

# The reach of Macmillan's services factsheet

2024 edition (using 2023 figures)

For information, support or just someone to talk to,  
call **0800 808 00 00** or visit [macmillan.org.uk](https://www.macmillan.org.uk)

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VAT no: 668265007

## What is this document for?

When people support Macmillan, they want to know how their donations make a difference to the lives of people affected by cancer. It is vital we demonstrate the impact Macmillan makes. Giving people the facts and figures of how our donor's money translates to more people helped (our reach) - as well as how much money we are able to leverage for people affected by cancer - helps us gain and keep supporters.

It's important that these examples are:

- Phrased appropriately.
- Factually correct
- Clear and not misleading

### Person to person support

Over the last few years, we have increased our focus on support that is delivered 'person to person', whether this is face to face, over the telephone or digitally. This type of reach is more impactful for people affected by cancer and gives a more realistic measure of Macmillan's overall reach. It speaks well to Macmillan's priority around aiming for high quality and impactful interactions with people who most need our help. Person to person support excludes light touch forms of support, such as picking up a leaflet or simply visiting Macmillan's website.

### Where might we use this information?

**All external uses of this information need to be validated and approved by the BI team prior to sharing outside of Macmillan. Contact [I&Pservicesdesk@macmillan.org.uk](mailto:I&Pservicesdesk@macmillan.org.uk)**

- Stories in all Macmillan internal and external publications and media
- Emails or letters to events participants
- Presentations to prospective legacy supporters
- Meetings with major donors
- Corporate charity of the year/partner pitches
- Direct mail appeal packs
- Marketing campaigns
- Trust or statutory body funding applications

### What is this document not for?

Please note this document is created primarily for fundraising purposes – to provide donors with tangible examples of the difference their donations can make. It should only be used when asking for *unrestricted* donations and *not* for other purposes, such as:

- Pitch for specific services or posts
- Performance monitoring
- Evaluation or benchmarking of existing services

## How to use this factsheet

Using clear, plain language around these statistics is preferable, avoiding jargon, abbreviations and technical terms. However, it is important that the meaning of any qualifiers used below is preserved, as small changes can make a statistic true or false.

Please use the data **as it appears on this document**. Some numbers are estimates so rounding up or down to the nearest 1,000, 5,000, 10,000, 100,000 or 1,000,000 etc. is recommended to make messages clearer. These can also be emphasised with additional approximating words such as 'approximately', 'about', 'over', 'more than', 'less than' or 'under'.

Please be aware that there is overlap inherent across service reach figures – this is because a person affected by cancer will often access more than one Macmillan service in a given year. As this factsheet covers a range of interventions delivered by Macmillan and by our partners in Macmillan's name, our data on multiple service use is limited in a number of areas.

Our audiences may be unfamiliar with the support our services offer, so just saying "In 2023, we supported a total of 102,713 people through our Support Line teams" may not be enough. It is important that you also describe the benefits of each of our services. Where any of the statistics that follow do not also describe the support provided, please use information from the supporting paragraph above it.

We routinely review and update our approach to measuring and estimating the reach of our services to improve the level of accuracy and account for new channels. As such, the numbers we are reporting are not necessarily comparable to those reported in previous years. In some instances, we have been able to restate previous year's figures for reach, to enable comparison.

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# HEADLINES: Total reach across all our services

Our headlines in relation to total reach in 2023 are outlined below.

Insight and Performance holds additional figures that are available on request to Macmillan staff only. Please contact BI Reporting (I&PServiceDesk@macmillan.org.uk) with any queries.

## 2023 headlines:

- In 2023, we estimate that approximately **2.3m** people were reached by our services.
- Approximately **943,000** people received 'Person to Person' support from one or more of our Macmillan Professionals or services.
- **Around 110,000\*** people were supported by the Macmillan Support Line.
- **3,581** people living with cancer were supported by Macmillan Buddies.
- We also helped many more through our information and support resources – both printed and online.

**Please do not add any of the above figures up as this will not be representative of the overall reach of our services, due to overlap between service users.**

- In 2023, we secured a total of **£451 million** in benefits and grants for people affected by cancer.

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\* A proportion of the people we support choose not to provide their names and assumptions have been made about their multiple use of services.

## Information and Support Services

When you're affected by cancer, having the right kind of information and support at the right time is essential. That's what Macmillan provides. We offer up-to-date cancer information written by specialists to help people make informed choices about their treatment and care. We offer practical advice and solutions for the everyday problems that can arise from living with cancer.

### Macmillan Information and Support Centres

**What is the service:** Our Information and Support Centres aim to provide people with cancer 'time-out' from more formal, clinical appointments, enabling them to talk to someone about their feelings in a relaxed setting. People with cancer can also find free information booklets on a wide variety of issues including cancer types, symptoms, treatment side effects, money worries or work.

Information and Support Services are based in a variety of locations including hospitals, hospices, libraries and other community locations, with some offering support over the phone. Some local Centres offer access to Macmillan benefits advice, self-help and support groups, complementary therapy or support with issues such as hair loss. The Information Manager or volunteers who work at the Centres know the local support network and can also signpost people to other services and support groups in the local area.

Additionally, there are thousands of information stands across the country where people with cancer can pick up information booklets, or they can be found on our website.

In 2023, our **Information and Support Centres** supported approximately **92,000** people\*.

### Macmillan Support Line: Cancer Information and Support Team

**What is the service:** The Cancer Information and Support Team is part of the Macmillan Support Line (MSL). They provide people living with cancer with free access to a wide range of specialist information and support which is tailored to each individual. The team is available to help people with how they are feeling, give practical information and support, and help them find local support that can help meet specific needs in their area.

A needs assessment is conducted to give people with cancer the information that's right for them. For some people, they offer an ongoing service and build and maintain a relationship over a period of time.

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\* This is an extrapolated figure based on the data reported by the majority of our centres in 2023. Please note that the methodology used changed between 2023 and 2024 reports, so these numbers are not comparable (76,000 would be the figure for 2022 under the new calculation).

In 2023, the **MSL Cancer Information and Support Team** supported approximately **46,000<sup>†</sup>** people living with or affected by cancer, responding to 105,840 calls, emails and web enquiries.

## Macmillan Support Line: Cancer Information Nurse Specialists

**What is the service:** The Cancer Information Nurse Specialists are part of the Macmillan Support Line (MSL). The team is made up of approximately 80 experienced, qualified cancer nurses who can provide expert information to people living with cancer. This can include support with symptoms and diagnosis, treatment, how to manage side effects, living with cancer, palliative care, end of life and coping with grief.

In 2023, the **MSL Cancer Information Nurse Specialists** supported approximately **42,000<sup>†</sup>** people living with or affected by cancer, responding to 67,230 calls, emails and web enquiries.

## Macmillan Buddies

**What is the service:** Going through cancer can be a frightening and isolating experience. Our Macmillan volunteer buddying service provides a listening ear and emotional support to people living with cancer when they need it most. A person with cancer can register for a trained Macmillan volunteer who they can chat to regularly over the phone, online or face to face. The support is available in multiple languages on a weekly basis for 8 to 12 weeks, in exceptional circumstances this can be extended for an additional 4 weeks. The service also provides signposting to other local and national support such as the Macmillan Support Line.

The scheme is run nationally, and we carefully match up volunteers with a person needing support.

- **Telephone or Digital Buddies** – provide people with cancer with someone to talk to regularly about how they are feeling. Support is available over the phone or via video call.
- **Community Buddies** - provide support face to face in the community or in people's homes through regular chats or assisting with simple practical tasks (such as light housework, gardening, or food shopping), to help take the strain off people with cancer and their family.

In 2023, **Macmillan Buddies** supported **3,581** people living with cancer.

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<sup>†</sup> A proportion of the people we support choose not to provide their names and assumptions have been made about their multiple use of services.

## Macmillan Information Resources

**What is the service:** We produce a wide variety of award-winning booklets, books and audio-visual materials; some are available in an easy read format and a small range in 11 other languages. They contain information about different cancer types, symptoms, treatment side effects, understanding cancer, living with cancer, and on end of life care.

**Accessing support:** People living with cancer can search online by cancer type and either read the information online, download it or order a printed copy to be posted to them. The resources are also available from their healthcare professional.

In 2023, we distributed **2,304,000** leaflets, posters and cards.

## Macmillan Website Information and Support

**What is the service:** The Macmillan website contains a wealth of expert information which is easy to navigate and understand. Here you can find content on different cancer types, tests and screening, getting diagnosed, treatments, living with cancer, and on end of life care.

In 2023, the **Cancer Information and Support pages** of our website were read by an estimated **663,000** people<sup>§</sup>.

## Macmillan Online Community

**What is the service:** The Online Community is a peer-to-peer support network for people living with and affected by cancer, with over 90,000 members<sup>\*\*</sup>. Support is available 24/7, in a safe online environment. The Community has groups dedicated to specific cancer types, treatments, family and friends including cancer experiences, cancer types, family and friends, carers, practical issues and travel insurance.

In 2023, the **Online Community** helped an estimated **215,000<sup>\*\*</sup>** people living with or affected by cancer.

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§ This is a subset of overall visitors to the Information and Support pages. It counts visitors who consumed content on at least one page within Information and Support. A visitor will be counted once they have spent 60 active seconds on a page and once they have scrolled to view at least 80% of the page.

\*\* You have to have created an account to be able to post or comment on the site but can read content as a visitor.

†† This is a subset of overall visitors (including those who are not members) to the Online Community pages. It counts visitors who consumed content on at least one page within the Online Community. A visitor will be counted once they have spent 60 active seconds on a page and once they have scrolled to view at least 80% of the page.

## Tailored Information by Email or Post (Diagnosis Campaign)

**What is the service:** People recently diagnosed with cancer can sign up to get regular emails or information by post. The content, tailored to the individual, is designed to provide the right support at the right time as they move through their cancer experience.

The emails give regular, bite-sized information and support, helping people cope with the ongoing issues of health, money, work and the practical impact of cancer, together with support for how they are feeling. Those who do not want emails can sign up to receive regular information by post; this contains similar information but also includes additional content tailored to their work situation and for those not directly diagnosed themselves.

A person will receive 9 weekly emails, followed by 11 further emails every other week. Those who prefer to receive the information by post can sign up via the Support Line to receive 4 weekly packs.

In 2023, we reached around **31,000** people through our **Diagnosis Campaign**.

## Macmillan Online Support via Social Media

**What is the service:** There are lots of ways to find information and support on our social media channels. We post frequently on our Facebook, Instagram and Twitter accounts about different types of cancer, and share the stories of people affected by it. We also work extended hours to provide personal answers to private messages and public comments we get on social media, to support those getting in touch with us and their families.

In 2023, **Macmillan Social Media** channels reached an estimated **980,000** people.

## Boots Macmillan Information Pharmacists

**What is the service:** People living with cancer, or their carers, can visit any Boots pharmacy, without making an appointment, and speak to a Macmillan-trained Information Pharmacist. Specially trained pharmacists can answer questions and offer free information, support and advice to people with cancer, including for those that need palliative and end of life care. The pharmacists can also connect people to more specialist sources of information and support, both locally and nationally, including to other Macmillan services.

In 2023 Boots Information Pharmacists continued to have conversations with people living with or affected by cancer, however, we do not have a reliable quantification available.

*Please note: Figures derived from the Boots UK annual Corporate Social Responsibility survey. We recommend that the word 'estimate' is included in all material that uses these figures.*

## Boots Macmillan Beauty Advisors

**What is the service:** Free face to face or virtual support for people with cancer from over 600 Macmillan-trained Boots Macmillan Beauty Advisors in local Boots stores. These are No7 Advisors who have been trained to help with the visible side effects of cancer treatment and help people feel more like themselves. They can give practical advice and support (such as caring for nails or defining eyebrows), signpost to local support and listen to worries or concerns about cancer and its treatment.

In 2023, **Boots Macmillan Beauty Advisors** continued to have consultations with people living with cancer across the UK, however, we do not have a reliable quantification available.

*Please note: Figures derived from the Boots UK annual Corporate Social Responsibility survey. We recommend that the word 'estimate' is included in all material that uses these figures.*

## Money and Work

We know that cancer can cause lots of money worries. We are here for people living with cancer to help understand how to manage the impact on their household budget, what support may be available and how to access it. Living with cancer can also cause problems at work. It's likely that time off will be required for tests, appointments and treatments, and some people may have to stop working completely. We help people understand their work rights, and what financial support they may be entitled to.

## Local Macmillan Benefits Advice Services

**What is the service:** Macmillan's expert, local welfare benefit advisors help people living with cancer access benefits, tax credits, and grants they are entitled to. People can get easy to understand, impartial advice tailored to their specific circumstances, face to face and remotely (over the phone or online). The services are delivered in partnership with Citizens Advice, NHS trusts, local authorities and other organisations; some Welfare Benefits Advisors work in Macmillan Information and Support Centres.

Specially trained advisors assess the person's needs and what they're entitled to and help them to fill out the relevant application forms. They help minimise delays by ensuring people don't waste time filling out incorrect forms or make mistakes on their application. Advisors can also track the application process and provide representation at reviews and

appeals, to ensure any issues are resolved so the person with cancer receives financial support as quickly as possible.

In 2023, our national network of local **Macmillan Benefits Advisors** reached **around 81,000** people, identifying around **£310m** in benefits.

## Macmillan Support Line: Welfare Rights and Energy Advice

### Welfare Rights

**What is the service:** Many people living with cancer don't know what financial help they are entitled to or are reluctant to claim as they don't understand the process and don't have the energy to engage with it. This means people may miss out on vital support when they need it most.

Our Welfare Rights Team are part of the Macmillan Support Line (MSL). They provide expert, impartial advice and guidance to people living with cancer on benefits, grants and tax credits they may be entitled to after a cancer diagnosis.

The team are specially trained, accredited advisors. They help to maximise a household's income, carrying out benefits checks and can support people with the claim process to ensure they get the correct benefit decisions. The team will also help a person living with cancer apply for a Macmillan Grant and refer them to other services including our Energy Advice Team or to a local Macmillan Welfare Benefits Advice service if they have more complex needs.

### Energy Advice

**What is the service:** Our Energy Advice Team (approximately 20 people), are part of the Macmillan Support Line (MSL). They provide advice and support on energy-related costs, from gas and electricity, to water and other sources of fuel. They will also inform people about external support for broken boilers, insulation and energy efficiency. They help to ensure that people living with cancer do not get disconnected or into further debt due to financial issues after a cancer diagnosis. They will also help to support and facilitate a three-way conversation with energy providers.

In 2023, the **MSL Welfare Rights and Energy Advice** teams supported approximately **37,000\*\*** people living with or affected by cancer, identifying **around £124m** in benefits. They responded to **77,735** calls, emails and web enquiries.

## Macmillan Support Line: Work Support

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\*\* A proportion of the people we support choose not to provide their names and assumptions have been made about their multiple use of services.

**What is the service:** Our Work Support Team is part of the Macmillan Support Line (MSL). They provide expert information and offer advice to people with cancer and their carers on all aspects of employment rights. They help people understand their rights at work, provide them with information and guidance on how to talk to their employer, how to negotiate adjustments at work, disputes and discrimination, taking time off and sick leave.

In 2023, the **MSL Work Support Team** supported approximately **5,000<sup>§§</sup>** people living with or affected by cancer responding to **7,950** calls, emails and web enquiries.

## Macmillan Support Line: Financial Guidance

**What is the service:** The Financial Guidance Team are part of the Macmillan Support Line (MSL). The team give impartial information and tailored guidance on a wide variety of subjects including pensions, mortgages, banking, debt, getting or claiming on insurance, making a will, Power of Attorney and dealing with probate.

The person calling will be taken through a fact find over the phone, often helping to identify solutions that they may not be aware of. This in turn will help identify areas where they can receive further guidance and options for getting support.

The team can also support with casework in claiming on pensions or insurance claims and making a complaint where a person may have been declined previously but the team think they have a case. They will also refer people to Step Change for debt advice and banking partners' specialist teams (who have been trained by Macmillan) for support with financial products.

In 2023, the **MSL Financial Guidance Team** supported approximately **15,000<sup>§§</sup>** people living with or affected by cancer, responding to **19,984** calls, emails and web enquiries. Where appropriate the MSL Financial Guidance Team directly advocate on behalf of their customers and helped those customers to obtain over **£1m** in financial benefits – this is in addition to the support offered to the majority where they will advise customers, but, not directly advocate.

## Macmillan Grants

**What is the service:** Macmillan Grants are means-tested, one-off payments that help with the extra costs living with cancer can bring. They can be used to help ease some of the additional financial pressures caused by a cancer diagnosis, such as increased energy and water bills, cost of travel to and from hospital and making home adaptations. Once an application is approved, payment is made by BACS into the chosen bank account or by cheque.

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<sup>§§</sup> A proportion of the people we support choose not to provide their names and assumptions have been made about their multiple use of services.

In 2023, **49,968** people had a grant awarded to them, totalling **nearly £17m** in payments.

## Macmillan Nurses and other Professionals

People living with cancer can get access to a Macmillan Professional through their clinical team within a hospital or hospice, through their GP, or through their Primary Care Nurse in their Cancer Care Review. Not all roles are available across the UK so there is currently little consistency about the support a person living with cancer will be able to get.

Macmillan provide grants to fund a post for an agreed period of time, after which a partner organisation picks up the ongoing funding, recruits the Professionals to deliver the service, and monitors the ongoing delivery. There are a variety of roles that a person living with cancer may have contact with, including:

- **Macmillan Nurses** (also called Clinical Nurse Specialists)– often the main point of contact at a hospital and can be known as a key worker. They are experts in certain types of cancer and can give information about the type of cancer, treatment options and potential side effects. They can give practical support or help with how the patient, or their loved ones, are feeling.
- **Palliative Care Nurses** – nurses who help manage the symptoms of advanced cancer including pain, sickness or breathlessness but do not usually give direct physical nursing care (hands-on nursing). They also help people with cancer and their families cope with how they're feeling and provide practical advice.
- **Support Workers** (also called Navigators or Link Workers) – as a part of the patient's wider cancer care team, they often provide a single point of contact for the patient, dealing with straightforward queries so the specialist professional can focus on those with more complex needs. They are not registered nurses. They coordinate appointments, give advice and support, and signpost to information and other services.

## Estimating the reach of Macmillan Nurses and other Professionals

Estimating reach in this area has always been challenging as we generally do not receive direct data relating to the number of people reached. Furthermore, the complexity of the cancer care system is such that people regularly interact with multiple Macmillan and non-Macmillan Professionals during the course of a year and so total reach is difficult to quantify.

However, our understanding of the cancer care system and the essential role Macmillan Nurses and other Professionals play within it is improving all the time. For 2023 we have drawn together data from various sources to estimate our reach in two key areas:

- **Personalised Care** provided in acute hospital settings by specialist cancer nurses and cancer type specific Support Workers as people go through diagnosis, treatment and follow up.
- **Palliative and End of Life Care** support provided in hospital settings by specialist Palliative Care Nurses.

## Personalised Care in Acute Hospital Settings

Access to personalised care means people have choice and control over the way their care is planned and delivered. It's based on what matters to them and their individual strengths and needs.

Our hospital-based specialist cancer Macmillan Nurses and Support Workers play a crucial role in ensuring people receive personalised care. We estimate that, in 2023, they reached approximately **445,000<sup>\*\*\*</sup>** people living with cancer as they went through diagnosis, treatment and follow up.

## Palliative Care Nurses (Specialist) in Hospital Settings

Palliative and End of life Care is provided in a range of settings, including hospices and the community. This year we have focused on estimating the reach of our hospital-based Palliative Care Nurses. In 2023, we estimate they reached **290,000<sup>\*\*\*</sup>** people living with cancer.

## Combined Unique Reach of Personalised and Palliative/End of Life Macmillan Professionals

As outlined above, we know that people living with cancer will interact with multiple services and professionals during the course of a year and we estimate there will be some overlap between people accessing palliative/end of life care and personalised care in hospital settings. We estimate the total unique reach for these areas combined to be **730,000** people living with cancer in 2023.

## Electronic Holistic Needs Assessments

**What is the service:** A Holistic Needs Assessment (HNA) is a process of gathering information from patients or their carers in order to inform planning for the provision of personalised care. The HNA supports the whole person and analyses physical, emotional, spiritual, social and practical concerns. This helps to develop an individual care plan.

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<sup>\*\*\*</sup> These counts include Macmillan's estimates of people who had at least one interaction with either a Macmillan specialist cancer nurse or a Macmillan cancer support worker in a hospital setting within 5 years of their cancer diagnosis. It does not include additional reach that we expect would be achieved by other Macmillan Professionals such as Allied Health Professionals or support received by patients with suspected, but unconfirmed, cancer.

<sup>\*\*\*</sup> Footnote: These counts include Macmillan's estimates of people with metastatic cancer (cancer that has spread) or in their last year of life and had at least one interaction with a Macmillan specialist palliative care nurse in a hospital setting.

Macmillan developed an electronic version of this tool (the electronic Holistic Needs Assessment – eHNA) in order to make the process more straightforward and less time consuming for all involved.

In 2023, **58,696** people living with cancer were reached through **Macmillan's eHNA** service with **65,342** assessments submitted.

## Emotional and Practical Support

Cancer can be scary and comes with significant uncertainty for what the future might hold. Worries, fears and concerns about the consequences of cancer and its treatment are natural, but that doesn't mean they're easy to cope with. Everyone's needs are different and will vary at different points of their cancer experience, but we want to make sure people are supported to live their lives as fully as they can through providing emotional and practical support.

### Free Counselling - Macmillan and BUPA Partnership –

**What is the service:** If things get too much and emotional needs become prolonged or intense, people with cancer may require mental health support. The service provides psychological support for people who are struggling emotionally with, and as a result of, their cancer experience. If eligible, they are offered up to 4 remote, one-on-one counselling sessions, provided by BUPA (but funded by Macmillan). The sessions are offered remotely, by phone or video call and are designed to help understand, manage and overcome difficult feelings.

In 2023, **9,521** people living with cancer accessed **BUPA Counselling** sessions.

### Additional resources about our services

- [Macmillan Annual Report & Accounts 2022](#)
- [Getting help – Cancer information and support](#)
- [What we do – About Us](#)