



Always at your side
Impact and achievements
2016 –17



Thank you

With your support, we can be here for people living with any terminal illness, and their families. Last year, our nurses provided 1.2 million hours of care for people when they needed it most. That's only possible thanks to people like you.



Contents

04

Our year in numbers

06

Welcome to our Impact Report

08

Our nurses

12

Our hospices

16

Information and support

18

Helper and Companion services

20

Fundraising

26

Our volunteers

30

Policy, information and awareness

32

Research and development

34

Our finances

“You walked in and I remember breaking down in front of you. I poured my heart out and you poured the tea. You brought a comfort that I simply cannot put into words.”

Louise's husband Steve was cared for by a Marie Curie Nurse

Our year in numbers

Thanks to people like you, we can be here to provide the care everyone deserves at the end of their life. And this year, we reached more people in more ways than ever before.



Ben Gold/Marie Curie

Marie Curie Nurses

33,543

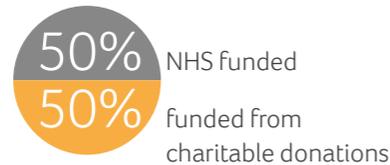
people cared for – a 6% increase from last year

2,160

nursing staff

1.2 million

hours of care provided



Kieran Dadds/Marie Curie

Marie Curie Hospices

7,711

people cared for

94%

of people rated our service as 'very good' – the highest possible rating

99%

of patients said they were likely to recommend us to friends and family



More than **50,000** people helped by our services



Kieran Dadds/Marie Curie

Marie Curie Helper and Companion volunteers

1,339

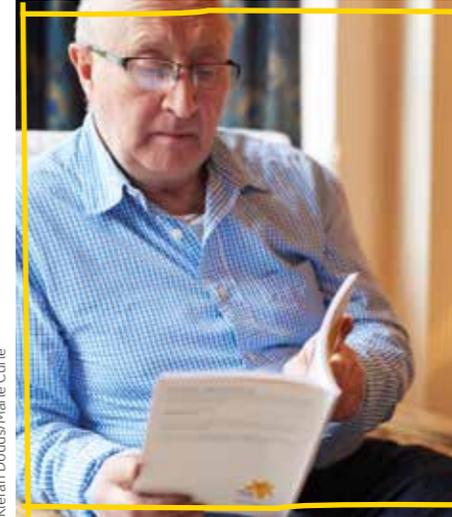
households supported

515

active Helper and Companion volunteers

3

new services launched



Ben Gold/Marie Curie

Information and support

10,305

calls to our Support Line

99%

of callers who provided feedback said they would recommend us to others

1 million

unique views of information and support topics on our website



Kieran Dadds/Marie Curie

Research to improve care

80

research papers published

2,623

people took part in our research studies

9

new research grants funded – our largest number ever in one year.



Welcome to our Impact Report



Dr Jane Collins
Chief Executive

We believe that the last days of your life are just as important as the first. If you're living with a terminal illness, getting the right care in those days can make all the difference.

At Marie Curie, we're helping more people to get the care and support they need. This year, our nurses cared for even more people living with a terminal illness, and provided much-needed emotional support to their loved ones. Our nine hospices across the UK remained firmly at the heart of the communities they serve.

Our information and support services, now in their second year, are also helping even more people. The growth in numbers of people



John Varley
Chairman

using these services shows how vital they are – not only for people living with a terminal illness, but for those who care about them too.

Terminal illness includes a wide range of different illnesses. So, as well as looking after people with terminal cancer, we provide high-quality care and support to people living with conditions as varied as motor neurone disease, lung disease and Parkinson's.

And through our awareness-raising, campaigning and research, we're making sure that people living with any terminal illness receive the support they need.

We'd like to offer our heartfelt thanks to all our supporters, volunteers, staff and partners for their generosity, commitment and skill. It's down to you that we have been able to support and care for more people this year.

We hope you enjoy reading in this report about the impact that we can make together for the people who need us most.

JECollins
John Varley

We would like to thank John Varley, who stepped down as our chairman in June 2017, for his valuable contribution to our work.



Ben Gold/Marie Curie

Our nurses help people have the comforts of home

Most of us would choose to spend our final days at home and die peacefully, surrounded by the people we love. Our nurses help make this possible. In 2016/17, they cared for 33,543 people – 6% more than the year before.

Marie Curie Nurses care for people living with any terminal illness, and their families, in the comfort of their own homes. Whether during the day, through the night, for a full nine-hour shift or in a crisis – our nurses are there when they're most needed.

Find out more at
mariecurie.org.uk/nurses

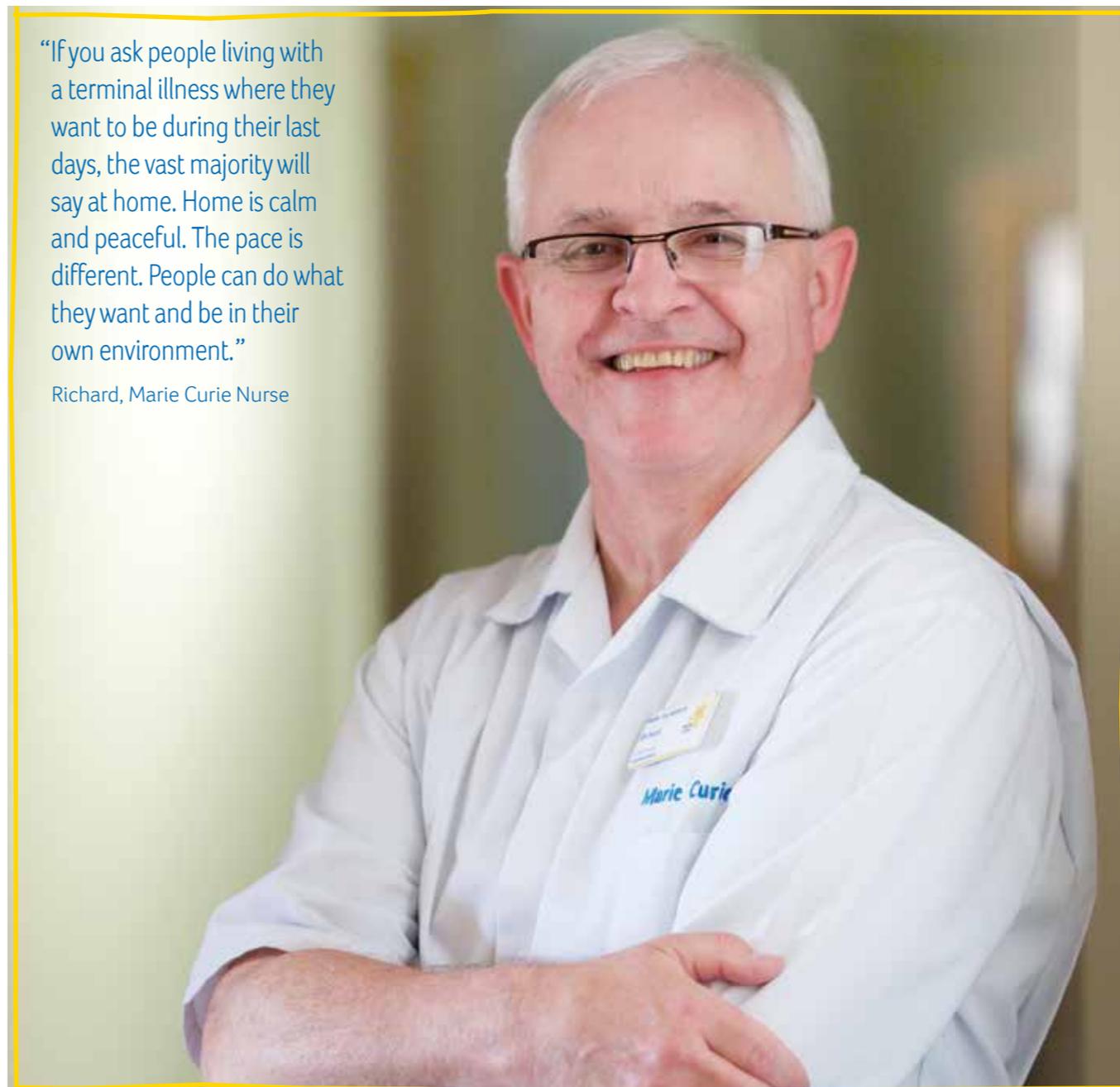
6% more people
cared for by our nurses this year

99% of patients
said they were likely to recommend us to friends and family

“If you ask people living with a terminal illness where they want to be during their last days, the vast majority will say at home. Home is calm and peaceful. The pace is different. People can do what they want and be in their own environment.”

Richard, Marie Curie Nurse

Kieran Doods/Marie Curie



Our nurses are there in the darkest hours



“Alma guided us through the night”
Allison’s dad, Ted, was cared for at home by Marie Curie Nurse Alma.

“It’s the responsibility that really takes its toll when you are caring for someone. When Alma was there, the weight was taken off and we could just be with Dad. Her no-nonsense, take charge attitude immediately calmed us all.

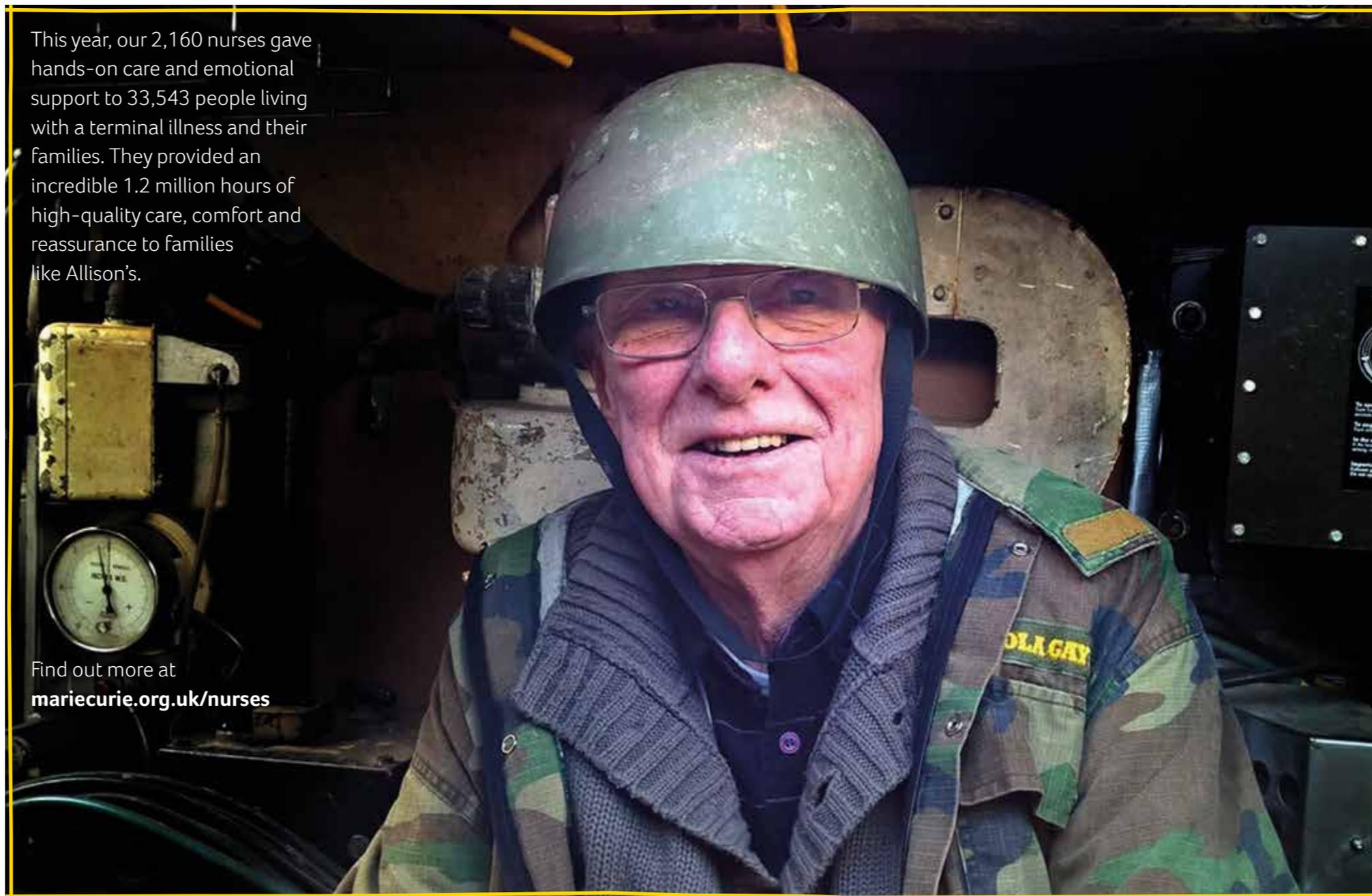
“Mum commented how she had taken charge and Alma said that

it was probably because she was ex-military. Mum said: ‘Oh Ted, did you hear that, Alma is ex-forces!’ From his bed, he saluted her, and she saluted him back.

“On Dad’s last night, we laughed as we thought of all the funny times we’ve had together. In that atmosphere, Dad passed away very peacefully. I really don’t know how we would have managed without Alma. She guided us through the night.”

This year, our 2,160 nurses gave hands-on care and emotional support to 33,543 people living with a terminal illness and their families. They provided an incredible 1.2 million hours of high-quality care, comfort and reassurance to families like Allison’s.

Find out more at
mariecurie.org.uk/nurses





Kieran Dodds/Marie Curie

Our hospices are welcoming places at the heart of the community

Our nine hospices give people living with any terminal illness the best possible quality of life and the reassurance of specialist, round-the-clock care.

This year, our hospices cared for 7,711 people. That includes patients who stayed in our hospices, and those who visited for medical care, advice and a range of high-quality day therapies – such as physiotherapy, counselling and music therapy.

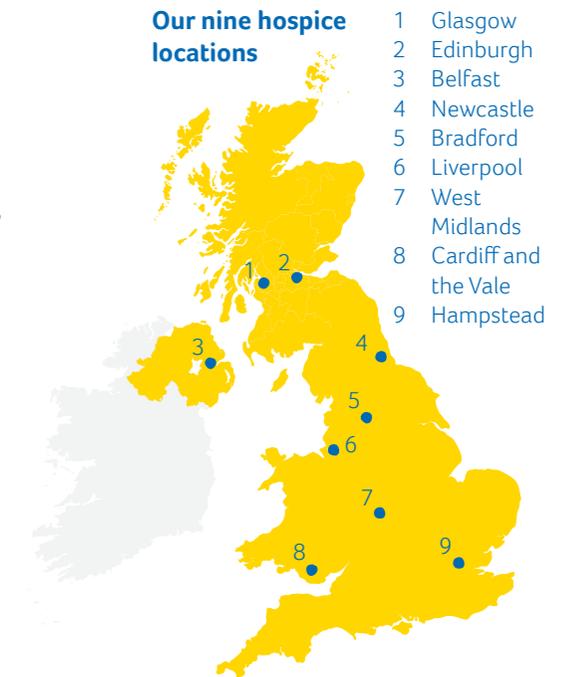
Each of our hospices is part of its local community, and we're proud of the friendly, welcoming atmosphere people find when they visit or come to stay. We go the extra mile to meet people's wishes, often hosting weddings, christenings and parties so families can create special memories together.

94% of patients

surveyed rated our services as 'very good' (the highest possible rating).

99% of patients

said they were likely to recommend us to friends and family



Find out more at mariecurie.org.uk/hospices

“The hospice has given me a new lease of life”

Paola is living with terminal breast cancer and visits the Marie Curie Hospice, Hampstead as a day patient, with her nine-year-old twins Sasha and Aron.

“My life’s been transformed really. I was in a wheelchair 18 months ago thinking that I would be dead in a few weeks. The people at Marie Curie – the physios, the doctors, the nurses – they encouraged me. They suggested that I do an exercise programme once a week.

“Gradually over the next 18 months, my strength returned. I started to be able to do some activities of daily living that I couldn’t have done before.

“My life’s been transformed really. It’s enabled me to spend more time with my boys.”



“I’ve been given a new lease of life and I’m very, very grateful for that, because it’s enabled me to spend more time with my boys. I know I don’t have a long-term prognosis, but every day to me is precious now.”



Our information and support is just a call or click away

When you or someone you love is living with a terminal illness, you need clear, sensitive and accurate information, and support from people who understand what you're going through.

There are lots of ways to access our services – from our Support Line and webchats, to award-winning printed materials and extensive online resources.

Since launching our services in April 2015, more and more people are coming to us for help. This year, the information and support pages on our website were viewed more than 1 million times (up from 654,875 in 2015/16).

The Marie Curie Support Line provides emotional support and practical information for people going through one of the most difficult times in life. We answered 10,305 calls this year and completed 1,024 web chats, giving people the option to connect with us in a way that suits them. Our Support Line is 100% funded from charitable donations. As well as its regular opening hours, the Support Line is also available at particularly sensitive times such as Christmas and Mother's Day.

Find information and support at mariecurie.org.uk/information

99% of callers

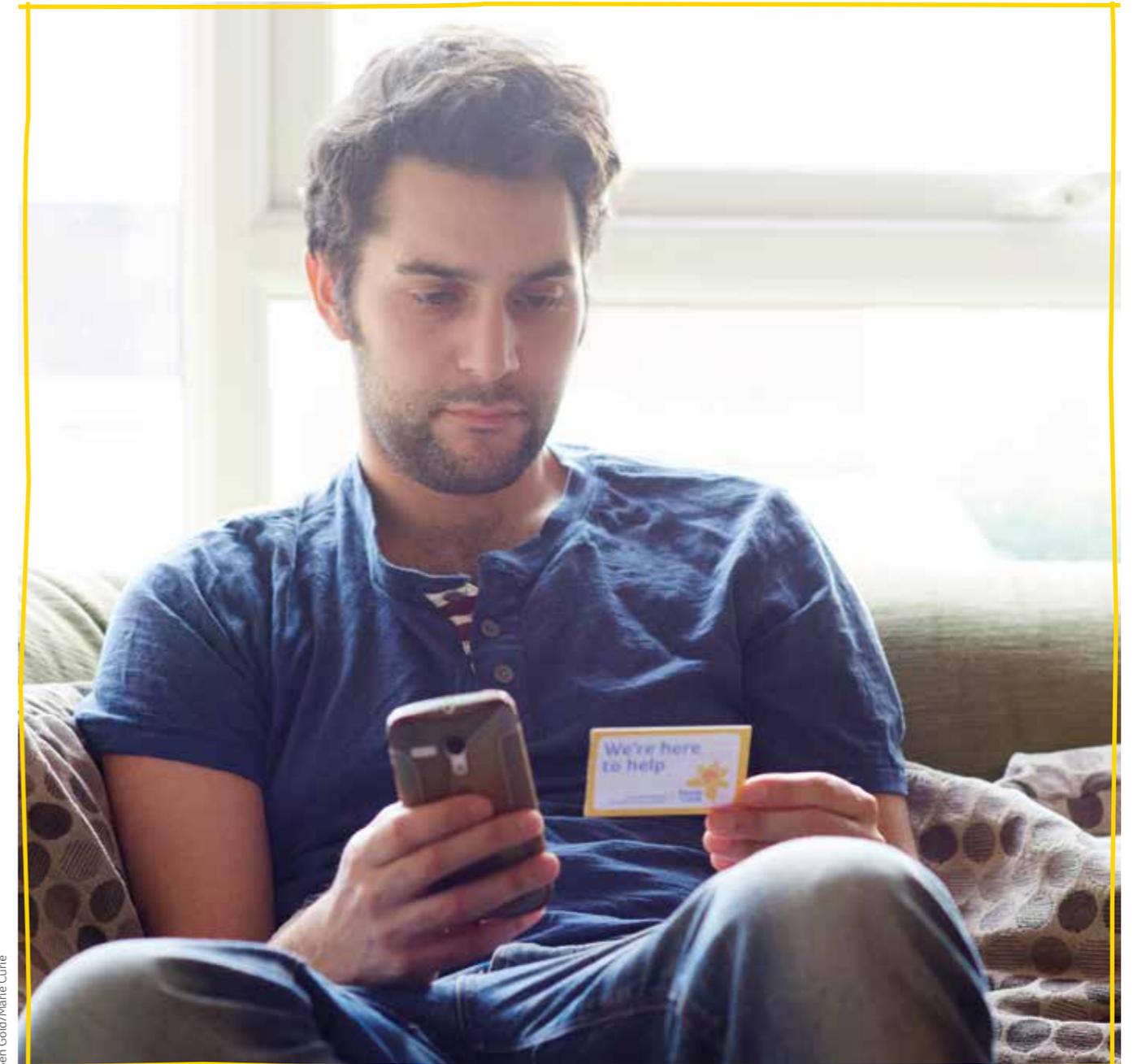
who provided feedback said they would recommend us to others

90%

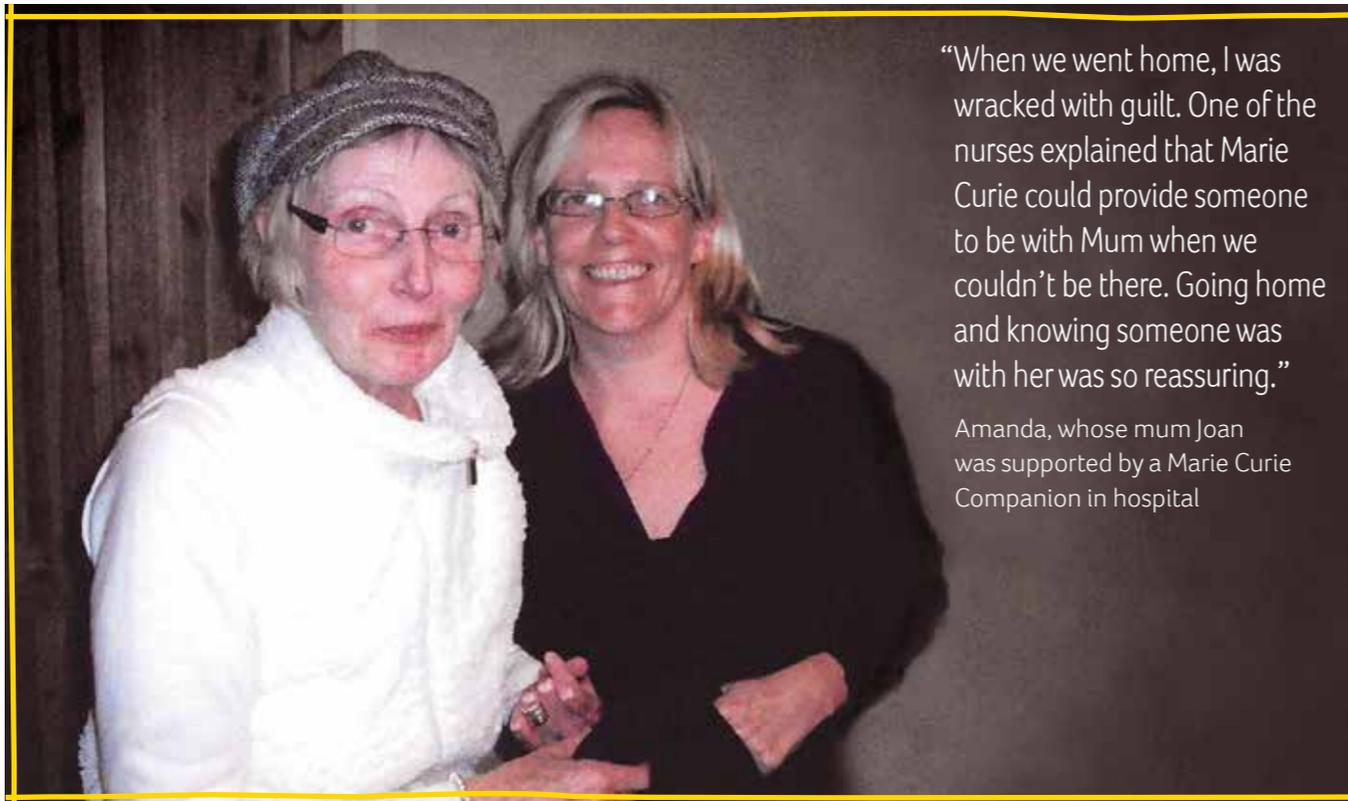
rated the service as 'excellent'

Winner

at the 2016 British Medical Association Patient Information Awards



Ben Gold/Marie Curie



“When we went home, I was wracked with guilt. One of the nurses explained that Marie Curie could provide someone to be with Mum when we couldn’t be there. Going home and knowing someone was with her was so reassuring.”

Amanda, whose mum Joan was supported by a Marie Curie Companion in hospital

37% more people supported by Helper and Companion volunteers this year

Our Helper and Companion services are there to lean on

A chat over a cup of tea, help getting to an appointment or simply someone to be there for you – they’re little things, but when you’re living with a terminal illness, or caring for someone who is, they can mean the world.

This year, 515 trained Helper and Companion volunteers gave their time to help 1,339 households – more than ever before.

Our Helper service matches people with a trained volunteer who can visit them regularly at home. For people who don’t have family or friends close by, the support of a Helper volunteer can be a lifeline. We launched Helper services in three new areas this year.

Our Companion service at Musgrove Park Hospital in Somerset provides volunteers to support patients who are nearing the end of their lives, and their families, while they’re on the ward. These specially trained volunteers

offer comfort and practical information.

Find out more at mariecurie.org.uk/helper



Your incredible support makes our work possible

Thanks to you – the people, companies and charitable trusts who support us – we raised £5 million more in net voluntary income than last year. This is an increase of 6% on the previous year, which means we can help even more people.

The regular gifts we receive every day from generous members of the public are the lifeblood of our charity. This year, 45,579 new supporters agreed to give a regular gift, pledging £5.9 million a year via direct debit.

Gifts left to us in Wills make up around one third of our voluntary income. In 2016/17, we received £33.2 million from 1,523 gifts in our supporters' Wills. This includes the largest single gift in a Will we've ever received.

Find out how to support us at mariecurie.org.uk/donate

6% increase
in net voluntary income

45,579
new regular supporters

£33.2 million
raised through gifts
in Wills



“The hospice team cared for my mum with compassion and dignity, and also gave me the support I needed. Preparing for the future is not easy. That’s why I decided to leave a gift in my Will to Marie Curie so they can continue to be there for the people who need them.”

Peter Gilbert, whose mum, Florence, was cared for at our Belfast hospice



Our Great Daffodil Appeal

In March 2017, more than 23,000 volunteers, including 384 Fundraising Groups, collected in their local communities as part of the Great Daffodil Appeal.

We launched the appeal by unveiling our Garden of Light – an outdoor installation of 2,100 illuminated daffodils, each representing a Marie Curie Nurse. The garden toured London, Edinburgh and Belfast

throughout March. We also ran a campaign across TV, radio and digital encouraging people to donate and wear a daffodil.

The Great Daffodil Appeal raised £6.6 million this year, including almost £550,000 from our collection weekend with Morrisons.*



“My first wife Sylvia was a nurse who loved to be able to help people. By volunteering for Marie Curie I can help make sure others can have the kind of care she gave, and later received herself at the end of her life.”

Kelvin, Great Daffodil Appeal volunteer

*As of August 2017

We're in good company with our corporate partners

We're very grateful to all the companies who supported us this year, raising over £4.6 million. They include National Garden Scheme, Poundworld, Superdrug, Wyevale Garden Centres, SPAR and Southern Health and Social Care Trust. Thanks to their generosity, and the enthusiasm and hard work of their staff, we've been able to tell new audiences about what we do and offer more high-quality care to the people who need us.

Highlights included:

- £500,000 donated by the National Garden Scheme
- 912 Marie Curie Nurses trained by Barclays Digital Eagles staff to use new tablet devices, enabling them to connect with other nurses and access information and resources
- £1.1 million raised by Superdrug
- £168,000 raised by the employees of Southern Health and Social Care Trust in Northern Ireland, mostly through 'Southern Trust does Strictly Come Dancing' events.

Find out more at

mariecurie.org.uk/partners



£1.1 million
raised by Superdrug

Valued investors in our services

This year, philanthropists, charitable trusts and foundations gave generously towards all areas of our work – nursing, hospices, volunteering, information and support, and research. Thanks to their invaluable support, we have been able to:

- fund 123 full days of our specialist hospice care, benefitting thousands of people
- provide much-needed equipment at our hospices – from beds to syringe drivers for giving medication
- fund the work of a specialist children's bereavement counsellor at the Marie Curie Hospice, Liverpool
- answer 3,000 calls to our Support Line.

Find out more at

mariecurie.org.uk/get-involved



123 days
of hospice care funded by
philanthropic partners

Our successful series of 'Brain Game' corporate quiz evenings were attended by 2,198 people and raised £784,000 towards local nursing and hospice services.

Our amazing volunteers make the world of difference

Currently, 9,600 of you give your time, skills and energy to support our work – and we'd like to thank each and every one of you! Without you, we simply couldn't support so many people living with terminal illness, and their families.

This year, you helped us in so many different ways:

- You raised £4.8 million in your local communities, through 500 Fundraising Groups.
- 3,419 of you helped in Marie Curie Shops.

- 1,037 of you supported staff, patients and their families at Marie Curie Hospices.
- 515 of you supported people with a terminal illness and their families as Helper or Companion volunteers.
- 45 of you shared your experiences of terminal illness as part of our Expert Voices Group, to improve care for everyone.

Find out more at

mariecurie.org.uk/volunteering

“How do I serve my cup of tea? Always with a smile! I've been volunteering for almost 10 years now, and I think I'll continue doing it for a while more!

I enjoy the whole routine of preparing the tea trolley. But I also like the variety of chatting to the different people I meet at the hospice. My first husband, Bryan, who had cancer, was cared for here.”

Beryl, who volunteers at the Marie Curie Hospice, Liverpool



Katie Hyams/Marie Curie



Layton Thompson/Marie Curie

“Volunteering has changed my perspective”

Charlotte, 24, is a volunteer gym assistant at the Marie Curie Hospice, Hampstead.

“My gran died nearly 10 years ago and she was in a hospice with a spinal tumour. I was only young and she wasn’t in a good way there, so it was a really big challenge coming to volunteer somewhere like this. When you talk about hospices, people are like: ‘Ooh, it’s tough.’ But actually it’s such a friendly environment. It’s like a little family.

I help to run the hospice’s gym. I really enjoy interacting with all the patients. Exercise releases serotonin – the happy chemical – so for people to come in and do some sort of activity really helps. It’s a fab idea to have the gym here and without volunteers it wouldn’t run.



I’ve just been accepted to study physiotherapy at university and my volunteering helped me get on the course. Volunteering at the hospice

has changed my perspective on things. I think it’ll change my perspective for the rest of my life.”

We're speaking up for people living with a terminal illness

Every five minutes someone in the UK dies without the support they need. We can't let that continue.

We're constantly raising awareness of the issues surrounding terminal illness and keeping the care and support we offer at the front of people's minds. One way we're doing this is by working with politicians to make sure terminal illness stays on their agenda. This year, we produced 71 briefings, held 13 events and hosted 28 visits to our services.

We published a report, based on our research, which showed that 74% of LGBT people living with a terminal illness in the UK are not confident that services would be sensitive to their needs. Our researchers produced 10

recommendations for health and social care providers to improve care for the LGBT community.

We have also been running a successful TV, radio and digital brand campaign called 'Light in the darkest hours' to help build awareness and understanding of our work.

Find out more at
mariecurie.org.uk/policy

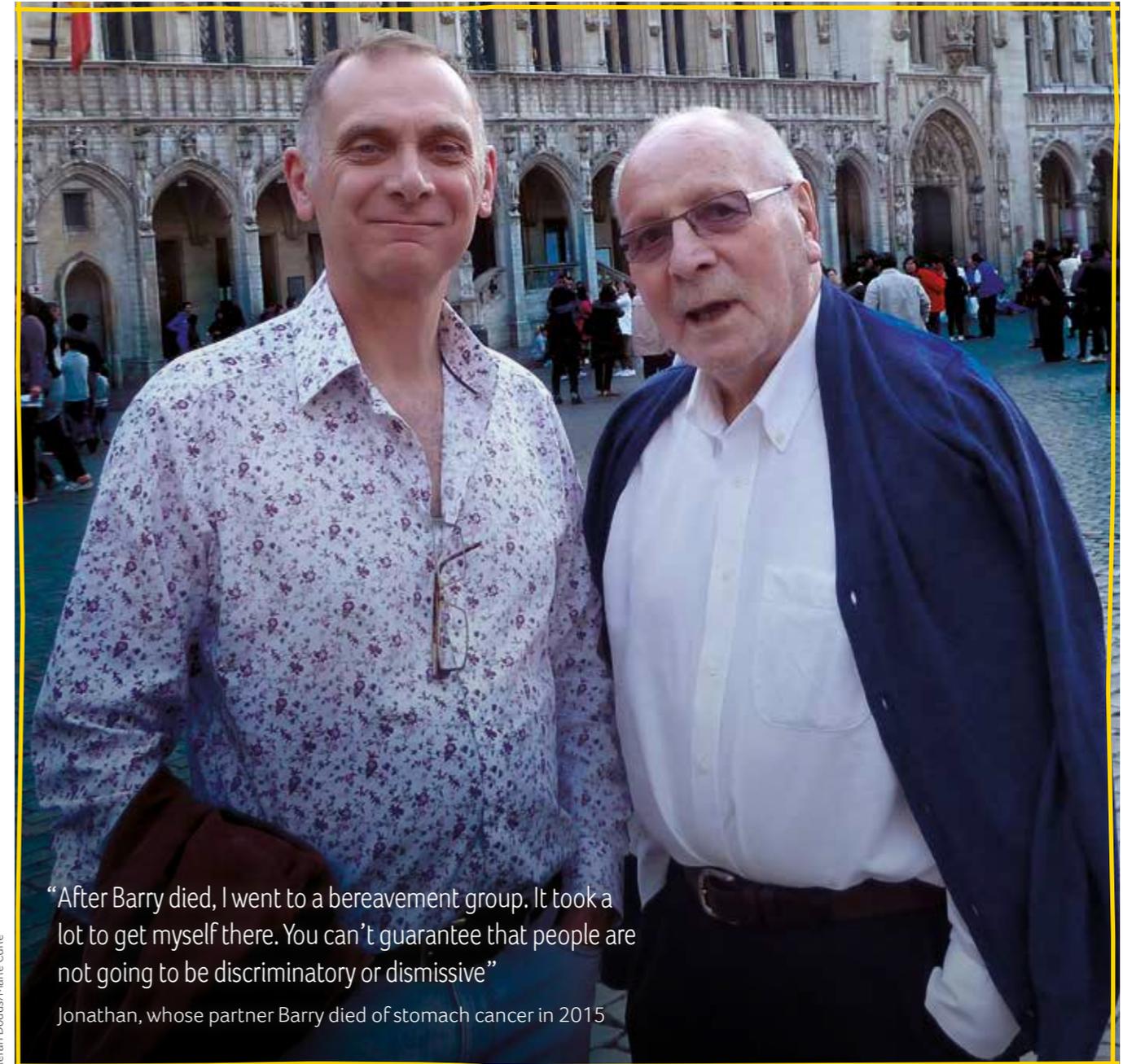
56

responses to government consultations across the four nations

88%

of people have heard of Marie Curie*

* nfpSynergy quarterly surveys of 1,000 people over 16 (January 2017).



"After Barry died, I went to a bereavement group. It took a lot to get myself there. You can't guarantee that people are not going to be discriminatory or dismissive"

Jonathan, whose partner Barry died of stomach cancer in 2015

Kieran Doods/Marie Curie



“It’s crucial that research is done to make sure palliative care is available to people with MND. It’s not always recognised that we need that holistic approach to care too.”

Sarah is living with motor neurone disease and visits our Hampstead hospice for day therapy services

Katie Hyams/Marie Curie

Our research is improving care for everyone

We’re committed to funding more research into better ways of caring for people living with a terminal illness. In fact, Marie Curie is the largest charitable funder of end of life care research in the UK.

This year, by working in partnership with the Chief Scientist Office in Scotland and the Motor Neurone Disease Association, we funded nine research grants, our most ever in one year. This includes three new research studies to improve the quality of care for people living with motor neurone disease.

A study led by our researchers at University College London showed that doctors are often inaccurate in their estimates of how long a person with a terminal illness has left to live. The research led to a lot of interest in the media, including a front-page story in *The Times*.

And with our researchers influencing policy and practice in 47* separate instances, we’re helping improve end of life care for everyone – now and in the future.

Find out more at mariecurie.org.uk/research

80*
published papers in
respected academic
journals

*Figures from January to December 2016

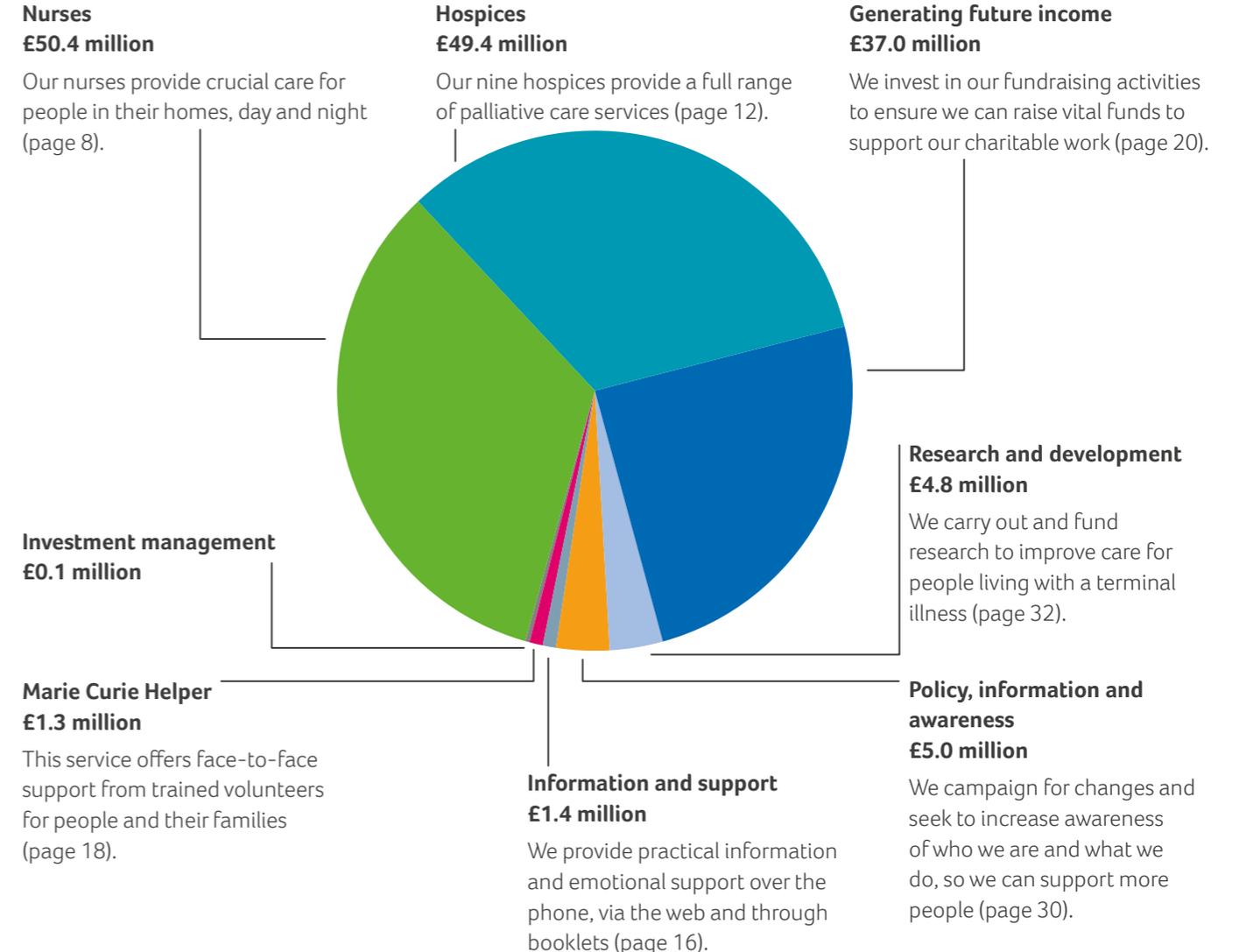
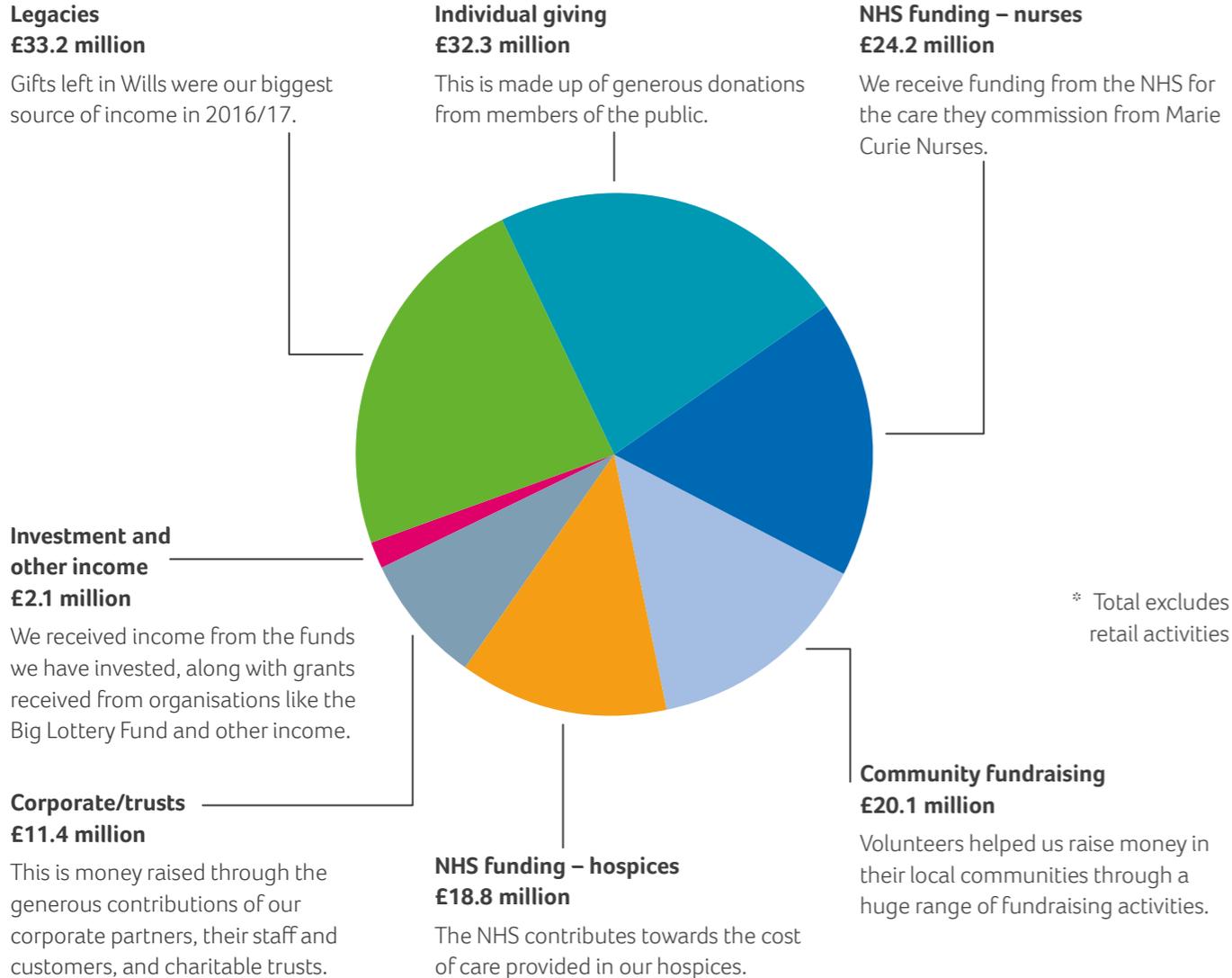
2,623
people took part in our
research studies

Our finances

This year, the combined efforts of supporters like you, along with the money we get from the NHS, helped us raise £142.2 million*. We spend the money on a variety of activities including: our nurses, hospices and other services, ground-breaking research, campaigning to improve

end of life care, telling more people about our work and raising more money so we can continue to provide our services in the future. We spent £149.5 million* on these activities in 2016/17.

To find out more, download our 2016/17 Annual Report and Accounts mariecurie.org.uk/reports



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**
Visit: **mariecurie.org.uk**

 MarieCurieUK

 @mariecurieuk

To make a donation

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

Offices:

Registered office

89 Albert Embankment
London
SE1 7TP
email: info@mariecurie.org.uk
Phone: 020 7599 7777

Scotland

14 Links Place
Edinburgh
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

Thank you to everyone who supports us and makes our work possible. To find out how we can help or to make a donation, visit mariecurie.org.uk



Care and support
through terminal illness