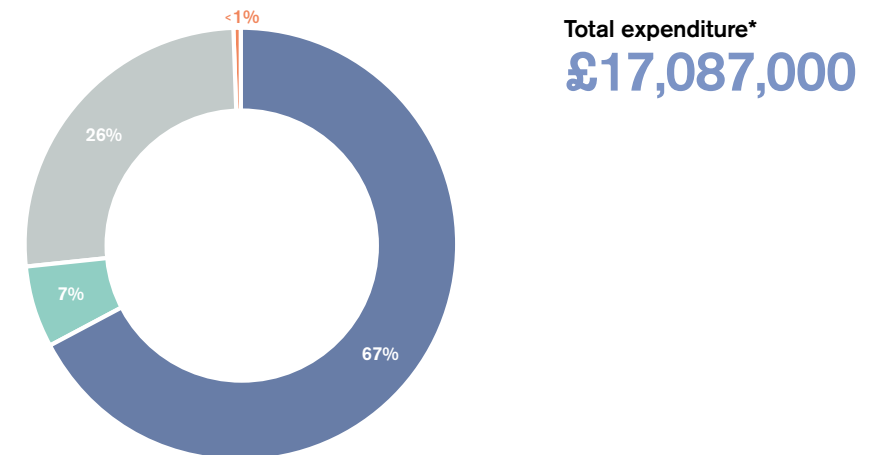
Bank interest and other
£288,000
This is interest receivable from our bank accounts – £75,000, other small grants – £142,000 and gain on sale of an asset – £71,000.

Activities for generating funds
£1,534,000
This includes income from our biking, hiking and running events, and also includes income from dinners and balls.

People's Postcode Lottery
£502,000
This is the money for charitable support which we receive from the People's Postcode Lottery.

How we invest in people with cancer

Expenditure on support, advice and information increased in 2013 to reflect the cost of running our programme of support in our new Centres that opened during the year, and an increased programme of support in our existing Centres in line with a new programme delivery framework adopted in 2013.



How we spent our money in 2013

Activities to help people affected by cancer
£11,501,000
The cost of building new Centres and refurbishing and upgrading existing Centres – £5,559,000. The cost of running our Centres and providing the programme of support both within the Centres and online – £5,942,000.

Cost of fundraising events
£1,080,000
This is the cost of organising our running, hiking and biking events. Also included are the costs of fundraising dinners and balls.

Costs of generating voluntary income
£4,461,000
This is the cost of receiving and attracting voluntary donations, new supporters and our fundraising activities. These are our main source of funds.

Costs of governance
£45,000
This includes costs to meet statutory requirements such as audit fees.

*Total expenditure includes £5,559,000 of capital expenditure on building new Centres and upgrading existing Centres for which some of the income was received in previous years.

Update of visitor and financial information 2014

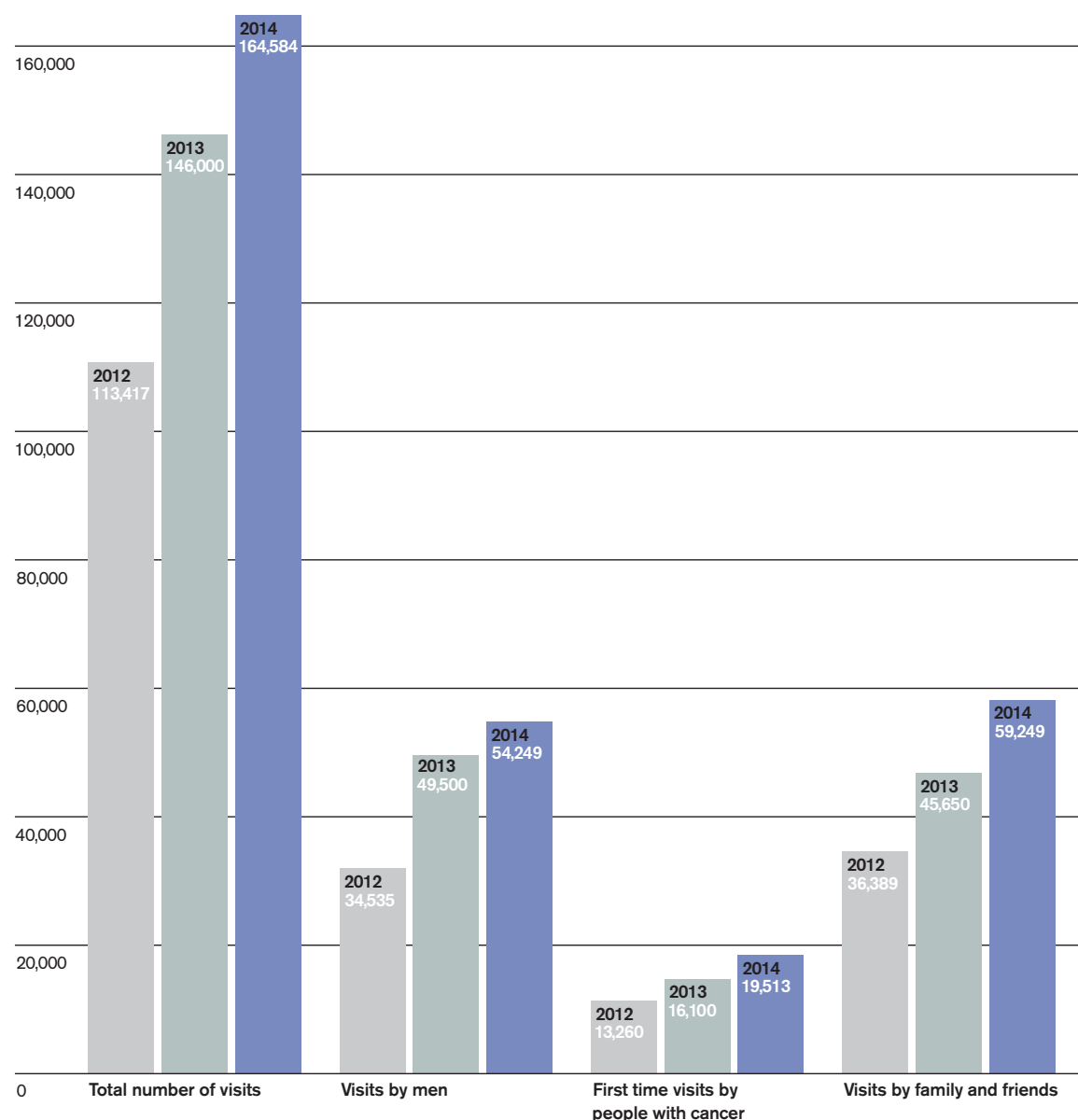
A summary of our programme achievements in 2014

In 2014, there were more than 164,000 visits to our centres across the UK, a 13% increase on the number of visits in 2013 (146,000).

We also continued to broaden our reach, opening three new Maggie's Centres, in Liverpool, Oxford and Lanarkshire; bringing the total number of Maggie's Centres to 18.

- 99% of visitors gave a positive rating of their experience at Maggie's (good or excellent)
- 89% of visitors stated Maggie's was meeting their needs (completely or mostly)

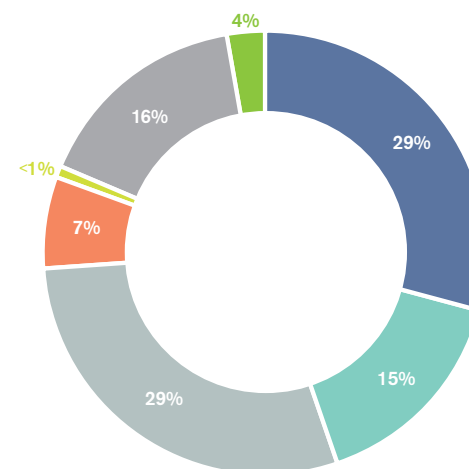
Visitor numbers in 2014



Our funding and spending

How we raised money in 2014

Thanks to the huge generosity of our supporters, we raised more than £15.5m in 2014, enabling us to build new Centres and invest in our programme of support.

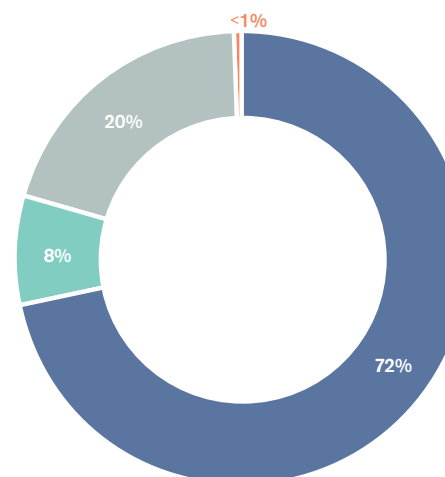


- **Charitable trusts, companies and statutory £4,541,000**
This is income from companies including staff fundraising and corporate donations. Statutory income includes money from the Big Lottery Fund.
- **Local community fundraising £2,371,000**
This includes income from volunteers and supporters who run events and fundraise locally in their community and around our centres.
- **Individuals £4,529,000**
This is income from our regular givers and major donors.
- **Legacies £1,007,000**
This is money that people leave us in their will.
- **Bank interest and other £68,000**
This is interest receivable from our bank accounts, other small grants and gain on sale of an asset.
- **Fundraising events £2,447,000**
This includes income from our biking, hiking and running events, and also includes income from dinners and balls.
- **People's Postcode Lottery £550,000**
This is the money for charitable support which we receive from the People's Postcode Lottery.

Total income
£15,513,000

How we invest in people with cancer

In 2014 we continued to spend more on support, advice and information while reducing our underlying fundraising costs by 24%.



How we spent our money in 2014

- **Activities to help people affected by cancer £10,987,000**
This includes the cost of building new centres and refurbishing and upgrading existing centres, as well as the cost of running our centres and providing the programme of support both within our centres and online.
- **Cost of fundraising events £1,171,000**
This is the cost of organising our running, hiking and biking events. Also included are the costs of fundraising dinners and balls.
- **Cost of generating voluntary income £3,050,000**
This is the cost of raising all money except from events.
- **Costs of governance £28,000**
This includes costs to meet statutory requirements such as audit fees.

Total expenditure
£15,236,000

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 to whom we would like to say a special thank you for all their support in 2013 and 2014.

We are also very grateful to all of the individuals who contributed gifts in wills to Maggie's.

Trusts and organisations

Addenbrooke's Charitable Trust (ACT)
AJ Bell Trust
American Friends of Maggie's Centre Inc
Artemis Charitable Foundation
BACIT Foundation
Band Trust
Bank of Scotland Foundation
Barbour Foundation
Barker-Mill Foundation
Batchworth Trust
Beaverbrooks Charitable Trust
Bernard Sunley Charitable Foundation
Big Lottery Fund England
Big Lottery Fund Wales
Brian Wilson Trust
Camelon Local Learning Centre
Childbase Ltd
Cleopatra Trust
Clore Duffield Foundation
Creative Scotland
Dinning Charitable Trust
Duke of Devonshire Charitable Trust
Elizabeth Montgomerie Foundation
Esmée Fairbairn Foundation
TASK Fund

Eversheds LLP Leeds
George Davies Charitable Trust
Gosling Foundation
The Graham Trust
Holywood Trust
Imperial College Healthcare Charity
Innisfree Charitable Trust
J Macdonald Menzies Charitable Trust
James Paton Charitable Trust
The John Hartson Foundation
Jones 1986 Charitable Trust
Lady Blakenham's Charitable Trust
Law Family Charitable Foundation
Lennox and Wyfold Foundation
London Stock Exchange Group Foundation
Marathon
Maya Foundation
Moffat Charitable Trust
Mohamed S Farsi Foundation
Monument Trust
Moondance Foundation
Myristica Trust
Newman's Own Foundation
NHS Fife
NHS Lanarkshire
Northwood Charitable Trust
Oak Foundation

Oglesby Charitable Trust
PF Charitable Trust
People's Postcode Lottery
Private Family Charitable Trust
Prostate Cancer UK
Quintessentially Foundation
R & H Trust (Bermuda) Ltd
Rank Foundation
Ray Gravell and Friends Charitable Trust
Ride the North and Neil Innes
RKH Foundation
The Dr Mortimer and Theresa Sackler Foundation
Scotland's Gardens
Scottish Government
Sir Bobby Robson Foundation
The Skinner Charitable Trust
Spifox
St James's Place Foundation
The Stoller Charitable Trust
Tanlaw Foundation
Tayside NHS Board
Endowment Fund
Team Bryant
Thames Water Charity Trust
Walk the Walk
William Dawson Trust
William Grant & Sons Ltd Charitable Trust

Individuals

Iain Abernethy and Brian Rogie
Jackie Armstrong
Emma Borrowman
Sir David and Lady Primrose Bell
Atty Beor-Roberts
Bruce Bossom
Miel de Botton
Graham and Jo Cartledge
Dominic Collins
Peter Collins
Peter Darwell
Adam and Jemma Findlay
Richard Hughes
Sabrina Humphrey
The Jencks family
Lisa Stephenson
Sam and Debbie Laidlaw
Robin Lamb
The Marchant family
Jim Martin
Calum McHardy
Lorraine McInness
The McLean family
Irving Miskell-Reid
Judy Norman
Parfett Family – a personal gift in Memory of Robert Parfett
Stephen and Angela Thompson

Clara and Percy Weatherall
Lars Windhorst

Groups

A Mountain for Maggie's Kilimanjaro Trek Team
Judy Norman's Christmas Wrapping Fundraising Committee
Lisa Stephenson's Challenge supporters
Lorraine McInness's Just Dance for Maggie's Committee
Players of People's Postcode Lottery
The Snowboaters

Companies

a2e Venture Catalysts Ltd
Apache Corporation
ASCO Group
BG Group
BP North Sea
Brodies LLP
C J Lang & Son Ltd
Cairn Energy
CB Richard Ellis Ltd
Cheltenham Festival Event – Albert Bartlett and Sons
Craig Group

Delancey
Ferguson Group
Fifth Ring
Fleet Alliance
Freedom Hairdressing
Halliday Fraser Munro
Heartbreak Publishing
Hermes
HSBC
John Clark Group
John Lewis
Jones Lang Lasalle
Lloyds Banking Group
Nelsons
Nexen Petroleum UK Ltd
Press & Journal
RBS (Non Core Division)
Sainsbury's Finance
Scotmid Co-operative
Scottish and Southern Energy Staff
Sheraton Grand Hotel and Spa
Simmons & Co International
Stewart Milne Group
Talisman Sinopec
Thorpe Molloy
University of St Andrews
Unum
Wood Group PSN

Maggie's organisation 2013–2014

We rely on some extraordinarily dedicated and talented individuals to help us support people with cancer, and their family and friends. They help raise the money to build and run our Centres, share their expertise and offer guidance, and are the driving force behind all that we do. In particular we would like to offer a huge thank you to former Chairman Nigel Cayzer whose dedication and energy throughout his eight-year tenure guided the organisation into the strong position it is in today. We are very grateful for his ongoing support.

Maggie's Governance

Co-Founders

Maggie Keswick Jencks
Charles Jencks

President

HRH The Duchess
of Cornwall

Honorary patrons

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

Directors

Ian Marchant (Chairman)
Alan Eisner (Deputy Chairman)
Laura Lee (Chief Executive)
Charles Jencks
Lily Jencks (alternate Director
for Charles Jencks)
Prof Robert Leonard
Geoffrey Ridley
George Robinson
Clara Weatherall

Executive

Laura Lee (chair)
Sarah Beard
Tracy Calcraft
Ben Cartledge
Sarah Matthews
Sharon O'Loan
Katie Tait
Ann-Louise Ward
Allison Wood

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Prof Sam Ahmedzai
Dr Agustí Barnadas
Ms Lynne Dodson
Prof Lesley Fallowfield
Dr Mark Glaser
Prof Jonathon Gray
Dr Samir Guglani
Dr Andy Haynes
Hamish Laing
Dr James Mackay
Dr Noelle O'Rourke
Prof Christopher Poole
Prof E K Yeoh

Business Advisory Group

Ali Afshar
Graham Cartledge
Danny Rimer
Jamie Ritblat

Maggie's Campaign and Centre Fundraising Boards 2013–14

Scottish Campaign Board

Geraldine Gammell (chair)
Ali Afshar
Debbie Atkins
Dr Bob Grant
Norma Hair
Shirley Linton
Jacqui Low
Ian Marchant
Kai Murray
Lisa Stephenson

American Friends of Maggie's

Jill Walsh (chair)
Tina Beebe
Julie Corman
Berty Gehry
Frank Gehry
Caroline Graham
Bob and Adeline Mah
Victoria Newhouse
Jill Spalding
Robert Stern
John Walsh
Edina Weinstein
Richard Weinstein
John Williams

Aberdeen

Colin Welsh (chair)
Gordon Edwards
Ian Ord
Patricia Straughen

Barcelona

Germán Castejón (chair)
Alfonso Rodés
Nacho Mercadé
Jordi Bachs
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Chris Wykes

Cheltenham

Atty Beor-Roberts
(chair)
Sian Davies
(vice-chair)
Bruce Bossom
Captain Martin Lowe
Anne Neal
Helen Stubbs
Sue Thomas

Dundee

Shirley Linton (chair)
Nick Barclay
Jenny King
Joyce Leslie
Andy McCarle
Lisa Mitchell
Alastair Napier

Edinburgh

Dr Ali Afshar (chair)
Neil Collar
Nick Burns Cumming
Nora Harrower
David MacLean
Lesley McDougall
Viki Mendelssohn
Fiona Morton
Kai Murray
Colin Winchester

Fife

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Alistair Cameron
Allan Crow
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Brian Munro
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Elaine Bald
Martin Brown
Hilary Harris
Peter Lawson
Bruce Saunderson
Alan Wade

Highlands

Philippa Grant (Lady
Huntingtower) (chair)
Robbie Bremner
Roger Eddie
Lyn Forbes
Alasdair Laing
Lynne Savage
Sara Shaw
Grant Sword
Ian Whitaker

Hong Kong

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Kathryn Greenberg
Martin Hadaway
Clare Keswick
Laura Lee
Eleanor Ching
Man Ling
Shahilla Shariff
Clara Weatherall

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Ferzana Barclay
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Rory Cullinan
Stephen Down
David Fell
Theo Fennell
Pierre Goad
Dori Dana Haeri
Michael Harding
Ian Hawksworth
Wilson Kerr
Douglas Rae
Sallianne Taylor
Robin Woodhead

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(Manchester and
Oldham)
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Richard Bailey
Andy Ball
Tom Bloxham
Mike Emmerich
Christine Gaskell
Robert Hough
Roger Hoyle
Richard Hughes
Jane Luca
Carolyn Mellor
Vanda Murray
Angela Spindler
Maurice Watkins

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Lorna Moran OBE
(chair)
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Michaela Martin
David Wallace
Graeme Thompson
Carolyn Ramsbotham

Nottingham

Judy Naaké (chair)
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Katie Chan
Dr Stephen Chan
Samantha Doleman
Debrah Mason
Lynette Pinchess
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Collette Short

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Debbie Laidlaw
(co-chair)
Helen Polito (co-chair)
David Freeman
Aki Olver
Cheryl Trafford

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Sir Roger Jones OBE
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Geraint Davies CBE
Geraint Talfan
Davies OBE
Mair Davies
Anita George
Richard Hayward
Warren Lewis
Camilla Swift

South West Wales

Dr Pat Steane OBE
(chair)
Paul Baker
Dr Gian Bertelli
Helen Bowden
Michael Hayden
Mark Jermin
Roy Phelps

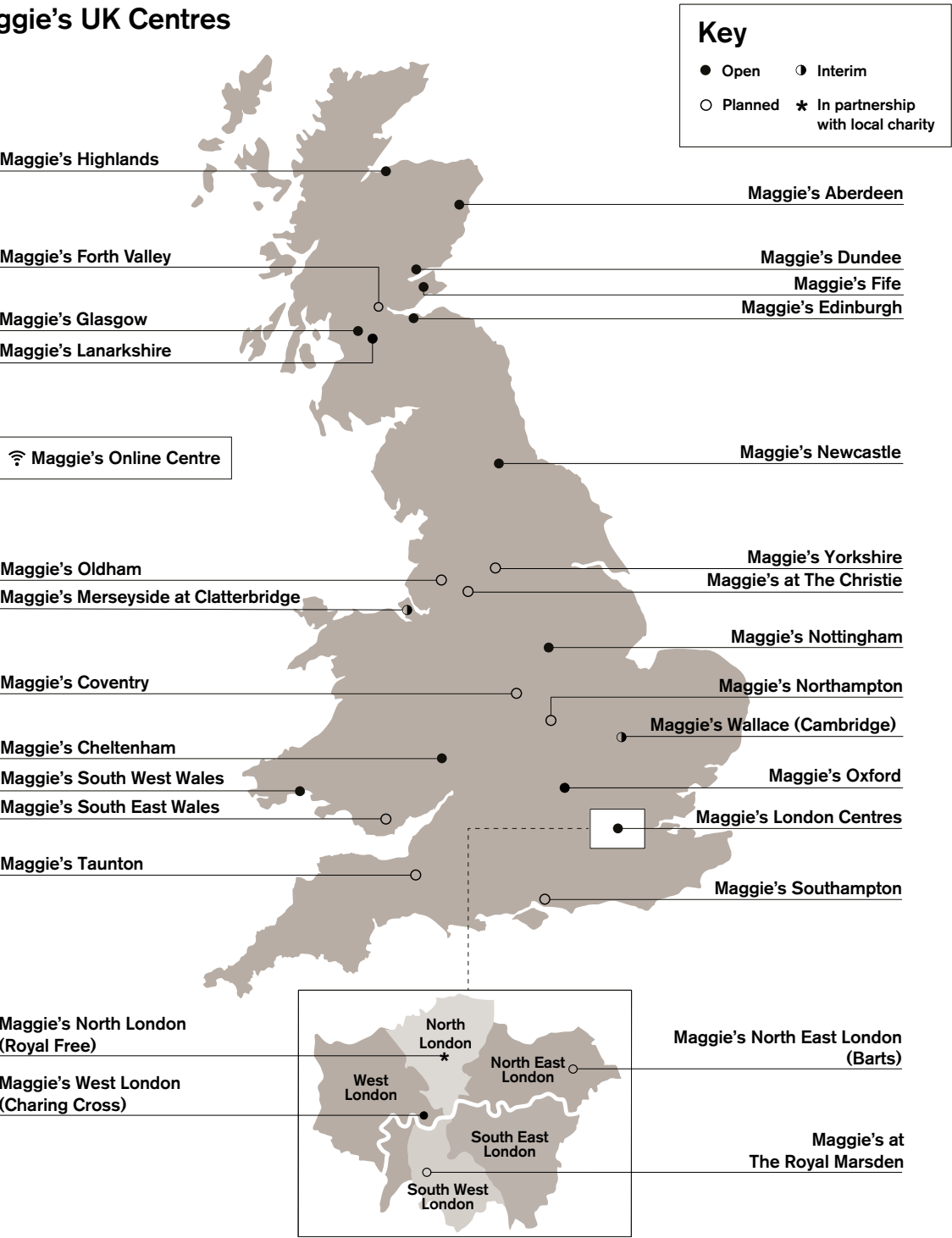
West London

Wilson Kerr (chair)
Viscountess Marcia
Blakenham
Kate Close
Emma Defries
Graham Defries
Belinda Donovan
Sue Finlay
Audrey Gale
Rosemary Gorman
Celine
Mankassarian-Cox
Jo Smith

Yorkshire

Neil McLean (chair)
John Bywater
Martin Jenkins
Sean Lippell
Helen Oldham
Caroline Pullich
Paul Simmonds

Maggie’s UK Centres



Maggie’s International Centres



The background of the entire page is a complex, abstract geometric pattern. It consists of numerous thin, light gray lines that intersect at various angles, creating a series of overlapping triangles and polygons. The lines vary in thickness and orientation, giving the pattern a sense of depth and movement. The overall effect is a modern, architectural design.

www.maggiescentres.org

Maggie's Centres
20 St James Street, London W6 9RW

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

Cover: an aspect of the design of Maggie's Oxford