



Maggie's cancer support

The figure that stands out year after year in our annual audit is that 99% of our visitors give a good or excellent rating of the support Maggie's provides. That means we're meeting the needs of nearly every person who visits our centres. The range of our evidence-based programme of support and its ability to be flexible to the needs of each individual is what makes Maggie's work.

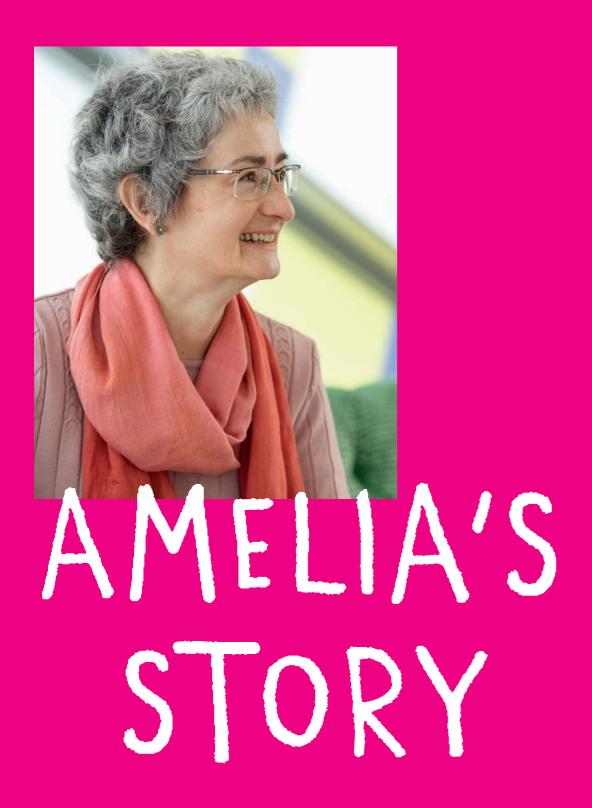
We're now two years into our five-year plan and we're well on track to meet the ambitious targets we've set to meet the needs of people with cancer.

Our ability to fundraise in the communities we sit within has seen a 7% increase in funding across 2018. Funding from players of the People's Postcode Lottery was used to research, develop and run a series of workshops across our centres called 'Managing Relationships'. These have proven to be essential in helping people to talk to their partners, children and wider family about their cancer diagnosis.

The year saw us open a much-needed extension to Maggie's Edinburgh and we started planning 6 new centres in the UK and two extensions to existing centres in Newcastle and Cheltenham. Work started on centres in Cardiff, Leeds and the Sutton site of the Royal Marsden, all due to open this year.

We couldn't do all this without the support of thousands of people who give their time, money and expertise to make Maggie's the success it is. Without your ongoing commitment and effort we couldn't be the organisation we are.

Thank you, Laura Lee, Chief Executive



"I was thinking of quitting chemotherapy and Maggie's worked on the way I saw what was going on, and I came out believing that my body was able to cope."

Originally I'm from Vitoria-Gasteiz, a city in the north of Spain. For a number of years I worked as a multi-lingual customer representative for a European airline. I started having symptoms, but they were similar to endometriosis which I'd had for as long as I could remember. A few months later it started to get way way worse, with bouts of pain and everything. It was obvious to me that it was a big tumour, because you could feel it on my pelvis. I wasn't told it was cancer until the results came back, which was 15 days after the operation.

After a few weeks at home, I realised I had to get out. I couldn't stand on my feet, and needed help to go up and down the stairs to my flat. I think I was in a very bad spot, psychologically. At the beginning you're in denial, you can't believe it. I found myself trapped in my mum's story – she passed of ovarian cancer four years and a half before my diagnosis, so the only thing I could think was 'it's going to happen to me'.

One day, I had to go to hospital for a neurology test, it was bad news again, so I couldn't stop crying after that. I sat outside Maggie's and I said 'you have to go in'. I didn't feel like it, I didn't feel like talking to anybody, I didn't think I belonged, but I forced myself to go in. The first thing I was told about was the Psychologist, and I had six sessions.

I remember after the third treatment of chemotherapy, it was horrible, and the side effects put me in a terrible flu. I was convinced it was killing me, and I remember talking to the Psychologist that day. I was thinking of quitting chemotherapy and she worked on the way I saw what was going on, and I came out believing that my body was able to cope. That was incredible, that session. I came in crying 'I cannot cope', and 'my body is suffering too much', and she turned me. I came out thinking 'yes, you can cope' and 'trust your body'. So that woman saved my life.

Mental health and cancer

Cancer creates complex and emotional issues which can affect both the way people feel in their mind as well as their bodies. Maggie's offers a range of support; one to one psychological support, workshops and specific Managing Stress courses.

Our psychological support has consistently been found to reduce anxiety, depression and increase self esteem for people with cancer, and improve their ability to cope with their or a loved one's diagnosis.

In 2018, there were 15,424 instances where visitors needed support from a Psychologist.

96%

of visitors say Maggie's helped them feel less alone 91%

of visitors had an improved ability to manage stress

94%

of visitors had an improved understanding of cancer

99%

of visitors found a Psychologist 'very helpful' or 'helpful'





Maggie's environment

All our centres are built around the understanding of how environment can affect wellbeing. Our buildings, interiors and gardens are carefully designed to help people with cancer feel relaxed, welcomed and more in control.

99%

of visitors reported finding access to a quiet space was helpful 99%

of visitors said access to a garden or green space was helpful 17,598

healthcare professionals and architectural visits to our centres in 2018 to learn about our approach

TOM'S STORY



"Finding your way through the benefits system is like trying to walk through mud without breaking any eggshells underneath. It's an absolute mess, so getting help is really essential."

I was a postman until redundancy and my partner Thena was working as a catering assistant in a care home. We'd been together three years and at the point where we were thinking of moving in together, and she started to get a bit of trouble swallowing. You go to the doctors and think it must be an ulcer, go through all the processes, and finally somebody comes out with the 'c' word and your life collapses around you.

We were told to pop into Maggie's for a chat and to see if they could help. The first time we went, we were introduced to Anne and told she could help us with Thena's financial situation. As soon as Thena knew she was being signed off work, she knew she couldn't afford rent. You're used to getting a couple hundred quid a week, then you're down to £73.10. That's a massive drop in your income. Finding your way through the benefits system is like trying to walk through mud without breaking any eggshells underneath. It's an absolute mess, so getting help is really essential.

When we came in for our appointment we had a plastic bag full of... everything. We're talking bank statements, credit card statements, wage slips, statutory sick pay... Anne pointed us in the direction of debt management which we could get through Thena's housing association. That helped to get her rent sorted, it also helped her get her council tax sorted out. Having back up for Thena to keep her own place is pretty huge because it gives us breathing space to look at getting her better, getting to normal life, and then picking up where we were. Without Anne's help, we would've had a great deal of difficulty with getting the claims passed through.

Having somebody that knows what they're doing when you're probably lacking confidence, it's quite massive. It's like a child who's got to learn to cross the road – you've always got that adult holding your hand and showing you how to do it. I think there will be more difficult times to come health-wise, but financially at least I know that, well, we both know that we've got people that we can contact when we need help.

The financial impact of cancer

Cancer affects more than just your health. There are also financial implications, such as loss of income and increased costs like heating and travel.

83%

of people are on average £570 a month worse off as a result of a cancer diagnosis ¹ **1** in **3**

people living with cancer experienced a loss of income as a result of their diagnosis ²

42%

of cancer patients were not given information by healthcare professionals on how to get financial help³ 19%

of cancer patients were not told by hospital staff they could get free prescriptions ⁴



Each of our centres has a specialist Benefits Advisor to give free financial help and support. Last year there were 29,270 instances of people seeking benefits advice for support with money worries.

More than

£31.6 million

was claimed for our visitors in benefits with the help of our advice (£3 million more than was claimed with our help in 2017).

That's

£45.86

claimed in financial support for every £1 Maggie's spent on providing benefits advice **16**%

of first time visits are for benefits advice

84%

of visitors said they had an improved understanding of benefits **67**%

said they had an improved understanding of their finances

Helping people back to work

More than half a million people in the UK workplace are living with cancer today and an additional 63,000 people with cancer want to work but are unable to due to lack of support for both employers and employees. ⁵

Alongside benefits advice, we provide workshops to aid people's return to work.

80%

of people said Maggie's helped improve their confidence talking to their employer and helped make their return to work as smooth as possible.

¹ Macmillan Cancer Support - Cancer's Hidden Price Tag Report

² Macmillan Cancer Support – Cancer's Hidden Price Tag Report

³ National Cancer Patient Experience Survey 2017

⁴ National Cancer Patient Experience Survey 2017

⁵ Can Work, Will Work. Oxford Economics 2013



"Meeting partners of people who were going through cancer would say to me 'I know what you mean' – just hearing those words made me feel so much better."

We'd been together 20 years before my husband was diagnosed with throat cancer. We'd known something was wrong for a while; he'd had a persistent sore throat and trouble swallowing. Even though I wasn't surprised, the first time the oncologist said the word 'cancer', I panicked.

When his treatment started, we became closer than we've ever been and spent more time together. As his treatment went on, it became incredibly painful for him, and when treatment ended, it got worse. He became completely shut off – partly because he struggled to eat, and then he couldn't swallow water or speak. That in itself was hard, but he also didn't want to engage with me. So things we would normally talk about, we didn't talk about.

That's where going to Maggie's became really important, because I could say all the things that were annoying and frustrating me that I didn't want to say to my husband and make things worse.

I remember talking to someone at the centre about sex. My husband and I were sleeping apart and this went on for months. After the treatment stopped, I thought things would go back to normal, but they didn't. So it wasn't just lack of communication, there was lack of touch: we didn't hug, or cuddle, and there was no sex. You don't realise until it's gone how important it is in your relationship. I felt like I'd lost the person that I turn to when I have problems.

I found it really useful talking to other visitors because they gave me a different perspective on it, and I could see that we weren't alone. I saw the differences between couples, but I also saw what we all had in common. Meeting partners of people who were going through cancer and cancer treatment would say to me 'I know what you mean' – just hearing those words made me feel so much better. Talking to them made me realise I shouldn't feel bad about how I felt.

I would tell someone in a similar situation to go to Maggie's because it's just as important to look after yourself as it is to look after the person who has cancer. It's very difficult to support the other person if you aren't feeling your best.

Relationships and cancer

The effects of isolation on people with cancer and their families can affect their mental wellbeing, how they approach cancer and its treatment. Whether it's through family being too far away or having no one to rely on, people often feel alone with no one to talk to. We support individuals, couples and families to navigate the impact of cancer on their relationships.

Maggie's offers a safe place to express emotions, share experiences and provide the opportunity to talk to other people in a similar situation, providing a 'stronger together' ethos and approach. Research shows that group support and sharing experiences can help improve people's moods, quality of life and help develop hope and determination, providing support they can otherwise lack.

94%

had an improved confidence with family and friends

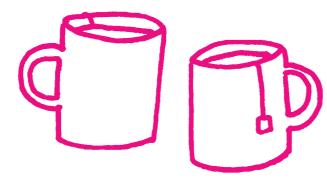
99%

found support groups to be 'helpful' or 'very helpful' 96%

of visitors say Maggie's helped them feel less alone

99%

found meeting other people to be 'helpful' or 'very helpful'





At a glance



3

centres are due to open in 2019



3

centres due to start construction in 2019



7

new centres are in development

With your support we made a difference to more people with cancer than ever before



281,000

visits to our centres, a 13% increase from 2017



67,000

people visited a centre for the first time, a 13% increase on 2017



1,000+

volunteers across the organisation



1:2

male/female demographic split of visitors

Our expert staff provided



85,471 sessions of cancer support



15,424

sessions of psychological support



29,270

sessions of benefits advice





95%

of visitors stated Maggie's was meeting their needs (completely or mostly)



98%

of visitors rated their experience at a centre as 'good' or 'excellent'



Maggie's financials: Our funding

How we raised our money

Total income

£22,215,000



£4,773,000

Charitable trusts, companies and statutory

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

£3,886,000

Local community fundraising

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

£6,026,000

Individuals

This is income from our regular givers and major donors.

£1,146,000

Legacies

This is money that people leave in their Will.

■ £265,000

Bank interest and other

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

£3,198,000

Fundraising events

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

£2,865,000

People's Postcode Lottery

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

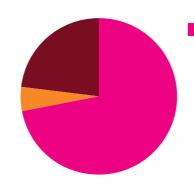
£22.2m in 2018 (£20.8m in 2017), enabling us to invest in building more centres and in our programme of support.

How the money we raised helped support people with cancer

How we spent our money

Total expenditure

£22,904,000



£16,591,000

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.

£1,157,000

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.

■ £5,156,000

Cost of generating voluntary income

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

"I would be lost without Maggie's.
They have seen me through this
horrendous journey, guided me,
supported me and given me advice."

Annette

Our achievements and ambitions

Our position in 2018, and where we'd like to be at the end of our five year plan in 2022.

Centres

20 > 30

We had 20 centres open in 2018 across the UK, and by 2022 we want 30 centres to be open. This means we can be there for 50% of the cancer population in the UK.

Awareness

28[%] **⇒ 50**[%]

Our external awareness in 2018 was at 28%, which we want to increase to 50% by 2022.

Revenue income

£17.8m → £22m

We raised £17.8m in revenue income in 2018. By 2022 we hope to raise £22m to support our centre visitors.

First time visits

67,000 **→** 100,000

In 2018, 67,000 people visited a centre for the first time. By 2022 we want to welcome 100,000 people with cancer and their families.

Total visits

281,000 → 400,000

Our total visits in 2018 were 281,000, and we want to grow that to 400,000 in 2022.





The need for more centres

One in two people will develop cancer in their lifetime, so the need for cancer support has never been greater. We want our centres to be there to support as many of these people, and their families, as possible. Harriet, one of our ambassadors and living with cancer herself, is looking forward to our Leeds centre opening in summer 2019.

"It was just four months before I was due to marry my amazing husband, Robin, that I was diagnosed with cancer for the first time. I had a routine x-ray after feeling a bit under the weather with horrible pains in my left shoulder and my chest, and the news wasn't good. I had stage four incurable breast cancer which had spread throughout my neck.

Maggie's Leeds, which opens this summer, means I'll finally have a centre close to me. Knowing that me and my family will have Maggie's to go to for help and support is a massive comfort. I feel so reassured that there will be a lot of help for them as my illness progresses.

The expertise at Maggie's is so valuable, and I know from spending time at other centres that the programme of events and activities is a lifeline to so many people with cancer."

Harriet

Thank You

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

We are very grateful to the individuals who chose to make Maggie's future a healthier one by leaving a gift in their Will.

			ıa	

Mr Campbell Archibald

Mrs Debbie Atkins

Elena Baturina and Family

Mr Ken & Dr Judith Beaty

Lady Primrose and Sir David Bell

Stefan Bollinger and Antigone Theodorou

Sir Bruce and Lady Bossom

Mr Nigel Cayzer

Keith Cochrane

Mr Neil Cooney

Miel de Botton

Mrs Heather Duff

Mr Gerard Eadie CBE

Mr Alan Eisner

Mr Frank and Mrs Jeanette Esposito

Mr Mikhail Fridman

Mr James Fyffe of JF Kegs Ltd

Mr Julian Granville and Ms Louisiana Lush

Nicholas and Rochelle Hai

Graham and Laura Hazell

Paul and Sally Heygate

Carol Robinson and Karen Hilton

Nancy Hollendoner

Dr L.(Les) W.J. Hutchison

The Jencks Family

Ambassador Robert Johnson and

Suzanne Johnson

Mrs Jenny King

Zoë and Andrew Law

Malcolm and Sarah Le May

Mr Bruce and Mrs Shirley Linton

Jane MacFarlane

Pat Machray OBE

Ian and Liz Marchant

Mr and Mrs David Mayhew

Maria McGuigan Small

Bill & Rose McQuaker

Ms Rachael Michael

Ms Catherine Middleton

Mr Mike and Mrs Lisa Mitchell

Mrs Sarah Murray

John Nichols

Mr Michael Odell

Mr Michael O'Hara

Mr Finian O'Sullivan

Sir Alan and Lady Parker

Jenny Perls via Velofest

Mrs Lisa Ronson

Mrs Caroline Saunders

Mrs Lynn Squires

Mrs Lisa Stephenson

Mr Chris Stockwell

Simon Thomas in memory of

Gemma Thomas

Boyd Tunnock C.B.E.

Mark and Claire Urquhart

David and Karen Weaver

Chris Weir

Peter and Jan Winslow

Mr Roger Rogers

Margo Cornish via Maggie's on

The Runway

Trusts and Organisations

A Smile For Orly Charitable Trust

AKO Foundation

The HB Allen Charitable Trust (grant as

part of The Trust winding down)

The Tim Bacon Foundation

Bank of Scotland Foundation

The Barbour Foundation

The Barclay Foundation

The barciay roundation

BBC Children In Need

Lady Blakenham's Charity Trust

Boots Charitable Trust

The Liz and Terry Bramall Foundation

The Childwick Trust

The Martin Currie Charitable Foundation

Alan Davidson Foundation

The Houghton Dunn Charitable Trust

Dundee City Council

The Ellem Foundation

The Fieldrose Charitable Trust

The Hugh Fraser Foundation

The Holywood Trust

Heather Hoy Charitable Trust

The Margaret Inness Trust

Kidani Memorial Trust

Trust

Law Family Foundation

The Light Fund: A Licensing Industry

The Eric and Margaret Kinder Charitable

Fundraising Group

The Forbes Macpherson Tribute Fund

J Van Mars Foundation

Mavhew Charitable Trust

The Medlock Charitable Trust

Elizabeth Frankland Moore and Star

Foundation

The George A. Moore Foundation

Morrisons Foundation

National Assembly for Wales

National Garden Scheme

NHS FIFE

NHS GG&C Health Board Endowment

Funds

NHS Lanarkshire

NHS Lothian (Edinburgh and Lothians

Health Foundation)

The Northwood Charitable Trust

Oak Foundation

O'Sullivan Family Charitable Trust

The Owl Trust

Players of People's Postcode Lottery

Portrack: The Garden of Cosmic

Speculation

The Quies Trust

The Rank Foundation

The Reece Foundation

The Gerald and Gail Ronson Family

Foundation

Rothschild Foundation

Scotland's Gardens Scheme

The Shoot Charitable Trust

The Sobell Foundation

Springford Family Trust

SSE Sustainable Development Fund

(Highlands)

St. James's Place Charitable Foundation

The Stoller Charitable Trust
The Syncona Foundation

The Taylor Family Foundation

Thirty Percy

Turnaround Foundation

The Vardy Foundation

Walk the Walk

WalkWithMe

The Wiseman Family Charitable Trust

Groups

Kirriemuir Regeneration Group

Ladies in Pink Scarves

Lorraine McInnes and the Just Dance

Community

Maggie's Lanarkshire Noel Lunches

Will North, Greg Allen and John Wynne-Davies

Remission Possible

The Racing for Maggie's Partnership

Strike Club – the games industry's

bowling event

Thainstone Exchange Friends of Maggie's

Companies

Aberdeen Standard Investments

ACTIVPAYROLL

Apache

Arnold Clark

Barclays Bank

Barclays Wealth Management

Bidwells

Blackadders Solicitors

Bloomberg

Bothwell Castle Golf Club

Bowmans Scottish Lawyers

Box-it North Scotland

Brodies LLP

Cairn Energy

Clipfine Ltd

D C Thomson & Co Ltd

DLA Piper UK LLP

Dovetail Agency

Drake & Morgan Ltd

DVLA

ED & F Man Capital Markets Ltd

EDF Energy

EQ Accountants

Fenwick

First Direct

Gullane Ladies' Golf Club

Harley Davidson Europe Ltd

HSBC Bank Plc

I and H Brown Ltd

Insights Learning & Development Ltd

JMW Solicitors

Joseph Holt Ltd

Keltbray

Linklaters LLP

Marathon International Oil (GB) Ltd

MBM Commercial

McClure Solicitors

Moleface Pub Company

Morgan Stanley

Mowgli Street Food

N&C Pubs Ltd

North Edge Capital LLP

Nuffield Health Cambridge Hospital

Nuffield Health Oxford - The Manor

Hospital

Orion Engineering Services Ltd

Panmure Street Property Co Ltd.

Perwyn LLP

PIMCO

QAPM Ltd

Repsol Sinopec Resources UK Limited

Royal Bank of Scotland Personal Banking

Ruddy Joinery Ltd

Sainsbury's Arnold

Sainsbury's Bank

Sky

Sovereign Health Care

Sir Robert McAlpine Ltd

Stagecoach Group Plc

The Lowry Hotel

The Sheraton Grand Hotel and Spa

Thomas Cook Airlines Ltd

Thorntons Law

Tomatin Distillery Co Ltd

Unum

William Hare Group

Winch Design





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.

Co-Founders

Maggie Keswick Jencks

Charles Jencks

President

HRH The Duchess of Cornwall

Honorary Patrons

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Norman Foster,

Lord Foster of Thames Bank

Frank Gehrv

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Baron Rogers of Riverside

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Stuart Gulliver

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Colin Montgomerie

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Sheila Stoller

Mike Thompson

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Alan Eisner (Chairman)

(Appointed as Chair 2018)

Laura Lee (Chief Executive)

Nick Claydon

Stuart Gulliver (appointed Nov 2018)

Charles Jencks

Lily Jencks (alternate director for

Charles Jencks)

Prof Robert Leonard

Jim Martin

George Robinson

Executive

Laura Lee (Chief Executive)

Sarah Beard

The above list represents activity in 2018

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Ann-Louise Ward

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Allison Wood

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Amin Amiri

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Bryan Griffiths

Chris Holliday

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Nette Reynolds

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Forth Valley

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Gill Hunter

Isabel McGarvie

Diane Nicol

Dr Noelle O'Rourke

Andy Roger

Ann Ryley

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Kees Spijk

Hans de Willigen

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Kristine Kennedy

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Tony Story

Judi Taylor

The above list represents activity in 2018

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Carla Stockton-Jones

Diane Watson

The above list represents activity in 2018

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"When you're going through cancer in your 20s, not many of your peers know how to talk to you about that because they haven't gone through it. Going to Maggie's, where the staff understood and there were other people who knew what I was going through, was crucial in helping me cope."

Helen



Everyone's home of cancer care

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