



WEI coMe to MAggiE's

At each of our 24 centres around the UK, you'll find welcoming spaces with expert care and support for people with cancer and everyone who loves them. All our support is free, and we rely on the generosity of our supporters to help us be there for everyone who needs us.



A message from our Chief Executive

Thank you for taking the time to read our 2023 impact report. It's vital to us that we reflect on the impact we make together and how we raise and spend our money to support more people with cancer and those who love them.

At Maggie's our priority is to provide the highest level of cancer care and support for everyone diagnosed with cancer and their friends and families.

The urgency and scale of the cancer support needed has never been greater. There are almost 3 million people in the UK living with cancer, with this set to rise to 4 million by 2030. Half of the UK population is likely to be diagnosed with cancer in their lifetime, and many will live with conditions that impact their lives physically and psychologically. We know our expert support has life-changing impact, so we want to reach more people and keep growing to be there for everyone who needs us.

As you'll read in this report, last year we were able to support 311,000 visits to our UK centres - 11% more than in 2022. Of those, 88,000 were from people visiting Maggie's for the very first time – either with their own diagnosis of cancer, or someone's close to them.

To reach more people than ever before, we are increasing resources where they're needed most. The completion of our purpose-built Maggie's centre at The Royal Free Hospital in London is doing just that, and we are now focused on completing our extensions in Cheltenham and Newcastle.

Maggie's continues to be here for everyone with cancer and for all those who love them, for as long as we're needed. Throughout this report you will read the stories of centre visitors, including Sarah, who visited Maggie's at the Royal Marsden while her husband was undergoing intensive treatment. She shares the difference it's made for her and her children too, who can continue to process their experience with support from Maggie's expert psychologists.

At Maggie's, we remain focussed on adapting to the changing needs of people with cancer and those who love them, and coupled with your generous support, we'll be able to continue providing the very best quality of care when people need us the most.

So on behalf of all of us at Maggie's, I'd like to say a huge "thank you". Your support means we can continue to be there for everyone with cancer and all those who love them.

Dame Laura Lee DBE
Chief Executive, Maggie's

Helping people get ready for treatment

85%

of Maggie's visitors feel more

Coping with the emotions that come with a diagnosis

At Maggie's our experts are always on hand to support people with the range of emotions that cancer brings, be it through informal drop-ins, sessions with our clinical psychologists, the 'Managing Stress' course, creative therapies or advice on body

Help with money worries

Our benefits advisors help work out what extra money people with cancer and their carers may be entitled to.

They will also offer support with completing claim forms, debt management and advice on practical things like applying for parking permits.

More than

£53 million

has been claimed in benefits with help from our advisors.

Through more than

48,500

benefits advice and debt management sessions.

Cost:Benefit Ratio

1:44 For every £1 Maggie's spent on providing benefits advice, £44 was claimed in financial support, or in other words, a **440% ROI**.



89%

of our visitors told us we improved their confidence in speaking with their employer about their diagnosis.

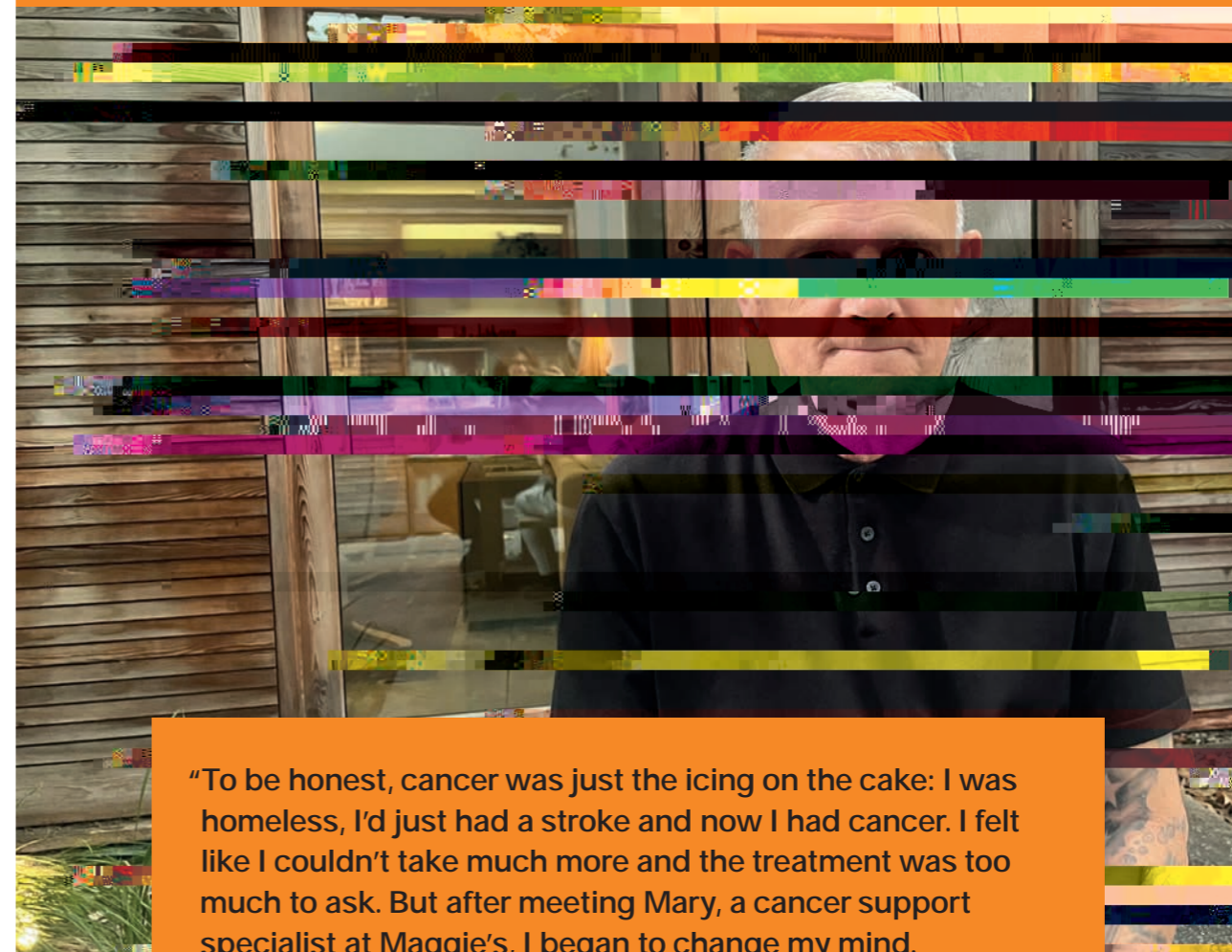


84%

of our visitors told us we helped them return to work as soon as possible.

"Without the help I got from Maggie's... it would've been so difficult for me to deal with all the problems I had relating to my benefits (council tax, housing benefits, and so on) my eviction notice and dealing with my agency for work."

RAY's sTory



"To be honest, cancer was just the icing on the cake: I was homeless, I'd just had a stroke and now I had cancer. I felt like I couldn't take much more and the treatment was too much to ask. But after meeting Mary, a cancer support specialist at Maggie's, I began to change my mind.

She introduced me to Zoe, a housing and benefits advisor. I explained I have two amazing kids, four beautiful grandkids and I'm great friends with my ex-wife, but my housing situation was horrendous. I gave her the go-ahead to talk to people on my behalf, like the council and my doctors.

Within four months of meeting Zoe I was assessed for sheltered accommodation and two weeks later was offered my house, or as I call it, my palace.

I'm still pinching myself. I am still absolutely overwhelmed by what Maggie's has done for me. No one twisted my arm into making my decision to have treatment, it was always my decision. Mary made it clear that they were here to support me whatever I did.

During my treatment, there were days I'd think, 'What am I doing? I can't get through this'. But I'd come into Maggie's and it would be a boost. I know for a fact I wouldn't be as I am today had I not come in to Maggie's.

I love to people-watch in Maggie's; I'm just grateful when I sit here. I think 'this place has done so much for me' and I like to think about what it's going to do for others."

MARILYN'S sTory



"I heard the doctor say 'I'm so sorry Marilyn, it's cancer'. Once that word 'cancer' is said there's no sound, nothing. Everything around you goes blank.

I saw a Maggie's poster while I was in the hospital. When I came over [to the centre], I felt so welcomed. Here, I have time to debrief, to lash out or scream, or to just take a breath. Cancer is a serious subject, but there is always laughter here. I go to the monthly advanced cancer workshops, which are great. I've learnt about fatigue, how to relax, and body image. When you have cancer, your sleep can be really broken because of the pain. That's why the relaxation is so helpful.

I want everyone to know that people with learning disabilities and cancer are still people. Maggie's helps me do the things I used to be able to do before cancer damaged my body. I would feel lost without them.

I think other services would benefit from looking at how Maggie's treats me. If Maggie's can be accessible, then other places can be too.

The body image session was my favourite. It's lovely to meet other people, chat, listen to others' stories. There's a feel-good factor, I can just be myself. Talking to people at Maggie's made me decide to just rock it, and I've learnt how to become me again with stage four cancer. I will not let this cancer ruin me."

Managing symptoms and side effects

Every type of cancer and its treatment is associated with different symptoms and side-effects. Knowing what to expect and when to seek support can help people who visit our centres feel more in control of what's happening.

We provide information sessions, workshops and specialist advice to help people with cancer understand and manage their symptoms and side effects.

Across 2023, there were:

Nearly

3,000

visits to workshops or course sessions on living with the most common long-term effects of cancer, for example metastatic breast cancer.

More than

600

visits to workshops or course sessions around menopause or androgen function.

Nearly

300

visits to support sessions for sleep.

Over

400

visits to cognitive rehab sessions.



98%

of those asked told us we helped improve their understanding of cancer and treatments.

"Through my support group, I have met the most amazing and inspiring group of women... [Maggie's has] empowered us to advocate for ourselves, ask questions, challenge decisions, ask for help, support each other and make the absolute most of our situation."



More than
22,000
informal, peer-to-peer sessions.

Almost
21,400

Life beyond cancer

In 2023, there were:

More than

5,800

visits to Maggie's seven-week 'Where Now?' course, which covers support beyond treatment, helping people prepare emotionally and practically for returning to their day-to-day life.

Over

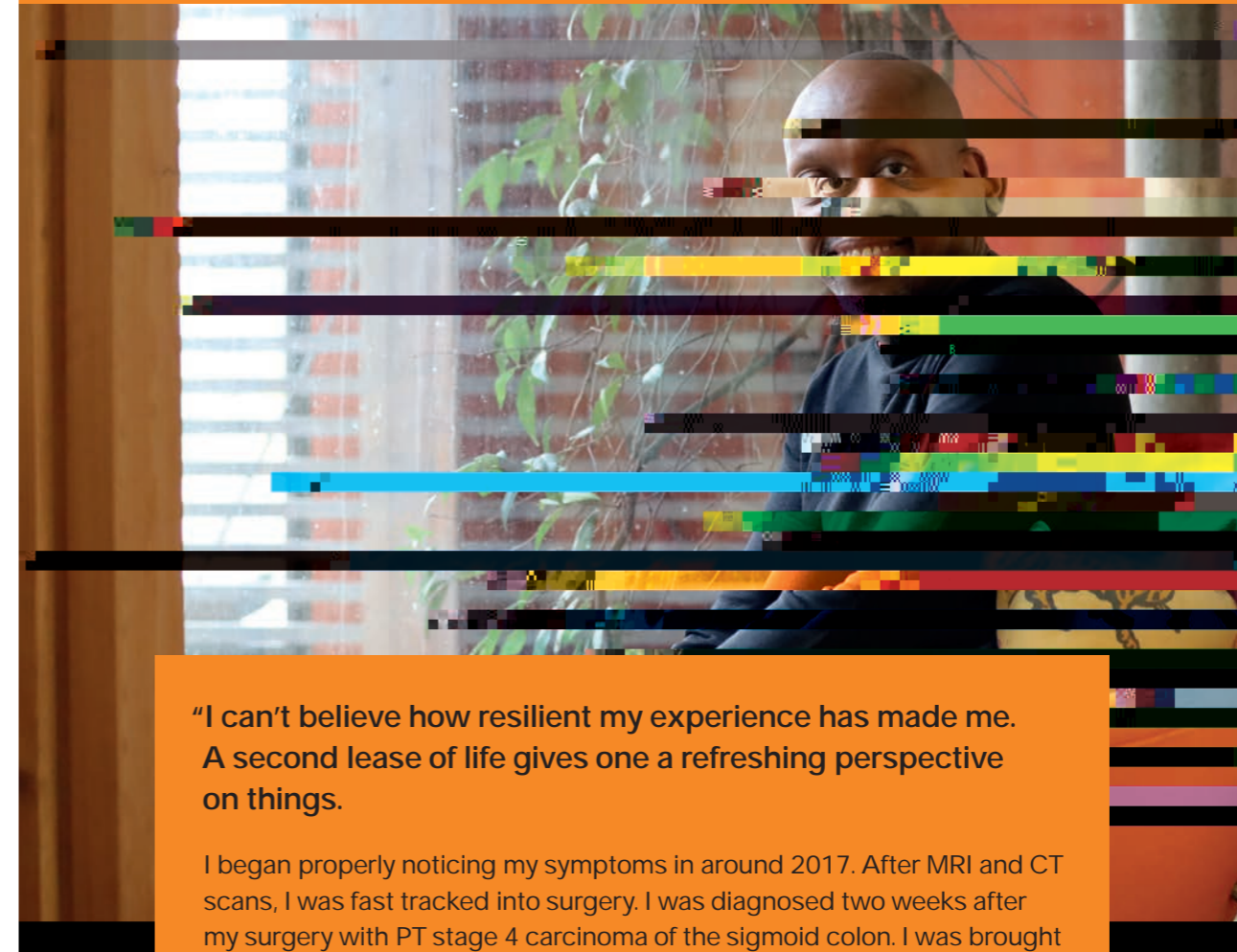
1,600

psychological support sessions for adults who are bereaved.

And

29

sessions for children and young people (under 25 years old).



"I can't believe how resilient my experience has made me. A second lease of life gives one a refreshing perspective on things.

I began properly noticing my symptoms in around 2017. After MRI and CT scans, I was fast tracked into surgery. I was diagnosed two weeks after my surgery with PT stage 4 carcinoma of the sigmoid colon. I was brought back from the brink and I'm now four years into my recovery. My approach to it all has been stoic. But looking back on how close I came to dying feels surreal.

I wanted to connect with a community of people who have been through a similar thing to me, and that's exactly what I found.

Maggie's was recommended to me by my medical team and I started going after my first chemotherapy cycle. That's when I met Louise, a cancer support specialist, who is an absolute angel. I started coming along after every session. When treatment ended, I carried on dropping into Maggie's.

Despite my stammer, the thing I enjoy the most are the conversations I have at Maggie's. I find it so cathartic to share my story and support others. Every time I pop in, I wonder who I'm going to meet next - it's like opening a mystery box! Before you know, just by walking through the door, you've made a friend.

You can plug in at Maggie's if you ever need recharging or if you need a shoulder. This organisation, this building - it means so much to me."

How raised money to support
people with cancer

Alms For 2024

AShLeY's sTory



"I have found people who know exactly what it feels like: uncertainty, fear, doubt. It reassures me that I am not on my own.

When the diagnosis came, I felt lost at what to do and who to turn to. I was so used to being the person who helped others, not the person in need of help. I decided I would go to Maggie's and that I'd speak to someone. And I'm so glad I did.

I've been able to join two groups: a neuroendocrine cancer support group, and a group with young women who are all living with cancer. I've found people I could relate to; I can say 100% how I feel and not worry.

Without Maggie's support groups, it would be really lonely. Having the comfort of being able to be honest; you can't imagine the relief in being able to do that.

When you're low and down, being able to be true to your emotions is really important. For me this has been critical for my wellbeing and being able to deal with living my life with cancer.

Recently, somebody told me a story about Native Americans and their buffalo, which they see as a symbolic species. When a storm is coming in, the buffalo will run straight towards the storm because they know that if they get there quicker, the hardest part will be over sooner.

So my motto has become 'be the buffalo'. Cancer is full of fear, but I know now that I have the support of Maggie's, like a herd of buffalo. I'm not running into the storm by myself."



Sources

All un-named quotes throughout have been taken from our anonymous Visitor Satisfaction survey, unless otherwise indicated.

All data, facts and statistics are from our internal database system, unless otherwise indicated.

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