



# Bringing light in the darkest hours

Impact and achievements  
2015-16



# Thank you

With your support, we're helping people living with a terminal illness to get the most from the time they have left.



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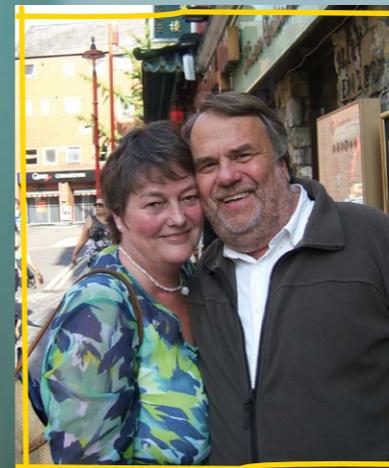
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“The Marie Curie Nurses were always so kind, gentle and compassionate.”

Hilary's husband Mike was cared for at home by our nurses.

# Our year in numbers

The care we provide depends on the support of people like you. We were there for more people in more ways than ever before in 2015/16. Thank you for making it possible.



Over **50,000** people helped by our services

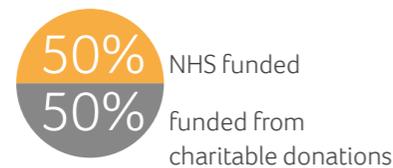


Marie Curie Nurses

**31,755**  
people cared for

**2,176**  
nursing staff

**1.2 million**  
hours of care provided

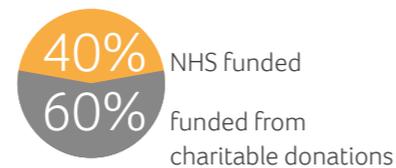


Marie Curie Hospices

**8,638**  
people cared for (3,139 as in-patients)

**4 out of 9 hospices**  
ranked in the top 10 in England (based on a PLACE audit of facilities)

**'Outstanding'**  
CQC rating awarded to the Marie Curie Hospice, West Midlands



Marie Curie Helper

**979**  
households supported

**460**  
active Helper volunteers

**7**  
new services launched



Information and support

**9,936**  
calls to our Support Line

**98.3%**  
of callers said they would recommend the service

**654,875**  
views of information and support webpages



Research and development

**£1.6 million**  
of funding given to our research centres

**75**  
research papers published

**£1 million**  
in grants given to research groups across the UK





Brian Morrison/Marie Curie

# Welcome to our Impact Report



Dr Jane Collins  
Chief Executive

When you're living with a terminal illness, or looking after a loved one at the end of life, it's crucial that you can get the right care and support when you need it.

By being there for people when they need us, whether they're living with cancer or another terminal illness, Marie Curie helps people get the most from the time they have left.

This year, we have been privileged to help over 50,000 people at the end of their lives, as well as their families. Nursing remains at the heart of what we do. Marie Curie Nurses and Hospices cared for more people in 2015/16 compared to the previous year.

At the start of the year, we launched our new information and support service, comprising the Marie Curie Support Line, the online Marie Curie Community, and extensive website information.

With these new services we're pleased to say that we are now supporting people in more ways than ever before. We would like to pay tribute to the hard work, passion and generosity of the fundraisers, volunteers and supporters who have made this possible. This report sets out what you have helped us achieve over the last year.

There is still more to be done to improve the way people are cared for across the UK at the end of life. Your support, for which we are immensely grateful, is absolutely vital in helping us to reach the people who need us with the care and support they need at the end of life.



John Varley  
Chairman

JECollins

John Varley

## Nurses like Elizabeth do something amazing

They care for people with a terminal illness around the clock and make it possible for them to be looked after at home, surrounded by their loved ones, at the end of their lives.

“It’s such a huge difference when you care for someone in their own home rather than in a hospital.

The most comforting thing for loved ones is knowing that the person wanted to stay at home and got their dying wish, surrounded by

family, friends and pets. And that they’ve been comfortable, peaceful and dignified until the end. That sums up what Marie Curie is all about.”

Elizabeth Wolley,  
Marie Curie Nurse

# 93%

of people surveyed rated our nursing and hospice services as ‘very good’ (the highest possible rating).

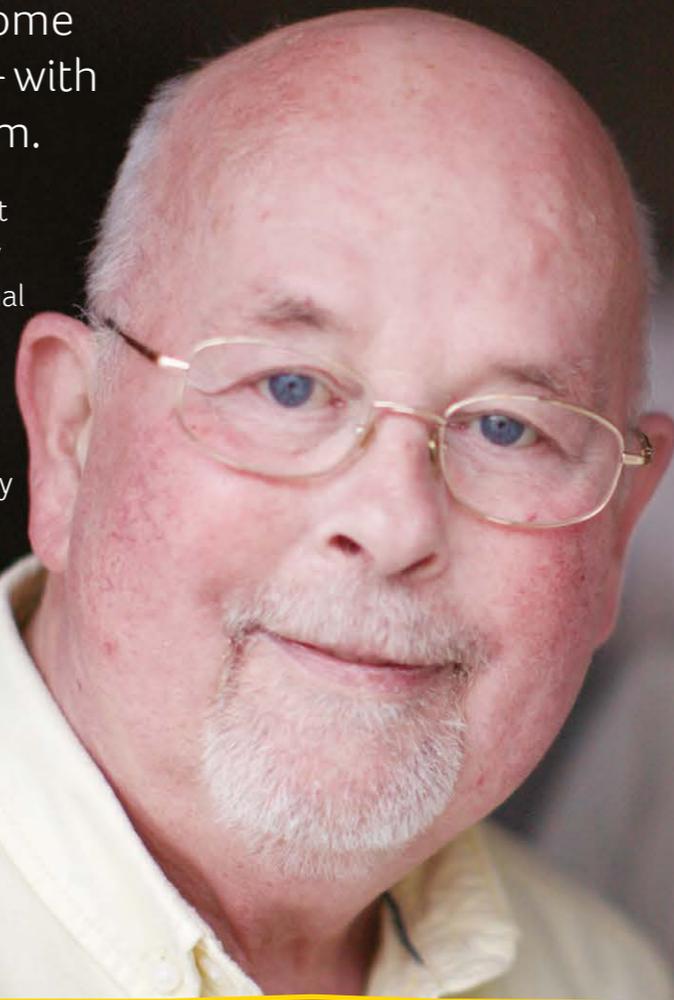
## Our nurses bring comfort through the hardest times

At the end of their life, people should have the choice to stay at home where they're comfortable – with their loved ones around them.

This year, our **2,176** nurses worked night and day to make this choice a reality. They provided hands-on care and vital emotional support to **31,755** people living with a terminal illness, and their families.

Making a total of **249,569** visits, they provided **1.2** million hours of high-quality care, bringing peace and comfort to patients and their loved ones.

**Find out more**  
[mariecurie.org.uk/nurses](http://mariecurie.org.uk/nurses)



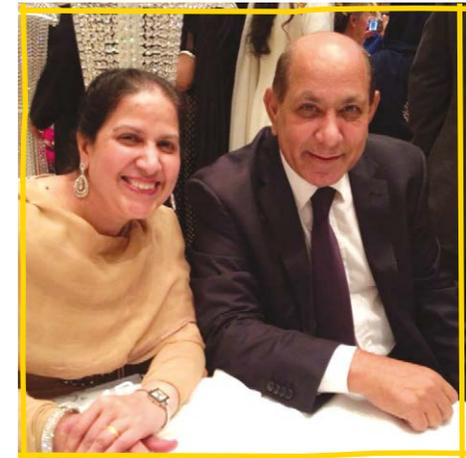
## Aisha's story

Aisha's father-in-law Mohammed was diagnosed with interstitial lung disease two years ago. Our nurses cared for him at home in the final months of his life.

"The extraordinary commitment the Marie Curie Nurses showed Dad is beyond words. He was cared for with love, dignity and respect. Having a nurse there meant Mum could finally get some sleep.

"He was an amazing, strong man – an angel taken from us far too soon.

"We very much appreciate that Dad's last days were spent at home with his family, and that wouldn't have been possible without the support and care he had at home from Marie Curie Nurses."



# Our hospices give people the best possible quality of life

Our nine hospices don't just offer vital round-the-clock specialist care and support at the end of life. They're friendly places that help people enjoy a better quality of life when they're living with a terminal illness, whilst supporting their loved ones.

This year, our hospices cared for **8,638** people. That includes **3,139** patients staying in our hospices, and **5,499** who visited for medical care and advice, as well as a range of other high-quality services and therapies – from physiotherapy and gym exercise to massages and pet therapy.

Our passion and commitment to delivering high-quality hospice care was recognised by a number of awards, including a Care Quality Commission rating of **'outstanding'** awarded to the Marie Curie Hospice, West Midlands.

**Find out more**  
[mariecurie.org.uk/hospices](http://mariecurie.org.uk/hospices)

### Our nine hospice locations



- 1 Glasgow
- 2 Edinburgh
- 3 Belfast
- 4 Newcastle
- 5 Bradford
- 6 Liverpool
- 7 West Midlands
- 8 Cardiff and the Vale
- 9 Hampstead

# 99%

of patients said they were likely to recommend our services to friends and family.



Katie Hyams/Marie Curie

## Ann's story



After being diagnosed with renal cancer, Ann was cared for at the Marie Curie Hospice, Edinburgh at the end of her life.

“The staff are absolutely brilliant. They come straight away and help when I need them. There’s no wait compared with the hospital,” said Ann.

She enjoyed various therapies – including hand, head and feet massages – during her time at the hospice.

“The chef is just great too; when I didn’t fancy certain food they made what I wanted whether that was sometimes just beans on toast or an omelette.”

Ann’s three daughters, Katherine, Paula and Alison, visited their mum regularly in her final weeks.

“The Marie Curie staff were wonderful with Mum. They were very kind to us, offering us accommodation so we could stay and support her at the end,” says Paula.



“The fresh air and seeing the birds – being outside at the hospice, it feels like being at home in my own garden.”

Ann, hospice patient

# How information and support is making a difference

Good quality, clear information can feel like a lifeline when you're living with a terminal illness and trying to navigate complex issues and choices.

We're making easy-to-understand information and support available to everyone who needs it. That's why we launched our information and support services in April 2015: to make sure anyone affected by terminal illness can get the answers they need, when they need them.

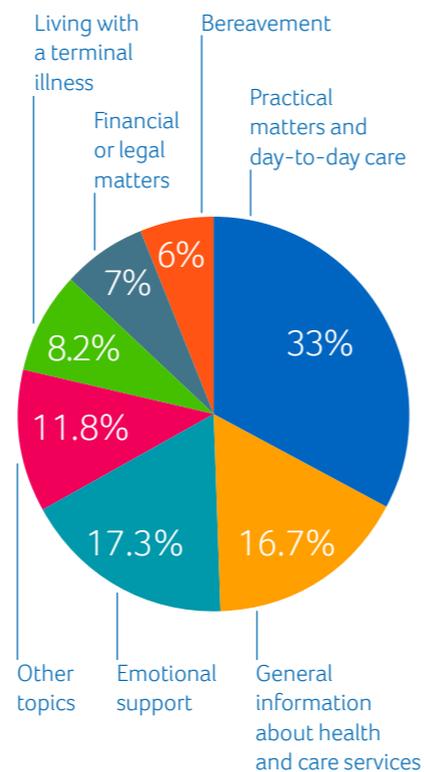
In its first year, the Marie Curie Support Line has already received **9,936** calls. We provide expert advice on a range of topics (see diagram), and by March 2016 were receiving nearly **1,000** calls each month.

Our online Marie Curie Community, where people can

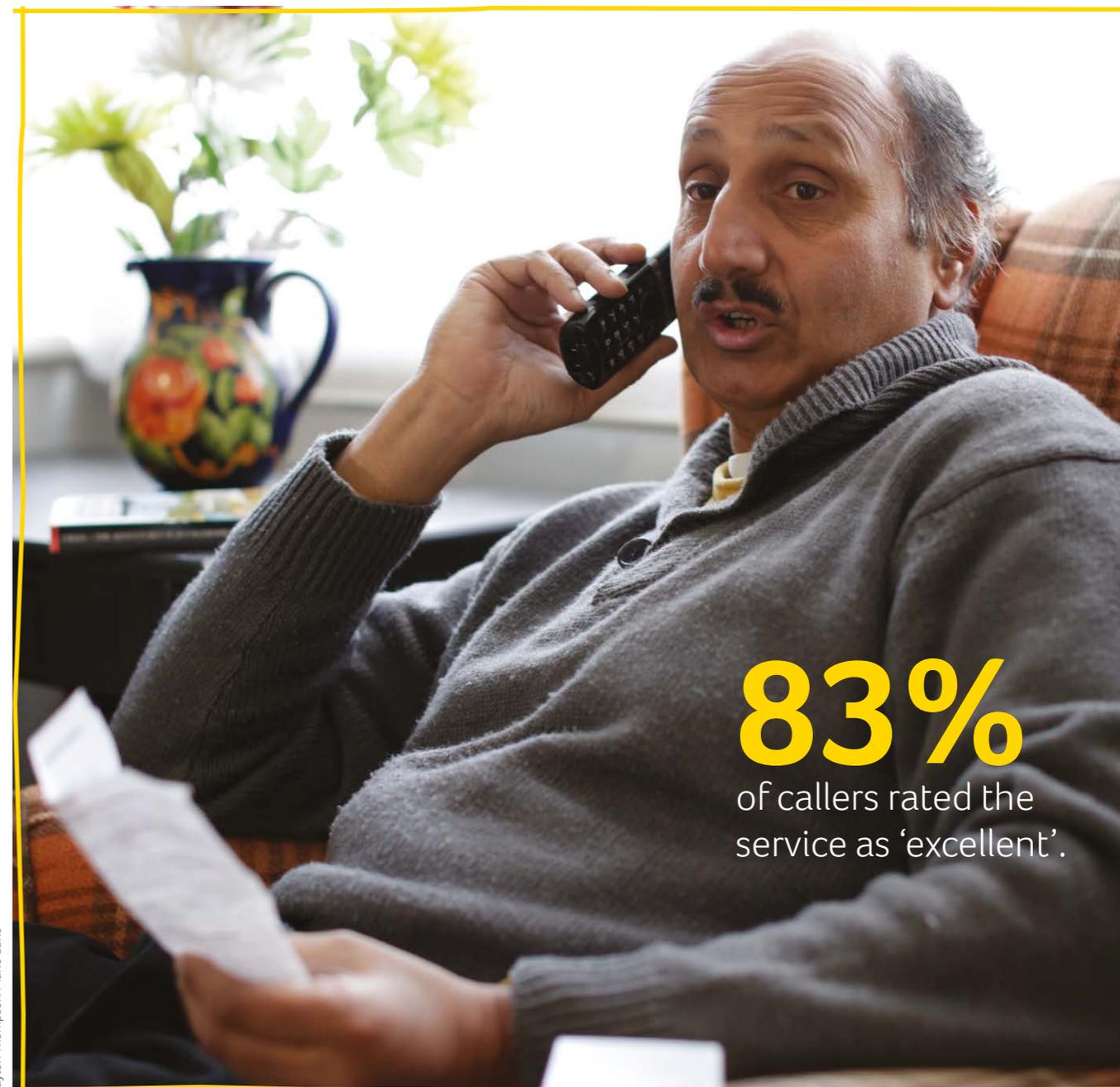
share their experiences, attracted over **16,000** page views. And information and support topics on our webpages were viewed over **654,000** times. We launched a live web chat facility in mid-February to give people even more ways to get the help they need.

**Find out more**  
[mariecurie.org.uk/help](http://mariecurie.org.uk/help)

What are people calling about?\*



\*Based on calls made to our Support Line between August 2015 and March 2016.



**83%**  
of callers rated the service as 'excellent'.

Layton Thompson/Marie Curie



“Emma and I clicked right away. She’s like a daughter to me, we get on so well. You can’t talk to your family sometimes because it upsets them. We’ll go out and have a coffee or cake – it’s the little things that mean more than the big things.”

Carol, who was told by doctors that she had six months to live in 2014.

Coventry Observer

## Offering companionship at the end of life

We want to make sure people don’t feel alone when they’re living with a terminal illness. People might just fancy a chat over a cup of tea, or need someone to run an errand. The things many of us take for granted can make the world of difference.

Our Helper service matches people with a trained volunteer to make sure they enjoy the regular contact and support they need. This year, our **460** active Helper volunteers supported **979** households, making around **8,800** visits.

Thanks to the £1 million of funding we received from ITV’s Text Santa appeal at the end of

2014, we launched Helper services in seven new locations this year. We now have services operating or in development in 17 areas, helping us offer companionship and support to more people across the UK.

**Find out more**  
[mariecurie.org.uk/helper](http://mariecurie.org.uk/helper)

# Your extraordinary fundraising achievements

## Celebrating 30 years of the Great Daffodil Appeal

In March, millions of people got behind the daffodil and helped us raise over £7 million for people living with a terminal illness.

Our supporters also helped us celebrate the 30th anniversary of our flagship campaign.

Annie and Sybil (pictured) started supporting the appeal 22 years ago, when Annie lost her husband. They still enjoy getting involved in our fundraising efforts.

“We like to give the collectors a hot cup of tea when they come in from the cold. I’ll always support the Great Daffodil Appeal because I appreciate all that time the Marie Curie Nurses spent with me.”

Annie, Great Daffodil Appeal supporter

This year, your fundraising efforts across a range of events and campaigns helped us raise **£25.1 million**. It’s an outstanding achievement. On behalf of all the people we care for and all the families we support, we’d just like to say thank you – we truly appreciate it.

**22,831** of you signed up to wear a silly hat and collect for the Great Daffodil Appeal in March.

By throwing Blooming Great Tea Parties this summer, you helped raise **£574,240**.

Our **500** fundraising groups, run by volunteers in communities across the UK, raised an amazing **£4.5 million**.

**Find out more**  
[mariecurie.org.uk/getinvolved](http://mariecurie.org.uk/getinvolved)



Kieran Dodds/Marie Curie

# The incredible work of our corporate partners

We're indebted to the incredible support of our corporate partners. Up and down the country, they've been engaging staff and taking on challenges of their own to help raise funds for Marie Curie.

Thank you for all your invaluable work, in helping us to reach a wider audience and deliver more high-quality care to the people who need us.

**1,760** volunteering hours donated by Yorkshire Building Society. **£1 million** raised since June 2014.

**£500,000** donated by the National Gardens Scheme.

**£750,000** raised by Wyevale Garden Centre staff and customers since 2014.



Gabrielle Chickoree/Marie Curie

**£200,000** raised by the sale of Procter & Gamble products in Superdrug stores as part of our #FeelSuper campaign.

**£154,000** donated by Ulster Bank from funds raised through their One Week in June campaign.

For more details see [mariecurie.org.uk/partners](http://mariecurie.org.uk/partners)

“Support from corporate partners, like our fantastic partnership with Wyevale Garden Centres, is integral to the charity. Through their generosity, enthusiasm and commitment we're able to help more people living with a terminal illness.”

Nicky Read, Head of Corporate Partnerships.

# Major gifts make a major difference

The major gifts that individuals and trusts generously donate make a huge contribution to the work we do.



Katie Hyams/Marie Curie



It could be paying for a day of hospice care to celebrate the memory of a loved one, or paying for a year's worth of care from a nurse. Simply put, gifts like these help us to give people a better quality of life when they're living with a terminal illness.

People also kindly remember Marie Curie by leaving a gift in their Wills. This year, we received a record **£28 million** through legacy giving.

Your generosity means we can be there to care for people at the end of life and bring comfort, respite and support to families through the most difficult times. Thank you.

Find out more [mariecurie.org.uk/majorgifts](http://mariecurie.org.uk/majorgifts)

You helped us raise **£1.7** million more than last year.

## How a major gift transformed our Cardiff hospice

The Jane Hodge Foundation wanted to support the vital work carried out by the Marie Curie Hospice, Cardiff and the Vale. Their gift of **£100,000** has allowed us to completely refurbish the day unit, transforming it into a wonderful place to hold activities for patients and their families.

They've pledged a further **£200,000** to support the hospice over the next two years.

“The Trustees of the Foundation wanted to ensure that the hospice has the best facilities and environment to carry on its work. The transformation of the day unit is overwhelming.”

Karen Hodge, Trustee,  
The Jane Hodge Foundation



Simon Rawles/Marie Curie

# We couldn't do it without our volunteers

Thank you to everyone who generously gave up their time to support us in so many different ways this year. In total, **12,709** of you volunteered.

**4,797** of you volunteered in our shops, helping to raise **£1.7 million**.

**1,210** of you donated your time in support roles – from gym assistant to complementary therapist.

**460** of you offered one-to-one companionship as Helper volunteers.

**6,011** of you got involved through a community fundraising group.

**Find out more**  
[mariecurie.org.uk/getinvolved](http://mariecurie.org.uk/getinvolved)



Brian Morrison/Marie Curie



Simon Latham/Marie Curie



Anthony McArdle/Marie Curie

## Aidan's story

Aidan has been volunteering for us since 2000, inspired to get involved after we cared for a friend at the Marie Curie Hospice, Belfast.

After being treated for a brain tumour in 2007, Aidan returned to volunteering as a community ambassador. He has given 350 talks and published 12 local history books – raising an incredible £110,000 for Marie Curie.

“When I was first interviewed by the hospice, they asked me what I could do. I was stumped, so I thought about something Mahatma Gandhi said when he was asked the same question. He said: ‘I am here to do anything that is not beyond my capacity’. It’s something I’ve always carried with me.”

Brian Morrisson/Marie Curie

# We're changing the conversation

One in four people still aren't getting the care and support they need at the end of their lives.

We're campaigning to change the conversation to improve care and support for patients and families – now and in the future.

We commissioned a **landmark report** from the London School of Economics, which highlighted inequities in access to care for particular groups of people, such as people with conditions other than cancer, people aged 85 or over, people from Black, Asian and Minority Ethnic groups, people living in more deprived areas and people living without a spouse or partner.

We also published **14** influential reports which showed that there are still barriers to high-quality care for groups such as older people and those with a non-cancer diagnosis. To get the message home and really influence key debates, we continued meeting with politicians, producing briefings and submitting evidence to reviews and enquiries.

**Find out more**  
[mariecurie.org.uk/policy](http://mariecurie.org.uk/policy)

**260**  
pieces of policy-led  
media coverage.

**3**  
changes to  
government policy  
or legislation.

**100**  
meetings with  
politicians.



Kieran Doods/Marie Curie



Trevor Smeaton/Marie Curie



Layton Thompson/Marie Curie

# Leading the way in end of life research

We're at the forefront of research into the care and support available to people living with a terminal illness. The evidence and understanding this research provides is vital for improving the way people are cared for at the end of life.

Investment is absolutely crucial. That's why, as the UK's leading charitable funder of this kind of research, we increased the amount we spent on research to **£3.3 million**. This included **£1.6 million** of funding to our three research centres at the University of Liverpool, Cardiff University and University College London, plus additional funding for an Academic Palliative Care Unit at the University of Liverpool.

Our aim isn't simply to improve our own services – our research shapes policy and improves best practice. In 2015/16 our research influenced policy and practice in nine separate instances. One example is the training programme we designed with the University of Nottingham for volunteers and professionals who interact with carers. Since we launched it in September 2015, 412 people have signed up. This means that we're helping to improve standards for the benefit of everyone – not just the people who use our services.

**Find out more**  
[mariecurie.org.uk/research](http://mariecurie.org.uk/research)

**4,285**  
 people took part in  
 our research studies.

**75**  
 articles published in  
 respected academic  
 journals.

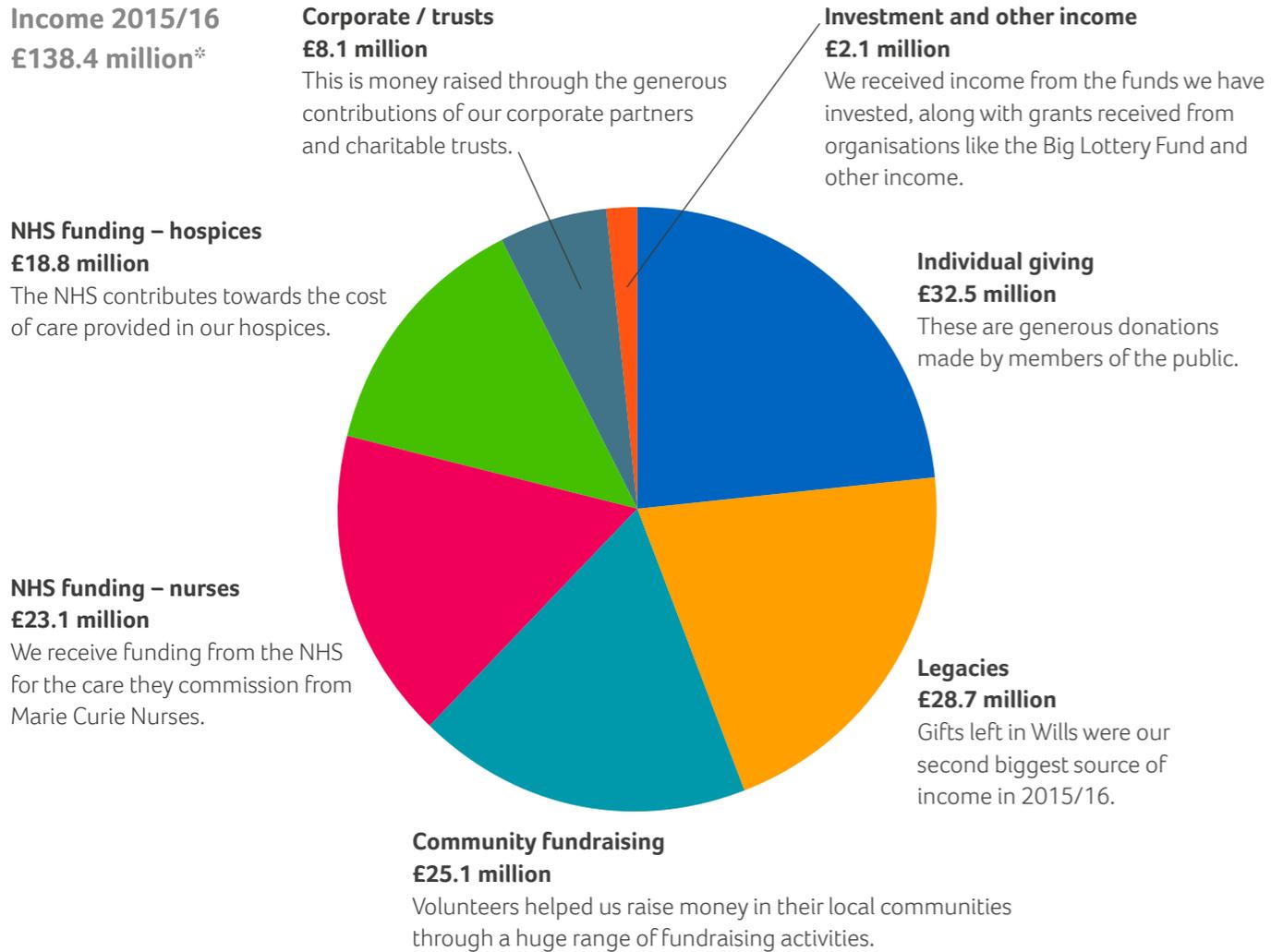
# Our finances

The combined efforts of supporters like you, along with the funding we get from the NHS, gave us an income of £138.4 million\* this year. But where do we spend our money? On a host of crucial activities, including: our nurses, hospices and other services, much-needed research into terminal illness,

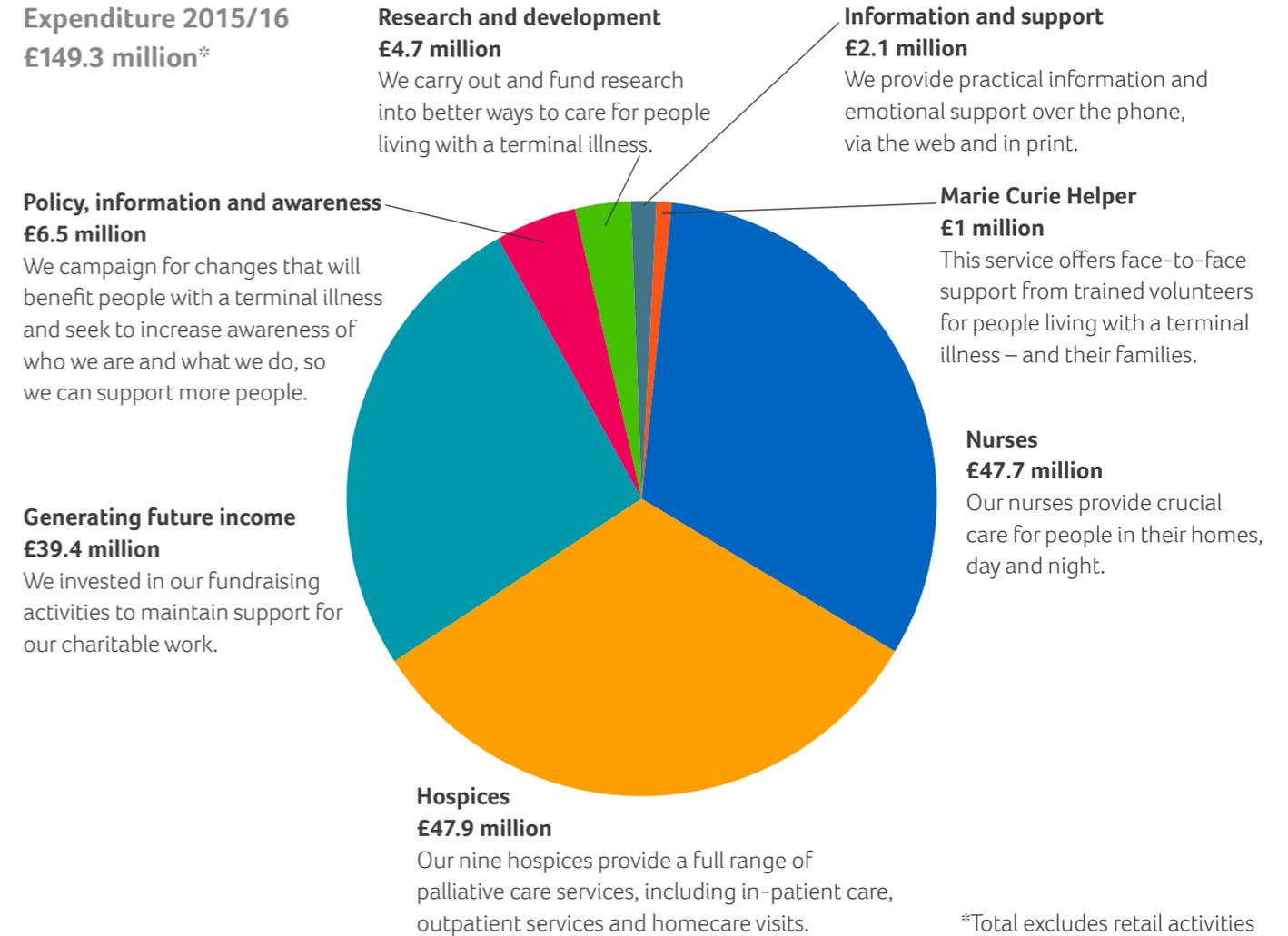
campaigning to improve end of life care, building awareness of our work and generating more income. We spent £149.3 million\* on these combined activities in 2015/16.

**To find out more, download our 2015/16 Annual Report and Accounts.**  
[mariecurie.org.uk/reports](http://mariecurie.org.uk/reports)

## Income 2015/16 £138.4 million\*



## Expenditure 2015/16 £149.3 million\*



\*Total excludes retail activities

# For more information

If you would like to know more about how you can help Marie Curie to provide more care to more people, please contact us:

Phone: **0800 716 146** (free)  
email: [info@mariecurie.org.uk](mailto:info@mariecurie.org.uk)  
Visit: [mariecurie.org.uk](http://mariecurie.org.uk)

 MarieCurieUK

 @mariecurieuk

To make a donation

Call: **0800 716 146** (free)  
Visit: [mariecurie.org.uk/donate](http://mariecurie.org.uk/donate)  
or send a cheque to our registered offices.

## Offices:

### Registered office

89 Albert Embankment  
London  
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email: [info@mariecurie.org.uk](mailto:info@mariecurie.org.uk)  
Phone: 020 7599 7777

### Scotland

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EH6 7EB  
Phone: 0131 561 3900

### Northern Ireland

60 Knock Road  
Belfast  
BT5 6LQ  
Phone: 028 9088 2060

### Wales

Block C Mamhilad House  
Mamhilad Park Estate  
Pontypool, Gwent NP4 0HZ  
Phone: 01495 740 888

**We're here for people living with any terminal illness, and their families. We offer expert care, guidance and support to help them get the most from the time they have left.**

[mariecurie.org.uk](http://mariecurie.org.uk)



Care and support  
through terminal illness