

# A different kind of cancer care

## Maggie's 2024 Impact Report



MAGGIE'S



# WELCOME TO MAGGIE'S

At Maggie's, we offer a different kind of cancer care.

For nearly three decades, we've been at the forefront of cancer care, providing free psychological, emotional and practical support for everyone living with cancer, and their family and friends.

Our 24 UK centres are all based in the grounds of major cancer hospitals, so we're easy to find. We work closely with the NHS, but you don't need a referral or an appointment to see us. You can just come in whenever we're open, or use our online support at any time.

Crucially, we can only do this because of the incredible people, like you, who support our work. Read on to learn more about the impact you've helped make for people facing cancer throughout 2024.

## An update from our Chief Executive



People tell us that as soon as you walk into a Maggie's, you can feel the difference. Those who visit our centres tell us time and again we pick them up when they are at rock bottom and help them find a way not just to survive, but to thrive. As I look back on 2024, it's incredible to see how your support has helped us make an impact in this past year.

When our founder, Maggie Keswick Jencks, first had the idea for Maggie's, she wanted everyone with cancer to be able to access this support, wherever they live in the UK. As we approach our 30th anniversary next year, it gives me great pride to know that we are moving steadily closer to that vision.

Thanks to you, our newest Maggie's opened at the start of 2024 in the grounds of the Royal Free Hospital in London, meaning we're now operating at 24 of the UK's major cancer centres. We opened an extension in Newcastle and began work on an extension in Cheltenham. Plus we moved forward with plans for new centres in Bristol, Cambridge, Coventry, Kent and Middlesbrough.

All of this means more people than ever can get support from Maggie's when they need it. During 2024, our reach grew significantly, with more than 327,000 visits to our centres across Scotland, England and Wales or online. Importantly, that included more than 88,000 people who had never been supported by Maggie's before.

Maggie's offers a wide range of support, which 48% of people with cancer have accessed in areas where a Maggie's currently exists. Our goal is to listen, and to understand each person's unique circumstances, so they can benefit from the support that's most helpful for them.

In this report, you'll hear directly from some of our centre visitors about what Maggie's means to them – like Davy, who found a release and a way to cope with his emotions after his wife, Lorna, was diagnosed with stage four cancer. Or Teresa, who joined a Where Now? course to learn how to manage the challenges of finishing her treatment. They, and the thousands of people who access our support every week, are the reason Maggie's exists.

All of this is entirely funded by voluntary donations, and we are immensely grateful to everyone who has supported our work at a time when so many face financial pressures. Of course, the rising cost of living is also having a major impact for people with cancer, which means we're needed more than ever. It's humbling to know that so many people, like you, continue to back our mission.

So, on behalf of everyone at Maggie's, thank you for all that you do. Together, we can continue to provide a different kind of care for people with cancer, and all those who love them.

Dame Laura Lee DBE  
Chief Executive, Maggie's



# THE SUPPORT WE OFFER

At Maggie's, we offer expert emotional and practical support for people with cancer, and their families and friends, at every stage – before, during and after treatment.

Our centres are specially designed to be calming, friendly and welcoming spaces. At a Maggie's, there are no signs or clocks on the walls, no uniforms or name badges. You can just come in, and stay for as long as you need.

Our programme of support is based on evidence and designed to sit alongside NHS services. From individual support to group workshops and online resources, we share ways to help people navigate their cancer experience, and to cope with the challenges cancer can bring.



## Managing emotions

We offer psychological support to help people manage their feelings before, during and after treatment.



## Managing practically

We provide practical guidance for managing day to day life – everything from money and work, to travel and practical health tips.



## Managing symptoms and side effects

Our trained experts guide people on what to expect from their cancer treatment, including the side effects and when to seek help.



## Managing socially

We offer support to help people with cancer manage personal relationships, and decide how and when to talk to friends, family and employers about cancer.



## Supporting someone with cancer

We provide practical and emotional support for people who are caring for someone with cancer, as well as support for those who are grieving for someone they love.

## Our UK centres

We now have 27 centres across England, Scotland and Wales, based in the hospital grounds of major cancer centres and a further 5 sites are in development.

### ● Maggie's at NHS sites



#### Scotland

- 1 Edinburgh
- 2 Lanarkshire
- 3 Dundee
- 4 Aberdeen
- 5 Highlands
- 6 Fife
- 7 Glasgow
- 8 Forth Valley

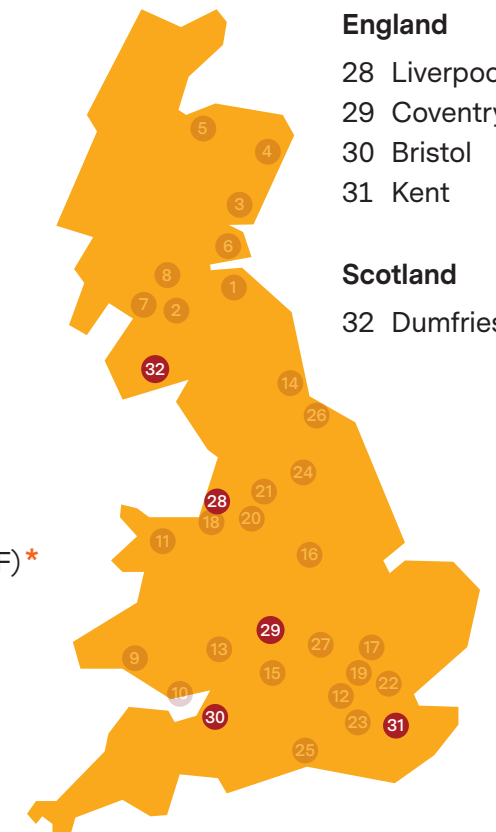
#### Wales

- 9 Swansea
- 10 Cardiff
- 11 North Wales (SMF) \*

#### England

- 12 West London
- 13 Cheltenham
- 14 Newcastle
- 15 Oxford
- 16 Nottingham
- 17 Cambridge (interim)
- 18 Wirral (SMF) \*
- 19 London (Royal Free)
- 20 Manchester
- 21 Oldham
- 22 London (Barts)
- 23 The Royal Marsden (Sutton)
- 24 Yorkshire (Leeds)
- 25 Southampton
- 26 Middlesbrough
- 27 Northampton (Opening in autumn 2025)

### ● Maggie's sites in development



#### England

- 28 Liverpool (SMF) \*
- 29 Coventry
- 30 Bristol
- 31 Kent

#### Scotland

- 32 Dumfries

\* (SMF) means funded by Steve Morgan Foundation

# A snapshot of our year

Across 2024, you helped us reach even more people who needed us.

Thanks to you, we were able to be here for more people than ever before – offering a space to breathe, and a place to get the support they need.

Across 2024, we facilitated:



327,405

total visits to our centres across Scotland, England and Wales, bringing us closer to our target of enabling 500,000 visits a year by 2027.



51,335

new visits from people with cancer – that's **14% of all people diagnosed with cancer** in 2024, or 48% of all people diagnosed with cancer in areas where there's a Maggie's. That's a **13% increase** on 2023. This means we've achieved our goal of supporting 50,000 newly diagnosed people a year, three years ahead of our target.



355,390

support sessions for new visitors with cancer, enabling people to speak to our Cancer Support Specialists or psychologists, and join peer support groups.

Crucially, our visitors have told us about the difference this support makes, with 98% telling us they feel that we have been able to meet their needs.

Your support also helped expand our reach to people in new areas and more people in existing areas.

We were able to:



Open **one new centre** in North London, at the Royal Free Hospital.



Extend **two centres** through an annex in Newcastle and an extension in Cheltenham.



Start work on **three more centres** in North Wales, Northampton and Middlesbrough.

That means more people facing cancer will have a warm, welcoming space where they can find expert support and someone to listen.

And you enabled people to get support at every stage of their cancer experience.

This included:

Supporting people to get ready to start cancer treatment

We supported

12,860

people at Getting Started and Getting Ready sessions. When asked, 94% of visitors said they were referred by a clinician or a member of healthcare staff.

Developing the tools to cope practically and emotionally

We saw

16,310

attendances on our Managing Stress course and at our relaxation and mindfulness sessions.

Providing practical support with financial worries

We held

50,570

benefits advice sessions, and Maggie's benefits advisors supported people to claim over **£53 million**, helping to remove some of the financial pressures that can come with a cancer diagnosis. For every £1 we spent on our benefits advice service, we were able to help people claim £40 in financial support.

Supporting friends and family

We facilitated

37,145

new visits from friends, family and carers of people with cancer, providing space for them to talk, as well as support to improve their understanding and better care for the people they love.

Preparing people for life after cancer

We recorded

5,741

attendances to our Where Now? course, which supports people to manage the practical and emotional challenges that can come with the end of cancer treatment.

Supporting people with advanced cancer

We facilitated

23,726

visits to our Living with Ongoing Cancer course, which allows people with incurable cancer to understand the support available and discover ways to manage their emotions. This included **12,451** visits from people supporting a friend or family member with advanced cancer.

# Getting ready for treatment

Being told you have cancer can be a huge shock, and it’s natural for people to feel concerned about what’s ahead as they prepare to start treatment.

At Maggie’s, we support people to get ready for their treatment, and talk to them about what to expect, helping them to feel more in control.

In 2024, with your support, we delivered:

11,115

**Getting Started sessions** for people to learn about treatment options, potential side effects, and the decisions they may need to make as part of their treatment.

1745

**Getting Ready sessions**, supporting people to manage their physical health and emotional wellbeing, so they feel as well as possible before they start treatment.

761

**nutrition advice sessions**, giving people the knowledge they need to eat well during their treatment, and supporting their ability to cope and recover.

22,567

**visits to our exercise and guidance sessions**, encouraging people to stay physically active so they can manage their treatment more easily.

As a result:



83%

of Maggie’s visitors said they felt more knowledgeable about their treatment.



85%

said they felt more confident about going into treatment.

“I feel like I have a visual picture of what the treatment entails and I know this will make me feel calmer for having my treatment.”

# VIV’S STORY



“When I got my original breast cancer diagnosis, I was told that I would only need a lumpectomy, radiotherapy and tablets. And I felt kind of ok about that.

But then things changed in the autumn, the diagnosis changed to grade three. I was told I would need chemotherapy, as well as second surgery, radiotherapy and tablets. And that was when I had – what I would call – my wobble.

I felt very worried, scared, anxious. My head was all over the place. And that’s when I said to my partner Ian, we need to go to Maggie’s.

Caroline, the Centre Head, took time to listen, talked me through it, reassured me, and helped me reframe my anxiety.

**When we left, although nothing had changed about my cancer diagnosis, I was just mentally in a much better place.**

I signed up for any and all the courses that were available. I went to Prehabilitation, all about health and exercise and the mind, then Chemo Talks (Getting Started), so we knew what to expect when we started treatment.

They gave you lots of hints and tips, how to prepare for treatment, what to expect. And they’re so knowledgeable, so experienced, you can ask any question, no question is silly.

Friends and family haven’t been through the cancer journey – but people at Maggie’s just get it. They can almost anticipate what you’re going to say. They helped me get my head back in order.”



# CARA'S STORY



“When I was diagnosed with cervical cancer, this time was a bit of a blur, there were a lot of scans and appointments. You are in a state of survival.

My partner Timmy and I had to decide if we wanted to freeze eggs with a view to starting a family in the future.

I underwent six rounds of chemotherapy, 25 sessions of radiotherapy, and I also had brachytherapy.

But then a scan showed the tumour had grown and I would need an operation. The surgeons removed my womb, ovaries, cervix, bladder and part of the bowel leaving me with two stoma bags.

I was horrified by the thought of the surgery. I didn't realise that it could mean losing my bowel and bladder. I was devastated.

That was a really hard day, I kept thinking 'how did we end up here'.

**When I turned to Maggie's for support, I found a lot more than I could imagine.**

I got counselling support which really helped me with the conflicted feelings I had, but it was also somewhere just to sit and be with people who understood.

Maggie's staff were kind and supportive and exactly what I needed.

It is such a calm and accepting place.

I am grateful I am alive and have a fairly healthy body, I will get used to living with a stoma and if we are meant to have babies then we will.

Since August 2024 I have been in recovery, although that's been far from simple.

You have to have hope because as soon as you lose hope, what have you got?"

## Coping with emotions

Living with cancer means dealing with the range of emotions that can come with it, such as stress, worry, or loss of confidence.

Maggie's is a space for people to talk about how they're feeling, in a way that's right for them – whether that's through informal drop-in sessions for cancer support, or talking to one of our Clinical Psychologists.

**Thanks to you, in 2024 we were able to:**

**Deliver**

**14,839**

sessions with qualified psychologists, who can work with people to support them to find ways to manage their emotions.

**Host**

**2,400**

visits to courses that support people to manage stress effectively.

**Welcome**

**9,998**

attendances to relaxation sessions. Relaxation support has been proven to reduce feelings of stress, pain and anxiety.

**Enable**

**5,715**

attendances for sessions supporting people with their body image, meaning they can cope better with changes such as scarring or hair loss.

**Because of this...**

**97%**

of Maggie's visitors told us they felt we were able to improve their ability to manage stress.

“Psychological support has given me greater insight into my anxiety, and the skills and understanding to help myself. I'm truly grateful.”

# Support with money worries

A diagnosis of cancer can also bring worries about money. Many people face extra costs because of their cancer or may not be well enough to work, and it can be hard to know what support is available.

At Maggie’s, our Benefits Advisors can relieve some of this worry. We provide practical support from understanding what you are entitled to, to claiming benefits or applying for parking permits. **Overall, for every £1 we spent providing benefits advice this year, we were able to help people claim £40 in vital financial support.**

Because of your support, in 2024 our benefits advisors were able to:

Work with people to successfully claim

£53 million

in benefits they were entitled to, removing a source of stress at an already difficult time.

Hold

50,570

benefits advice sessions, providing practical support when people need it most.

What’s more:



89%

of Maggie’s visitors said we helped improve their confidence in talking to their employers about their diagnosis.



84%

said support from Maggie’s helped them go back to work as soon as they felt able to.

“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.”

# DELLASIE’S STORY



“When the doctor told me I had breast cancer, the first thing I thought about was my son. I’m a single parent and I’m all he has.

I had to find a way to explain to him what was going on but he was so young; how do you tell a 3-year-old that his mum has cancer in a way he understands?

I found Maggie’s about halfway through chemo. It feels like a home away from home and you can forget that you’re in the hospital. When I came to Maggie’s, I would just chill. I even take my shoes off here I’m so relaxed.

I wasn’t working, but my employers made an error which meant I wasn’t receiving the benefits I was entitled to. I was falling into debt and I wasn’t able to pay my rent.

**I applied for PIP but my application was declined. It was a nightmare until Maggie’s stepped in.**

Robert, the Benefits Advisor, helped me to appeal this at a tribunal, where we won the case. I’m really glad that I had his support. He really fought for me. I don’t think I would have won the case had I not had Maggie’s in my corner.

Having that money coming in allowed me to clear a lot of my debts. It was my only source of income.

I didn’t have to worry about food, petrol, the basics. I don’t know what I would have done without that money. I would have fallen into more debt, I’d probably have been evicted.

Whenever I’ve felt like giving up, I would think about my son and how he needs me. He’s the reason I’ve kept going.”



# NUMAN'S STORY



"I first heard about Maggie's opening in Oldham through an advert in the hospital where I work as a Chaplain.

I remember going in thinking the centre looked nice, but I didn't know just how much Maggie's could do until I got cancer.

When I came into the Oldham centre, I was so welcomed by everyone.

I used to come to Maggie's when I wasn't feeling well. The chemotherapy would make me feel tired and affected my body.

Sometimes I only felt like sleeping, but sometimes I would go out and felt ok, I would do a little bit of work and then I'd get tired. So I would go for a walk to Maggie's.

**Whenever I came in, I was treated like a king.**

Everyone would be looking after me. I would think "I am not on my own, there are people supporting me."

I would look out of the window, sit for an hour or two, then I'd walk back home, so I could have a little bit of a walk with a rest at Maggie's.

In other places you get people asking over and over "What do you want?" but in here people ask "how are you?" and offer a cup of tea, coffee or fruit and then have a chat.

This is a positive way of helping; it is like people understand. Maggie's gives you that feeling that you are a special guest."

## Managing symptoms and treatment side effects

Cancer can cause a range of symptoms, and treatments can also cause side effects. Although everyone will be affected differently, there are some common things to look out for.

At Maggie's, we talk to people about what to expect from their cancer and treatment. We offer expert guidance on how to manage the symptoms and side effects, and support people to know when they might need to seek more help.

**Your support meant that in 2024, we could host:**



# 4,995

visits to workshops or courses on living with the most common symptoms of cancer and side effects of treatment, allowing people to feel more in control.

**This included:**

## 1,274

visits to workshops or course sessions focused on menopause or androgen function and cancer.

## 491

visits to support sessions focused on problems with sleep.

## 784

visits to cognitive rehab sessions, supporting people who have experienced problems with their thinking and memory.

**And thanks to this:**

## 84%

of Maggie's visitors said we helped them improve their understanding of cancer and its treatments, while 85% said they felt more confident before starting their treatment.

"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."



# Supporting friends and families

When someone close to you has cancer, it can be tough to support them while also trying to manage your own emotions and find answers to your questions.

That’s why Maggie’s is here for everyone facing cancer, including family, friends and carers. Whether it’s through a support group, one of our workshops or courses, or talking to one of our experts, we’re here to develop the tools with people to cope – both emotionally and practically.

Thanks to our supporters, in 2024 we were able to:

Provide

4,700

sessions with Clinical Psychologists for friends or family members of people with cancer. This included 22 sessions that were funded by BBC Children in Need.

Host

1,236

visits to support groups and courses for family and friends of people with cancer.

Facilitate

3,960

visits to courses or workshop sessions to support people who are going through a bereavement.

Thanks to this, the friends, family members and carers who visited Maggie’s told us our support made a real difference:



99%

said we helped them feel less alone.



84%

said we improved their understanding of cancer and cancer treatments.



97%

said we improved their ability to manage stress.

“My husband and I first went to Maggie’s for advice on how to tell our children about my diagnosis... Both my children and my mother saw one of the psychologists there. Meanwhile, my husband has also used the centre to relax whilst waiting for me during my hospital visits.”

# DAVY’S STORY



“Lorna and I had been together since just before she turned 16. We’ve been married 37 years, together for 39.

In October 2020, Lorna was admitted to hospital with a possible stroke. After several MRIs, we were told that she had a tumour on her brain.

She had surgery to remove the tumour two weeks after being diagnosed. However, the week before Christmas, the oncologist told us that it was stage four; the cancer was terminal.

Neither of us could deal with this news that had just come completely out of the blue.

Every morning, we drove to Inverness for treatment and back and forth for months. I knew the Maggie’s centre was there, right beside the hospital, but had never been in. A radiotherapist told me that if I was struggling, I should go and see them.

As soon as I walked in, a friendly volunteer offered me a drink. I met Eilidh; I told her my story and I ended up in a mess; I just wasn’t coping at all. But I felt okay afterwards.

**It was a release; the pressure came off after I opened up.**

I made another appointment to come back. I’ve been there ever since every other Wednesday, without fail.

We would talk about everything: how I was coping, how my two boys were, how to deal with our emotions and the day to day.

I’ve been going to Maggie’s this whole time, I didn’t stop when Lorna died. Once a month, I see Jack, the psychologist, before I see Eilidh, and we have a good chat.

I think that what I have seen and had to deal with has scarred me for life. But to know the support is always there, to go for a blether and have a cup of tea and a cake. I always feel so much better when I come out.”

# STEVE'S STORY



“When it was confirmed that I had cancer, I was convinced it was a death sentence.

My sister had told me about Maggie’s, so I arranged to come in and see Sinead, the Centre Head.

We spoke for about two hours. Sinead got me from my lowest point, to understanding that I was in a relatively good position.

The cancer was contained; it hadn’t spread and, from this, I was able to start processing what was going to happen.

I kept coming to Maggie’s alongside my recovery. In my downtime, I come for a chat and a coffee.

**You sense the warmth as soon as you come in and I’ve met so many lovely people.**

I started coming to the men’s group and I didn’t know anybody at first, but I listened to the other guys’ stories. At the end of it, I felt total inspiration. Some of the things people had gone through were horrendous, but what I drew from it was the positivity.

I’ve got a completely different perspective on life. I guess like a lot of people, I used to walk around with blinkers on. These have come off now and I walk around with my head up, taking in things around me and appreciating them more.

At the men’s group, I absorb so much positive energy. I can see that I have a light at the end of the tunnel. It helps me immensely.

Some men shy away from places like Maggie’s and think that they can deal with this on their own. But it’s bravado, it’s nonsense.

I don’t mind admitting that I came here because I was lost. But when I left, I was in a good place.”

## Talking to people with shared experiences

It’s not always easy to explain how you’re feeling about your cancer experience to people who don’t know what you’re going through.

But Maggie’s is a space where people with shared experiences can come together and support each other around the kitchen table. Our expert-led peer-to-peer groups and facilitated support sessions provide a place where it’s safe to talk and express emotions or worries, and where people can learn from others in a similar situation.

**With your support, throughout 2024 we facilitated:**



# 24,583

visits to our expert-led peer support groups, enabling people to feel less alone and get encouragement from others who understand their experiences.

**Among these were:**

## 11,488

visits from men with cancer.

## 8,444

visits from women with cancer.

## 3,847

visits from friends or family members of someone with cancer.

## 9,350

visits from people with advanced cancer, and their friends and family members.

## 170

visits from people under 25 with cancer, and their friends and family.

“On completing my treatment, I found that the support from Maggie’s took care of my mental health. They provided guidance and a network of others feeling and experiencing the same post-treatment. It was invaluable. If I hadn’t had access to this, I would have struggled to find this support elsewhere.”



# Life beyond cancer

We know that a person’s experience with cancer doesn’t simply end when treatment stops. So at Maggie’s, we’re here for as long as someone needs us.

We’re here when people are dealing with the challenges of finishing treatment, from the emotions this can bring up to the practicalities of going back to work and day to day life.

We’re here for those with advanced cancer and the people who love them. And we’re here for people who are dealing with a bereavement, including young people who have lost someone they love.

In 2024, you helped us to facilitate:



5,741

attendances to our Where Now? course, supporting people to prepare for the end of their cancer treatment.



1,540

support sessions with a qualified psychologist for adults who are bereaved, and 501 of these sessions for under-25s.



23,726

visits to access our Ongoing with Cancer support, giving people space to talk openly about the impact of living with an advanced cancer diagnosis. Just over half of these visits (52%) were from people who were caring for someone with advanced cancer.

# TERESA’S STORY



“I’d heard about how lovely Maggie’s was through friends. So when I was diagnosed with anal cancer, I knew exactly where to go for support.

As soon as I stepped foot into Maggie’s, the energy felt different.

I could see at once that it was a safe space where I would be understood. I felt protected.

I’d call in now and then during my treatment to have a cup of tea and a chat. But after my treatment finished, Maggie’s came into its own. I needed to go out and not sit in the house worrying. Maggie’s was the logical place to go.

Luckily, about a week after I finished my treatment, a Where Now? course started so I joined.

Each week, we’d learn something new and different people came to talk to us.

Dieticians, psychologists, oncologists; we would practice relaxation and breathing techniques and learn how they can help reduce fatigue, lower stress and anxiety.

**But the best part was the other people I met. Their resilience and their stories really helped me.**

I had good news about a recent scan and when I messaged the group, they were so supportive. I can tell my friends, but they don’t understand it in the same way as somebody else who has waited for a scan result.

That was actually the first time I cried since my cancer diagnosis: tears of relief.

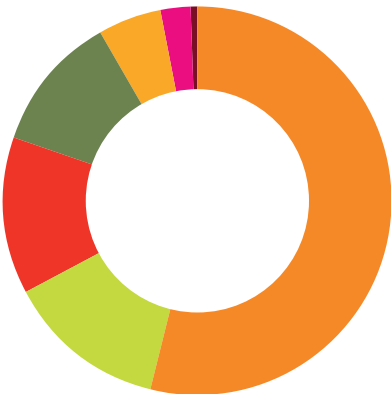
The way I feel at Maggie’s is the most important thing. It’s a feeling that I can go there, be as open as I want, share absolutely anything and not be judged.”

# How we raised money

None of this would be possible without the people and organisations who donate and fundraise to support people with cancer. In 2024, we raised money from a variety of sources:

Total income

£30,197,000



■ **£16,296,000**

**Donations**

Income from supporters who made regular or one-off donations, organised events or fundraised to support Maggie's.

■ **£1,581,000**

**Legacies**

Money that people generously left to Maggie's in their Wills.

■ **£769,000**

**Bank interest and other**

Interest and dividends receivable from our bank accounts and investments, and income from partnerships with other cancer organisations.

■ **£90,000**

**Facebook challenges**

This includes income from participants and their supporters who have completed challenges on Facebook

■ **£3,500,000**

**People's Postcode Lottery**

Charitable support we received from players of the People's Postcode Lottery.

■ **£3,929,000**

**Charitable trusts, companies and statutory**

Income from companies, including staff fundraising, corporate donations and income from the National Lottery Community Fund.

■ **£4,032,000**

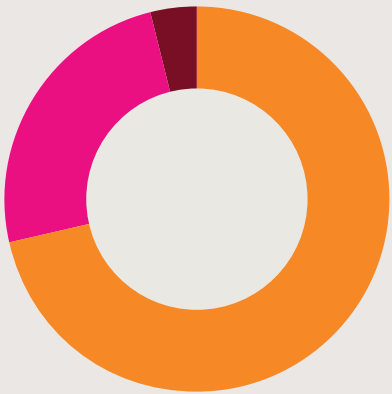
**Fundraising events**

Income from fundraising events such as dinners and balls, other events and sale of merchandise.

# How your support made a difference

Total expenditure

£35,208,000



■ **£25,201,000**

**Activities to support people with cancer**

Providing our in-person and online support programme, operational costs of our centres, building new centres and renovating and upgrading existing ones.

■ **£1,367,000**

**Cost of fundraising events**

Costs associated with running, cycling and walking events, as well as events such as fundraising dinners and balls.

■ **£8,640,000**

**Cost of generating voluntary income**

Money invested in raising further income, not including the cost of events.

More information about our income and expenditure during 2024 can be found on our website: [maggies.org/accounts](https://maggies.org/accounts)



# Our plans for the future

## Maggie’s five-year strategy, 2023-2027

We are now midway through our five-year strategy, which aims to take us closer to our long-term goal of having a Maggie’s at every major cancer hospital in the UK.

At the core of this strategy is a focus on continuing to provide excellent care and support for people with cancer, and the people who love them.

To achieve this, we’re working to raise awareness of Maggie’s, designing and building exceptional new places, and seeking to inspire and grow support for the charity. Our ultimate aim is to be able to reach – and support – as many people as possible.

### By 2027, we’re aiming to:

Support

15%

of people in the UK who have a new diagnosis of cancer – that’s 50,000 people. We have achieved this goal in 2024, three years ahead of our target.

Have

30

Maggie’s centres open or planned at cancer centres across the UK.

Raise

£30m

to develop new centres over a three-year period.

Facilitate

£500,000

visits from people with cancer, and their families and friends, each year.

Raise

£125m

so we can be there for everyone with cancer and the people who love them.

Achieve

50%

brand awareness across the UK public.

Continue to improve our support, with at least

98%

of people saying their needs have been met.

# OUR GOALS FOR 2025

## Across this year, with your support, we aim to:



### Deliver excellence in care and support

Ensure **98%** of Maggie’s visitors feel satisfied with the support they’ve received from us.

Ensure at least **95%** of visitors feel we have been able to meet their care needs.



### Raise awareness and reach more people

Welcome at least **55,000** people with cancer who are visiting us for the first time.

Host **355,000** visits to our centres in the UK from people with cancer and those who love them.

Generate and support **1.2 million** visits to our website and online resources.

Build on previous successes to raise more awareness on the topics of **men’s mental health** and the **crash menopause**.

Increase brand awareness so more people recognise Maggie’s: to **2 in 5 people** living with cancer, **1 in 4 people** who have family or close friends with cancer, and **1 in 5 people** across Scotland, Wales and England.

Generate media coverage about **cancer and employment**, and how employers can support people to return to work.



### Design and build exceptional places

Open new centres in **Middlesbrough, Northampton** and **North Wales**.

Open the new annexe at Maggie’s in **Newcastle** and the extension at Maggie’s in **Cheltenham**.



### Inspire and grow support for Maggie’s

Raise **£26.8m** in income, so that we can continue to be there for the people who need us.

Raise **£5m** towards the development of new centres.

Ensure Maggie’s colleagues feel well informed and connected to the charity, achieving at least an **80%** rating on 5 key metrics in our all-staff survey.



# HANNAH'S STORY



“My mum’s name was Pat. She was a bubbly, outgoing character with lots of friends. We had a very strong bond.

In 2023, we found that she had liver cancer in her bile duct: cholangiocarcinoma.

Very strangely, this is identical to the cancer my mother-in-law, Elsie, had. I have never seen a woman of such steel. But sadly, she wasn’t well enough to go through cancer treatment.

In the end, both my mum and my mother-in-law died peacefully. But one big difference is that I had Maggie’s when my mum was ill.

Having seen my mother-in-law’s illness, I knew exactly what we were facing and I was afraid to face it again. I needed something to get me through this next obstacle, and also to prop my mum up.

I thought that Maggie’s might be a nice place to sit, with a cup of tea and have two minutes to ourselves. But I was blown away.

**Going up the path into Maggie’s is like stepping into another world, it feels special.**

When we came in, my first thought was ‘wow’. The building took our breath away. We met Vicky who was very welcoming and came to sat with us.

My mum was offered a relaxation session right away, which was just what she needed. It also gave Vicky and I a chance to talk, for me to let my guard down. Vicky asked “the question is, how are you doing?” She just let me talk.

Mum came out of the relaxation session feeling refreshed. It meant that we all got a little escape that day and it built me up for the next round of what was to come.

Nowhere else let me breathe like Maggie’s. I want my story to help bring Maggie’s to more people and places.”



## 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.



# Thank you

Maggie’s is able to be here for people with cancer, and the people who love them, thanks to the dedication and hard work of many individuals. We are grateful to all the people listed below and many thousands more who share their expertise, offer guidance and support, volunteer, donate and fundraise to make our work possible.

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“As soon as I stepped foot into Maggie’s, the energy felt different.

I felt protected. I felt I could breathe.

The way I feel at Maggie’s is the most important thing. I can go there, be as open as I want, share absolutely anything and not be judged.

Maggie’s should, without a doubt, be at every single cancer centre.”

Teresa, centre visitor, Maggie’s Swansea

Maggie’s is entirely funded by the generosity of all those who donate, fundraise and leave gifts in their Wills.

To find your nearest centre or to support us:

 [maggies.org](https://maggies.org)

 [enquiries@maggies.org](mailto:enquiries@maggies.org)

 0300 123 1801

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