MAKING THE BIGGEST DIFFERENCE FOR PEOPLE WITH CANCER
I am very proud to be able to say that we finished 2019 in a strong position. We saw 285,000 visits to our centres from people with cancer and their families. Our annual audit showed that almost 95% of visitors gave an excellent rating of what we had provided. On top of that we opened Maggie’s at the Royal Marsden, Cardiff and Leeds, and construction was underway at Southampton and the new purpose-built centre in Merseyside. Our Barcelona centre opened bringing our international network of centres to three.

It was with huge sadness that on the same day as the opening of our centre in Leeds we heard of the death of our co-founder Charles Jencks. Charles was pivotal in asking some of the world’s greatest architects to design our centres. We feel his loss deeply at Maggie’s but know his work and passion for architecture lives on in the beauty, light and hope that our buildings bring.

Although this report reflects 2019 it’s impossible not to write this foreword without acknowledging the devastating effects of COVID-19 and what it has meant for people with cancer. 2020 has meant our programme of support has been needed more than ever before as we faced shielding, isolation and deferred treatment and surgery for the cancer population.

The fact that we ended 2019 in such a strong financial position meant we could carry on our support online, by email and over the phone as well as keeping our centres open for those who could visit. Finally, I was made a Dame in the Queen’s Birthday Honours. For me this reflected all our work over the last 25 years and how we have been able to grow and develop our programme.

Thank you for all that you do for people with cancer and those who love them.

Best wishes,
Laura
“Maggie’s has enriched my life and helped me to feel I’m putting the time I have left to good use.”

When I first walked through the door at Maggie’s, a cancer support specialist greeted me and spoke warmly and thoughtfully to me about what I was going through. Straightaway I knew this was a different kind of conversation from those with the clinical team at the hospital.

I’d had seizures and been in and out of hospital with a non-cancerous brain tumour since I was 17. After two operations things seemed OK but, when I was 21, the seizures returned, and my tumour had become cancerous. I had seven weeks of radiotherapy and a year of chemotherapy which has stabilised things. Despite this gruelling treatment I’ve been told there’s a 25 per cent chance of me being alive in ten years’ time. It can be confusing and complicated living life aware of this statistic and the uncertainty it brings.

I’m 25 and should be planning my future, but I’m conscious I might have a limited amount of time. That changes things. Because of my age I was unsure about going to Maggie’s. But I needed a cap to protect my head and preserve my privacy because I’d lost my hair and the scar on my head was so visible. I soon realised that Maggie’s could support me emotionally and in other ways too. I had to postpone starting my master’s degree in order to finish my treatment and had a significant amount of student debt. It was hugely helpful to speak to the benefits advisor at Maggie’s who told me there was money I could get during my treatment.

The Men’s Group at Maggie’s in Dundee is the perfect environment to give me the emotional support I need. I’ve been touched and humbled by how welcoming the others in the group have been to me. I hear them speak calmly and courageously about cancer and death from their perspectives. The group is giving me a sense of being prepared for whatever the future holds and confronting the prospect of dying. A hugely important process for me.

A year after finishing treatment, I started a PhD at St Andrew’s, researching new forms of psychological and emotional care for cancer patients. I’ve a real sense of purpose now, thanks to my PhD and the Men’s Group. Maggie’s has enriched my life and helped me to feel I’m putting the time I have left to good use. My challenge is learning to be realistic, aware and hopeful all at the same time.
The growing need for psychological support

It goes without saying that having cancer can be stressful and impacts how people feel in their mind as well as their bodies. There’s lots of support at Maggie’s to help make these feelings more manageable.

As well as one-to-one and group 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 a diagnosis.

In 2019, there were 12,986 visits to our psychologists.

99% of visitors say Maggie’s helped them feel less alone
99% of visitors had an improved ability to manage stress
99% of visitors had an improved understanding of cancer and its treatment
98% of visitors found seeing a psychologist ‘very helpful’ or ‘helpful’
99% of visitors reported finding a quiet space was helpful
98% of visitors said the use of a garden or green space was helpful
19,789 healthcare professionals and architectural visits to our centres in 2019 to learn about our approach

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.
“My Universal Credit was cancelled in error when I was going through chemo and Maggie’s dealt with this for me. This helped me loads. It gave me peace of mind.”

I was spending a year in Australia, working as a nanny, having fun and new experiences after finishing my degree, when I was diagnosed with Hodgkin’s lymphoma. I was 22 and had barely had any symptoms until then, so being hospitalised with breathing difficulties and told there was a mass on my chest that could be cancerous was so shocking.

My parents flew out to Sydney and I spent two weeks in hospital having tests. When I got the results, my parents were distraught, but I didn’t react. Realising I had to leave Australia and all my plans was when I cried.

Back home I had to spend a month freezing my eggs because the treatment could have made me infertile. Then I started four months of chemo, the worst thing I’ve ever been through. Radiotherapy was easier but by the end my oesophagus was starting to burn, so swallowing was painful. I’m still struggling with the longer-term effects of treatment.

When I first went to Maggie’s I thought the building was really different, nothing like a chemo ward at all. I came to see Pippa, the Benefits Advisor, because I was having trouble sorting out my Universal Credit. Pippa was able to do this for me. Later there was an administrative error, and my claim was cancelled when I was going through chemo. She dealt with that too. This helped me loads. It gave me peace of mind that I wasn’t just living off my parents. One thing less to worry about.

When I started radiotherapy, I chatted to Lucy, the Cancer Support Specialist, and decided to have some counselling. This brought everything I was holding in, out to the surface. It’s so good to talk one-on-one with someone who really understands what you’re going through. And I’ve been to a couple of young person’s networking evenings at Maggie’s. There’s pizza and you can talk with other young people going through the same as you. It helps you feel less alone.

I used to think Maggie’s was just for older people who didn’t have much of a support system. Now I wish I’d gone to Maggie’s as soon as I got back to the UK. I think, without Maggie’s, I would still be holding everything in. I would be really, lonely.
The financial impact of cancer

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

83% of people are on average £570 a month worse off as a result of a cancer diagnosis.

1 in 3 people living with cancer experienced a loss of income as a result of their diagnosis.

20% of cancer patients were not given information by healthcare professionals on how to get financial help.

8% of cancer patients were not told by hospital staff they could get free prescriptions.

Having cancer can mean taking time off work, which can lead to a loss of earnings and extra costs like heating and travel. Our Benefits Advisors can tell you what extra money you’re entitled to and help with the practical things like parking permits. Last year there were 34,248 instances of people seeking benefits advice for support with money worries.

More than

£37.5 million was claimed for our visitors in benefits with the help of our advice (over £5.5 million more than was claimed with our help in 2018).

That’s

£52.20 claimed in financial support for every £1 Maggie’s spent on providing benefits advice.

17% of first time visits are for benefits advice.

97% of visitors said they found out about benefits and how to apply.

92% said they had an improved understanding of their finances.

Helping people back to work

Alongside benefits advice, we provide workshops and courses to support people’s return to work.

95% 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 2019
4 National Cancer Patient Experience Survey 2019
I arrived at Maggie’s feeling that I’d fallen off a hospital conveyor belt of examinations, blood tests, diagnostics, scans and consultations. That meeting began a process of saving my life.

When I learnt I had Prostate Cancer I felt numb and confused. I’d just turned 65 and had always been fit and healthy. I was told about my choices: surgery to remove my prostate, or radiotherapy combined with hormone therapy. But I felt there was another option – not doing anything. My plan was to sell up, go travelling around the world and seek some adventure. Luckily my GP made another suggestion and wrote down Maggie’s address; the greatest piece of advice I’ve ever had.

I arrived at Maggie’s feeling that I’d fallen off a hospital conveyor belt of examinations, blood tests, diagnostics, scans and consultations. The NHS is a well-oiled machine, but clinical and impersonal. I met Sinead, the Centre Manager at Maggie’s in West London. I didn’t know it at the time but that meeting began a process of saving my life. It had been one big leap of faith to go into Maggie’s that day. As I walked through the door there was something about the warm and homely atmosphere that made me feel relaxed. Sinead was welcoming, knowledgeable, and listened closely to my concerns. She suggested I sit in on the Prostate Support Group and come in before that if I wanted to.

When I came back to Maggie’s I thought I’d get sucked into something that I didn’t want to do but, as I sat with some of the chaps at the kitchen table, I had so many questions for them. As well as talking to Sinead, what made me decide to go ahead with the treatment was talking to Tara who’s a Cancer Support Specialist. Tara spent time with me going through my papers. She listened and laid out in more detail how my treatment would work. She put me at ease.

Looking back, my initial reactions were about me putting up a defence mechanism that stopped all kinds of information coming through. When I moved past that, Maggie’s supported me throughout my treatment, even giving me a pat on the back every week I was getting through. I’m now on the road to remission and life is good.

I now come back to the centre a lot: talking to students, volunteers, helping at events. As I said, coming to Maggie’s saved my life. Thank you Maggie’s.
Support during cancer

Cancer not only impacts your physical health, it can also bring up feelings of isolation and loneliness. Whether it’s through family being too far away or having no one to rely on, it’s quite easy to feel overwhelmed and often 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.

- 99% had an improved confidence talking with family and friends
- 99% of visitors say Maggie’s helped them feel less alone
- 99% found support groups to be ‘helpful’ or ‘very helpful’
- 99% found meeting other people with cancer to be ‘helpful’ or ‘very helpful’
At a glance

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

317,463 visits to our centres, a 11% increase from 2018

81,982 people visited a centre for the first time, a 12% increase on 2018

1,000+ volunteers across the organisation

1:2 male/female demographic split of visitors

Our expert staff provided

105,134 sessions of cancer support

12,986 sessions of psychological support

35,085 sessions of benefits advice

In our 2019 visitor survey

98% of visitors stated Maggie’s was meeting their needs (completely or mostly)

99% of visitors rated their experience at a centre as ‘good’ or ‘excellent’
Maggie’s financials: Our funding

How we raised our money

Total income

£25,016,000

- £7,740,000 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.

- £4,344,000 Local community fundraising
  This includes income from volunteers and supporters who ran events and fundraise locally in their community and around their centres.

- £5,681,000 Individuals
  This is income from our regular givers and major donors.

- £1,179,000 Legacies
  This is money that people leave in their Will.

- £238,000 Bank interest and other
  This is interest receivable from our bank accounts and income from partnerships with other cancer organisations.

- £2,900,000 Fundraising events
  This includes income from our biking, hiking and running events, and also includes income from dinners and balls.

- £2,934,000 People’s Postcode Lottery
  This is the money for charitable support which we receive from the Players of the People’s Postcode Lottery.

£25m in 2019 (£22.2m in 2018), 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

£26,958,000

- £20,181,000 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.

- £958,000 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.

- £5,819,000 Cost of generating voluntary income
  This is the cost of raising all money except from events.

“Maggie’s is a place full of people who are sharing their own experiences but are also open to hearing about your story and helping you with what you’re going through.”

Ewan, centre visitor
Our achievements and ambitions

Our position in 2019, and where we’d like to be at the end of our five year plan in 2022.

Centres

23 → 30
We had 23 centres open in 2019 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

30% → 50%
Our external awareness in 2019 was at 30%, which we want to increase to 50% by 2022.

Revenue income

£19.3m → £22m
We raised £19.3m in revenue income in 2019. By 2022 we hope to raise £22m to support our centre visitors.

First time visits

70,000 → 100,000
In 2019, 70,000 people visited a centre in the UK for the first time. By 2022 we want to welcome 100,000 people with cancer and their families.

Total visits

285,000 → 400,000
Our total visits in 2019 were 285,000, and we want to grow that to 400,000 in 2022.
The need for more support

“Maggie’s enabled me to find peace within its walls, a quiet place to rest and recuperate. Sometimes I’d find a hidden room and lie down. It truly felt like home and sometimes even better than home, it’s full of people who understood what it is to live with cancer.

My visits meant chats around the kitchen table with hot chocolate, coffee and biscuits. It was a dose of normality and that felt good. Talking to other people in similar situations to me around the kitchen table, made me feel comforted. I was so nervous before my mastectomy and I met a lady who had already received hers and was able to comfort and assure me. To then be able to pass that on and comfort other people in turn, as they began their treatment journey, was a privilege.

It’s an amazing place to exchange information, share stories and to “just be”. Sometimes just being there, knowing I was not alone in this battle was enough.”

Melina, 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 is impossible to list everyone but below are just some of the individuals and organisations who have given outstanding support, goodwill and kindness.

**Individuals**

Mrs Kate Aslangul
Anastasia Baker
Sam Barbic
Mr Mark Beaney
Mr Atty Beor-Roberts
Lady Heather Bilimoria
Mike McEwan in memory of Fiona Blackie
Stefan Bollinger and Antigone Theodorou
Sir Bruce and Lady Bossom
Mr David Shearer & Ms Virginia Braid
Keith and Lauren Breslauer
Juliette Camburn
David Cameron
Alan Carnegie of Carnegie Base Services
Mr Graham Cartledge CBE & Mrs Josephine Cartledge
Mr Nigel Cayzer
Michael Chance-CBE
Keith Cochrane
Mrs Margo Cornish
Mr Mark Crutchley
Mr Gordon Dalrymple
Mrs. Lorna Dalrymple
Ms Fiona Davies
Mr Paul Denny
Mrs. Emma Defries
Mrs Helen Mc Ardle
Yvonne McLeilian
Mr Frank McManus
Mrs Roz McManus
Bill & Rose McQuaker
Jim Mellon
Mrs Laura Jane Miller
Mr Graham Milligan
Edward Molson
Mrs Marian Mosselson
Mrs Sarah Murray
Mr John Nichols
Mrs Jean Oglesby
Lucy Wauchope O’Donnell
Mr Santial Parbhoo
Sir Alan and Lady Parker
Lydia Parrington
Harold and Nicola Pasha
Mr Lee Paterson
Calum Paterson
Jane Perkins
Georgina Petty
Douglas Rae
Donations in the name of Luke Ruddiman
The Shanks Family
Mr David Shearer & Ms Virginia Braid
Mrs. Maria McGuigan Small
Lord Smith of Kelvin
Mrs Lynn Squires
Mrs Lisa Stephenson
Mr Derek Stewart
Sir Boyd Tunnock CBE
Salim and Beverley Uddin-Khandakar
Mark and Claire Urquhart
David and Karen Weaver
Chris Weir
Sarah Wheeler

**Trusts and Organisations**

The Norman C Ashton Foundation
The Barbour Foundation
Barker-Mill Foundation
The Tim Bacon Foundation
BBC Children In Need
Beaverbrooks Charitable Trust
Bernard Butler Charitable Trust
Bernard Sunley Foundation
The Big Give
Blavatnik Family Foundation
The Bluston Charitable Settlement
The Bothwell Charitable Trust
Bradbury Foundation, Hong Kong
The Liz and Terry Bramall Charitable Foundation
The Childwick Trust
The Constance Travis Charitable Trust
Co-op Local Community Fund
D.G Marshall of Cambridge Trust
Davidge Usher Trust - for Maggie’s Northampton
The Deborah Loeb Brice Donor Advised Fund at CAF
Dorset Foundation
The Eddie Dinshaw Foundation
The Elizabeth Montgomerie Foundation
The Ellem Foundation
The Eric and Margaret Kinder Charitable Trust
Joseph Ettedgui Charitable Foundation
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Maggie’s people

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

Co-Founders
Maggie Keswick Jencks
Charles Jencks

Vice Presidents
Elena Baturina
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
Nette Reynolds
Mark Philip-Sorensen
Sir Norman Stoller CBE KStJ DL and Lady Sheila Stoller
Mike Thompson

Honorary Patrons
Sarah Brown
Janet Ellis, MBE
Norman Foster, Lord Foster of Thames Bank
Frank Gehry
John Jencks
Lily Jencks
Mary McCartney
Richard Rogers, Lord Rogers of Riverside
Kirsty Wark
Judy Naake – Nottingham
Dr Pat Steane OBE – Wales

Ambassadors
Rick Astley
Will Carling
George Clarke
Lord Julian Fellowes
Daisy Goodwin
Paul Mayhew-Archer
Roland Mouret
Hermione Norris
Douglas Rae
Ryan Riley

The above list represents activity in 2019
Centre Ambassadors
Bami Adenipekum
Harriet Dow
Harry Graton
Lisa Stephenson
The Yorkshire Rows

Architecture Co-clients
Marcia Blackenham
Dame Laura Lee DBE

Directors
Alan Eisner (Chairman)
Dame Laura Lee DBE (Chief Executive)
Jo Bucci
Nick Claydon
Stuart Gulliver
Prof Robert Leonard
Sue MacDonald
Caroline MacInnes
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“Maggie Keswick Jencks formulated a really good thing, just to sit down and just to talk, to support and to understand, to explain and above all to listen. And all in beautiful surroundings. I believe that cancer can bring people together in a positive way.”

Mike, centre visitor