



impact
impact
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report
2022

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1

Introduction

Mark Guymer - CEO

In 2022 we were able to provide much needed emotional and practical support to 6,611 people.

Our vision to create a kinder world for those impacted by cancer provides a clear call to action and we are focused on delivering positive impact by continuing and expanding our highly valued free services, Cancer Kits and Cancer Coach.

We have used our expertise in providing emotional support to gather insight and establish a growing need to support those impacted by cancer in the workplace.

55% of our Cancer Coach participants stated that they needed more support in returning to the workplace. We have now successfully started working with organisations to deliver

specialist training, which will ensure they are equipped to provide support by having better conversations with those impacted directly or indirectly by a diagnosis.

This third area of service delivery is aligned to our purpose and is an essential element of achieving our future vision.

Income generated from the training services will provide essential funds to further support the much-needed expansion of the free Cancer Coach and Cancer Kits services.

At a time of continued financial challenge, we continue to innovate to ensure we deliver as much impact as efficiently and effectively as we can, while always exploring how we can expand our services in a sustainable way.

In 2022 we supported a total of 6,611. people

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our story so far

Our vision

We believe in a kinder world for those impacted by cancer and will help create this by providing practical and emotional support to people with cancer, during and after the treatment period.

**"When treatment finished I felt alone and scared."
Michael**

The National Cancer Strategy states, "Patients across the country report that poor communication is the aspect of care most in need of improvement... and in the level of compassion and empathy they receive". (Achieving World Class Cancer Outcomes: A Strategy for England 2015-2020).

Our mission

We offer our services - Cancer Coach, Cancer Kits and Workplace Cancer Support Training - to anyone living in the UK with any type of cancer and to organisations who want to provide their employees & customers with cancer support. These services are designed and delivered by people who have experienced cancer themselves, to improve the experience of others. Our primary operational activity is to raise funds to enable the charity to deliver its services.

78%

of cancer patients in the UK still report having unmet emotional needs

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our 2022 goals

Our goals help us to remain driven and committed to our mission. They provide focus and a clear idea of how we can achieve our mission. Our goals are measurable to help track and manage progress.

1

Strengthen the profile and influence of Cancer Support UK at local and national level

Outcome: Increase number of Cancer Coach referrals from medical/health practitioners. Expand services by increasing successful grant applications and other fundraising activities.

2

Increase participant and supporter engagement

Outcome: Increase number of Cancer Coach applications. Increase number of individual donations, regular giving. Encourage people to fundraise on behalf of Cancer Support UK.

3

Engage corporate partners with our training programme, so that we can help create a kinder world for people living with and beyond cancer and to help us continue to fund our other support services.

Outcome: Expand our positive impact where it can help us achieve our vision while generating new income to expand our FREE services.

4

Increase understanding and empathy with funders, partners and the general public

Outcome: Increase the number of participants to our services through direct and partnership channels, such as referrals to Cancer Coach from health professionals. Increase and grow our supporter base across individuals and grant making organisations to increase our resources to expand our services.

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what makes us different

Cancer Support UK is a national UK charity, which supports people through a challenging period in their lives. We believe emotional support for people with cancer is essential to recovery and can dramatically affect a person's quality of life.

Our services concentrate on providing emotional and practical support to make the biggest impact we can, with the resources that we have, for people living with cancer.

Quality	Details	Impact
Values based	The importance of every individual matters to us. We take pride in our professional competence	We provide an outstanding range of services, which benefit a wide range of people
Expertise	Our services have been developed in consultation with cancer patients	We provide a transformative experience that meets a massive need in the area of post treatmentsupport
Innovative	We proactively seek to continuously improve our offer	We achieve better outcomes for our customers
Responsive	We listen to our customers & have real conversations with them	We are not just a web based service - we are actively hands on across all our services
Caring	We provide tangible, meaningful forms of support	We reduce isolation & help people take control of their lives.

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Cancer Coach Impact



100%

of Cancer Coach participants said they would recommend the group to others

366

This year we're proud to say that we have supported 366 people on Cancer Coach

"I am no longer angry or scared. I cannot thank Cancer Coach enough for the support!"



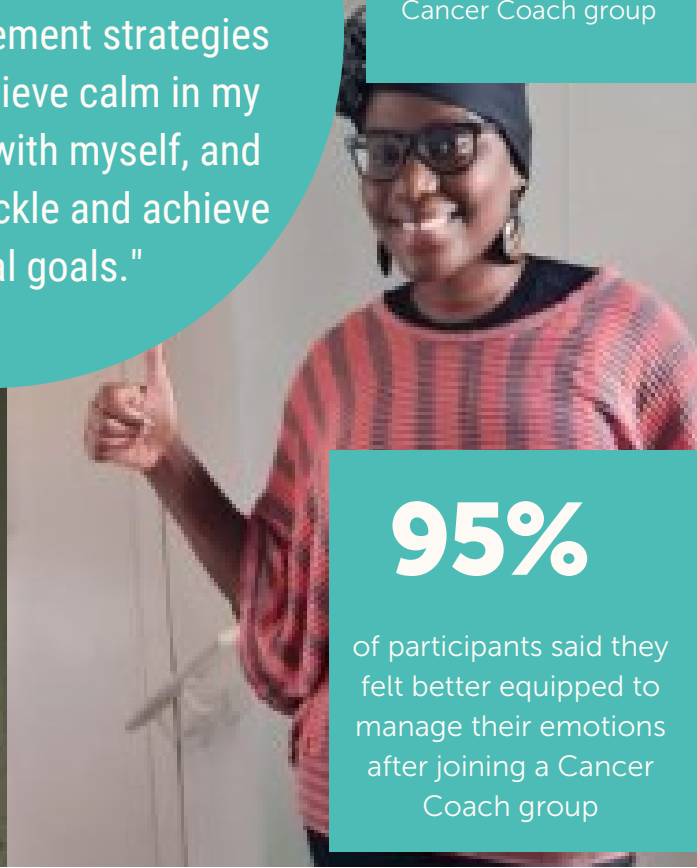
61%

of Cancer Coach participants said they would be interested in a support session that specifically addresses the challenges of returning to work.

"During this six week course, I have learnt to accept that things may never be the same again, but thanks to the course, I can now implement strategies to help me achieve calm in my life, be kinder with myself, and step by step tackle and achieve personal goals."

98%

of Cancer Coach participants said they felt their overall mood had improved after joining a Cancer Coach group



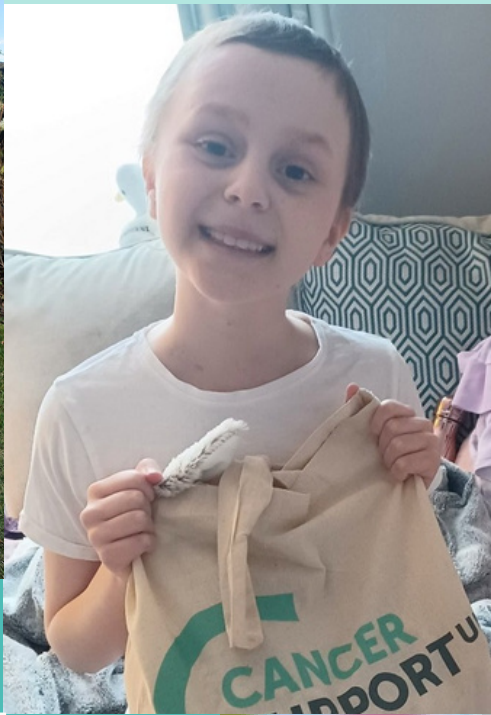
95%

of participants said they felt better equipped to manage their emotions after joining a Cancer Coach group

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Cancer Kits Impact

4,213
Cancer Kits
delivered in
2022



Putting smiles
on people's faces,
reducing isolation
& loneliness



"Your Chemo Kit
gave me joy,
excitement and the
knowledge that I
wasn't alone."



7

Fundraising campaigns

Impact



"A massive thank you for all the Warmies bears and Christmas activity bags. The bears are super cute this year and the bags are a brilliant idea - the older children love them."
Bristol Royal Hospital for Children

500

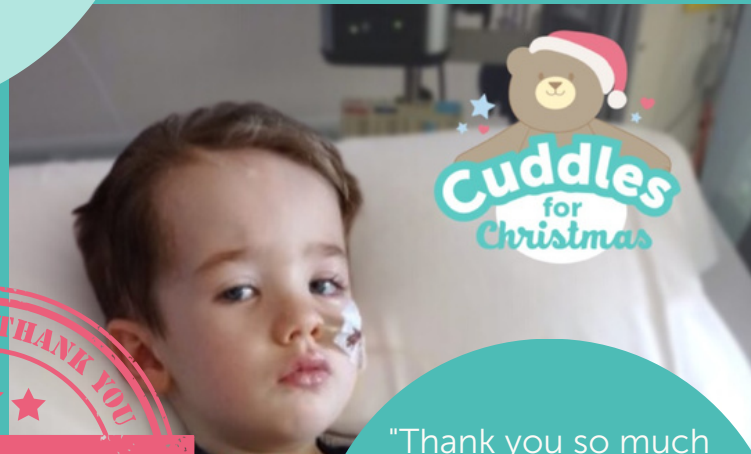
Bags of Smiles

delivered to
poorly children
in hospitals across the UK

910

Christmas cuddles

delivered to children feeling sick
and frightened



"Thank you so much for the bears, they arrived yesterday. The children love them!"

Noah's Ark Hospital
Cardiff



622

Easter cuddles

warmable bunnies given to children
receiving cancer treatment in hospital

Total raised from Easter &
Christmas Cuddles + Fill A
Kit + Smiles

£103,599

8

Workplace Cancer Support Training Impact

Our vision is to become a household name for cancer support training within organisations. The income derived from our paid-for Workplace Cancer Support course, developed in response to the needs of organisations, will help fund our Cancer Coach programme and enable us to send out more Cancer Kits.

713

People trained by our expert cancer support coaches



“I thoroughly enjoyed the training. Being a Workplace Cancer Support Ambassador will enable me to support/advise colleagues, family and friends.”

67,300

No of employees in the organisations where we have provided training



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Building support

through conversations on social media
& engaging content in our Enews



976 followers



1,736 followers



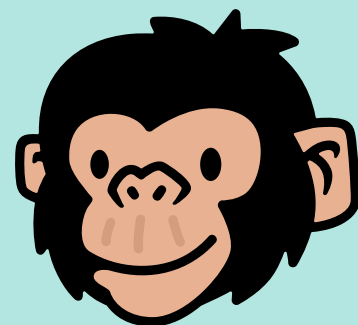
456 followers



6,664 followers



3,141 video views



12,144 subscribers

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acknowledgements

We would like to thank our Board of Trustees for their dedication and support.

To our volunteers, thank you for your incredible contributions - you are all amazing.

Finally, thank you to the Cancer Support UK team - your hard work, commitment and passion means people living with and beyond cancer receive the support they need.

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**We thank you
for your continued
support of
our work**