

selling



This year's story is one of dual growth. From our existing Centres we have grown both the number of people we support and the support we offer to ensure we are helping as much as we can. And we have built new Centres to ensure we are helping as many as we can.





The last year has been a significant year for Maggie's and one in which we have moved into a new phase of growth.

In 2011, we had almost 100,000 visits; a 17% increase on the previous year. 10,500 people with cancer visited a Centre for the first time; a 30% increase. And following a concerted effort, nearly 30,000 visits to Maggie's were by men; a 19% increase.

In 1996, we were a small team focused on piloting Maggie's ideas; now we are a growing organisation that is ready to make the biggest difference it can, one which must balance investment in new Centres with continuing and increasing the work each Centre does.

But there are still people with cancer in the UK who don't have access to a Maggie's Centre, so our focus on growth continues. In the last year we have opened Centres in Nottingham, Swansea and Glasgow, each of which quickly became well-used by the local community. Centres in Hong Kong, Newcastle, Aberdeen, Lanarkshire and Oxford are in progress and architects have been appointed to help create eight more.

In addition to that, we've launched a campaign for a new Centre in East London at St Bartholomew's Hospital in addition to Maggie's West London, with the ultimate ambition of making Maggie's accessible to everybody with cancer across London.

It is reassuring that, while all this has been going on, our commitment to the quality of our programme has ensured that 99% of visitors to Maggie's rated our support as helpful, and that our approach to cancer care continues to be endorsed by the NHS.

None of what we've achieved would be possible without a huge number of very special people – supporters, fundraisers and volunteers; patrons, campaigners and professionals; and of course all the people who work for Maggie's both in the Centres and behind the scenes.

We'll need continued support to meet the challenges ahead. There are currently two million people with cancer in the UK and this is set to rise to four million by 2030. With a new diagnosis every two minutes\*, we need to make sure we can support as many as we can and as much as we can. Thank you in advance for helping us to do this.

  
Chairman

  
Chief Executive

\*based on CRUK statistics, 2008





We are committed to balancing growth in two key areas: investment in new Centres, so we can help as many as we can; and investment in existing Centres, so we can help as much as we can. In 2011, we grew the total number of visits to our existing Centres, and following particular focus in these areas; we grew the number of visits by men, the number of first time visits from people with cancer, and the number of visits from families and friends.

We are very proud that our expert staff can support such a diverse range of cancer types. There will always be some difference between the cancer types represented at Maggie's and the national average; due to regional variations, differing prognoses and differing willingness to access support between men





Maggie's Nottingham opened in November 2011 and means that more than a million people can now access Maggie's.

"I hope that people find it charming; something like a surprising home. From the outside, the playful appearance will entice people to take a look through the door; once they do, the harmony of light and space will create a uniquely welcoming environment."  
Piers Gough, CBE, Architect

The near symmetrical design and generous height allows Maggie's Nottingham to have a real sense of space and balance. Nottingham-born designer Sir Paul Smith designed the interior, which includes photos taken during his travels around the world, and bright cushions and tiles designed to spark conversation – helping people to connect with others going through similar experiences.

"My favourite part of the building is the kitchen – it's so warm and inviting. It means a great deal to me to be able to spend time at Maggie's. It's a really valuable space."  
Anna Read, Maggie's Nottingham visitor

Piers Gough  
CBE of CZWG  
Architects

Envert Studio

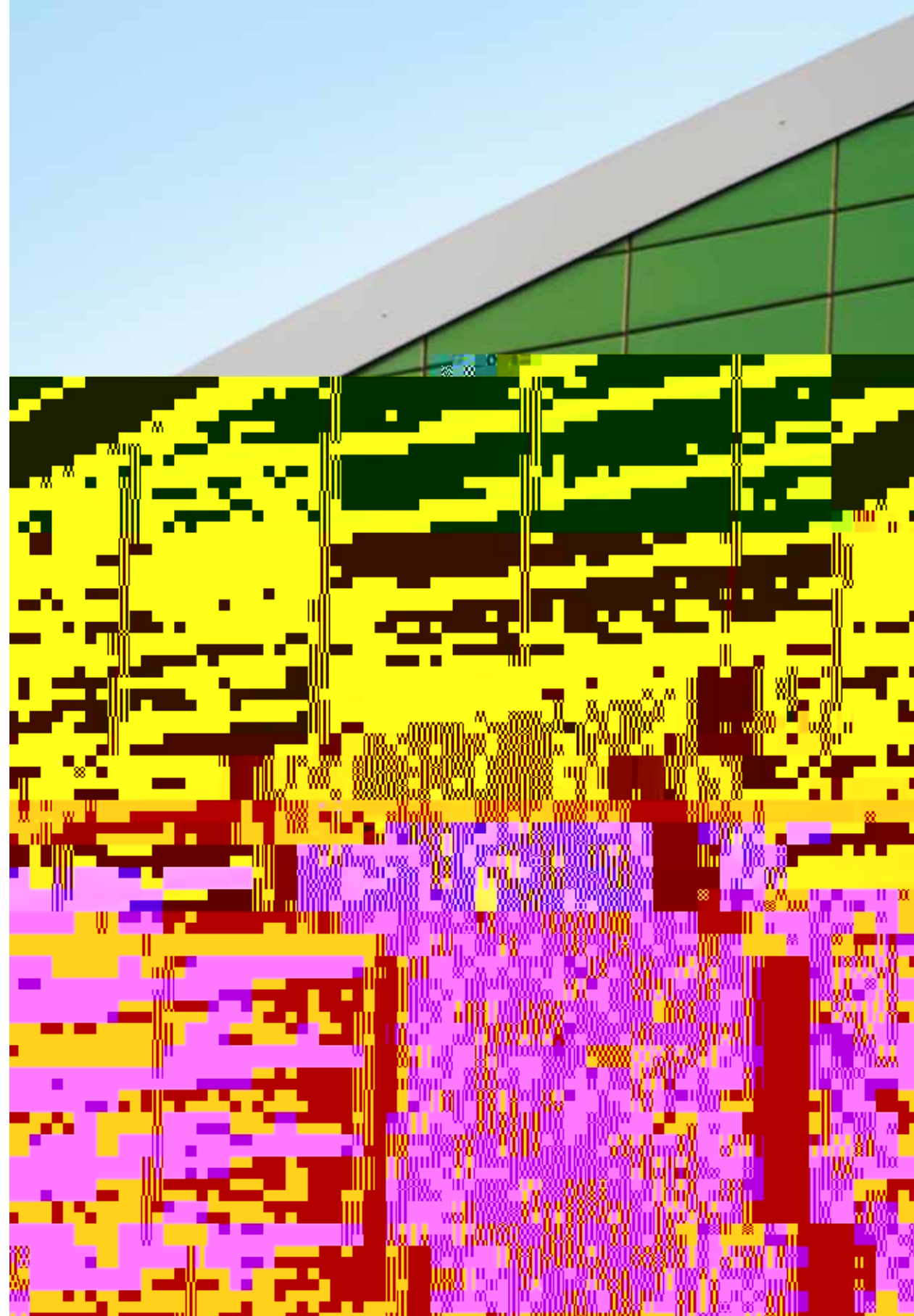
Sir Paul Smith

Nottingham  
University  
Hospitals Trust

Nottingham City  
Hospital

East Midlands

4,000,000





Maggie's Glasgow (Gartnavel) is our second Centre in Glasgow, and was funded by a generous grant from Walk the Walk. One of our primary aims is to make it as easy as possible for people with cancer to access a Centre near them. So when the Beatson West of Scotland Cancer Centre announced that

Rem Koolhaas of  
OMA Architects



Lily Jencks



Greater Glasgow  
and Clyde



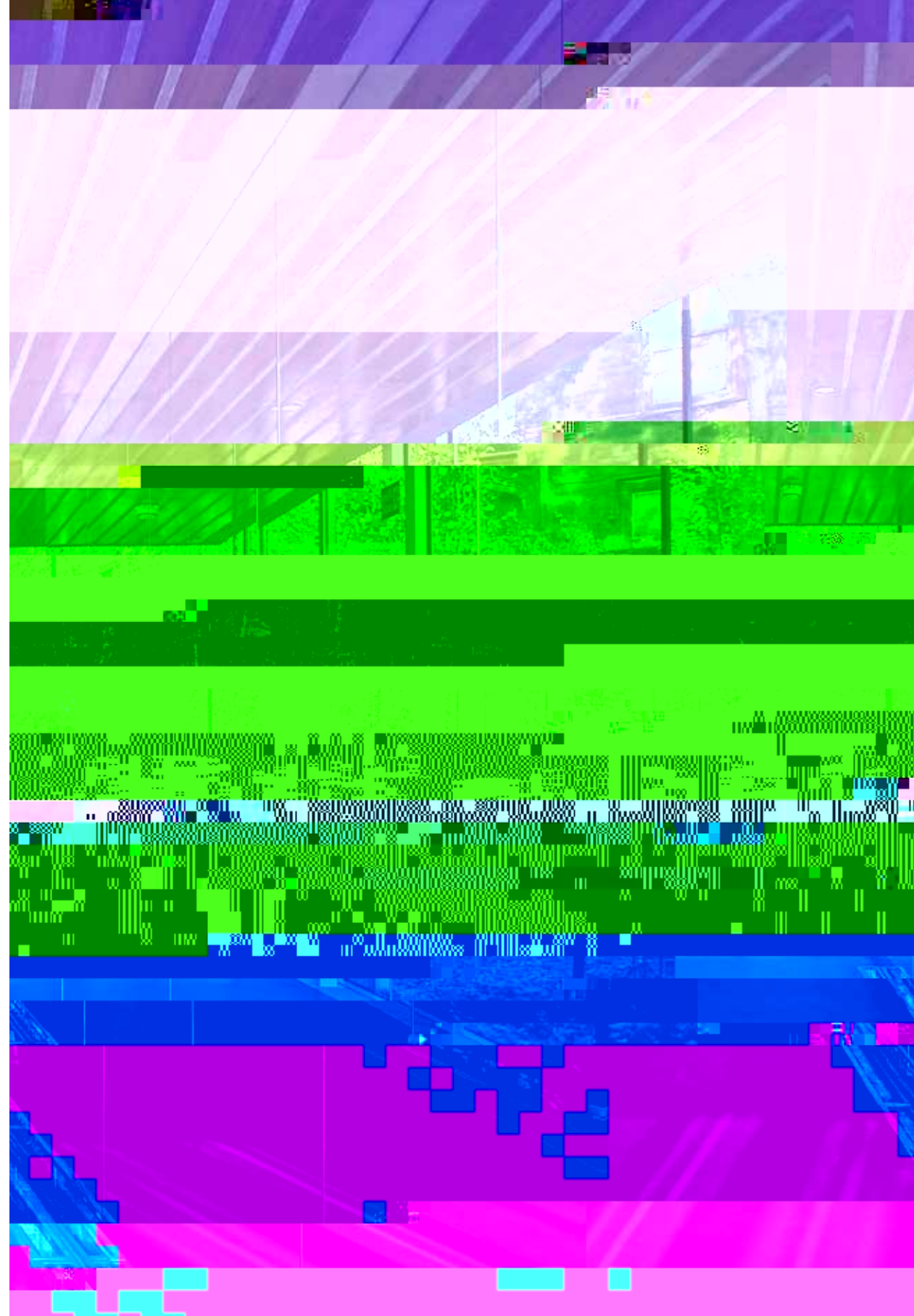
Gartnavel Hospital



West of Scotland



2,500,000

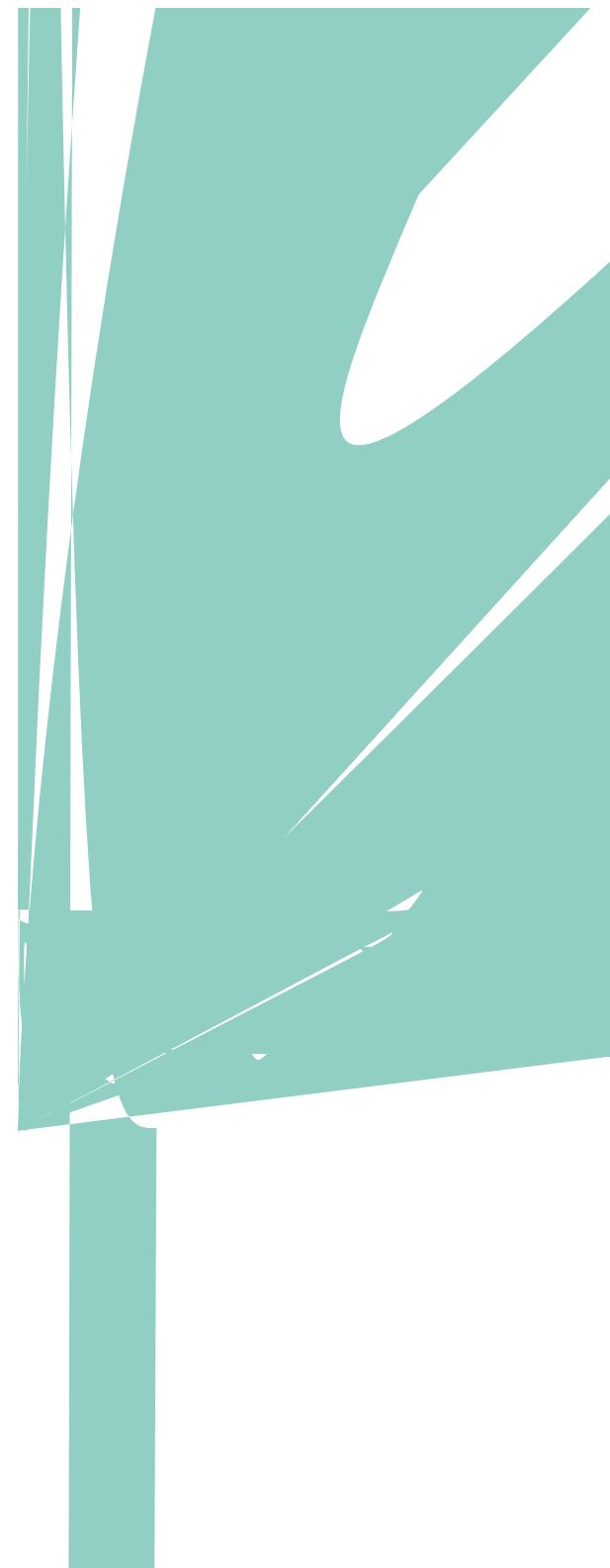


And it doesn't stop there. The Hong Kong Centre, designed by Frank Gehry, which replaces the current interim Centre at Tuen Mun Hospital is scheduled to open in November 2012. In February, we broke ground on the site of Maggie's North East in Newcastle, having appointed Ted Cullinan of Edward Cullinan Architects. We will also be breaking ground at the Churchill Hospital in Oxford with a purpose built space to eventually replace the current interim Centre.

Our final three Centres in Scotland are all making good progress too. Having appointed Kjetil Thoreson of Snohetta Architects to Maggie's Aberdeen, we went on site in August 2012. And Neil Gillespie of Reich & Hall Architects has designed Maggie's Lanarkshire. We are working with Walk the Walk to bring a Maggie's Centre to Forth Valley, which will be designed by Prof. Alan Pert of Nord Architects.

With 28,540 new cancer diagnoses a year in London, and currently only one Maggie's Centre, we have launched the London campaign. There is at least one cancer specialist facility in each of London's cancer networks and so we aim to have a Maggie's Centre in each one too. So far, we have Maggie's West London, and our next Centre will be in the grounds of St Bartholomew's Hospital. We have appointed Steven Holl Architects to carry out the design.

We are delighted to announce that we have appointed Biba Dow and Alun Jones of Dow Jones Architects to design our second Centre in Wales, Maggie's Cardiff, and that Lord Norman Foster will be designing Maggie's Manchester at the Christie. Centres in Southampton, Leeds and Liverpool are also in the planning stages.





The Architecture of Hope exhibition moved from the V&A Museum in London to the Lighthouse in Glasgow.

1,100 people took part in Maggie's seventh annual London Night Hike.

Maggie's set up a monthly online support group for people with cancer of the blood, such as myeloma, leukaemia and lymphoma, and their families and friends.



The Olympic torch came to Maggie's Edinburgh.

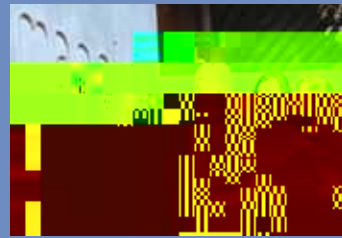


Maggie's Edinburgh Centre Head, Andrew Anderson, presented at the 'Continuing Cancer Care' conference at the European Parliament in Brussels.



Colin Montgomerie visited Maggie's Lanarkshire to recognise the progress of Monty's Maggie's Appeal supporting fundraising for the Centre.

Maggie's Cheltenham held its first creative writing session.



Maggie's Glasgow (Gartnavel) opened.

Callum Innes donated three of his artworks for the opening.

Maggie's Highlands started tumour specific support groups for brain (in partnership with Brain Tumour UK), prostate, colorectal and gynaecological cancers.

Maggie's Dundee started two new exercise groups: Nordic Walking and Men's Circuit Training, both led by men who have had cancer.

Maggie's Nottingham opened.



Maggie's hosted this year's RSA Bossom Lecture; on the influence of architecture and art on wellbeing.

Maggie's South West Wales opened.



Maggie's Associate Boards hosted their Annual Carol Concerts.

Maggie's secured an arts grant from The Cocheme Charitable Trust to fund an Artist in Residence project in 2012 and appointed Timothy Hyman.

Maggie's London started a support group specifically for young men.



We broke ground on the site of Maggie's North East in Newcastle, with Sarah Brown in attendance.

Maggie's teamed up with Walk the Walk to bring a Centre to the Forth Valley using funds from the Edinburgh Moonwalk.

Maggie's Edinburgh piloted workshops exploring fertility, body image and general wellbeing.

An evening celebrating Maggie's as part of the OMA / Progress exhibition was held at the Barbican Centre, London.



Our 3,000th member joined the Maggie's Online Centre.



Maggie's was invited to 10 Downing Street to a reception in celebration of our work.

£2.3 million pounds has been raised by players of People's Postcode Lottery.



Maggie's hosted its 9th annual Monster Bike & Hike with nearly 600 competitors.

The Online Centre launched Getting Started online.

Maggie's Barts architect Steven Holl presented the RA Lecture.



Our President, HRH the Duchess of Cornwall, attended a reception in Aberdeen to meet supporters of the Monty's Maggie's Appeal.

An exhibition of entries to the Scottish National Competition opened at the Lighthouse Gallery. The winner, a pupil from Hutcheson's Academy in Glasgow, will spend a week on work experience with Maggie's architects Page / Park.

Maggie's Oxford had their first joint support group with Jo's Trust for women with cervical cancer.

**Income from companies**  
This is income from companies including staff fundraising and corporate donations. Statutory income includes money from the Big Lottery Fund, Walk the Walk, the Scottish Government and the Welsh Assembly Government.

**Income from volunteers and supporters**  
This includes income from volunteers and supporters who run events and fundraise locally in their community around our Centres.

**Income from regular givers and major donors**  
This is income from our regular givers and major donors.

**Charitable support from the People's Postcode Lottery**  
This is the charitable support we receive from the players of the People's Postcode Lottery.

**Income from wills**  
This is money that people leave us in their wills.

**Income from bank accounts and other investments**  
This includes income from our bank accounts and other investments.

**Income from other sources**

**Income from other sources**

**Income from other sources**

It is impossible to list all the people who give their time and money to Maggie's so generously, but there are a few individuals and organisations we would like to say a special thank-you to for all their support over the last year.

Ballinger Charitable Trust  
Barbour Trust  
Big Lottery Fund  
Big Lottery Fund Scotland  
Big Lottery Fund Wales  
Charles Hayward Foundation  
City Bridge Trust  
Cleopatra Trust  
Clare Duffield Foundation  
Cordis Charitable Trust  
Dave and Fiona Cormack Family  
Foundation  
Dimpleby Cancer Care  
Elizabeth and EuMontgomerie Foundation  
C wVynormasathoundation  
C Geminirust

#### Aberdeen

Colin Welsh (Chair)  
Dr Robert B Cook  
Gordon Edwards  
Stewart Milne CBE  
Ian Ord  
Joanna Robertson  
Patricia Straughen  
Ian Thomson

#### Cheltenham

Atty Beor-Roberts  
(Chair)  
John Bees  
Bruce Bossom  
Cynthia Dowty  
Domenica Dunne  
Charlie Ellison  
Dr Christine Facer-  
Hoffman  
Carol Freeman  
Helen Hobden  
Angela Rose

#### Dundee

Shirley Linton (Chair)  
Nick Barclay  
Henrietta Cayzer  
Shirley Clarke  
Jennifer King  
Joyce Leslie  
Gerry Marr (Carrie  
Marr representative)  
Andy McCarle  
Lisa Mitchell  
Alistair Napier  
Dr Alex Watson

#### Edinburgh

Dr Ali Afshar (Chair)  
Lynn Algar  
Matthew Benson  
Nick Burns Cumming  
Sue Findlay  
Nora Harrower  
David MacLean

Kai Murray  
Cameron Stott  
Colin Winchester

#### West Coast (of Scotland)

Kirsty Wark (Chair)  
Hilary Harris  
Peter Lawson  
Flora Martin

#### Highlands

Philippa Grant MBE,  
Countess of Dysart  
(Chair)  
Robbie Bremner  
Jackie Cuddy  
Roger Eddie  
Alistair Laing  
Lynn Savage  
Sara Shaw  
Grant Sword  
Ian Whitaker

#### Hong Kong

Caroline Courtauld  
Kathryn Greenberg  
Martin Hadaway  
Keith Kerr (Chair)  
Clare Keswick  
Laura Lee  
Eleanor Ling  
Shahilla Shariff  
Clara Weatherall

#### West London

Wilson Kerr (Chair)  
Emma Defries  
Graham Defries  
Caroline Garvey  
Lisa Graham  
Celine Makassarian  
Alison Mitchell  
Caroline Scott  
Diana Wilson

#### North East

Lorna Moran MBE  
(Chair)  
Sue Cussins  
Chris Jobe  
Michaela Martin  
Tom Maxfield  
Graeme Thompson

#### Nottingham

Judy Naaké (Chair)  
Steve Brandreth  
Jo Cartledge  
Katie Chan  
Dr Stephen Chan  
Sam Doleman  
Claire Hendry  
Georgie Moore  
Rob Metcalf  
Ann Rowen  
Jennifer Spencer  
Lady Valerie White

#### Oxford

George Robinson  
(Chair)  
Alison Bennett-Jones  
Imogen Birch-  
Reynardson  
Olivia Bloomfield  
Lucy Chadlington  
Molly Dixon  
Kate Erhman  
Lucinda Holmes  
Vicky Jewson  
Alexander Muir  
Debbie Laidlaw  
Madeleine Louloudis  
Candida Lycett-Green  
Ian Molson  
Jeremy Moss  
Helen Polito  
Kate Sloane  
Rupert Spencer-



In May 1993, Maggie Keswick Jencks was told that her breast cancer had returned and spread to her bones, liver and brain. She was given two to three months to live and then asked to leave the room because the consultant had so many other patients to see. Sitting in a gloomy hospital corridor underneath harsh strip lighting, she felt there must be a better way.

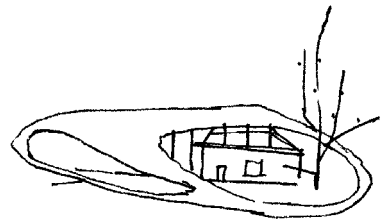
She joined an advanced chemotherapy trial and extended her life by 18 months. During that time, she worked closely with her medical team, which included oncology nurse Laura Lee, now Maggie's Chief Executive, to develop a new approach to cancer care.

In order not to be a 'cancer victim', she believed you needed information that would allow you to be an informed participant in your medical treatment, stress reducing strategies, psychological support and the opportunity to meet other people in similar circumstances in a relaxed domestic atmosphere. She talked to her medical team at the Western General Hospital in Edinburgh about a place to help people with the very real, if non-medical, problems of living with cancer. She created a blueprint for a pioneering venture – and spotted a stable block in the grounds of the hospital that would provide the perfect space.

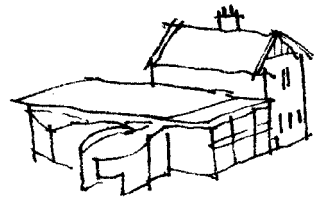
Maggie was determined that people should not "lose the joy of living in the fear of dying" and the day before she died in June 1995, she sat in her garden, face to the sun and said: "Aren't we lucky?"

In November 1996, the first Maggie's Centre opened in Edinburgh and what Maggie had planned became real. We now have 12 Centres in the UK and in 2011, almost 100,000 people walked through our doors, meaning that we're reaching many more people than Maggie ever imagined.





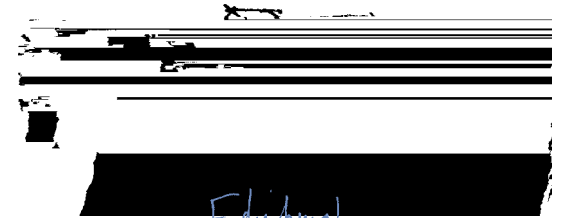
Aberdeen



Cheltenham



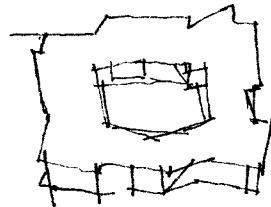
Dundee



Edinburgh



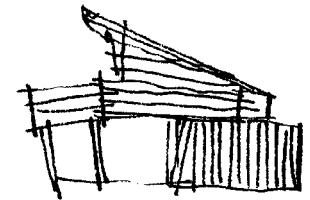
Fife



Garthaval



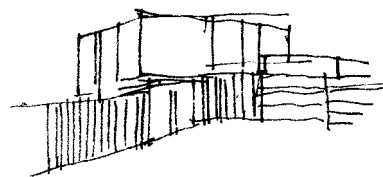
Gafchouse



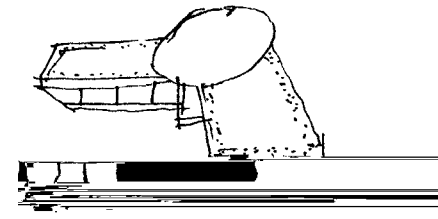
Highlands



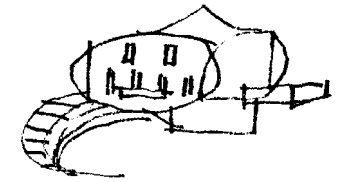
Hong Kong



Lanarkshire



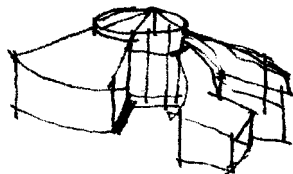
North East



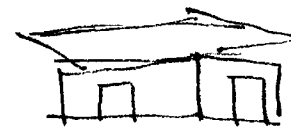
Nottingham



Oxford



South West Wales

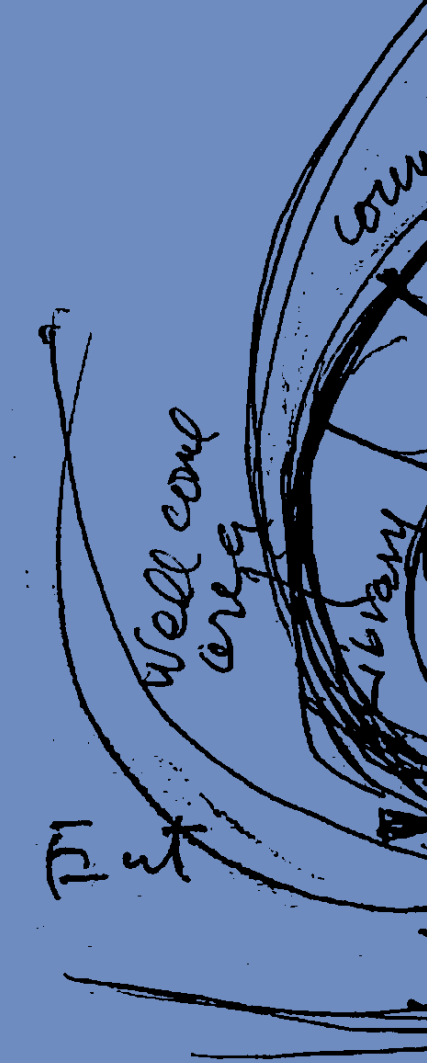


West London





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



The cover image is Kisho Kurokawa's initial sketch for  
Maggie's South West Wales: our 12th Centre and the third  
of three Centres to open in 2011.

Design: Shaw+Skerm