

The cost of Macmillan's services fact sheet

2019 edition (using 2018 costs)

**For information, support or just someone to talk to,
call 0808 808 00 00 or visit [macmillan.org.uk](https://www.macmillan.org.uk)**

Macmillan Cancer Support, registered charity in England and Wales (261017), Scotland (SC039907) and the Isle of Man (604). Also operating in Northern Ireland. A company limited by guarantee, registered in England and Wales company number 2400969. Isle of Man company number 4694F. Registered office: 89 Albert Embankment, London SE1 7UQ. VAT no: 668265007

What is this document for?

When people support Macmillan, they want to know that their donations make a difference to the lives of people affected by cancer. It's vital we demonstrate the impact Macmillan makes. Giving people tangible examples of how we put their money to use helps us gain and keep supporters.

These examples need to be:

- phrased appropriately
- factually correct
- clear and not misleading
- something that can be easily confirmed.

Where might we use this information?

- stories in all Macmillan internal and external publications and media
- emails or letters to event 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 (if you do need to pitch for a service, you must contact the Finance Adviser for Restricted Funds at UKO)
- Performance monitoring
- Evaluation of existing services

How to use this fact sheet

Please use the data as it appears on this document. Rounding up or down to the nearest 1, 10, 100, 500, 1,000, etc to make messages clearer is permitted. However, please try and use an additional approximating word such as 'approximately' or 'about' in these circumstances. Please note that some audiences, for example, corporate partners, may prefer to see precise figures.

You can also simply multiply up to get different prices for your communications. For example, if one item costs £3,000 (e.g. one Macmillan Information Point) and you're looking for something that costs around £15,000, then you could say something like, '£15,000 could pay for five Macmillan Information Points'.

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Please remember: many of your audiences will not know what support our services offer. So just saying that '£55,905 could pay for a Macmillan nurse for a year' is not enough. It is important that you also describe what is so special about our services. If for space reasons any of the amounts that follow do not also describe the support provided, please include information in a supporting paragraph.

If you want to adjust the figures in any way other than the above or have any questions, please contact **Elena Ahmed** (eahmed@macmillan.org.uk) in Evidence and Insight.

For Macmillan staff only:

If you would like to see the detailed spreadsheet, or have any queries about the fact sheet, please contact **Elena Ahmed** (eahmed@macmillan.org.uk) in Evidence and Insight.

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Healthcare professionals

All Macmillan professionals (including nurses) are funded according to the NHS Agenda for Change. This is a national system that places NHS posts in one of nine pay bands (1 to 9), based on their knowledge, responsibility, and skills needed. Macmillan nurses are typically employed at Band 7. The cost of employing other Macmillan professionals can vary, depending on the band they are employed at.

Macmillan nurses

Macmillan Clinical Nurse Specialists (CNSs), and nurses with similar roles, treat and manage patient's health concerns and work to promote health and wellbeing. They use their skills and expertise in cancer care to provide physical and emotional support, coordinate care services and to inform and advise patients on clinical as well as practical issues.

CNSs can specialise in caring for a specific population (such as young people), a type of care (such as palliative care), a condition (such as lymphoedema), or a particular cancer (such as lung cancer).

Like for other professionals, Macmillan usually commits to fund new CNS posts for three years. After the initial funding period, our partner organisations - such as the NHS - continue to fund Macmillan professionals.

- *[cost]* could pay for a Macmillan nurse for *[time]*, helping people living with cancer and their families receive essential medical, practical and emotional support.

Cost	£29	£221	£1,075	£4,659	£55,905	£167,716
Time	1 hour	1 day	1 week	1 month	1 year	3 years

Please note: The costs shown are the full cost of employing a Macmillan nurse (including on-going costs such as national insurance and travel costs). These costs are set by the NHS Agenda for Change system and are considered at Band 7 (see narrative in the 'Other Macmillan professionals' section for explanation). They do not represent nurse salaries.

Other Macmillan professionals (AHPs)

Macmillan funds a number of other health and social care professionals (Allied Health Professionals – AHPs), besides nurses. They work alongside nurses and doctors to provide a comprehensive range of cancer healthcare support.

The same figures used for Nurses above can be valid for other Macmillan professionals. Example of AHPs include:

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Therapeutic radiographers – Radiotherapy uses high-energy rays to destroy cancer cells. Receiving radiotherapy can be an unpleasant and distressing experience. It can lead to side effects such as tiredness, sickness, problems with eating and drinking, hair loss, and diarrhoea. Therapeutic radiographers play a vital role in the delivery of radiotherapy services; they are the only health professionals qualified to plan and deliver radiotherapy. Therapeutic radiographers are responsible for the planning and delivery of accurate radiotherapy treatments using a wide range of technical equipment. They are extensively involved at all stages of the patients' radiotherapy journey, helping them to make informed decisions about their treatment.

Lymphoedema specialists – Lymphoedema is a condition that causes swelling of the limbs and can be a consequence of cancer or its treatment. Our lymphoedema specialists (often qualified nurses, physiotherapists or occupational therapists) provide therapy that includes massage, bandaging, exercises and skincare. They assess physical movements to improve and manage the impact of any treatments such as surgery, radiotherapy and chemotherapy. They help managing symptoms and improving recovery by working on mobility, balance, range of movement, and strength. Wherever possible, they can also support people to manage their condition themselves.

Physiotherapists (PTs) – help maximise the patient's potential in terms of functional ability and independence as well as gain relief from distressing symptoms such as breathlessness and incontinence. The physiotherapist will provide a range of therapies for physical disability and pain.

Occupational therapists (OTs) - assist the patient and carers to maintain their maximum level of function and independence. They are involved with the care of patients who have problems with functional ability, fatigue, stress or physical discomfort as a result of cancer and symptom management as well as having a pivotal role in vocational rehabilitation.

Speech and language therapists (SALTs) – specialise in the diagnosis and treatment of patients who have speech, language and or swallowing problems as a result of cancer. They are also involved in the teaching of alternative methods of communication and symptom management and support those with altered body image.

Dietitians – specialise in the nutritional assessment of people living with cancer, which together with other clinical information is used to provide dietary treatment. Malnutrition is the single most common secondary diagnosis in patients with cancer. Dietitians advise on achieving optimal nutritional status, improve nutrition throughout the cancer patient's journey and minimise discomfort through appropriate nutritional support.

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Macmillan Support Workers

Macmillan Support Workers coordinate the care of cancer patients who do not have complex needs and support them to feel in control of their own care. They are part of a wider team and work in close contact with Clinical Nurse Specialists and other specialist professionals – taking some work away from specialist staff, so that they can focus on the care of patients with more complex needs. They are often the first point of contact for patients, coordinating and redirecting patients to support for their practical, information, and emotional support needs.

- *[cost]* could pay for a Macmillan Support Worker for *[time]*, helping people living with cancer receive the support they need.

Cost	£16	£118	£573	£2,485	£29,816	£89,447
<i>Time</i>	1 hour	1 day	1 week	1 month	1 year	3 years

Please note: these costs are the full cost of employing a Macmillan Support Worker (including on-costs such as national insurance and travel costs). These costs are set by the NHS Agenda for Change system and are considered at Band 4 (see narrative in the ‘Other Macmillan professionals’ section for explanation). The costs shown do not represent their salaries.

Healthcare services

Macmillan Electronic Holistic Needs Assessment (eHNA)

A Holistic Needs Assessment (HNA) is a process of gathering information from patients or their carers in order to inform discussion about how to provide 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.

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

- **£42** could cover the costs for a patient to receive a personalised eHNA assessment and care plan.

Please note: this is the cost for Macmillan to support partner organisations (such as hospitals) to deliver the eHNA. These organisations are in charge of covering delivery costs.

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Macmillan cancer environments

We know that the design of buildings can have an impact on the way people feel and respond to treatment. Macmillan helps to fund the design, construction and furnishing of cancer care centres. We also provide furniture, decoration and fittings to create a relaxing and healing environment. Types of clinical building include palliative care units, chemotherapy suites and general cancer care centres.

The cost of, and investment in, a cancer environment can vary significantly. This is dependent on a variety of elements, such as the size and layout of the area. Below are examples of costs for some spaces that can be part of a cancer environment.

- Between **£100,000** and **£250,000** could pay for a treatment area in a chemotherapy day unit, so that patients can receive their treatment in a comforting environment.
- Around **£70,000** could pay for a staff room, where clinical staff can take a break from their duties.
- Around **£50,000** could pay for a consulting examination room in an outpatient unit, where clinical staff can assess and provide treatment to patients.
- Around **£35,000** could pay for a phlebotomy bay in a chemotherapy day unit, an area where patients can have their blood taken for tests.

Please note: Macmillan may not fund the full costs of these environments, as they are often developed in partnership with other organisations.

Macmillan Support Grant Scheme for professionals

From 2018, Support Grants replaced the Service Improvement Grants. The Support Grants Scheme is a flexible grant programme available to both professionals and people living with cancer*. The Support Grant must be of direct benefit to people living with cancer. Some examples of professional grants awarded in 2018 are:

- **£3,700** could fund the conversion of a small hospital office in to a quiet room for cancer patients to have private and sensitive conversations with healthcare professionals.
- **£520** could fund a project aiming to reach people living with cancer in LGBT communities.
- **£430** could fund a laptop to be used by benefits specialists to complete benefits applications whilst undertaking a home or hospital visit to cancer patients, making the benefit claiming process as easy as possible for cancer patients.

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- **£381** could fund an iPad to enable a Community Macmillan Nurse to carry out personalised electronic health needs assessments (eHNA) for their cancer patients.
- **£60** could fund a mindfulness session for up to 20 patients at a Macmillan Cancer Information and Support Centre.

**Please see the Support Grants entry in the Social, emotional and practical services section for information on grants for people living with cancer.*

Macmillan physical activity support schemes

Macmillan supports and works with partnership services in Scotland and Northern Ireland for physical activity. As a result of historical activity, we also have a number of Macmillan physical activity support schemes across England supporting people living with cancer.

For information on the cost of running a physical activity team in 2018, please contact **Elena Ahmed** (eahmed@macmillan.org.uk) in Evidence and Insight.

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 and to take away some of the fear. We offer practical advice and solutions for the everyday problems that can arise from living with cancer. We also offer vital emotional support – somewhere to turn when people affected by cancer need to chat or share their experiences.

Macmillan Cancer Information and Support Services

Building a Macmillan information centre

Macmillan funds the design, construction and furnishing of hospital and community-based cancer information and support centres.

A visit to a cancer information and support centre provides people affected by cancer with the chance to ask questions and talk through their concerns with specialist staff and trained volunteers. The centres hold booklets and leaflets about cancer, information on financial support and a wide variety of other topics. Many centres have benefits advisers available to help, some offer complementary therapies and they are also able to signpost or refer on to other services such as counselling and social care support.

- Around **£100,000** could pay for an information resource area in a Macmillan cancer information and support centre, where patients, families, and carers can find and receive information on available sources of support.

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- Around **£48,000** could pay for a complementary therapy room in a Macmillan cancer information and support centre, where patients can receive non-medical therapies such as massage or aromatherapy sessions.
- Around **£40,000** could pay for a quiet room in a Macmillan cancer information and support centre, where patients and their families can spend some quality time together.

Running a Macmillan information centre

- **[cost]** could help run a large Macmillan information and support centre for **[time]**, helping people affected by cancer to find information and support.

Cost	£52	£417	£ 2,028	£8,789	£105,469
Time	1 hour	1 day	1 week	1 month	1 year

- **[cost]** could help run a small Macmillan information and support centre for **[time]**, helping people affected by cancer to find information and support.

Cost	£27	£217	£1,057	£4,579	£54,952
Time	1 hour	1 day	1 week	1 month	1 year

Staffing a Macmillan information centre

- **[cost]** could pay for a Macmillan Information and Support Manager for **[time]**.

Cost	£29	£221	£1,075	£4,659	£55,905	£167,716
Time	1 hour	1 day	1 week	1 month	1 year	3 years

- **[cost]** could pay for a Macmillan Information and Support Assistant for **[time]**.

Cost	£16	£118	£573	£2,485	£29,816	£89,447
Time	1 hour	1 day	1 week	1 month	1 year	3 years

Other Macmillan information spaces

- Around **£40,000** could pay for a fully-kitted out Macmillan Information Pod, including build costs, IT equipment, furniture and décor. The Pod is an enclosed space within a larger area where confidential information and support can be given to people affected by cancer. For example, the Pod might be found in a hospital waiting area or library.
- Between **£15,000** and **£20,000** could pay for a fully-kitted Macmillan Information Space, including build costs, IT equipment, furniture and décor. The Space is a partitioned and

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furnished area within a larger area where information and support can be given to people affected by cancer. For example, the Space might be found in a hospital waiting area or library.

- **£3,000** could pay for the build costs of a Macmillan Information Point. This is a small area that allows people to easily access Macmillan information resources and signposts them to available sources of support.

Stocking a Macmillan information centre or space

- *[cost]* could keep a typical Macmillan information and support centre stocked with all the information resources it needs to support people affected by cancer for *[time]*. These resources would include booklets, guides, directories and leaflets.

Cost	£2	£14	£67	£292	£3,500
<i>Time</i>	1 hour	1 day	1 week	1 month	1 year

Macmillan Information Resources

Macmillan produces a lot of information about cancer. Medical experts and people who have experienced cancer help us write resources for people affected by cancer to help understand their diagnoses, treatment options and feel more in control. Publications range from booklets, audiobooks, and leaflets. They can be about different cancer or treatment types, as well as about other aspects affecting the lives of people living with cancer, their families, and carers.

Signs and symptoms card (Z cards)

- *[cost]* could pay for *[units]* copies of our credit-card sized resource explaining graphically the signs and symptoms of some common cancers. This has become one of our most popular resources and is particularly popular with men, who are often reluctant to pick up other materials.

Cost	£0.09	£0.85	£2.13	£4.24	£8.50	£17
<i>Units</i>	1	10	25	50	100	200

Coping with fatigue booklet

- *[cost]* could pay for *[units]* copies of our *Coping with fatigue* booklet. This was our second most ordered resource in 2018.

Cost	£0.49	£4.90	£12.25	£24.50	£49	£98
<i>Units</i>	1	10	25	50	100	200

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The cancer guide

- *[cost]* could pay for *[units]* copies of *The cancer guide*. This Macmillan booklet can help someone recently diagnosed with cancer and their families, understand more about cancer, its treatment, and the help available.

Cost	£0.54	£5.40	£13.50	£27	£54	£108
<i>Units</i>	1	10	25	50	100	200

Help with the cost of cancer booklet

- *[cost]* could pay for *[units]* copies of *Help with the cost of cancer* – potentially helping a person affected by cancer understand the benefits and financial help they could access.

Cost	£0.73	£7.30	£18.25	£36.50	£73	£146
<i>Units</i>	1	10	25	50	100	200

Looking after someone with cancer booklet

- *[cost]* could pay for *[units]* copies of our *Looking after someone with cancer* booklet, helping carers to look after themselves while supporting and looking after someone with cancer.

Cost	£0.72	£7.20	£18	£36	£72	£144
<i>Units</i>	1	10	25	50	100	200

How are you feeling? booklet

- *[cost]* could pay for *[units]* copies of *How are you feeling? The emotional effects of cancer*. This booklet is one of our most popular resources, offering advice and information on sources of support to people affected by cancer, who may experience a wide range of emotions including fear, loneliness, and anger.

Cost	£0.60	£6.00	£15.00	£30	£60	£120
<i>Units</i>	1	10	25	50	100	200

End of life booklet

- *[cost]* could pay for *[units]* copies of our *End of Life* booklet, produced in partnership with Marie Curie.

Cost	£0.59	£5.90	£14.75	£29.50	£59	£118
<i>Units</i>	1	10	25	50	100	200

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Malignant spinal cord compression card and leaflet

- *[cost]* could pay for *[units]* cards and accompanying leaflet on malignant spinal cord compression. This is a serious potential side effect of some cancers and can cause paralysis if not treated quickly. Healthcare professionals identified the need for patients to be aware of the symptoms and what action to take.

Cost	£0.05	£0.50	£1.25	£2.50	£5	£10
<i>Units</i>	1	10	25	50	100	200

Preparing a child for loss booklet

- *[cost]* could pay for *[units]* copies of the new edition of *Preparing a child for loss*, a resource we've produced in partnership with Winston's Wish.

Cost	£0.38	£3.80	£9.50	£19	£38	£76
<i>Units</i>	1	10	25	50	100	200

Creating information resources

- We know that people suffering the side effects of cancer treatment such as extreme fatigue can find it easier to listen to information than read it themselves. We have audio versions of some of our most popular resources. **£450** could pay for creating an audio version of our *Coping with fatigue* booklet for people to listen online or download from our website.
- **£1063** could pay for us to add BSL signing and subtitles to four information videos (or **£532** for 2; **£267** for 1). This ensures the videos are accessible to people who are deaf or have hearing loss and use BSL. Adding BSL signing to existing videos is a cost-effective way for us to reach a wider audience with our video content. From 2018 on we will be adding BSL signing to all new information videos, making them more inclusive and accessible, and helping us reach more people living with and affected by cancer.
- **£4305** could pay for the creation of two new booklets in Easy Read format covering the topics of money and benefits, costing **£3617** to print 8000 copies (**£0.45** each). This format uses simple language and illustrations for anyone who finds it difficult to read our standard booklets, such as people with learning disabilities, or people whose first language isn't English. We work closely with specialists in this type of resource to ensure the language and images are appropriate and drafts are reviewed by people with learning disabilities. We now have over 50 resources of this type covering topics including types of cancer, its treatment, aspects of living with cancer, dying and bereavement. They have been very well received by people with learning difficulties, their carers, and people who support them.

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- Four out of five people living with cancer experience a financial impact. The average is £570 a month¹. **£185** will pay for a translated factsheet explaining the key facts about the financial benefits that may be available to people with a cancer diagnosis or are caring for someone with cancer. Our booklet on this topic is our most popular print resource, and we want everyone to know about the support available for financial issues, including that provided by Macmillan. This factsheet is available in 11 languages identified by Macmillan as the most commonly spoken amongst more marginalised communities in the UK.

Macmillan Mobile Information and Support Service (MISS)

Our Macmillan Mobile Cancer Information and Support Service tours the UK throughout the year, offering free, confidential information and support to people in their communities. Our Mobile Cancer Information and Support Service tours the UK throughout the year, offering free, confidential information and support to people in their communities. The service has grown considerably, and the team currently works across six mobile units and one indoor pop-up information centre. In addition, we carry out further outreach work including presentations, stands and workshops with community groups and workplaces.

Anyone is welcome to drop in to one of our units, whether they have a cancer diagnosis, are visiting on behalf of a friend or relative, or are worried about cancer. They are staffed by Macmillan Cancer Information and Support Specialists, who can offer a wide range of information and support tailored to a person's individual needs.

In 2018, our six Mobile Information and Support Services supported a total of **261,956** unique people affected by cancer across England, Wales and Scotland and responded to **263,790** face-to-face enquiries

- *[cost]* could pay for **one** of our Macmillan Mobile Cancer Information and Support Services for *[time]*. In this time, the service, on average, will enable us to reach or support *[reach]* people.

Cost	£316	£1,899	£9,682	£41,956	£503,470
<i>Time</i>	1 hour	1 day	1 week	1 month	1 year
<i>Reach</i>	28	166	845	3,664	43,965

- **£11.45** could pay for a person to receive quality information and support from our Mobile Information and Support team – either with our mobile centres or through a wide range of community and workplace visits.

Please note: the Mobile Information and Support Service Centres cover all regions in the UK apart from Northern Ireland.

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Macmillan Support Line Services (SLS – 0808 808 00 00)

Our Support Line Services are an integrated phone service that allows people affected by cancer to call just one number to access a wide range of support. Our staff are here for everyone affected by cancer, whatever they need. They can answer questions about cancer types and treatments, provide practical and financial support to help people live with cancer, and are there if someone just wants to talk.

In 2018, we spent over **£5.9 million** on our entire Macmillan Support Line phone service, helping a total of **102,205** unique people. In this time, our staff dealt with **234,445** incoming calls, call backs and web enquiries from people who wanted questions answered, needed practical or financial support, or just wanted to chat.

Our Macmillan Support Line is formed of six teams:

1. **Cancer Information and Support** – this team help people affected by cancer by providing emotional and practical support, as well as general information. They also redirect calls to other teams when more specialist knowledge is needed.
2. **Cancer Information Nurse Specialists** – registered nurses who can answer more complex clinical questions. They can support people affected by cancer with issues such as understanding treatment options, pain management, and help with medical jargon.
3. **Welfare Rights** – these are experts who offer advice on a number of financial issues. They can help ease money worries for people affected by cancer, including providing information on benefits entitlement, tax credits, grants and loans. *
4. **Energy Advice**- this team offers advice on support available to help people living with cancer keep warm without the worry. *
5. **Financial Guidance Service** – staffed with experts who support people affected by cancer make informed decisions about their finances. They provide personalised information and guidance on financial matters including pensions, insurance, mortgages and financial planning. *
6. **Work Support Service** – delivered by experts who provide support to people affected by cancer with work issues, and to provide access to legal advice and assistance through a partnership with the charity LawWorks. **

**Please see the “Financial support services” section for more information.*

*** Please see the “Social, emotional, and practical support services” section for more information.*

Please note: The costs for SLS included in this fact sheet do not include operational costs and are for fundraising purposes only. For the full annual SLS costs, please contact the SLS team or refer to the Annual Report.

*Please note: The interaction figures reported in this fact sheet include call backs as well as answered calls and web enquiries. For figures on how many unique people each service has helped, please see **The reach of Macmillan’s services fact sheet**.*

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Cancer Information and Support team

- **£9** could help a member of our Cancer Information and Support team on our Macmillan Support Line deal with a call or web enquiry.
- **[cost]** could support our Cancer Information and Support team to run our Macmillan Support Line phone service for **[time]**. In this time, they could deal with **[interactions]** calls and web enquiries from people who want questions answered, need practical or financial support, or just want to chat.

Cost	£448	£4,703	£23,878	£103,472	£1,241,660
<i>Time</i>	1 hour	1 day	1 week	1 month	1 year
<i>Interactions</i>	50	527	2,673	11,585	139,021

Cancer Information Nurse Specialists

- **£49** could help the Cancer Information Nurse Specialists on our Macmillan Support Line deal with a call or web enquiry.
- **[cost]** could support our Cancer Information Nurse Specialists to run our Macmillan Support Line phone service for **[time]**. In this time, they could deal with **[interactions]** calls and web enquiries from people providing a wide range of clinical information – such as treatment options, pain management, and help with medical jargon.

Cost	£603	£6,278	£31,873	£138,117	£1,657,398
<i>Time</i>	1 hour	1 day	1 week	1 month	1 year
<i>Interactions</i>	12	129	656	2,844	34,130

SLS Transformation Project

In 2018, some of our SLS teams expanded their hours, to be there to support people with emotional and clinical support and information in the evenings, at weekends and Bank Holidays.

- The average cost of running our SLS teams over the weekend is **£9,820**.
- The average cost of running the Cancer Information Support Service over a weekend is **£6,722**.
- The average cost of running the Cancer Information Nurse Specialist Service over a weekend is **£3,098**.
- The average cost of opening the Cancer Information Support Service on a Bank Holiday is **£622**.
- The average cost of opening the Cancer Information Nurse Specialist Service on a Bank Holiday is **£954**.

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SLS welcome material

People who have been in touch with our support line for the first time receive a welcome letter, either in paper or email format. This contains information about the Macmillan Support Line and useful links to other sources of support, such as our Online Community.

- *[cost]* can pay for *[units]* welcome letters to be printed and sent to people affected by cancer who have been in touch with our Macmillan Support Line for the first time.

Cost	£1.06	£10.62	£26.54	£53.08	£106.16	£212.31
Units	1	10	25	50	100	200

Macmillan Online Support via Online Community

The Macmillan Online Community is a carefully moderated website where people share their experiences of cancer. It's somewhere that people can find emotional and practical support from other people facing similar issues. Available 24/7, it's extra support that people with cancer and their loved ones can call on in their own time.

There are **162,000** active members of the community, providing help and support. In 2018, the Community had **22,896 new registrations**.

People of all ages with all levels of digital ability use the community. Posts can include anything to do with cancer – from treatments, to coping with everyday life, to the death of a loved one. Run by Macmillan staff, it's a safe place where everyone supports each other.

In 2018, the Online Community helped **973,949** unique people affected by cancer in the UK to give emotional and practical support to each other.

- *[cost]* could help run our Online Community forum for *[time]*. In this time, *[reach]* people affected by cancer in the UK can give emotional and practical support to each other on anything to do with cancer – from treatments, to coping with everyday life, to the death of a loved one.

Cost	£16	£372	£2,614	£11,328	£135,937
Time	1 hour	1 day	1 week	1 month	1 year
Reach	111	2,668	18,730	81,162	973,949

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Financial support services

Macmillan Benefits Advisers (face-to-face)

Macmillan benefits advice schemes work in a variety of settings (e.g. in a Citizens Advice Centre, a Macmillan information and support centre, a local council, or a hospital setting) providing essential welfare benefits advice and casework support to people affected by cancer. They can work as single posts, or in larger teams to provide support across a wider area. A Macmillan benefits adviser can offer specialist advice on entitlements to benefits, tax credits and grants. They can also provide assistance with claims and representation at reviews and appeals.

- In 2018, our national network of face-to-face Macmillan benefits advisers reached **140,982** unique people. **74,299** individual people affected by cancer were supported through specialist casework, identifying more than **£228m** in benefits. A further **66,683** people were helped through non-casework contacts. *
- In 2018, on average, a Macmillan benefits advice service reached **1,195** people and identified **£1.9m** in benefits for people affected by cancer.
- On average, every person affected by cancer who receives benefits advice casework from a face-to-face benefits adviser will be told that they can claim **£3,068** a year in benefits that they are not currently claiming.

**Casework is higher level advice, complex and specialist. Non-casework is lower level advice and is usually less than 30 minutes' activity (e.g. a benefit check with no further action required or signposting to other services).*

Running a Macmillan benefits advice service

- [\[cost\]](#) could help run a large Macmillan benefits advice service for [\[time\]](#).

Cost	£112	£784	£3,815	£16,530	£198,364
Time	1 hour	1 day	1 week	1 month	1 year

- [\[cost\]](#) could help run a medium Macmillan benefits advice service for [\[time\]](#).

Cost	£97	£678	£3,301	£14,304	£171,649
Time	1 hour	1 day	1 week	1 month	1 year

- [\[cost\]](#) could help run a small Macmillan benefits advice service for [\[time\]](#).

Cost	£38	£263	£1,281	£5,553	£66,630
Time	1 hour	1 day	1 week	1 month	1 year

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Macmillan Welfare Rights Team (via SLS)

(Please see the 'Support Line Services' section for more information).

- **£46** could help our welfare advisers on our Macmillan Support Line deal with a call or web enquiry.
- **[cost]** could support our welfare rights advisers to run the welfare rights element of our phone service for **[time]**. In this time, they could, on average, deal with **[interactions]** calls and web enquiries and help secure around **[gain]** in unclaimed benefits for people affected by cancer.

Cost	£591	£6,158	£29,960	£129,826	£1,557,918
<i>Time</i>	1 hour	1 day	1 week	1 month	1 year
<i>Interactions</i>	13	133	646	2,800	33,596
<i>Gain £</i>	92.47	£243,928	£1,186,803	£5,142,813	£61,713,761

Claim per spend

- Every **[cost]** we spend on our phone service could lead to our welfare rights advisers on our Macmillan Support Line helping people affected by cancer to claim **[gain]** in benefits they are entitled to.

Cost	£1	£10	£100	£1,000
<i>Gain £</i>	£39.61	£396	£3,961	£39,613

Please note: on top of the reported calls and web enquiries, the welfare advisers on our Macmillan Support Line also generate a number of outbound calls. These are included in the figures above.

Macmillan Financial Guidance Service (via SLS)

The Macmillan Financial Guidance Service provides personalised information and guidance on financial matters including pensions, insurance, mortgages and financial planning.

Our financial guides provide a wide range of guidance and support to people affected by cancer, helping them manage finances better and providing options and information around accessing their financial products and improving their financial situation. They also provide advocacy for some customers – such as appealing a declined insurance claim or accessing enhanced pension benefits – which can result in a confirmed financial gain.

- **£39** could help our financial guides on our Macmillan Support Line deal with a call or web enquiry.
- In 2018, the financial guides on our Macmillan Support Line helped to identify almost **£2.6m** in confirmed financial gains for 68 people affected by cancer.

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- *[cost]* could support our financial guides to run the financial guidance element of our phone service for *[time]*. In this time, they could, on average, deal with *[interactions]* calls or web enquires, providing a wide range of financial support and advice to people affected by cancer.

Cost	£306	£3,062	£14,900	£64,566	£774,789
<i>Time</i>	1 hour	1 day	1 week	1 month	1 year
<i>Interactions</i>	8	78	379	1,643	19,718

Please note: other customers who receive guidance from our financial guides may also achieve a financial gain, but the value is not known. The identified financial gains stated above are where we have been advised of the actual gain and relate to a small number of interactions. Although not everyone will receive a financial gain, they will have a better understanding of their financial products and options.

Macmillan Energy Advice Service (via SLS)

The Macmillan Energy Advice Service is made up of a team of energy specialists who offer advice on support available to help people living with cancer keep warm without the worry. They can help to source funding if people affected by cancer are struggling with energy bills.

- **£45** could help an energy specialist on our Macmillan Support Line deal with a call or web enquiry.
- *[cost]* could support our Energy Advice Team to run the Energy Advice service of our phone service for *[time]*. In this time, they could, on average, deal with *[interactions]* calls or web enquires, providing advice on how people living with cancer can keep warm without the worry.

Cost	£71	£707	£3,441	£14,912	£178,943
<i>Time</i>	1 hour	1 day	1 week	1 month	1 year
<i>Interactions</i>	2	16	76	331	3,971

Macmillan Grants (including Tom's Gift)

Macmillan Grants help people with cancer on low incomes to meet costs that can arise from the condition and its treatment. A Macmillan Grant is a one-off payment for adults, young people, or children with cancer, to cover a wide range of practical needs. This can include things such as heating bills, extra clothing, or a much-needed break.

- In 2018, **37,051** unique people with cancer received a Macmillan Grant, with **around £14.2m** in grants awarded in total.
- In 2018, the average Macmillan Grant was around **£388** per person.

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Holiday grants

- A holiday can provide a much-needed break from cancer treatment and hospital appointments. In 2018, Macmillan helped over **3,000 families** enjoy some precious time together.
- **£285** could pay for a Macmillan Grant that helps a family affected by cancer take a holiday and enjoy precious time together.

Heating grants

- Some cancer treatments can leave people feeling the cold more acutely. Every day around **49 people** receive heating grants from Macmillan so they can keep the heating on when they really need to.
- **£197** could pay for a Macmillan Grant that helps a person living with cancer heat their home when they really need to.

Clothing grants

- People with cancer can experience changes in body shape and size. Badly fitting clothes are uncomfortable and can also be a constant reminder of their illness. Every day Macmillan gives around **60 people** a clothing grant, helping them feel better about the way they look.
- **£150** could pay for a Macmillan Grant that buys new clothes for someone experiencing a change in weight or body shape while undergoing cancer treatment, helping them feel better about the way they look.

Travel grants

- The cost of travelling to hospital for regular treatment can have a serious impact on a family's finances. Last year, Macmillan helped **over 9,000 people** with the cost of hospital travel.
- **£145** could pay for a Macmillan Grant that would make a significant contribution to the cost of a person's travel to hospital for cancer treatment.

Other grants

- **£90** could pay for a Macmillan Grant that buys fresh bedding for a person who is dealing with nausea, night sweats or incontinence because of their cancer treatment. In 2018, over £630,000 of Macmillan Grants went towards buying fresh bedding.
- **£60** could pay for a Macmillan Grant that buys a good quality liquidiser for someone who can't eat solid food as a result of their cancer or treatment.

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- **£65** could pay for a Macmillan Grant that enables a person with cancer to purchase a microwave oven. This will make the preparation of food easier when they are experiencing treatment-related tiredness and fatigue.

Tom's Gift

Tom's Gift is a further way Macmillan's Grant team supports people affected by cancer. Created jointly by The Tom Grahame Trust and Macmillan, it is a small way to celebrate the amazing courage and resilience of so many children.

Tom's Gift is a special present sent to children aged 0 to 16 who require treatment for cancer. This special present includes a mystery item and a £30 gift voucher for them to spend in-store or online on anything they will find fun and enjoyable.

- In 2018, Macmillan helped **960** children with cancer to receive a Tom's Gift, with over **£28,000** in vouchers awarded in total.

Please note: *The examples listed above are based on average award values during 2018. A grant recipient may also receive help for more than one grant item or service. 2018 data is currently unaudited and subject to change.*

Social, emotional, and practical support services

Macmillan Work Support Service (via SLS)

Macmillan's Work Support Service aims to provide support to people affected by cancer with work issues, and to provide access to legal advice and assistance through a partnership with the charity LawWorks. This was a small-scale pilot in previous years, which in 2017 was brought to Business as Usual and will continue as one of SLS's services

- **£44** could help a member of our Work Support Team on our Macmillan Support Line deal with a call or web enquiry.
- *[cost]* could support our Work Support Team to run the work support element of our phone service for *[time]*. In this time, they could, on average, deal with *[interactions]* calls or web enquiries, helping people affected by cancer receive advice and support on employment related issues.

Cost	£69	£691	£3,362	£14,571	£174,848
<i>Time</i>	1 hour	1 day	1 week	1 month	1 year
<i>Interactions</i>	2	16	77	334	4,009

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Macmillan social care workers

Macmillan social care workers (alongside a smaller number of Macmillan family support workers) work with community and social care services to help people manage the social and practical problems of living with cancer. They provide support that helps people living with cancer to have increased independence and an improved quality of life. They can also provide effective emotional and psychological support for patients, their family members, and carers.

- *[cost]* could pay for a Macmillan social care worker or family support worker for *[time]*, helping patients, family members, and carers manage the social and practical problems of living with cancer.

Cost	£16	£118	£573	£2,485	£29,816	£89,447
<i>Time</i>	1 hour	1 day	1 week	1 month	1 year	3 years

Please note: these costs are the full cost of employing a Macmillan social care worker or family support worker (including on-costs such as national insurance and travel costs). These costs are set by the NHS Agenda for Change system and are considered at Band 4 (see narrative in the 'Other Macmillan professionals' section for explanation). The costs shown do not represent their salaries.

Macmillan Support Grant Scheme for people living with cancer

From 2018, Support Grants replaced the Service Improvement Grants. The Support Grants Scheme is a flexible grant programme available to both professionals* and people living with cancer. The Support Grant must be of direct benefit to people living with. Some examples of grants awarded to people living with cancer in 2018 are:

- **£600** could fund the cost of a website to be designed and created for a support group to allow them to spread the word and recruit new members.
- **£544** could fund a venue for a whole year for a support group to meet regularly and share their stories and difficulties with people who have been on the same journey.
- **£500** could fund an outing for a cancer support group, giving members a day away to mix with people who are in the same situation.
- **£400** could fund the purchase of 20 Pilates mats to enable a cancer support group to offer gentle bespoke Pilates for post-operative patients.
- **£120** could fund cooking classes for people living with cancer.
- **£80** could fund the purchase of a mobile phone for a support group to have a dedicated phone line for the group members.

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- **£52** could fund the printing of 35 posters for GP practices which would contain all of the information about the different cancer services available locally.
- **£14** could fund the printing of 25 posters to help a support group promote their group

**Please see the Support Grants entry in the Healthcare professionals section for information on grants for professionals.*

Macmillan Lead Volunteer Services

Macmillan Lead Volunteer Services help people affected by cancer with their emotional and practical needs. Everyone's cancer journey is unique. Our volunteers help in a variety of ways, taking the time to understand the right support for each individual. From regular befriending to help in the home through shopping and gardening, from transport to and from medical appointments to signposting to other cancer support services, our volunteers are right there with each person.

Macmillan Lead Volunteer services are increasingly supporting more people living with cancer who have complex needs. Local services are becoming ever more stretched, particularly affecting those at the end of life, so our volunteering services are more valued than ever before not just by those who have had a cancer diagnosis, but also the people who care for them.

Last year, **1,166** people received support through these services a total of **13,606** times. In 2018 there were **65** active Macmillan Lead Volunteer Services across England, Northern Ireland, Scotland and Wales supported by over 680 volunteers.

- **£1,160** could help someone receive the emotional and practical support from a Macmillan Volunteer for 12 weeks - long enough to help them find their best way through at a critical time in their cancer journey

Learning and Development offers

Macmillan is committed to providing people affected by cancer with the tools they want and need. As well as helping people living with cancer, we also help carers, families, communities, and professionals. We offer a comprehensive range of online and face-to-face courses, workshops and learning toolkits, available through Learn Zone and the Macmillan website.

Learning and Development for people affected by cancer

- **£200** could pay for the training of a person affected by cancer to become a Cancer Support Course facilitator. This is an accredited course which develops participants cancer awareness, communication and counselling skills to better support other people affected by cancer.
- **£100** could pay for a person affected by cancer to attend a Health and Wellbeing event, providing them with skills to improve the management of these areas in their lives.

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Learning and Development for professionals

- **£250,000** could pay for a two-day conference for 400 Macmillan professionals. At the conference, the professionals would have the opportunity to network, share innovations and learn about new developments in cancer care and develop their skills in supporting people with cancer.
- **£10,000** could support a multi-disciplinary community of professionals, bringing them together to share expertise and work on joint projects.
- **£2,750** would enable a Macmillan Professional to work with a qualified coach to develop their skills and improve their effectiveness in their role.
- **£500** could pay for a Macmillan professional to attend an advanced course in pain and symptom control. This would help the professional provide better advice to people with cancer on how to control their symptoms and deal with the pain caused by treatment.
- **£100** could pay for a Health Professional to attend a specialised conference on approaches to cancer treatment, run by Macmillan.

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Appendix – “Shopping list” of costs in descending order

All the information below is from the *The Cost of Macmillan's Services* fact sheet. We've put all the values from the fact sheet into descending order to make it even easier for you to use the cost of our services in your communications.

Also, please remember that many of your audiences will not understand what support our services provide. For example, people will not always know the difference between a Macmillan nurse and an NHS nurse. Therefore, always try to include an explanation of the service you're talking about in your communication.

£2 million

£1,657,398 could support our Cancer Information Nurse Specialists to run our Macmillan Support Line phone service for 1 year. In this time, they could deal with 34,130 calls and web enquiries from people providing a wide range of clinical information – such as treatment options, pain management, and help with medical jargon.

£1,557,918 could support our welfare rights advisers to run the welfare rights element of our phone service for 1 year. In this time, they could, on average, deal with 33,596 individual cases and help secure **£61,713,761** in unclaimed benefits for people affected by cancer.

£1,241,660 could support our Cancer Information and Support team to run our Macmillan Support Line phone service for 1 year. In this time, they could deal with 139,021 calls and web enquiries from people who want questions answered, need practical or financial support, or just want to chat.

£1 million

£774,789 could support our financial guides to run the financial guidance element of our phone service for 1 year. In this time, they could, on average, deal with 19,718 cases, providing a wide range of financial support and advice to people affected by cancer.

£503,470 could pay for one of our Macmillan Mobile Cancer Information and Support Services for 1 year. In this time, the centre, on average, will enable us to reach or support 43,965 people.

£250,000

Between **£100,000** and **£250,000** could pay for a treatment area in a chemotherapy day unit, so that patients can receive their treatment in a comforting environment.

£250,000 could pay for a two-day conference for 400 Macmillan professionals. At the conference, the professionals would have the opportunity to network, share innovations and learn about new developments in cancer care and develop their skills in supporting people with cancer.

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£198,364 could help run a large Macmillan benefits advice service for 1 year.

£178,943 could support our Energy Advice team to run the Energy Advice service of our phone service for 1 year. In this time, they could, on average, deal with 3,971 calls or web enquiries, providing advice on how people living with cancer can keep warm without the worry.

£174,848 could support our Work Support Team to run the work support element of our phone service for 1 year. In this time, they could, on average, deal with 4,009 calls and web enquires, helping people affected by cancer receive advice and support on employment related issues r.

£171,649 could help run a medium Macmillan benefits advice service for 1 year.

£167,716 could pay for a Macmillan nurse for 3 years, helping people living with cancer and their families receive essential medical, practical and emotional support.

£167,716 could pay for a Macmillan Information and Support Manager for 3 years.

£138,117 could support our Cancer Information Nurse Specialists to run our Macmillan Support Line phone service for 1 month. In this time, they could deal with 2,844 calls and web enquiries from people providing a wide range of clinical information – such as treatment options, pain management, and help with medical jargon

£135,937 could help run our Online Community forum for 1 year. In this time, 973,949 people affected by cancer in the UK can give emotional and practical support to each other on anything to do with cancer – from treatments, to coping with everyday life, to the death of a loved one.

£129,826 could support our welfare rights advisers to run the welfare rights element of our phone service for 1 month. In this time, they could, on average, deal with 2,800 calls and web enquiries and help secure around £5,142,813 in unclaimed benefits for people affected by cancer.

£105,469 could help run a large Macmillan Information & Support Centre for 1 year.

£103,472 could support our Cancer Information and Support team to run our Macmillan Support Line phone service for 1 month. In this time, they could deal with 11,585 calls and web enquiries from people who want questions answered, need practical or financial support, or just want to chat.

£100,000

Around **£100,000** could pay for an information resource area in a Macmillan cancer information and support centre, where patients, families, and carers can find and receive information on available sources of support.

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£89,447 could pay for a Macmillan Support Worker for 3 years, helping people living with cancer receive the support they need.

£89,447 could pay for a Macmillan Social Worker or Family Support Worker for [time], helping patients, family members, and carers manage the social and practical problems of living with cancer.

£89,447 could pay for a Macmillan Information and Support Assistant for 3 years.

Around **£70,000** could pay for a staff room, where clinical staff can take a break from their duties.

£66,630 could help run a small Macmillan benefits advice service for 1 year.

£64,566 could support our financial guides to run the financial guidance element of our phone service for 1 month. In this time, they could, on average, deal with 1,643 cases, providing a wide range of financial support and advice to people affected by cancer.

£55,905 could pay for a Macmillan nurse for 1 year, helping people living with cancer and their families receive essential medical, practical and emotional support.

£55,905 could pay for a Macmillan Information and Support Manager for 1 year.

£54,952 could help run a small Macmillan information and support centre for 1 year, helping people affected by cancer to find information and support.

£50,000

Around **£50,000** could pay for a consulting examination room in an outpatient unit, where clinical staff can assess and provide treatment to patients.

Around **£48,000** could pay for a complementary therapy room in a Macmillan cancer information and support centre, where patients can receive non-medical therapies such as massage or aromatherapy sessions.

£41,956 could pay for one of our Macmillan Mobile Cancer Information and Support Services for 1 month. In this time, the centre, on average, will enable us to reach or support 3,664 people.

Around **£40,000** could pay for a fully-kitted out Macmillan Information Pod, including build costs, IT equipment, furniture and décor. The Pod is an enclosed space within a larger area where confidential information and support can be given to people affected by cancer. For example, the Pod might be found in a hospital waiting area or library.

Around **£40,000** could pay for a quiet room in a Macmillan cancer information and support centre, where patients and their families can spend some quality time together.

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Around **£35,000** could pay for a phlebotomy bay in a chemotherapy day unit, an area where patients can have their blood taken for tests.

£31,873 could support our Cancer Information Nurse Specialists run our Macmillan Support Line phone service for 1 week. In this time, they could deal with 656 calls and web enquiries from people providing a wide range of clinical information – such as treatment options, pain management, and help with medical jargon.

£30,000

£29,960 could support our welfare rights advisers run the welfare rights element of our phone service for 1 week. In this time, they could, on average, deal with 646 calls and web enquires and help secure around £1,186,803 in unclaimed benefits for people affected by cancer.

£29,816 could pay for a Macmillan Support Worker for 1 year, helping people living with cancer receive the support they need.

£29,816 could pay for a Macmillan Information and Support Assistant for 1 year.

£29,816 could pay for a Macmillan social care worker or family support worker for 1 year, helping patients, family members, and carers manage the social and practical problems of living with cancer.

£23,878 could support our Cancer Information and Support team to run our Macmillan Support Line phone service for 1 week. In this time, they could deal with 2,673 calls and web enquiries from people who want questions answered, need practical or financial support, or just want to chat.

£20,000

Between **£15,000** and **£20,000** could pay for a fully-kitted Macmillan Information Space, including build costs, IT equipment, furniture and décor. The Space is a partitioned and furnished area within a larger area where information and support can be given to people affected by cancer. For example, the Space might be found in a hospital waiting area or library.

£16,530 could help run a large Macmillan benefits advice service for 1 month.

£14,912 could support our Energy Advice team to run the Energy Advice service of our phone service for 1 month. In this time, they could, on average, deal with 331 calls and web enquires, providing advice on how people living with cancer can keep warm without the worry.

£14,900 could support our financial guides run the financial guidance element of our phone service for 1 week. In this time, they could, on average, deal with 379 calls and web enquires, providing a wide range of financial support and advice to people affected by cancer.

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£14,571 could support our Work Support Team to run the work support element of our phone service for 1 month. In this time, they could, on average, deal with 334 calls and web enquires, helping people affected by cancer receive advice and support on employment related issues

£14,304 could help run a medium Macmillan benefits advice service for 1 month.

£11,328 could help run our Online Community forum for 1 month. In this time, 81,162 people affected by cancer in the UK can give emotional and practical support to each other on anything to do with cancer – from treatments, to coping with everyday life, to the death of a loved one.

£10,000

£10,000 could support a multi-disciplinary community of professionals, bringing them together to share expertise and work on joint projects for a year.

The average cost of running our SLS teams over the weekend is **£9,820**.

£9,682 could pay for one of our Macmillan Mobile Cancer Information and Support Services for 1 week. In this time, the centre, on average, will enable us to reach or support 848 people.

£8,789 could help run a large Macmillan Information & Support Centre for 1 month.

The average cost of running the Cancer Information Support Service over a weekend is **£6,722**.

£6,278 could support our Cancer Information Nurse Specialists run our Macmillan Support Line phone service for 1 day. In this time, they could deal with 129 calls and web enquiries from people providing a wide range of clinical information – such as treatment options, pain management, and help with medical jargon.

£6,158 could support our welfare rights advisers run the welfare rights element of our phone service for 1 day. In this time, they could, on average, deal with 133 calls and web enquiries and help secure around £243,928 in unclaimed benefits for people affected by cancer.

£5,553 could help run a small Macmillan benefits advice service for 1 month.

£5,000

£4,703 could support our Cancer Information and Support team run our Macmillan Support Line phone service for 1 day. In this time, they could deal with 527 calls and web enquiries from people who want questions answered, need practical or financial support, or just want to chat.

£4,659 could pay for a Macmillan nurse for 1 month, helping people living with cancer and their families receive essential medical, practical and emotional support.

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£4,659 could pay for a Macmillan Information and Support Manager for 1 month.

£4,579 could help run a small Macmillan Information & Support Centre for 1 month.

£4,305 could pay for the creation of two new booklets in Easy Read format covering the topics of money and benefits, costing **£3,617** to print 8000 copies (£0.45 each). This format uses simple language and illustrations for anyone who finds it difficult to read our standard booklets, such as people with learning disabilities, or people whose first language isn't English. We work closely with specialists in this type of resource to ensure the language and images are appropriate and drafts are reviewed by people with learning disabilities. We now have over 50 resources of this type covering topics including types of cancer, its treatment, aspects of living with cancer, dying and bereavement. They have been very well received by people with learning difficulties, their carers, and people who support them.

£3,815 could help run a large Macmillan benefits advice service for 1 week.

£3,700 could fund the conversion of a small hospital office in to a quiet room for cancer patients to have private and sensitive conversations with healthcare professionals.

£3,500 could keep a typical Macmillan information and support centre stocked with all the information resources it needs to support people affected by cancer for 1 year. These resources would include booklets, guides, directories and leaflets.

£3,441 could support our Energy Advice Team run the Energy Advice service of our phone service for 1 week. In this time, they could, on average, deal with 76 calls and web enquires, providing advice on how people living with cancer can keep warm without the worry

£3,362 could support our Work Support Team to run the work support element of our phone service for 1 week. In this time, they could, on average, deal with 77 calls and web enquiries, helping people affected by cancer receive advice and support on employment related issues.

£3,301 could help run a medium Macmillan benefits advice service for 1 week.

The average cost of running the Cancer Information Nurse Specialist Service over a weekend is **£3,098**.

£3,062 could support our financial guides run the financial guidance element of our phone service for 1 day. In this time, they could, on average, deal with 78 cases, providing a wide range of financial support and advice to people affected by cancer.

£3,000 could pay for the build costs of a Macmillan Information Point. This is a small area that allows people to easily access Macmillan information resources and signposts them to available sources of support.

£2,750 would enable a Macmillan Professional to work with a qualified coach to develop their skills and improve their effectiveness in their role.

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£2,614 could help run our Online Community forum for 1 week. In this time, 18,730 people affected by cancer in the UK can give emotional and practical support to each other on anything to do with cancer – from treatments, to coping with everyday life, to the death of a loved one.

£2,500

£2,485 could pay for a Macmillan Support Worker for 1 month, helping people living with cancer receive the support they need.

£2,485 could pay for a Macmillan Information and Support Assistant for 1 month.

£2,485 could pay for a Macmillan social care worker or family support worker for 1 month, helping patients, family members, and carers manage the social and practical problems of living with cancer.

£2,028 could help run a large Macmillan Information & Support Centre for 1 week.

£1,899 could pay for one of our Macmillan Mobile Cancer Information and Support Services for 1 day. In this time, the centre, on average, will enable us to reach or support 166 people.

£2,248 could support our work support advisers run the work support element of our phone service for 1 week. In this time, they could, on average, deal with 48 cases, providing access to legal advice and assistance to people affected by cancer with work issues.

£1,281 could help run a small Macmillan benefits advice service for a week.

£1,160 could help someone receive the emotional and practical support from a Macmillan Volunteer for 12 weeks.... long enough to help them find their best way through at a critical time in their cancer journey.

£1,075 could pay for a Macmillan nurse for 1 week, helping people living with cancer and their families receive essential medical, practical and emotional support.

£1,075 could pay for a Macmillan Information and Support Manager for 1 week.

£1063 could pay for us to add BSL signing and subtitles to four information videos. This ensures the videos are accessible to people who are deaf or have hearing loss and use BSL. Adding BSL signing to existing videos is a cost-effective way for us to reach a wider audience with our video content. From now on we will be adding BSL signing to all new information videos, making them more inclusive and accessible, and helping us reach more people living with and affected by cancer.

£1,060 could pay for a CD of the audio version of our Coping with fatigue booklet, and the accompanying fatigue diary. We know that people suffering from extreme fatigue also value our information resources in audio format.

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£1,057 could help run a small Macmillan Information & Support Centre for 1 week.

£1,000

Every **£1,000** we spend on our phone service could lead to our welfare rights advisers on our Macmillan Support Line helping people affected by cancer to claim £39,613 in benefits they are entitled to.

The average cost of opening the Cancer Information Nurse Specialist Service on a Bank Holiday is **£954**.

£784 could help run a large Macmillan benefits advice service for 1 day.

£707 could support our Energy Advice Team to run the Energy Advice service for 1 day. In this time, they could, on average, deal with 16 individual cases.

£691 could support our Work Support Team to run the work support element of our phone service for 1 day. In this time, they could, on average, deal with 16 calls or web enquiries, helping people affected by cancer receive advice and support on employment related issues.

£678 could help run a medium Macmillan benefits advice service for 1 day.

The average cost of opening the Cancer Information Support Service on a Bank Holiday is **£622**.

£603 could support our Cancer Information Nurse Specialists run our Macmillan Support Line phone service for 1 hour. In this time, they could answer 12 calls and web enquiries from people providing a wide range of clinical information – such as treatment options, pain management, and help with medical jargon.

£591 could support our welfare rights advisers run the welfare rights element of our phone service for 1 hour. In this time, they could, on average, deal with 13 individual cases and help secure £92.47 in unclaimed benefits.

£600 could fund the cost of a website to be designed and created for a support group to allow them to spread the word and recruit new members.

£573 could pay for a Macmillan Support Worker for 1 week, helping people living with cancer receive the support they need.

£573 could pay for a Macmillan Information and Support Assistant for 1 week.

£573 could pay for a Macmillan social care worker or family support worker for 1 week, helping patients, family members, and carers manage the social and practical problems of living with cancer.

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£544 could fund a venue for a whole year for a support group to meet regularly and share their stories and difficulties with people who have been on the same journey.

£532 could pay for us to add BSL signing and subtitles to two information videos. This ensures the videos are accessible to people who are deaf or have hearing loss and use BSL. Adding BSL signing to existing videos is a cost-effective way for us to reach a wider audience with our video content. From now on we will be adding BSL signing to all new information videos, making them more inclusive and accessible, and helping us reach more people living with and affected by cancer.

£520 could fund a project aiming to reach people living with cancer in LGBT communities.

£500

£500 could pay for a Macmillan professional to attend an advanced course in pain and symptom control. This would help the professional provide better advice to people with cancer on how to control their symptoms and deal with the pain caused by treatment.

£500 could fund an outing for a cancer support group, giving members a day away to mix with people who are in the same situation.

£450 could pay for creating an audio version of our Coping with fatigue booklet for people to listen online or download from our website.

£448 could support our frontline staff to run our Macmillan Support Line phone service for 1 hour. In this time, they could deal with 50 calls and web enquiries from people who want questions answered, need practical or financial support, or just want to chat.

£430 could fund a laptop to be used by benefits specialists to complete benefits applications whilst undertaking a home or hospital visit to cancer patients, making the benefit claiming process as easy as possible for cancer patients.

£417 could help run a large Macmillan Information & Support Centre for 1 day.

£400 could fund the purchase of 20 Pilates mats to enable a cancer support group to offer gentle bespoke Pilates for post-operative patients.

£388 could pay for an average Macmillan Grant.

£381 could fund an iPad to enable a Community Macmillan Nurse to carry out personalised electronic health needs assessments (eHNA) for their cancer patients.

£372 could help run our Online Community forum for 1 day. In this time, 2,668 people affected by cancer in the UK can give emotional and practical support to each other on anything to do with cancer – from treatments, to coping with everyday life, to the death of a loved one.

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£316 could pay for one of our Macmillan Mobile Cancer Information Centres for 1 hour. In this time, the centre, on average, will enable us to reach or support 28 people.

£306 could support our financial guides run the financial guidance element of our phone service for 1 hour. In this time, they could, on average, deal with 8 calls or web enquires, providing a wide range of financial support and advice to people affected by cancer.

£300

£292 could keep a typical Macmillan information and support centre stocked with all the information resources it needs to support people affected by cancer for 1 month. These resources would include booklets, guides, directories and leaflets.

£285 could pay for a Macmillan Grant that helps a family affected by cancer take a holiday and enjoy precious time together.

£267 could pay for us to add BSL signing and subtitles to one information video. This ensures the videos are accessible to people who are deaf or have hearing loss and use BSL. Adding BSL signing to existing videos is a cost-effective way for us to reach a wider audience with our video content. From now on we will be adding BSL signing to all new information videos, making them more inclusive and accessible, and helping us reach more people living with and affected by cancer

£263 could help run a small Macmillan benefits advice service for 1 day.

£221 could pay for a Macmillan nurse for 1 day, helping people living with cancer and their families receive essential medical, practical and emotional support.

£221 could pay for a Macmillan Information and Support Manager for 1 day.

£217 could help run a small Macmillan information and support centre for 1 day, helping people affected by cancer to find information and support.

£212 can pay for 200 welcome letters to be sent to people affected by cancer who have been in touch with our Macmillan Support Line for the first time.

£200

£200 could pay for the training of a person affected by cancer to become a Cancer Support Course facilitator. This is an accredited course after which participants develop cancer awareness, communication and counselling skills to better support other people affected by cancer.

£197 could pay for a Macmillan Grant that helps a person living with cancer heat their home when they really need to.

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£185 will pay for a translated factsheet explaining the key facts about the financial benefits that may be available to people with a cancer diagnosis or are caring for someone with cancer. Our booklet on this topic is our most popular print resource, and we want everyone to know about the support available for financial issues, including that provided by Macmillan. This factsheet is available in 11 languages identified by Macmillan as the most commonly spoken amongst more marginalised communities in the UK.

£198.16 can pay for 100 welcome letters to be sent to people affected by cancer who have been in touch with our Macmillan Support Line for the first time.

£150 could pay for a Macmillan Grant that buys new clothes for someone experiencing a change in weight or body shape while undergoing cancer treatment, helping them feel better about the way they look.

£146 could pay for 200 copies of our most popular booklet, *Help with the cost of cancer* – potentially helping a person affected by cancer understand the benefits and financial help they could access.

£145 could pay for a Macmillan Grant that would make a significant contribution to the cost of a person's travel to hospital for cancer treatment.

£144 could pay for 200 copies of our *Looking after someone with cancer* booklet, helping carers to look after themselves while supporting and looking after someone with cancer.

£120 could pay for 200 copies of *How are you feeling? The emotional effects of cancer*. This booklet is one of our most popular resources, offering advice and information on sources of support to people affected by cancer, who may experience a wide range of emotions including fear, loneliness, and anger

£120 could fund cooking classes for people living with cancer.

£118 could pay for 200 copies of our *End of Life* booklet, produced in partnership with Marie Curie.

£118 could pay for a Macmillan Support Worker for 1 day, helping people living with cancer receive the support they need.

£118 could pay for a Macmillan Information and Support Assistant for 1 day.

£118 could pay for a Macmillan social care worker or family support worker for 1 day, helping patients, family members, and carers manage the social and practical problems of living with cancer.

£112 could help run a large Macmillan benefits advice service for 1 hour.

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£108 could pay for 200 copies of *The cancer guide*. This Macmillan booklet can help someone recently diagnosed with cancer and their families, understand more about cancer, its treatment, and the help available.

£106 can pay for 100 welcome letters to be sent to people affected by cancer who have been in touch with our Macmillan Support Line for the first time.

£100

Every **£100** we spend on our phone service could lead to our welfare rights advisers on our Macmillan Support Line helping people affected by cancer to claim £3,961 in benefits they are entitled to.

£100 could pay for a Health Professional to attend a specialised conference on approaches to cancer treatment, run by Macmillan.

£100 could pay for a person affected by cancer to attend a Health and Wellbeing event, providing them with skills to improve the management of these areas in their lives.

£98 could pay for 200 copies of our *Coping with fatigue* booklet. This was our second most ordered resource.

£97 could help run a medium Macmillan benefits advice service for 1 hour.

£90 could pay for a Macmillan Grant that buys fresh bedding for a person who is dealing with nausea, night sweats or incontinence because of their cancer treatment.

£80 could fund the purchase of a mobile phone for a support group to have a dedicated phone line for the group members.

£76 could pay for 200 copies of the new edition of *Preparing a child for loss*, a resource we've produced in partnership with Winston's Wish.

£73 could pay for 100 copies of our most popular booklet, *Help with the cost of cancer* – potentially helping a person affected by cancer understand the benefits and financial help they could access.

£72 could pay for 100 copies of our *Looking after someone with cancer* booklet, helping carers to look after themselves while supporting and looking after someone with cancer.

£71 could support our Energy Advice Team to run the Energy Advice service for 1 hour. In this time, they could, on average, deal with 2 individual cases.

£70

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£69 could support our Work Support Team to run the work support element of our phone service for 1 hour. In this time, they could, on average, deal with 2 calls or web enquiries, helping people affected by cancer receive advice and support on employment related issues.

£67 could keep a typical Macmillan information and support centre stocked with all the information resources it needs to support people affected by cancer for 1 day. These resources would include booklets, guides, directories and leaflets.

£65 could pay for a Macmillan Grant that enables a person with cancer to purchase a microwave oven. This will make the preparation of food easier when they are experiencing treatment-related tiredness and fatigue.

£60 could fund a mindfulness session for up to 20 patients at a Macmillan Cancer Information and Support Centre.

£63 could pay for 100 copies of our *Looking after someone with cancer* booklet, helping carers to look after themselves while supporting and looking after someone with cancer.

£63 could pay for 100 copies of our most popular booklet, *Help with the cost of cancer* – potentially helping a person affected by cancer understand the benefits and financial help they could access.

£60 could pay for 100 copies of *How are you feeling? The emotional effects of cancer*. This booklet is one of our most popular resources, offering advice and information on sources of support to people affected by cancer, who may experience a wide range of emotions including fear, loneliness, and anger.

£60 could pay for a Macmillan Grant that buys a good quality liquidiser for someone who can't eat solid food as a result of their cancer or treatment.

£59 could pay for 100 copies of our *End of Life* booklet, produced in partnership with Marie Curie.

£54 could pay for 100 copies of The cancer guide. This Macmillan booklet can help someone recently diagnosed with cancer, and their families understand more about cancer, its treatment and the help available.

£53 can pay for 50 welcome letters to be sent to people affected by cancer who have been in touch with our Macmillan Support Line for the first time.

£52 could help run a large Macmillan Information & Support Centre for 1 hour.

£52 could fund the printing of 35 posters for GP practices which would contain all of the information about the different cancer services available locally.

£50

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£49 could help the Cancer Information Nurse Specialists on our Macmillan Support Line deal with a call or web enquiry.

£49 could pay for 100 copies of our *Coping with fatigue* booklet. This was our second most ordered resource in 2018.

£47 could help our welfare advisers on our Macmillan Support Line deal with a call or web enquiry.

£45 could help an energy specialist on our Macmillan Support Line deal with a call or web enquiry.

£44 could help a member of our Work Support Team on our Macmillan Support Line deal with a call or web enquiry.

£42 could cover for a patient to receive a personalised eHNA assessment and care plan.

£40

£39 could help our financial guides on our Macmillan Support Line deal with a call or web enquiry.

£38 could pay for 100 copies of the new edition of *Preparing a child for loss*, a resource we've produced in partnership with Winston's Wish.

£38 could help run a small Macmillan benefits advice service for 1 hour.

£36.50 could pay for 50 copies of our most popular booklet, *Help with the cost of cancer* – potentially helping a person affected by cancer understand the benefits and financial help they could access.

£36 could pay for 50 copies of our *Looking after someone with cancer* booklet, helping carers to look after themselves while supporting and looking after someone with cancer

£31.50 could pay for 50 copies of our *Looking after someone with cancer* booklet, helping carers to look after themselves while supporting and looking after someone with cancer.

£30

£30 could pay for 50 copies of *How are you feeling? The emotional effects of cancer*. This booklet is one of our most popular resources, offering advice and information on sources of support to people affected by cancer, who may experience a wide range of emotions including fear, loneliness, and anger.

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£29.50 could pay for 50 copies of our *End of Life* booklet, produced in partnership with Marie Curie.

£29 could pay for a Macmillan nurse for 1 hour, helping people living with cancer and their families receive essential medical, practical and emotional support.

£29 could pay for a Macmillan Information and Support Manager for 1 hour.

£27 could help run a small Macmillan Information & Support Centre for 1 hour.

£27 could pay for 50 copies of *The cancer guide*. This Macmillan booklet can help someone recently diagnosed with cancer and their families, understand more about cancer, its treatment, and the help available.

£27 can pay for 25 welcome letters to be sent to people affected by cancer who have been in touch with our Macmillan Support Line for the first time.

£24.50 could pay for 50 copies of our *Coping with fatigue* booklet. This was our second most ordered resource in 2018.

£20

£19 could pay for 50 copies of the new edition of *Preparing a child for loss*, a resource we've produced in partnership with Winston's Wish.

£18.25 could pay for 25 copies of our most popular booklet, *Help with the cost of cancer* – potentially helping a person affected by cancer understand the benefits and financial help they could access.

£18 could pay for 25 copies of our *Looking after someone with cancer* booklet, helping carers to look after themselves while supporting and looking after someone with cancer.

£17 could pay for 200 copies of our credit-card sized resource explaining graphically the signs and symptoms of some common cancers. This has become one of our most popular resources and is particularly popular with men, who are often reluctant to pick up other materials.

£16 could pay for a Macmillan Support Worker for 1 hour, helping people living with cancer receive the support they need.

£16 could pay for a Macmillan Social Worker or Family Support Worker for 1 hour, helping patients, family members, and carers manage the social and practical problems of living with cancer.

£16 could pay for a Macmillan Information and Support Assistant for 1 hour.

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Macmillan Cancer Support, registered charity in England and Wales (261017), Scotland (SC039907) and the Isle of Man (604). Also operating in Northern Ireland. A company limited by guarantee, registered in England and Wales company number 2400969. Isle of Man company number 4694F. Registered office: 89 Albert Embankment, London SE1 7UQ.
VAT no: 668265007

£16 could help run our Online Community forum for 1 hour. In this time, 111 people affected by cancer in the UK can give emotional and practical support to each other on anything to do with cancer – from treatments, to coping with everyday life, to the death of a loved one.

£15 could pay for 25 copies of *How are you feeling? The emotional effects of cancer*. This booklet is one of our most popular resources, offering advice and information on sources of support to people affected by cancer, who may experience a wide range of emotions including fear, loneliness, and anger.

£15 could pay for a copy of our End of Life booklet, produced in partnership with Marie Curie.

£14 could fund the printing of 25 posters to help a support group promote their group.

£14 could keep a typical Macmillan information and support centre stocked with all the information resources it needs to support people affected by cancer for 1 day. These resources would include booklets, guides, directories and leaflets.

£13.50 could pay for 25 copies of *The cancer guide*. This Macmillan booklet can help someone recently diagnosed with cancer and their families, understand more about cancer, its treatment, and the help available.

£12.25 could pay for 25 copies of our *Coping with fatigue* booklet. This was our second most ordered resource in 2018.

£11.45 could pay for a person to receive quality information and support from our Mobile Information and Support team – either with our mobile centres or through a wide range of community, college and workplace visits.

£10.62 can pay for 10 welcome letters to be sent to people affected by cancer who have been in touch with our Macmillan Support Line for the first time.

£10

Every **£10** we spend on our phone service could lead to our welfare rights advisers on our Macmillan Support Line helping people affected by cancer to claim £396 in benefits they are entitled to.

£10 could pay for 200 cards and accompanying leaflet on malignant spinal cord compression. This is a serious potential side effect of some cancers and can cause paralysis if not treated quickly. Healthcare professionals identified the need for patients to be aware of the symptoms and what action to take.

£9.50 could pay for 25 copies of the new edition of *Preparing a child for loss*, a resource we've produced in partnership with Winston's Wish.

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£9 could help the Cancer Information and Support team on our Macmillan Support Line deal with a call or web enquiry.

£8.50 could pay for 100 copies of our credit-card sized resource explaining graphically the signs and symptoms of some common cancers. This has become one of our most popular resources and is particularly popular with men, who are often reluctant to pick up other materials.

£7.30 could pay for 10 copies of our most popular booklet, *Help with the cost of cancer* – potentially helping a person affected by cancer understand the benefits and financial help they could access.

£7.20 could pay for 10 copies of our *Looking after someone with cancer* booklet, helping carers to look after themselves while supporting and looking after someone with cancer.

£6 could pay for 10 copies of *How are you feeling? The emotional effects of cancer*. This booklet is one of our most popular resources, offering advice and information on sources of support to people affected by cancer, who may experience a wide range of emotions including fear, loneliness, and anger.

£5.90 could pay for a copy of our End of Life booklet, produced in partnership with Marie Curie.

£5.40 could pay for 10 copies of *The cancer guide*. This Macmillan booklet can help someone recently diagnosed with cancer and their families, understand more about cancer, its treatment, and the help available.

£5

£5 could pay for 100 cards and accompanying leaflets on malignant spinal cord compression. This is a serious potential side effect of some cancers and can cause paralysis if not treated quickly. Healthcare professionals identified the need for patients to be aware of the symptoms and what action to take.

£4.90 could pay for 10 copies of our *Coping with fatigue* booklet. This was our second most ordered resource in 2018.

£4.24 could pay for 50 copies of our credit-card sized resource explaining graphically the signs and symptoms of some common cancers. This has become one of our most popular resources and is particularly popular with men, who are often reluctant to pick up other materials.

£3.80 could pay for 10 copies of the new edition of *Preparing a child for loss*, a resource we've produced in partnership with Winston's Wish.

£2.50 could pay for 50 cards and accompanying leaflet on malignant spinal cord compression. This is a serious potential side effect of some cancers and can cause paralysis if not treated quickly. Healthcare professionals identified the need for patients to be aware of the symptoms and what action to take.

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£2.13 could pay for 25 copies of our credit-card sized resource explaining graphically the signs and symptoms of some common cancers. This has become one of our most popular resources and is particularly popular with men, who are often reluctant to pick up other materials.

£2 could keep a typical Macmillan information and support centre stocked with all the information resources it needs to support people affected by cancer for 1 hour. These resources would include booklets, guides, directories and leaflets.

£1.50 could pay for a Move More pack. The pack includes a physical activity and cancer information booklet, an activity diary and our Getting started booklet, which guides people affected by cancer through becoming more active.

£1.25 could pay for 25 cards and accompanying leaflet on malignant spinal cord compression. This is a serious potential side effect of some cancers and can cause paralysis if not treated quickly. Healthcare professionals identified the need for patients to be aware of the symptoms and what action to take.

£1.06 can pay for 1 welcome letter to be sent to people affected by cancer who have been in touch with our Macmillan Support Line for the first time.

£1.02 could pay for 10 copies of our credit-card sized resource explaining graphically the signs and symptoms of some common cancers. This has become one of our most popular resources and is particularly popular with men, who are often reluctant to pick up other materials.

£1

Every **£1** we spend on our phone service could lead to our welfare rights advisers on our Macmillan Support Line helping people affected by cancer to claim £39.61 in benefits they are entitled to.

85p could pay for 10 copies of our credit-card sized resource explaining graphically the signs and symptoms of some common cancers. This has become one of our most popular resources and is particularly popular with men, who are often reluctant to pick up other materials.

73p could pay for a copy of our most popular booklet, Help with the cost of cancer – potentially helping a person affected by cancer understand the benefits and financial help they could access.

72p could pay for 1 copy of our Looking after someone with cancer booklet.

60p could pay for 1 copy of How are you feeling? The emotional effects of cancer. This booklet is one of our most popular resources, offering advice and information on sources of support to people affected by cancer, who may experience a wide range of emotions including fear, loneliness and anger.

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59p could pay for 1 copy of our *End of Life* booklet, produced in partnership with Marie Curie.

54p could pay for 1 copy of *The cancer guide*. This Macmillan booklet can help someone recently diagnosed with cancer and their families, understand more about cancer, its treatment, and the help available.

50p could pay for 10 cards and accompanying leaflet on malignant spinal cord compression. This is a serious potential side effect of some cancers and can cause paralysis if not treated quickly. Healthcare professionals identified the need for patients to be aware of the symptoms and what action to take.

49p could pay for 1 copy of our Coping with fatigue booklet. This was one of our most ordered resources.

38p could pay for 1 copy of the new edition of *Preparing a child for loss*, a resource we've produced in partnership with Winston's Wish.

9p could pay for a copy of our credit-card sized resource explaining graphically the signs and symptoms of some common cancers. This has become one of our most popular resources and is particularly popular with men, who are often reluctant to pick up other materials.

5p could pay for a card and accompanying leaflet on malignant spinal cord compression. This is a serious potential side effect of some cancers and can cause paralysis if not treated quickly. Healthcare professionals identified the need for patients to be aware of the symptoms and what action to take.

References:

1. Research commissioned by Macmillan Cancer Support, carried out by researchers from the University of Bristol Personal Finance Research Centre in partnership with TNS BMRB, and part-funded by our partner The RBS Group. Figures based on a postal survey of 1,610 adults with a cancer diagnosis, recruited from a database of callers to the Macmillan Support Line and visitors to a sample of Macmillan Information and Support Centres located in hospitals across the UK. The majority (95%) had received cancer treatment within the last six months. Fieldwork took place between August and October 2012. Results were weighted to be representative of all people with a cancer diagnosis in

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the UK by age, gender, cancer type and country of residence. Macmillan Cancer Support. No Small Change: Time to act on the financial impact of cancer. 2012.

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