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Welcome from the Chairman of the Board of Directors

In 1995, when Maggie Keswick Jencks drew up her blueprint for a Cancer Caring Centre, her vision was simple: a beautiful place full of light and open space, with a big kitchen table at its heart. A place where people with cancer, their families and friends could find the emotional, social and practical support they need. Maggie did not live to see that first Centre open, but her vision lives on in the rapidly expanding network of Centres that bear her name.

As more people live longer with cancer, so the need for Maggie's grows. The Board have adopted a new plan to double the number of Maggie's Centres from 15 to 30 and increase the number of visits each year to 300,000. This plan will only be brought to fruition with the help of our many friends, supporters and volunteers.

This planned growth builds upon our successes over the last 17 years, and particularly, in 2012 when Maggie's Centres received a remarkable 15% more visits than in 2011. The 125,000 visits to our 15 Centres (including our Online Centre) included 13,000 people newly diagnosed with cancer and 12,000 of their family and friends, who experienced the support available at a Maggie's Centre for the first time.

2012 was also another good year for Maggie's financially; we raised £15.7million of which £13.4 million was income and £2.3million was new pledges, which will be redeemed as new Centres are constructed. Our pledge bank now totals £8.4

Maggie's vision was of a Centre where people with cancer, their families and friends could find practical, emotional and social support. The growth of our organisation is built on that vision and upon the hope that one day everyone with cancer will have access to the support they need.

A handwritten signature in black ink, appearing to read 'Nigel Cayzer', is set against a light grey rectangular background.

Nigel Cayzer

partnerships - where we launched a joint 'cancer in the workplace' initiative - as well as in individual giving and legacies. The market for cycling, running and hiking events remains competitive, so we did well to achieve an increase on the previous year's income from these. We also invested in our online fundraising platform and the infrastructure required to support effective fundraising across our network of Centres. As noted above, the £5.0million of campaign income allowed us to agree to start building new Centres in Newcastle, Aberdeen, Oxford and Lanarkshire.

4. [To increase the awareness of our existence amongst the general public and demonstrate the value of our activities to our stakeholders](#)

We continued to develop awareness and understanding of Maggie's amongst the general public as an expert and leader in cancer care. Media support is an important aspect of building awareness in a cost effective way and we developed our relationships with the key media partners that work with us. A review of our marketing and communications identified opportunities to further increase awareness and understanding to support our programme and fundraising activities and we will be investing in these opportunities in 2013.

5. [To recruit, retain and develop teams of suitably skilled and motivated staff, who consider themselves to be valued and well managed](#)

During 2012, we increased the number of staff, to almost 150, to meet the requirements of our Centres for expert staff and of our fundraising and administrative operations for skilled and motivated individuals. Importantly, we strengthened our senior management team with the recruitment of an Operations Director and Property Director. We also invested in the induction of new staff and development of our existing staff.

Our plans for the future

Having witnessed the positive impact our Centres have had for people with cancer over the last three years, during 2012 we developed our plans to support more people in the future. In doing so, we considered the key challenges in cancer care and support and consulted with people who use our Centres and our key stakeholders.

Challenges

The key future challenges in cancer care and support include:

2. [Evidence-based cancer support](#)

Everything we do is evidence based. This means that our programme of support has been developed based on what has been shown in the UK and internationally, both in research literature and clinically, to be effective in supporting people with cancer.

3. [The design of our buildings](#)

Great architecture is central to the care Maggie's offers; and to achieve that, we work with great architects.

4. [Our culture](#)

Maggie's is founded on an approach that is tailored to the individual, that enables people to thrive and that is contemporary and modern.

I am delighted that Maggie's also continues to have a unique relationship with the NHS. The strength of this relationship with people responsible for cancer care at NHS Trusts and at national level has been critical to our success so far. We are proud that our Centres are located in the grounds of NHS hospitals and are focused on ensuring that our programme complements the clinical care provided by the NHS.

[Our ambition for the future](#)

It is our ambition that Maggie's will:

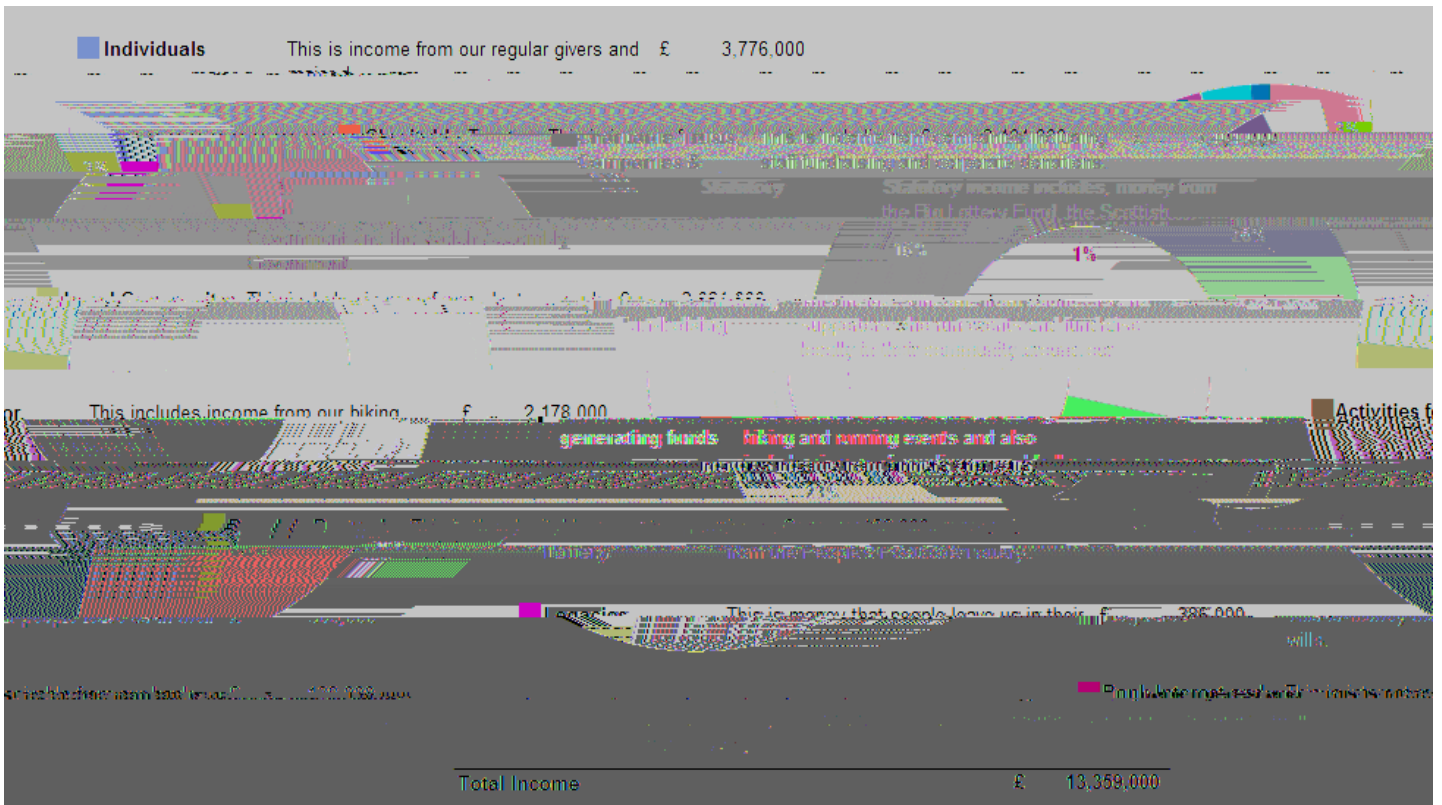
double the number of Maggie's Centres open to support people with cancer; and
treble the number of new people we support each year.

In the UK, this ambition will mean that there will be a Maggie's Centre open at major cancer hospitals, which are accessible to around half of people in the UK (with nearly 50% coverage in England, 100% in Scotland and over 70% in Wales). Our Online Centre will be available and accessible to more people. Internationally, we will pilot Centres in partnership with hospitals and funders.

We aim to be recognised internationally as a leading provider of individually-tailored cancer support delivered by professional experts, through a network of inspiring places and based on a world-class, evidenced-based programme, which is valued by the people it supports.

Financial Highlights

How we raised our money in 2012



How we spent our money in 2012

