The cost of Macmillan’s services fact sheet

2017 edition (using 2016 costs)
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 events participants
- presentations to prospective legacy supporters
- meetings with major donors
- corporate charity of the year/partner pitches
- direct mail appeal packs
- marketing campaigns
- trust or statutory body funding applications.

What is this document not for?
Please note this document is created primarily for fundraising purposes – to provide donors with tangible examples of the difference their donations can make. It should only be used when asking for unrestricted donations and not for other purposes, such as:
- Pitch for specific services or posts (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 (eg 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’.

Please remember: many of your audiences will not know what support our services offer. So just saying that ‘£52,420 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. Therefore, if for space reasons any of the amounts that follow do not also describe the support provided, please use information from the supporting paragraph above it.

If you want to adjust the figures in any major way or have any questions, please contact Edoardo Cesarino (ecesarino@macmillan.org.uk) in the Evidence Department.

Questions about living with cancer?
Call the Macmillan Support Line free on 0808 808 00 00 or visit macmillan.org.uk

Macmillan Cancer Support, registered charity in England and Wales (261017), Scotland (SC039907) and the Isle of Man (604). A company limited by guarantee. Registered company in England and Wales (0490368) and the Isle of Man (4694F). Registered office: 89 Albert Embankment, London SE1 7UQ.
For Macmillan staff only:
A detailed Excel spreadsheet with explanations of how this data has been derived is available to Macmillan staff. If you’d like to see it, please contact Edoardo Cesarino (ecesarino@macmillan.org.uk).

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Healthcare professionals

Macmillan Nurses

Macmillan Clinical Nurse Specialists (CNSs) 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 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.

<table>
<thead>
<tr>
<th>Cost</th>
<th>£28</th>
<th>£210</th>
<th>£1,023</th>
<th>£4,435</th>
<th>£53,217</th>
<th>£159,651</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>1 hour</td>
<td>1 day</td>
<td>1 week</td>
<td>1 month</td>
<td>1 year</td>
<td>3 years</td>
</tr>
</tbody>
</table>

Please note: The costs shown are the full cost of employing a Macmillan nurse (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 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.

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.

The same figures used for Nurses above can be valid for other Macmillan professionals such as:

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

Questions about living with cancer?

Call the Macmillan Support Line free on 0808 808 00 00 or visit macmillan.org.uk
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** – Cancer and its treatment can have severe effects on patients’ physical health. By using special exercise or massage therapy, physiotherapists make sure patients can maintain independence and mobility even when coping with consequences of cancer and its treatment. They work with patients to regain any lost function, as well as relieving distressing symptoms and making sure patients are as active as possible even during treatment and recovery.

**Pharmacists** – Pharmacists prepare drugs and dispense medicines prescribed by doctors, oncologists or nurses for the treatment of cancer. They can also be a first point of contact for patients and their families, providing information on taking medications, as well as when and how to seek help.

**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 diarrhea. 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.

**Speech and language therapists** – The treatment of some cancers can lead to people having difficulties when speaking or losing their speech. This can be very isolating and distressing for patients and also traumatic for their family and friends, as they struggle to adjust to this change. Speech and language therapists specialise in the diagnosis and treatment of patients who have speech, language and/or swallowing problems and help ensure that people get the support they need before, during and after cancer treatment. They provide speech therapy that helps someone learn to communicate in the clearest and most effective way and gives them the skills to adapt to a life in which they may have to communicate differently. Speech and language therapists are the lead professionals in managing swallowing problems caused by cancer and its treatment. This can help to ensure that patients can maximise their quality of life and are able to adapt to life after cancer.

**Palliative care nurses** – Patients and families of patients with terminal illness reaching end of life might need particular support in dealing with the late stage of their cancer. Palliative care nurses support people with cancer and their families towards the end of their life and help to give them a dignified and peaceful death in the place of their choice. They also provide advice about managing advanced symptoms at any stage of the cancer journey so people can continue with their normal activities.
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.

<table>
<thead>
<tr>
<th>Cost</th>
<th>£15</th>
<th>£112</th>
<th>£546</th>
<th>£2,365</th>
<th>£28,376</th>
<th>£85,128</th>
</tr>
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<tbody>
<tr>
<td>Time</td>
<td>1 hour</td>
<td>1 day</td>
<td>1 week</td>
<td>1 month</td>
<td>1 year</td>
<td>3 years</td>
</tr>
</tbody>
</table>

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) in order to make the process more straightforward and less time consuming for all involved.

- £44 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.
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 £79,000 and £158,000** could pay for a treatment area in a chemotherapy day unit, so that patients can receive their treatment in a comforting environment.
- **Around £60,000** could pay for a staff room, where clinical staff can take a break from their duties.
- **Around £44,000** could pay for a consulting examination room in an outpatient unit, where clinical staff can assess and provide treatment to patients.
- **Around £32,000** 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 Physical Activity Behaviour Change Services

Taking part in physical activity during and after cancer treatment can play a huge part in enabling people to take back control. Macmillan funds physical activity behaviour change services across the UK. Our approach is based on the NHS physical activity care pathway ‘Let’s Get Moving’ and additional global research. It aims to support someone to become and stay active in an activity of their choice, at an intensity that is right for them.

Everyone is supported for a minimum of 12 months. Programmes are tailored to their specific needs, helping people to make changes that are sustainable into the long-term future. The activities that individuals can access in each area range from health walks, local ‘get back into’ type sports such as walking football, joining the gym, a dance class or using Macmillan’s home exercise DVD.

Physical Activity Behaviour Change Service:

- **Between £40,000 and £110,000** could cover the costs of a physical activity behaviour change service for a year.*
• £5 could pay for a Move More guide. This is designed to help people living with cancer to become more active and includes information and practical advice about setting goals and how to get started. It includes a Moving to music DVD and signposts to further areas of support.

*Please note: these figures are estimates based on ten physical activity behaviour change services. The cost variation is due to many factors, including population coverage, cancer incidence and existing resources. An evaluation of the services is underway (as of 2016) and will give a clearer understanding of the costs.

Macmillan Service Improvement Grant

Macmillan Service Improvement Grants provide funding for improvements to Macmillan supported services, providing them with an opportunity to enhance the experience of people affected by cancer and improve the service delivery. Macmillan Service Improvement Grants can be used in different ways, including buying specialist equipment (such as speech aid, scalp cooler, recliner chair and stair lift) and support materials (such as books, software, laptops and audiovisual equipment).

• Between £50 and £1,000 could pay for a Macmillan Service Improvement Grant to a Macmillan professional, helping them buy specialist equipment or support material for their services.

Information and support services

When you’re affected by cancer, having the right kind of information and support at the right time, is essential. That’s what Macmillan provides. We offer up-to-date cancer information written by specialists to help people make informed choices about their treatment and care 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, and information on financial
support. Many centres have benefits advisers available to help and some offer complementary therapies too.

- Around £75,000 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.
- Around £42,000 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 £30,000 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.

<table>
<thead>
<tr>
<th>Cost</th>
<th>£50</th>
<th>£402</th>
<th>£1,955</th>
<th>£8,474</th>
<th>£101,683</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>1 hour</td>
<td>1 day</td>
<td>1 week</td>
<td>1 month</td>
<td>1 year</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Cost</th>
<th>£29</th>
<th>£234</th>
<th>£1,139</th>
<th>£4,935</th>
<th>£52,217</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>1 hour</td>
<td>1 day</td>
<td>1 week</td>
<td>1 month</td>
<td>1 year</td>
</tr>
</tbody>
</table>

Staffing a Macmillan information centre

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

<table>
<thead>
<tr>
<th>Cost</th>
<th>£28</th>
<th>£210</th>
<th>£1,023</th>
<th>£4,435</th>
<th>£53,217</th>
<th>£159,651</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>1 hour</td>
<td>1 day</td>
<td>1 week</td>
<td>1 month</td>
<td>1 year</td>
<td>3 years</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Cost</th>
<th>£15</th>
<th>£112</th>
<th>£546</th>
<th>£2,365</th>
<th>£28,376</th>
<th>£85,128</th>
</tr>
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<tr>
<td>Time</td>
<td>1 hour</td>
<td>1 day</td>
<td>1 week</td>
<td>1 month</td>
<td>1 year</td>
<td>3 years</td>
</tr>
</tbody>
</table>
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 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.

<table>
<thead>
<tr>
<th>Cost</th>
<th>£2</th>
<th>£14</th>
<th>£67</th>
<th>£292</th>
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<tr>
<td>Time</td>
<td>1 hour</td>
<td>1 day</td>
<td>1 week</td>
<td>1 month</td>
<td>1 year</td>
</tr>
</tbody>
</table>

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.

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.

<table>
<thead>
<tr>
<th>Cost</th>
<th>£0.37</th>
<th>£3.70</th>
<th>£9.25</th>
<th>£18.50</th>
<th>£37</th>
<th>£74</th>
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</thead>
<tbody>
<tr>
<td>Units</td>
<td>1</td>
<td>10</td>
<td>25</td>
<td>50</td>
<td>100</td>
<td>200</td>
</tr>
</tbody>
</table>
• [cost] could pay for [units] audio CD versions of *The cancer guide*. This could help a person with visual impairment, or who understands spoken English but doesn’t read it, receive the cancer information he or she needs.

<table>
<thead>
<tr>
<th>Cost</th>
<th>£8.79</th>
<th>£87.90</th>
<th>£219.75</th>
<th>£439.50</th>
<th>£879</th>
<th>£1,758</th>
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<tr>
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<td>10</td>
<td>25</td>
<td>50</td>
<td>100</td>
<td>200</td>
</tr>
</tbody>
</table>

Coping with fatigue booklet

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

<table>
<thead>
<tr>
<th>Cost</th>
<th>£0.32</th>
<th>£3.20</th>
<th>£8</th>
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<td>10</td>
<td>25</td>
<td>50</td>
<td>100</td>
<td>200</td>
</tr>
</tbody>
</table>

• [cost] could pay for [units] audio CD versions 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.

<table>
<thead>
<tr>
<th>Cost</th>
<th>£2.82</th>
<th>£28.20</th>
<th>£70.50</th>
<th>£141</th>
<th>£282</th>
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<tbody>
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<td>10</td>
<td>25</td>
<td>50</td>
<td>100</td>
<td>200</td>
</tr>
</tbody>
</table>

Cancer guide for young people booklet

• [cost] could pay for [units] copies of the *Cancer guide for young people*. We know that young people diagnosed with cancer often feel isolated and aren’t sure where to turn for support.

<table>
<thead>
<tr>
<th>Cost</th>
<th>£1.56</th>
<th>£15.60</th>
<th>£39</th>
<th>£78</th>
<th>£156</th>
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<tr>
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<td>10</td>
<td>25</td>
<td>50</td>
<td>100</td>
<td>200</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Cost</th>
<th>£0.76</th>
<th>£7.60</th>
<th>£19</th>
<th>£38</th>
<th>£76</th>
<th>£152</th>
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<tbody>
<tr>
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<td>10</td>
<td>25</td>
<td>50</td>
<td>100</td>
<td>200</td>
</tr>
</tbody>
</table>
End of life booklet

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

<table>
<thead>
<tr>
<th>Cost</th>
<th>£0.50</th>
<th>£5</th>
<th>£12.50</th>
<th>£25</th>
<th>£50</th>
<th>£100</th>
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<tbody>
<tr>
<td>Units</td>
<td>1</td>
<td>10</td>
<td>25</td>
<td>50</td>
<td>100</td>
<td>200</td>
</tr>
</tbody>
</table>

Preparing a child for loss booklet

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

<table>
<thead>
<tr>
<th>Cost</th>
<th>£0.22</th>
<th>£2.20</th>
<th>£5.50</th>
<th>£11</th>
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<td>10</td>
<td>25</td>
<td>50</td>
<td>100</td>
<td>200</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Cost</th>
<th>£0.41</th>
<th>£4.10</th>
<th>£10.25</th>
<th>£20.50</th>
<th>£41</th>
<th>£82</th>
</tr>
</thead>
<tbody>
<tr>
<td>Units</td>
<td>1</td>
<td>10</td>
<td>25</td>
<td>50</td>
<td>100</td>
<td>200</td>
</tr>
</tbody>
</table>

Help with the cost of cancer booklet

- [cost] could pay for [units] 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.

<table>
<thead>
<tr>
<th>Cost</th>
<th>£0.52</th>
<th>£5.20</th>
<th>£13</th>
<th>£26</th>
<th>£52</th>
<th>£104</th>
</tr>
</thead>
<tbody>
<tr>
<td>Units</td>
<td>1</td>
<td>10</td>
<td>25</td>
<td>50</td>
<td>100</td>
<td>200</td>
</tr>
</tbody>
</table>

Signs and symptoms card

- [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.

<table>
<thead>
<tr>
<th>Cost</th>
<th>£0.10</th>
<th>£1</th>
<th>£2.50</th>
<th>£5</th>
<th>£10</th>
<th>£20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Units</td>
<td>1</td>
<td>10</td>
<td>25</td>
<td>50</td>
<td>100</td>
<td>200</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Cost</th>
<th>£0.07</th>
<th>£0.70</th>
<th>£1.75</th>
<th>£3.50</th>
<th>£7</th>
<th>£14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Units</td>
<td>1</td>
<td>10</td>
<td>25</td>
<td>50</td>
<td>100</td>
<td>200</td>
</tr>
</tbody>
</table>

Creating information resources

- **£5,860** could pay for a suite of five videos, created to be accessible to people who are deaf or have hearing loss. These videos use deaf-friendly scripts, include translation into British Sign Language and have subtitles. Visual aids are important in aiding understanding, especially for deaf people who have lower literacy levels. The new videos include animation to explain more difficult content and feature additional graphics, summaries, and key words to explain complex medical language.

- **£256** could pay for the creation of a booklet about cancer, its treatment, or aspects of living with cancer in Easy Read format. This 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. For the first time, in 2016, we have made these resources available in colour and in print. They have been very well received by people with learning difficulties, their carers, and people who support them.

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. The service has grown considerably and the team currently work across four mobile units, two indoor pop-up info centres, in addition to 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. The units 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.

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

<table>
<thead>
<tr>
<th>Cost</th>
<th>£383</th>
<th>£2,295</th>
<th>£8,948</th>
<th>£38,773</th>
<th>£465,273</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>1 hour</td>
<td>1 day</td>
<td>1 week</td>
<td>1 month</td>
<td>1 year</td>
</tr>
<tr>
<td>Reach</td>
<td>24</td>
<td>143</td>
<td>557</td>
<td>2,413</td>
<td>28,953</td>
</tr>
</tbody>
</table>

Questions about living with cancer?
Call the Macmillan Support Line free on 0808 808 00 00 or visit macmillan.org.uk
• **£16.07** 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.

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

### Macmillan Support Line (MSL – 0808 808 00 00)

Our Macmillan Support Line is 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.

Our Macmillan Support Line is formed of four teams:

- **Cancer Information and Support team** – they are the frontline staff of our support line, answering all incoming calls. They can 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.

- **Cancer Information Nurse Specialists** – they are registered nurses who can answer more complex medical questions. They can support people affected by cancer with issues such as understanding treatment options, pain management, and help with medical jargon.

- **Welfare Rights team** – they 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. (*Please see the ‘Financial support services’ section for more information*)

- **Financial Guidance Service** – they are 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. (*Please see the ‘Financial support services’ section for more information*)

• In 2016, we spent approximately **£5 million** on our entire Macmillan Support Line phone service. In this time, our staff dealt with 149,783 calls and web enquiries from people who wanted questions answered, needed practical or financial support, or just wanted to chat.
Cancer Information and Support team

- **£17.96** could help the frontline staff on our Macmillan Support Line deal with a call or web enquiry.

- [cost] could support our frontline staff run our Macmillan Support Line phone service for [time]. In this time, they could answer [reach] calls and web enquiries from people who want questions answered, need practical or financial support, or just want to chat.

<table>
<thead>
<tr>
<th>Cost</th>
<th>£408</th>
<th>£4,483</th>
<th>£21,813</th>
<th>£94,521</th>
<th>£1,134,253</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>1 hour</td>
<td>1 day</td>
<td>1 week</td>
<td>1 month</td>
<td>1 year</td>
</tr>
<tr>
<td>Reach</td>
<td>23</td>
<td>250</td>
<td>1,215</td>
<td>5,263</td>
<td>63,155</td>
</tr>
</tbody>
</table>

Cancer Information Nurse Specialists

- **£36.19** 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 run our Macmillan Support Line phone service for [time]. In this time, they could answer [reach] calls and web enquiries from people providing a wide range of clinical information – such as treatment options, pain management, and help with medical jargon.

<table>
<thead>
<tr>
<th>Cost</th>
<th>£445</th>
<th>£4,894</th>
<th>£23,811</th>
<th>£103,182</th>
<th>£1,238,189</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>1 hour</td>
<td>1 day</td>
<td>1 week</td>
<td>1 month</td>
<td>1 year</td>
</tr>
<tr>
<td>Reach</td>
<td>12</td>
<td>135</td>
<td>658</td>
<td>2,852</td>
<td>34,218</td>
</tr>
</tbody>
</table>

MSL 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 sent to people affected by cancer who have been in touch with our Macmillan Support Line for the first time.

<table>
<thead>
<tr>
<th>Cost</th>
<th>£1.98</th>
<th>£19.82</th>
<th>£49.54</th>
<th>£99.08</th>
<th>£198.16</th>
<th>£396.32</th>
</tr>
</thead>
<tbody>
<tr>
<td>Units</td>
<td>1</td>
<td>10</td>
<td>25</td>
<td>50</td>
<td>100</td>
<td>200</td>
</tr>
</tbody>
</table>

- [cost] can pay for the printing of [units] sets of letterheads, envelope, leaflets and card to be sent alongside the welcome letter to people affected by cancer who have been in touch with our Macmillan Support Line for the first time.

<table>
<thead>
<tr>
<th>Cost</th>
<th>£0.20</th>
<th>£2.02</th>
<th>£5.04</th>
<th>£10.08</th>
<th>£20.16</th>
<th>£40.32</th>
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</thead>
<tbody>
<tr>
<td>Units</td>
<td>1</td>
<td>10</td>
<td>25</td>
<td>50</td>
<td>100</td>
<td>200</td>
</tr>
</tbody>
</table>
Financial support services

Macmillan Benefits Advisers (face-to-face)

Macmillan benefits advisers work in a variety of settings (eg in a Citizens Advice Bureau, 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 2016, our national network of face-to-face Macmillan benefits advisers reached 65,919 individual people affected by cancer, through specialist casework, identifying around £201.3m in benefits. Overall, 120,615 people were helped by Macmillan benefits advisers, including 54,696 people through non-casework contacts.*

- In 2016, on average, a Macmillan benefits advice service reached 972 people and identified £1.6m 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 £3,054 a year in benefits that they are not currently claiming.

Running a Macmillan benefits advice service

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

<table>
<thead>
<tr>
<th>Cost</th>
<th>£235</th>
<th>£1,764</th>
<th>£8,584</th>
<th>£37,197</th>
<th>£446,365</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>1 hour</td>
<td>1 day</td>
<td>1 week</td>
<td>1 month</td>
<td>1 year</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Cost</th>
<th>£156</th>
<th>£1,169</th>
<th>£5,689</th>
<th>£24,654</th>
<th>£295,851</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>1 hour</td>
<td>1 day</td>
<td>1 week</td>
<td>1 month</td>
<td>1 year</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Cost</th>
<th>£38</th>
<th>£288</th>
<th>£1,401</th>
<th>£6,072</th>
<th>£72,863</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>1 hour</td>
<td>1 day</td>
<td>1 week</td>
<td>1 month</td>
<td>1 year</td>
</tr>
</tbody>
</table>

*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).
Macmillan Welfare Rights Team (via MSL)

(Please see the ‘Macmillan Support Line’ section for more information on the service).

Our Macmillan Support Line has a specialist team of phone-based Macmillan benefits advice experts who offer specialist advice to help ease money worries for people affected by cancer, including providing information on benefits, tax credits, grants and loans.

- **£34** could help our welfare advisers on our Macmillan Support Line deal with a call or web enquiry.

- On average, every person affected by cancer who receives benefits advice from our welfare rights advisers over the phone will be told that they can claim **£2,449** in benefits that they are not claiming.

- *[cost]* could support our welfare rights advisers run the welfare rights element of our phone service for *[time]*. In this time, they could, on average, deal with *[reach]* cases and help secure around *[gain]* in unclaimed benefits for people affected by cancer.

<table>
<thead>
<tr>
<th>Cost</th>
<th>£506</th>
<th>£5,563</th>
<th>£27,065</th>
<th>£117,283</th>
<th>£1,407,397</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>1 hour</td>
<td>1 day</td>
<td>1 week</td>
<td>1 month</td>
<td>1 year</td>
</tr>
<tr>
<td>Reach</td>
<td>15</td>
<td>164</td>
<td>796</td>
<td>3,451</td>
<td>41,414</td>
</tr>
<tr>
<td>Gain</td>
<td>£20,000</td>
<td>£220,000</td>
<td>£1m</td>
<td>£4.6m</td>
<td>£55m</td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>Cost</th>
<th>£1</th>
<th>£10</th>
<th>£100</th>
<th>£1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gain</td>
<td>£39</td>
<td>£394</td>
<td>£3,935</td>
<td>£39,350</td>
</tr>
</tbody>
</table>

*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 not included in the figures above.*
Macmillan Financial Guidance Service (via MSL)
(Please see the ‘Macmillan Support Line’ section for more information on the service).

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.

Our financial guides 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. In 2016, this totalled £2.05m for 58 people affected by cancer.

- £65 could help our financial guides on our Macmillan Support Line deal with a call or web enquiry.

- In 2016, the financial guides on our Macmillan Support Line helped to identify almost £2.05m in confirmed financial gains for 58 people affected by cancer.

- In 2016, the highest confirmed financial gain identified by our financial guides for one individual was £200,000.

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

<table>
<thead>
<tr>
<th>Cost</th>
<th>£229</th>
<th>£2,516</th>
<th>£12,243</th>
<th>£53,051</th>
<th>£636,614</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>1 hour</td>
<td>1 day</td>
<td>1 week</td>
<td>1 month</td>
<td>1 year</td>
</tr>
<tr>
<td>Reach</td>
<td>4</td>
<td>39</td>
<td>189</td>
<td>819</td>
<td>9,831</td>
</tr>
</tbody>
</table>

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 Grants

Macmillan Grants help people with cancer 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 2016 around 34,712 people received Macmillan Grants totalling just over £13.5 million.
- In 2016 the average Macmillan Grant was around £390 per person.

Holiday grants

- A holiday can provide a much-needed break from cancer treatment and hospital appointments. In 2016 Macmillan helped over 2,086 families enjoy some precious time together.
- £335 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 more than 46 people receive heating grants from Macmillan so they can keep the heating on when they really need to.
- £200 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 54 people a clothing grant, helping them feel better about the way they look.
- £165 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.

Questions about living with cancer?
Call the Macmillan Support Line free on 0808 808 00 00 or visit macmillan.org.uk

Macmillan Cancer Support, registered charity in England and Wales (261017), Scotland (SC039907) and the Isle of Man [604]. A company limited by guarantee. Registered company in England and Wales (2400969) and the Isle of Man (4694F). Registered office: 89 Albert Embankment, London SE1 7UQ.
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 8,000 people with the cost of hospital travel.

- £150 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

- £95 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.

- £70 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.

- £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.

Please note: The examples listed above are based on average award values during 2016. A grant recipient may also receive help for more than one grant item or service. 2016 data is currently unaudited and subject to change.

Social, emotional, and practical support services

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.

<table>
<thead>
<tr>
<th>Cost</th>
<th>£15</th>
<th>£112</th>
<th>£546</th>
<th>£2,365</th>
<th>£28,376</th>
<th>£85,128</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>1 hour</td>
<td>1 day</td>
<td>1 week</td>
<td>1 month</td>
<td>1 year</td>
<td>3 years</td>
</tr>
</tbody>
</table>

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

Questions about living with cancer?
Call the Macmillan Support Line free on 0808 808 00 00 or visit macmillan.org.uk
Self-Help and Support Groups

Meeting other people with similar experiences can be invaluable when you’re affected by cancer. Self-help and support groups offer the chance for people to talk to others who really understand how they are feeling.

There are all sorts of groups you can get involved in. Some support people from a specific community or with a particular type of cancer, while others help carers and loved ones. And all give members a chance to meet up and chat in a safe environment – whether that’s about treatment or last night’s television.

Lots of groups are also based around activities, with gardening, photography and swimming being just a few of the hobbies bringing people together. As well as being a place where you can get anything off your chest, self-help and support groups can be about enjoying life and making friends.

- **£370** could pay for the hire of a room for a year so a cancer self-help and support group could hold regular meetings.
- **£250** could pay for a cancer self-help and support group to set up its own website. The group could then use the website to promote itself, list the dates of meetings and encourage members to keep in touch and chat online.
- **£115** could pay for production of leaflets and posters that a cancer self-help and support group could use to promote itself and attract new members.
- **£75** could pay for a mobile phone and some start-up credit for a cancer self-help and support group which would help the members to keep in touch.
- **£50** could pay for a member of a self-help and support group to attend a conference or event, so they can develop relevant skills and knowledge, and add value to the group.
- **£40** could help a cancer self-help and support group hold their first meeting.
- **£25** could pay for a member of a cancer self-help and support group to go on a social event with other support group members.
- **£10** could help a cancer self-help and support group provide refreshments to people attending one of their meetings.
Macmillan Direct Volunteering Schemes

Macmillan Direct Volunteering Services are volunteer-led schemes which help people affected by cancer with their emotional and practical support needs. Volunteers help in a variety of ways – from one-off support through gardening, clothes, and wig banks, to regular befriending or buddying. They can also support people affected by cancer with other tasks, such as shopping or travelling to and from hospital.

Currently there are 80 active Direct Volunteering Services. Through these, over 530 volunteers gave their time to support 1,908* people affected by cancer, providing ongoing emotional support or helping with one-off practical support.

- **£10,000** could pay for the running and support of one Direct Volunteering Service for a year. In this time, services can provide ongoing emotional support for up to 50 people for approximately 6-12 weeks, or help over 100 people with one-off practical support.
- **£400** could help Direct Volunteering Services to support one person affected by cancer for approximately 6-12 weeks.

*Please note: The reach of Direct Volunteering Schemes for 2016 was originally reported as 1,508 people affected by cancer. The larger figure of 1,908 people affected by cancer is provided in this factsheet, as we have had access to updated records.

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. To do this we offer a comprehensive range of courses, workshops and learning toolkits.

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 after which participants develop cancer awareness, communication and counselling skills to better support other people affected by cancer.
- **£50** 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.
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 for a year.

- **£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.

- **£50** could pay for a Health Professional to attend a specialised conference on approaches to cancer treatment, run by Macmillan.
## Appendix – “Shopping list” of costs in descending order

All the information below is from the *The Cost of Macmillan’s Services* fact sheet. What we’ve done is put all the values from the fact sheet into descending order. Hopefully this will 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

£1,407,397 could support our welfare rights advisers run the welfare rights element of our phone service for 1 year. In this time, they could, on average, deal with 41,414 cases and help secure around £55m in unclaimed benefits for people affected by cancer.

£1,238,189 could support our Cancer Information Nurse Specialists run our Macmillan Support Line phone service for 1 year. In this time, they could answer 34,218 calls and web enquiries from people providing a wide range of clinical information – such as treatment options, pain management, and help with medical jargon.

£1,134,253 could support our frontline staff run our Macmillan Support Line phone service for 1 year. In this time, they could answer 63,155 calls and web enquiries from people who want questions answered, need practical or financial support, or just want to chat.

£636,614 could support our financial guides run the financial guidance element of our phone service for 1 year. In this time, they could, on average, deal with 9,831 cases, providing a wide range of financial support and advice to people affected by cancer.

### £500,000

£465,273 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 28,953 people.

£446,365 could help run a large Macmillan benefits advice service for 1 year.

£295,851 could help run a medium Macmillan benefits advice service for 1 year.

### £250,000

£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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£159,651 could pay for a Macmillan nurse for 3 years, helping people living with cancer and their families receive essential medical, practical and emotional support.

£159,651 could pay for a Macmillan Information and Support Manager for 3 years.

Between £79,000 and £158,000 could pay for a treatment area in a chemotherapy day unit, so that patients can receive their treatment in a comforting environment.

£117,283 could support our welfare rights advisers run the welfare rights element of our phone service for 1 month. In this time, they could, on average, deal with 3,451 cases and help secure around £4.6m in unclaimed benefits for people affected by cancer.

Between £40,000 and £110,000 could pay for a treatment area in a chemotherapy day unit, so that patients can receive their treatment in a comforting environment.

£101,683 could help run a large Macmillan information and support centre for 1 year, helping people affected by cancer to find information and support.

£103,182 could support our Cancer Information Nurse Specialists run our Macmillan Support Line phone service for 1 month. In this time, they could answer 2,852 calls and web enquiries from people providing a wide range of clinical information – such as treatment options, pain management and help with medical jargon.

£100,000

£94,521 could support our frontline staff run our Macmillan Support Line phone service for 1 month. In this time, they could answer 5,263 calls and web enquiries from people who want questions answered, need practical or financial support, or just want to chat.

£85,128 could pay for a Macmillan Support Worker for 3 years, helping people living with cancer receive the support they need.

£85,128 could pay for a Macmillan Information and Support Assistant for 3 years.

£85,128 could pay for a Macmillan Social Care Worker or Family Support Worker for 3 years, helping patients, family members, and carers manage the social and practical problems of living with cancer.

Around £75,000 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.

£72,863 could help run a small Macmillan benefits advice service for 1 year.

* Please note: these figures are estimates based on ten physical activity behaviour change services. The cost variation is due to many factors, including population coverage, cancer incidence and existing resources. An evaluation of the services is underway (as of 2016) and will give a clearer understanding of the costs.

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Around **£60,000** could pay for a staff room, where clinical staff can take a break from their duties.

**£53,217** could pay for a Macmillan nurse for 1 year, helping people living with cancer and their families receive essential medical, practical and emotional support.

**£52,217** could help run a small Macmillan information and support centre for 1 year, helping people affected by cancer to find information and support.

**£53,217** could pay for a Macmillan Information and Support Manager for 1 year.

**£53,051** could support our financial guides run the financial guidance element of our phone service for 1 month. In this time, they could, on average, deal with 819 cases, providing a wide range of financial support and advice to people affected by cancer.

**£50,000**

Around **£44,000** could pay for a consulting examination room in an outpatient unit, where clinical staff can assess and provide treatment to patients.

Around **£42,000** 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 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.

**£38,773** 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 2,413 people.

**£37,197** could help run a large Macmillan benefits advice service for 1 month.

Around **£32,000** could pay for a phlebotomy bay in a chemotherapy day unit, an area where patients can have their blood taken for tests.

**£30,000**

Around **£30,000** 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.

**£28,376** could pay for a Macmillan Support Worker for 1 year, helping people living with cancer receive the support they need.

**£28,376** could pay for a Macmillan Information and Support Assistant for 1 year.
£28,376 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.

£27,065 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 796 cases and help secure around £1m in unclaimed benefits for people affected by cancer.

£24,654 could help run a medium Macmillan benefits advice service for 1 month.

£23,811 could support our Cancer Information Nurse Specialists run our Macmillan Support Line phone service for 1 week. In this time, they could answer 658 calls and web enquiries from people providing a wide range of clinical information – such as treatment options, pain management, and help with medical jargon.

£21,813 could support our frontline staff run our Macmillan Support Line phone service for 1 week. In this time, they could answer 1,215 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.

£12,243 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 189 cases, providing a wide range of financial support and advice to people affected by cancer.

£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.

£10,000 could pay for the running and support of one Direct Volunteering Service for a year. In this time, services can provide ongoing emotional support for up to 50 people for approximately 6-12 weeks, or help over 100 people with one-off practical support.

£8,948 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 557 people.

£8,584 could help run a large Macmillan benefits advice service for 1 week.

£8,474 could help run a large Macmillan information and support centre for 1 month, helping people affected by cancer to find information and support.

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£6,072 could help run a small Macmillan benefits advice service for 1 month.

£5,860 could pay for a suite of five videos, created to be accessible to people who are deaf or have hearing loss. These videos use deaf-friendly scripts, include translation into British Sign Language and have subtitles. Visual aids are important in aiding understanding, especially for deaf people who have lower literacy levels. The new videos include animation to explain more difficult content and feature additional graphics, summaries, and key words to explain complex medical language.

£5,689 could help run a medium Macmillan benefits advice service for 1 week.

£5,563 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 164 cases and help secure around £220,000 in unclaimed benefits for people affected by cancer.

£5,000

£4,935 could help run a small Macmillan information and support centre for 1 month, helping people affected by cancer to find information and support.

£4,894 could support our Cancer Information Nurse Specialists run our Macmillan Support Line phone service for 1 day. In this time, they could answer 135 calls and web enquiries from people providing a wide range of clinical information – such as treatment options, pain management, and help with medical jargon.

£4,483 could support our frontline staff run our Macmillan Support Line phone service for 1 day. In this time, they could answer 250 calls and web enquiries from people who want questions answered, need practical or financial support, or just want to chat.

£4,435 could pay for a Macmillan nurse for 1 month, helping people living with cancer and their families receive essential medical, practical and emotional support.

£4,435 could pay for a Macmillan Information and Support Manager for 1 month.

£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.

£3,000 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.

£2,516 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 39 cases, providing a wide range of financial support and advice to people affected by cancer.
£2,500

£2,365 could pay for a Macmillan Support Worker for 1 month, helping people living with cancer receive the support they need.

£2,365 could pay for a Macmillan Information and Support Assistant for 1 month.

£2,365 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.

£2,295 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 143 people.

£1,955 could help run a large Macmillan information and support centre for 1 week, helping people affected by cancer to find information and support.

£1,764 could help run a large Macmillan benefits advice service for 1 day.

£1,758 could pay for 200 audio CD versions of *The cancer guide*. This could help a person with visual impairment, or who understands spoken English but doesn’t read it, receive the cancer information he or she needs.

£1,401 could help run a small Macmillan benefits advice service for 1 week.

£1,169 could help run a medium Macmillan benefits advice service for 1 day.

£1,139 could help run a small Macmillan information and support centre for 1 week, helping people affected by cancer to find information and support.

£1,023 could pay for a Macmillan nurse for 1 week, helping people living with cancer and their families receive essential medical, practical and emotional support.

£1,023 could pay for a Macmillan Information and Support Manager 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 £39,350 in benefits they are entitled to.

Between £50 and £1,000 could pay for a Macmillan Service Improvement Grant to a Macmillan professional, helping them buy specialist equipment or support material for their services.

£879 could pay for 100 audio CD versions of *The cancer guide*. This could help a person with visual impairment, or who understands spoken English but doesn’t read it, receive the cancer information he or she needs.

Questions about living with cancer?
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£564 could pay for 200 audio CD versions 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.

£546 could pay for a Macmillan Support Worker for 1 week, helping people living with cancer receive the support they need.

£546 could pay for a Macmillan Information and Support Assistant for 1 week.

£546 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.

£506 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 15 cases and help secure around £20,000 in unclaimed benefits for people affected by cancer.

£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.

£445 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.

£439.50 could pay for 50 audio CD versions of *The cancer guide*. This could help a person with visual impairment, or who understands spoken English but doesn’t read it, receive the cancer information he or she needs.

£408 could support our frontline staff run our Macmillan Support Line phone service for 1 hour. In this time, they could answer 23 calls and web enquiries from people who want questions answered, need practical or financial support, or just want to chat.

£402 could help run a large Macmillan information and support centre for 1 day, helping people affected by cancer to find information and support.

£400 could help Direct Volunteering Services to support one person affected by cancer for approximately 6-12 weeks.

£396.32 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.

£390 could pay for an average Macmillan Grant.
£383 could pay for one of our Macmillan Mobile Cancer Information and Support Services for 1 hour. In this time, the centre, on average, will enable us to reach or support 24 people.

£370 could pay for the hire of a room for a year so a cancer self-help and support group could hold regular meetings.

£335 could pay for a Macmillan Grant that helps a family affected by cancer take a holiday and enjoy precious time together.

£312 could pay for 200 copies of the *Cancer guide for young people*. We know that young people diagnosed with cancer often feel isolated and aren’t sure where to turn for support.

£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.

£288 could help run a small Macmillan benefits advice service for 1 day.

£282 could pay for 100 audio CD versions 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.

£256 could pay for the creation of a booklet about cancer, its treatment, or aspects of living with cancer in Easy Read format. This 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. For the first time, in 2016, we have made these resources available in colour and in print. They have been very well received by people with learning difficulties, their carers, and people who support them.

£250 could pay for a cancer self-help and support group to set up its own website. The group could then use the website to promote itself, list the dates of meetings and encourage members to keep in touch and chat online.

£235 could help run a large Macmillan benefits advice service for 1 hour.

£234 could help run a small Macmillan information and support centre for 1 day, helping people affected by cancer to find information and support.

£229 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 4 cases, providing a wide range of financial support and advice to people affected by cancer.

£219.75 could pay for 25 audio CD versions of *The cancer guide*. This could help a person with visual impairment, or who understands spoken English but doesn’t read it, receive the cancer information he or she needs.

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£210 could pay for a Macmillan nurse for 1 day, helping people living with cancer and their families receive essential medical, practical and emotional support.

£210 could pay for a Macmillan Information and Support Manager for 1 day.

£200 could pay for a Macmillan Grant that helps a person living with cancer heat their home when they really need to.

£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.

£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.

£165 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.

£156 could pay for 100 copies of the Cancer guide for young people. We know that young people diagnosed with cancer often feel isolated and aren’t sure where to turn for support.

£156 could help run a medium Macmillan benefits advice service for 1 hour.

£152 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.

£150 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.

£141 could pay for 50 audio CD versions 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.

£115 could pay for production of leaflets and posters that a cancer self-help and support group could use to promote itself and attract new members.

£112 could pay for a Macmillan Support Worker for 1 day, helping people living with cancer receive the support they need.

£112 could pay for a Macmillan Information and Support Assistant for 1 day.

£112 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.

£104 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.

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£100

£100 could pay for 200 copies of our *End of Life* booklet, produced in partnership with Marie Curie.

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 £3,935 in benefits they are entitled to.

£99.08 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.

£95 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.

£87.90 could pay for 10 audio CD versions of *The cancer guide*. This could help a person with visual impairment, or who understands spoken English but doesn’t read it, receive the cancer information he or she needs.

£82 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.

£78 could pay for 50 copies of the *Cancer guide for young people*. We know that young people diagnosed with cancer often feel isolated and aren’t sure where to turn for support.

£76 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.

£75 could pay for a mobile phone and some start-up credit for a cancer self-help and support group which would help the members to keep in touch.

£74 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.

£70.50 could pay for 25 audio CD versions 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.

£70 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.

£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 week. These resources would include booklets, guides, directories and leaflets.
£65 could help our financial guides on our Macmillan Support Line deal with a call or web enquiry.

£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.

£64 could pay for 200 copies of our Coping with fatigue booklet. This was our second most ordered resource.

£52 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.

£50 could help run a large Macmillan information and support centre for 1 hour, helping people affected by cancer to find information and support.

£50 could pay for 100 copies of our End of Life booklet, produced in partnership with Marie Curie.

£50 could pay for a member of a self-help and support group to attend a conference or event, so they can develop relevant skills and knowledge and add value to the group.

£50 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.

£50 could pay for a Health Professional to attend a specialised conference on approaches to cancer treatment, run by Macmillan.

£49.54 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.

£44 could cover for a patient to receive a personalised eHNA assessment and care plan.

£44 could pay for 200 copies of the new edition of Preparing a child for loss, a new resource we’ve produced in partnership with Winston’s Wish.

£41 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.

£40.32 can pay for the printing of 200 sets of letterheads, envelope, leaflets and card to be sent alongside the welcome letter to people affected by cancer who have been in touch with our Macmillan Support Line for the first time.
£40 could help a cancer self-help and support group hold their first meeting.

£39 could pay for 25 copies of the Cancer guide for young people. We know that young people diagnosed with cancer often feel isolated and aren’t sure where to turn for support.

£38 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.

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

£37 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.

£36.19 could help the Cancer Information Nurse Specialists on our Macmillan Support Line deal with a call or web enquiry.

£34 could help our welfare advisers on our Macmillan Support Line deal with a call or web enquiry.

£32 could pay for 100 copies of our Coping with fatigue booklet. This was our second most ordered resource.

£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.

£28.20 could pay for 10 audio CD versions 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.

£28 could pay for a Macmillan Information and Support Manager for 1 hour.

£26 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.

£25 could pay for 100 copies of the new edition of Preparing a child for loss, a new resource we’ve produced in partnership with Winston’s Wish.

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£20.50 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.

£20.16 can pay for the printing of 100 sets of letterheads, envelope, leaflets and card to be sent alongside the welcome letter to people affected by cancer who have been in touch with our Macmillan Support Line for the first time.

£20 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.

£19.82 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.

£19 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.

£18.50 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.

£17.96 could help the frontline staff on our Macmillan Support Line deal with a call or web enquiry.

£16.07 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.

£16 could pay for 50 copies of our *Coping with fatigue* booklet. This was our second most ordered resource.

£15.60 could pay for 10 copies of the *Cancer guide for young people*. We know that young people diagnosed with cancer often feel isolated and aren’t sure where to turn for support.

£15 could pay for a Macmillan Support Worker for 1 hour, helping people living with cancer receive the support they need.

£15 could pay for a Macmillan Information and Support Assistant for 1 hour.

£15 could pay for a Macmillan Social Care Worker or Family Support Worker for 1 hour, helping patients, family members, and carers manage the social and practical problems of living with cancer.

£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.

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£14 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.

£13 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.

£12.50 could pay for 25 copies of our *End of Life* booklet, produced in partnership with Marie Curie.

£11 could pay for 50 copies of the new edition of *Preparing a child for loss*, a new resource we’ve produced in partnership with Winston’s Wish.

£10.08 can pay for the printing of 50 sets of letterheads, envelope, leaflets and card to be sent alongside the welcome letter to people affected by cancer who have been in touch with our Macmillan Support Line for the first time.

£10.25 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.

£10

£10 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.

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 £394 in benefits they are entitled to.

£10 could help a cancer self-help and support group provide refreshments to people attending one of their meetings.

£9.25 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.

£8.79 could pay for 1 audio CD versions of *The cancer guide*. This could help a person with visual impairment, or who understands spoken English but doesn’t read it, receive the cancer information he or she needs.

£8 could pay for 25 copies of our *Coping with fatigue* booklet. This was our second most ordered resource.
£7.60 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.

£7 could pay for 100 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.

£5.50 could pay for 25 copies of the new edition of Preparing a child for loss, a new resource we’ve produced in partnership with Winston’s Wish.

£5.20 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.

£5.04 can pay for the printing of 25 sets of letterheads, envelope, leaflets and card to be sent alongside the welcome letter to people affected by cancer who have been in touch with our Macmillan Support Line for the first time.

£5 could pay for a Move More guide. This is designed to help people living with cancer to become more active and includes information and practical advice about setting goals and how to get started. It includes a Moving to music DVD and signposts to further areas of support.

£5 could pay for 10 copies of our End of Life booklet, produced in partnership with Marie Curie.

£5 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.

£4.10 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.

£3.70 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.

£3.50 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.

£3.20 could pay for 10 copies of our Coping with fatigue booklet. This was our second most ordered resource.

Questions about living with cancer?
Call the Macmillan Support Line free on 0808 808 00 00 or visit macmillan.org.uk

Macmillan Cancer Support, registered charity in England and Wales (261017), Scotland (SC039907) and the Isle of Man (604). A company limited by guarantee.
Registered company in England and Wales (451753) and the Isle of Man (4694F). Registered office: 89 Albert Embankment, London SE1 7UQ.
£2.82 could pay for 1 audio CD 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.

£2.50 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.

£2.20 could pay for 10 copies of the new edition of *Preparing a child for loss*, a new resource we’ve produced in partnership with Winston’s Wish.

£2.02 can pay for the printing of 10 sets of letterheads, envelope, leaflets and card to be sent alongside the welcome letter to people affected by cancer who have been in touch with our Macmillan Support Line for the first time.

£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.

£1.98 can pay for 1 welcome letters to be sent to people affected by cancer who have been in touch with our Macmillan Support Line for the first time.

£1.75 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.

£1.56 could pay for 1 copy of the *Cancer guide for young people*. We know that young people diagnosed with cancer often feel isolated and aren’t sure where to turn for support.

£1 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.

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 in benefits they are entitled to.

76p could pay for 1 copy of our *Looking after someone with cancer* booklet, helping carers to look after themselves while supporting and looking after someone with cancer.

70p 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.
52p could pay for 1 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.

50p

50p could pay for 1 copy of our *End of Life* booklet, produced in partnership with Marie Curie.

41p 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.

37p 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.

32p could pay for 1 copy of our *Coping with fatigue* booklet. This was our second most ordered resource.

22p could pay for 1 copy of the new edition of *Preparing a child for loss*, a new resource we’ve produced in partnership with Winston’s Wish.

20p

20p can pay for the printing of 1 sets of letterheads, envelope, leaflets and card to be sent alongside the welcome letter to people affected by cancer who have been in touch with our Macmillan Support Line for the first time.

10p could pay for 1 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.

7p could pay for 1 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.