

Annual Report  
and Financial  
Statements  
2011

THE MAGGIE KESWICK JENCKS CANCER CARING CENTRES TRUST  
(Limited by Guarantee)  
Company number SC162451  
Scottish charity registration number SC0244144

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## Welcome from the Chairman of the Board of Directors

Maggie Keswick Jencks said "A diagnosis of cancer is like a punch in the stomach." We're often told that it comes as such a shock, people don't hear anything the Doctor says after the word 'cancer'. It leaves them with a new language to learn, a new normality to adjust to and its implications reach far beyond health, to things like finance, relationships and self-esteem. Maggie's Centres exist to help navigate all of this, providing emotional, practical and social support to people with cancer and their families and friends.

People tell us that they start to feel more positive the moment they arrive at Maggie's, so I am delighted to report that in 2011, we received 100,000 visitors, 10,500 of whom were people newly diagnosed and visiting a Maggie's Centre for the first time; a 30% increase on 2010.

The board takes its responsibilities for overseeing Maggie's development very seriously and for ensuring the money received from our generous donors drives our continued success. As the organisation has grown, we have sought to bring additional expertise to the board and I would like to welcome Graham Cartledge CBE, Alan Eisner, George Robinson and Clara Weatherall, all of whom were appointed to the board in 2011.

Maggie's Professional Advisory Board plays a crucial role in ensuring that our programme of cancer support receives the endorsement of clinicians. It has been joined by three new members, Dr Agusti Barnadas, Professor Lesley Fallowfield and Professor Chris Poole, and is well placed to continue its work on quality assurance and to implement our new research strategy, both of which provide on-going validation of our approach.

Despite the difficult economic environment, 2011 has been another successful year for Maggie's financially, with income increasing by 5% to £12.7m. As a result, expenditure on direct charitable activities, including building new Centres, increased 64% to £11.8 million. Of this, expenditure on our programmes of support within the Centres increased 18% to £4.6 million. We also strengthened the infrastructure which underpins future growth.

As ever, I would like to thank the members of the Board and all the members of our Campaign and Associate Boards for all their help. I would like to thank Chief Executive, Laura Lee, her executive team and all the staff of Maggie's for their efforts throughout the year. Our continued success is a tribute to the hard work of everyone involved.

We look to the future with confidence and hope. The need for support is greater than ever, to help us extend our reach and achieve our ambition of offering support to everyone with cancer in the UK.



Nigel Cayzer

## Report from the Chief Executive

We were able to help more people with cancer than ever before in 2011, which when you hear testimonies like this one from Rani Shukla who used our London Centre, is heart-warming news;

“When I first entered a Maggie’s Centre, I had just been diagnosed with breast cancer and was in a chasm of fear and uncertainty. Having a Centre within easy reach has been vital to helping me cope.”



Directors' Report

Introduction

During 2011, we:

- Implemented and evaluated two new programmes; Getting started with



- Complete and publish studies on our stress management programme and barriers to access
- Review our Quality Assurance framework and implement

Income from individuals reduced by £1.1 million which is a reflection of the timing of donations made for our capital campaigns, as this income largely comprises a small number of very large donations specifically for campaign purposes. Income from Charitable Trusts and Foundations increased by 18%, and was predominantly income donated towards capital campaigns.

Income from the communities around our Centres increased during the year showing just how integral the Maggie's Centre is to its local community and all the more remarkable given the difficult economic environment.

Legacy income can fluctuate from year to year and although income from this source fell during the year the overall trend is



The total funds at the end of 2012 were £25.8 million, of which £19.2 million were held as fixed assets and £6.6 million were net current assets, of which £6.5 million was held in cash.

### Investment Policy

During the year the Directors reviewed the investment policy and agreed that surplus funds should continue to be

- (d) To support the families and carers of people with a cancer diagnosis by the provision of information, practical, psychological and emotional support.
- (e) To initiate and finance research into the care and psychological and physical well-being of cancer patients.
- (f) To initiate training programmes for individuals concerned with the care and psychological and physical well-being of cancer patients.
- (g) To publish and distribute the results of research into the care and psychological and physical well-being of cancer patients.

Maggie's provides support for anyone affected by cancer in an informal, non-institutional environment. The centres are located beside cancer treatment centres, allowing people who have cancer and their family and friends to drop in at any point fo

## Nominations Committee

The Committee is responsible for identifying and nominating candidates for election to the Board and its sub-committees. It is also responsible for monitoring Directors' induction, support and development.

The members of the sub-committees are set out at the end of the Directors' Report







## **Independent Auditor's Report**

To the members of The Maggie Keswick Jencks Cancer Caring Centres Trust (Limited by Guarantee)

We have audited the financial statements of the Maggie Keswick Jencks Cancer Caring Centres Trust for the year ended 31 December 2011 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and the related notes. The financial reporting framework that has been applied in their preparation

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

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## STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 DECEMBER 2011

|  | Notes | Unrestricted<br>Funds<br>£'000 | Restricted<br>Funds<br>£'000 | Endowment<br>Funds<br>£'000 | Total<br>Funds<br>2011<br>£'000 | Total<br>Funds<br>2010<br>£'000 |
|--|-------|--------------------------------|------------------------------|-----------------------------|---------------------------------|---------------------------------|
| <b>Incoming Resources</b>                |       |                                |                              |                             |                                 |                                 |
| Incoming resources from generated funds: |       |                                |                              |                             |                                 |                                 |
| Voluntary income:                        |       |                                |                              |                             |                                 |                                 |
| Grants and donations                     | 2     | 4,306                          | 6,542                        | -                           | 10,848                          | 10,055                          |
| Activities for generating funds:         |       |                                |                              |                             |                                 |                                 |
| Running, hiking and other events         |       | 1,726                          | 3                            | -                           | 1,729                           | 1,924                           |
| Investment income                        |       | 118                            | -                            | 3                           | 121                             | 94                              |
| <b>Total incoming resources</b>          |       | <b>6,150</b>                   | <b>6,545</b>                 | <b>3</b>                    | <b>12,698</b>                   | <b>12,073</b>                   |
| <b>Resources expended</b>                |       |                                |                              |                             |                                 |                                 |
| Costs of generating funds                |       |                                |                              |                             |                                 |                                 |
| Costs of generating voluntary income     | 3     | 3,283                          | 182                          | -                           | 3,465                           | 3,290                           |
| Cost of fundraising events               |       |                                |                              |                             |                                 |                                 |

THE MAGGIE KESWICK JENCKS CANCER CARING CENTRES TRUST  
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**BALANCE SHEET AS AT 31 DECEMBER 2011**

|                                       | Notes | 2011<br>£'000 | 2011<br>£'000 | 2010<br>£'000 | 2010<br>£'000 |
|---------------------------------------|-------|---------------|---------------|---------------|---------------|
| Fixed assets                          |       |               |               |               |               |
| Tangible assets                       | 7     |               | 19,184        |               | 12,481        |
| Current assets                        |       |               |               |               |               |
| Debtors                               | 8     | 1,317         |               | 592           |               |
| Cash at bank                          |       | 6,464         |               | 9,875         |               |
|                                       |       | -----         |               | -----         |               |
|                                       |       | 7,781         |               | 10,467        |               |
|                                       |       | -----         |               | -----         |               |
| Current liabilities                   |       |               |               |               |               |
| Creditors                             | 9     | 1,210         |               | 752           |               |
|                                       |       | -----         |               | -----         |               |
| Net current assets                    |       |               | 6,571         |               | 9,715         |
|                                       |       |               | -----         |               | -----         |
| Total assets less current liabilities |       |               | 25,755        |               | 22,196        |
|                                       |       |               | =====         |               | =====         |
| Funds                                 |       |               |               |               |               |
| Endowment Fund                        |       |               |               |               |               |



**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2011**

1. Accounting policies

Accounting convention

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2011 (cont'd)

1. Accounting policies (cont'd)

Fund Accounting

Unrestricted funds

Unrestricted funds are donations and other incoming resources receivable or generated for the objects of the charity without further specified purpose and are available as general funds.

Designated funds

Designated funds are unrestricted funds earmarked by the D

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2011 (cont'd)

2. Incoming resources from generated Funds

|                                | Un-restricted<br>£'000 | Restricted<br>£'000 | 2011<br>£'000 | 2010<br>£'000 |
|--------------------------------|------------------------|---------------------|---------------|---------------|
| Charitable Trusts              | 66                     | 2,698               | 2,764         | 2,335         |
| Statutory and Big Lottery Fund | -                      | 1,655               | 1,655         | 791           |
| Local Community fundraising    | 2,303                  | 152                 | 2,455         | 2,252         |
| Companies                      | 396                    | 543                 | 939           | 278           |
| Individuals                    | 1,211                  | 971                 | 2,182         | 3,288         |
| Legacies                       | 314                    | 11                  | 325           | 408           |
| People's Postcode Lottery      | -                      | 500                 | 500           | 655           |
| Other                          | 16                     | 12                  | 28            | 48            |
|                                | -----                  | -----               | -----         | -----         |
|                                | 4,306                  | 6,542               | 10,848        | 10,055        |
|                                | =====                  | =====               | =====         | =====         |

3. Total resources expended

|                            | Costs of<br>Generating<br>Voluntary<br>Income<br>£'000 | Cost of<br>Fund-<br>raising<br>Events<br>£'000 | Support,<br>Advice<br>and<br>Information<br>£'000 | Govern-<br>ance<br>Costs<br>£'000 | 2011<br>£'000 | 2010<br>£'000 |
|----------------------------|--|--|---|-----------------------------------|---------------|---------------|
| Staff & related costs      | 2,578  | 388  | 3,054   | -                                 | 6,020         | 5,138         |
| Programme & Centre         |  |  |   |                                   |               |               |
| Running costs              | -  | -  | 248   | -                                 | 248           | 240           |
| Fundraising costs          | 424  | 583  | -   | -                                 | 1,007         | 1,183         |
| Depreciation               | 45   | 7  | 470   | -                                 | 522           | 476           |
| Other costs                | 271  | 43   | 338   | 57                                | 709           | 610           |
| Premises and running costs | 147  | 17   | 469   | -                                 | 633           | 489           |
|                            | -----  | -----  | -----   | -----                             | -----         | -----         |
|                            | 3,465  | 1,038  | 4,579   | 57                                | 9,139         | 8,136         |
|                            | =====  | =====  | =====   | =====                             | =====         | =====         |





7. Fixed Assets



THE MAGGIE KESWICK JENCKS CANCER CARING CENTRES TRUST  
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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2011



NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2011 (cont'd)

18. Reconciliation of net incoming resources to net cash inflow from operations

|                                  | 2011<br>£ | 2010<br>£ |
|----------------------------------|-----------|-----------|
| Net incoming resources           | 3,559     | 3,937     |
| Interest received                | (121)     | (94)      |
| Depreciation                     | 522       | 476       |
| (Increase)/Decrease in debtors   | (717)     | 30        |
| (Decrease)/Increase in creditors | (212)     | 237       |
|                                  | -----     | -----     |
| Net cash inflow from operations  | 3,031     | 4,586     |
|                                  | =====     | =====     |

19. Analysis of movement in net funds during the year

|                          | At<br>1 Jan<br>2011<br>£ | Cashflow<br>£ | Other<br>Non-cash<br>Changes<br>£ | At<br>31 Dec<br>2011<br>£ |
|--------------------------|--------------------------|---------------|-----------------------------------|---------------------------|
| Cash at bank and in hand | 9,875                    | 3,411         | -                                 | 6,464                     |
|                          | =====                    | =====         | =====                             | =====                     |

