

The reach of Macmillan's services fact sheet

2020 edition (using 2019 figures)

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

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 is vital we demonstrate the impact Macmillan makes. Giving people the facts and figures of how our donor's money translates to more people helped (our reach) - as well as how much money we are able to leverage for people affected by cancer - helps us gain and keep supporters.

These examples need to be:

- Phrased appropriately
- Factually correct
- Clear and not misleading
- Something that can be easily confirmed.

Personal support

In the last few years we have increased our focus on Macmillan's personal support figures, as this type of reach is more impactful for people affected by cancer and gives a more realistic measure of overall reach. It speaks well to Macmillan's priority around aiming for more face-to-face, high quality and impactful interactions with people who most need our help. Personal support, defined as face-to-face and voice-to-voice interactions, excludes light touch forms of support, such as picking up a leaflet or simply visiting Macmillan's main website.

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
- Performance monitoring
- Evaluation or benchmarking of existing services.

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How to use this fact sheet

Please use the data as it appears on this document. Rounding up or down to the nearest 1,000, 5,000, 10,000, 100,000 or 1,000,000 etc to make messages clearer is permitted. However, please try and use an additional approximating word such as ‘approximately’, ‘about’, ‘over’, ‘more than’, ‘less than’ or ‘under’ in these circumstances. Please note that some audiences, for example corporate partners, may prefer to see precise figures.

Please be aware that there is overlap inherent across the service offering reach figures – this is because a person affected by cancer will often access more than one Macmillan service in a given year. Multiple service use overlap is accounted for in the following calculations: “Total unique people helped by all Macmillan services” and “Total unique people helped by personal Macmillan services”.

Please remember: many of our audiences may not know what support our services offer. So just saying “In 2019, we supported a total of **92,521** unique people through all Support Line teams” may not be enough. It is important that you also describe what is so special about our services. Therefore, if for space reasons any of the stats that follow do not also describe the support provided, please use information from the supporting paragraph above it.

A similar fact sheet to this one called “**The Cost of Macmillan’s Services**” is also available (published every July) and may be helpful to use alongside this fact sheet.

For Macmillan staff only:

A detailed Excel spreadsheet with detailed derivations of the stats in this fact sheet is available for Macmillan staff.

We also hold data on the depth of reach (level of intervention) and data on how the reach breaks down by type of person helped (person living with cancer, carer, family/friend/colleague, etc).

If you would like to see the detailed spreadsheet, or have any queries about the fact sheet, please contact **Sam Carr-Hill** (scarrhill@macmillan.org.uk) in I&P Performance.

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Contents

HEADLINES: Total reach across all our services	4
Healthcare professionals	5
Macmillan Nurses	5
Other Macmillan Professionals – AHPs.....	5
Macmillan ‘Source of Support’ Doctors.....	6
Healthcare services	7
Macmillan electronic Holistic Needs Assessment (eHNA)	7
Macmillan cancer environments	7
Macmillan physical activity support schemes (including Walking for Health).....	7
Information and support services	8
Macmillan Cancer Information and Support Services (CISS)	8
Mobile Information and Support Service (MISS)	9
Macmillan Support Line (MSL – 0808 808 00 00)	9
Macmillan information resources	10
Macmillan Online Support via Macmillan’s main website	11
Macmillan Online Support via Online Community	11
Macmillan Online Support via Social Media	11
Cancer Support Marketing Campaigns.....	12
Boots Macmillan Information Pharmacists.....	12
Financial support services	12
Macmillan Benefits Advice Schemes (face-to-face)	12
Macmillan Welfare Rights Team (via MSL)	13
Macmillan Financial Guidance Service (via MSL)	13
Macmillan Energy Advice Service (via MSL)	13
Macmillan Work Support Service (via MSL)	14
Social, emotional, and practical support services	14
Macmillan Social Care Workers	14
Macmillan Lead Volunteer Services	14
Macmillan emotional and practical support schemes	14
Boots Macmillan Beauty Advisors	15
Learning and Development offers	15

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HEADLINES: Total reach across all our services

Our headlines in relation to total reach in 2019 are outlined below.

Insight and Performance holds additional figures that are available on request to Macmillan-staff only. Please contact Sam Carr-Hill (scarhill@macmillan.org.uk) with any queries.

2019 headlines:

- In 2019, we estimate that approximately **1.9 million unique people** received personal (face-to-face and phone services), high impact support from one or more of our Macmillan professionals or services. This is in line with figures from 2018.
- We also helped **many millions more** through our information and support resources – both printed and online.

2019 headlines with more precise definition and additional information:

- In 2019, we estimate that 1.9 million unique people received personal (face-to-face and phone services), high impact support from one or more of our Macmillan professionals or services.
 - This 1.9 million includes:
 - **1.4 million** people living with cancer
 - **136,000** carers of people with cancer
 - **336,000** other people affected by cancer (including family, friends, colleagues, and worried well)
- In addition to the personal support, we also helped millions of people through our information and support resources – both printed and online.
 - We reached an estimated **5.7 million** people affected by cancer through our printed Macmillan information resources.
 - We reached an estimated **7.0 million** people affected by cancer in the UK through our Macmillan online support.

Please do NOT add any of the above figures up as this will not be representative of the overall reach of our services.

- In 2019 we secured a total of **£334 million** in benefits and grants for people affected by cancer.

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Healthcare professionals

Macmillan Nurses

Macmillan Nurses 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.

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

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

- In 2019, we reached an estimated **1,029,000** unique people affected by cancer through our Macmillan Nurses, of which the majority (947,000) were people living with cancer (cancer patients).

Please note: These figures do not represent Nurse caseloads. Total numbers of interactions with each unique patient are usually not reported to Macmillan.

Other Macmillan Professionals – AHPs

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

- In 2019, we reached an estimated **171,114** unique people affected by cancer through our Macmillan AHPs, of which the majority (157,425) were people living with cancer (cancer patients).

Please note: these figures do not represent AHP caseloads. Total numbers of interactions with each unique patient are usually not reported to Macmillan

Examples of AHPs include:

Therapeutic radiographers – Radiotherapy uses high-energy rays to destroy cancer cells. Receiving radiotherapy can be an unpleasant and distressing experience. It can lead to side effects such as tiredness, sickness, problems with eating and drinking, hair loss, and diarrhoea. Therapeutic radiographers play a vital role in the delivery of radiotherapy services; they are the only health professionals qualified to plan and deliver radiotherapy. Therapeutic radiographers

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are responsible for the planning and delivery of accurate radiotherapy treatments using a wide range of technical equipment. They are extensively involved at all stages of the patients' radiotherapy journey, helping them to make informed decisions about their treatment.

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

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

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

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

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

Macmillan 'Source of Support' Doctors

As a result of historical fundraising and service investment we developed a number of Macmillan Doctors across the UK who continue to support cancer patients and their families, diagnosing and treating cancer, as well as managing pain and symptoms.

- The 'Source of Support' Macmillan Doctors reached an estimated **6,396** cancer patients in 2019.

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Please note: we no longer actively fund these roles but do, however, fund Macmillan GPs – these GPs carry out strategic and quality improvement roles, providing leadership and influencing improvements to cancer services in primary care.

Healthcare services

Macmillan electronic Holistic Needs Assessment (eHNA)

An Holistic Needs Assessment (HNA) is a process of gathering information from patients or their carers in order to inform planning for the provision 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.

- Macmillan’s electronic Holistic Needs Assessment (eHNA) resulted in **41,046** unique people living with cancer receiving a personalised care plans in 2019 and **44,985** care plans being produced.

Macmillan clinical 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.

- In 2019 we were unable to access data on the reach of our clinical cancer environments. However, in 2018 we helped an estimated **108,977** cancer patients who were treated within our Macmillan clinical cancer environments across the UK.

Macmillan physical activity support schemes (including Walking for Health)

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

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

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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 “Move More” home exercise DVD.

- In 2019, an estimated **5,900** unique people affected by cancer accessed a physical activity support scheme.

***Please note:** We no longer fund new partnership services for physical activity and we have estimated the 2019 figure based on 2018 data. Therefore, the use of these figures may be limited for fundraising activity. Our partnership with Walking for Health also ended in 2018 and should not be used as an example service for fundraising activity.*

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 – someone to turn to when people affected by cancer need to chat or share their experiences.

Macmillan Cancer Information and Support Services (CISS)

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

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

- In 2019, it’s estimated the Macmillan Cancer Information and Support Services were accessed **581,630** times by **269,463** unique people affected by cancer, who were supported through our UK network of 190 services.

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Mobile Information and Support Service (MISS)

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

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

- In 2019, our six Mobile Information and Support Services supported a total of **164,485** unique people affected by cancer across England, Wales and Scotland and responded to **166,147** face-to-face enquiries.

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. They can answer questions about cancer types and treatments, provide practical and financial support to help people live with cancer, and are there if someone just wants to talk.

- In 2019, we supported a total of **92,521** unique people through all Macmillan Support Line teams, responding to **226,178** calls and web enquiries.

Our Macmillan Support Line is formed of six teams:

1. **Cancer Information and Support** – frontline staff, 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.

- In 2019, we supported a total of **26,305** unique people through the Cancer Information and Support team, responding to **97,998** calls and web enquiries.

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

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- In 2019, we supported a total of **40,315** unique people through the Specialist Cancer Information Nurse team, responding to **51,061** calls and web enquiries via the Support Line.
3. **Welfare Rights** – these are experts who offer advice on a number of financial issues. They can help ease money worries for people affected by cancer, including providing information on benefits entitlement, tax credits, grants and loans. *
 4. **Energy Advice** - this team offers advice on support available to help people living with cancer keep warm without the worry. *
 5. **Financial Guidance Service** – staffed with experts who support people affected by cancer make informed decisions about their finances. They provide personalised information and guidance on financial matters including pensions, insurance, mortgages and financial planning. *
 6. **Work Support Service** – delivered by experts who provide support to people affected by cancer with work issues, and provide access to legal advice and assistance through a partnership with the charity LawWorks. *

**Please see the 'Financial support services' section for more information*

In addition to the response teams within the Macmillan Support Line team, during 2019 Macmillan also sent follow up communications to callers signposting them to additional support and services. A total of **13,599** welcome letters were sent and emails opened by people affected by cancer.

Macmillan information resources

Macmillan produces a wealth of information about cancer. Medical experts and people who have experienced cancer help us to make sure the information we provide is accurate and relevant. The resources we provide help people understand their diagnoses, treatment and care options. They also explain how to cope with other aspects of living with cancer, like relationships and emotions, finances, cancer drugs, relationships, work and other topics. Putting all this information at people's fingertips helps them feel more in control. We also provide information for carers, family and friends, and employers. The information we provide comes in many different formats: webpages, print resources including booklets, leaflets and alert cards, audiobooks, eBooks, PDFs, case studies, videos and animations. We translate information and offer it in large print and Braille and videos captioned in British Sign Language (BSL) too.

We also have information about exactly what support Macmillan offers to people living with or affected by cancer. Leaflets, posters and cards explain our emotional, financial and clinical advice and support, and how people can access it.

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- In 2019, we estimate we reached around **5.7 million** people affected by cancer through our Macmillan information resources.

Macmillan Online Support via Macmillan's main website

Our main website features high-quality cancer information, and information on how Macmillan and other organisations can provide emotional, practical and financial support.

- In 2019, the 'source of support' sections of our website helped an estimated **5.5 million** people affected by cancer in the UK.

Macmillan Online Support via Online Community

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

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

- In 2019, the Online Community helped **785,686** unique people affected by cancer in the UK to give emotional and practical support to each other.

Macmillan Online Support via Social Media

There are lots of ways to find information and support on our social media channels. For example, we host regular live chats on the Macmillan Facebook page where people affected by cancer have their questions answered by Macmillan's healthcare professionals. We run a cancer information account on Twitter to share valuable information on a range of issues too. We also work extended hours to give personal answers to private messages and public comments we get on our social media channels. Finally, we post our YouTube videos on these channels to provide even more information.

- In 2019, **1,345,000** people viewed information and support related videos on our national Facebook page.
- In 2019, **763,000** people found out about Macmillan's support services and information from posts on our national Facebook page.

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Cancer Support Marketing Campaigns

Macmillan runs marketing campaigns to signpost people living with cancer to information, resources and support.

- In 2019, we reached **595,406** people who opened emails sent out by our Diagnosis campaign.

Boots Macmillan Information Pharmacists

Boots Macmillan Information Pharmacists are located within Boots pharmacies across the UK and are able to help people affected by cancer access the information and support they need, signpost and connect them to services in their local area, and offer support in an accessible, familiar and trusted environment.

- In 2019 Boots Macmillan Information Pharmacists had an estimated **91,735** conversations with people affected by cancer across the UK.

Please note: Figures derived from the Boots UK annual CSR survey completed by 100% of stores. We recommend that the word 'estimate' is included in all material that uses these figures.

Financial support services

Macmillan Benefits Advice Schemes (face-to-face)

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

- In 2019, our national network of face-to-face Macmillan benefits advisers reached **160,854** unique people living with cancer, identifying around **£247m** in benefits.

Please note: 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).

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Macmillan Welfare Rights Team (via MSL)

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

Our Support Line has a specialist team of phone-based Macmillan benefits and energy 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.

- In total, the MSL welfare rights team supported **25,920** unique people affected by cancer, identifying **around £70m** in benefits.

Please note: on top of the reported calls and web enquiries, the welfare advisers on our Macmillan Support Line also generate a number of call-backs. 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. They also provide advocacy for some customers – such as appealing a declined insurance claim or accessing enhanced pension benefits – which can result in a confirmed financial gain.

- In 2019, our financial guides on our Support Line provided **13,109** unique people affected by cancer with advice in the UK, providing a wide range of financial support and advice – also identifying **around £3.4m** in confirmed financial gains.

Please note: not all people affected by cancer supported by our financial guides will receive support that translates into financial gains. Therefore, the identified financial gains stated above have been achieved through a smaller number of interactions.

Macmillan Energy Advice Service (via MSL)

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

- In 2019, we supported a total of **395** unique people through the Energy Advice team, responding to **5,738** calls and web enquiries via the Support Line and unlocking over **£900,000** of savings.

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Macmillan Work Support Service (via MSL)

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

- In 2019, Macmillan's Work Support Service reached **4,684** unique people affected by cancer, each receiving advice and support on employment related issues.

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.

- In 2019, we reached an estimated **33,989** unique people living with and affected by cancer through Macmillan social care workers.

Macmillan Lead Volunteer Services

Macmillan Lead Volunteer Services help people affected by cancer with their emotional and practical needs. Volunteers help in a variety of ways – from regular befriending and buddying to help in the home through shopping, gardening as well as transport to and from medical appointments, but also one-off support through signposting to other cancer support services or clothes and wig banks. There are also schemes which specifically support people from ethnic minorities or who encounter difficult circumstances in life. All these services not only benefit the person living with cancer but also the people who care for them.

- Currently there are **65** active Macmillan Lead Volunteer Services across England, Northern Ireland, Scotland and Wales. Through these, over 680 volunteers gave their time to support **1,323** unique people affected by cancer by providing **16,428** interactions.

Macmillan emotional and practical support schemes

Macmillan offers a broad range of emotional and practical support schemes - such as befriending schemes, bereavement schemes, carers services, counsellors, and children and family services. The schemes often contain volunteers and provide face-to-face support to help people affected by cancer with their daily needs.

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Examples of schemes include:

- A Macmillan befriending service offers emotional, social or practical support by matching a trained ‘befriender’ to someone affected by cancer.
 - A Macmillan bereavement scheme involves supporting someone affected by cancer so they can grieve and helping them cope with the loss of a loved one.
 - A Macmillan counsellor provides psychological and emotional counselling support to people affected by cancer including patients, carers and relatives, including bereavement support.
 - A Macmillan children & family service supports the carers, children and families of people living with cancer, including bereavement support and help to access practical and financial support.
 - A Macmillan carers service provides support to unpaid carers looking after someone affected by cancer, including practical help, information and signposting to other services and emotional support.
- In 2019, an estimated **9,206** unique people affected by cancer were supported through an emotional and practical support scheme.

Boots Macmillan Beauty Advisors

Boots Macmillan Beauty Advisors are No7 Advisors who have been specially trained by Boots and Macmillan to help people manage the visible side-effects of cancer. By providing a tailored and personalised service to people undergoing cancer treatment, Boots Macmillan Beauty Advisors are able to provide practical advice on a range of areas to help people manage the visible side-effects of cancer. They work in Boots stores across the UK.

- In 2019 Boots Macmillan Beauty Advisors helped an estimated **54,873** unique people affected by cancer across the UK.

Please note: Figures were delivered from the Boots UK annual CSR survey completed by 100% of stores. We recommend that the word ‘estimate’ is included in all material that uses these figures

Learning and Development offers

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

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