

# Annual Impact Report

October 2024

## Objectives & aims

Cancer Support UK provides practical and emotional support to people living with cancer, both during and after the treatment period. We support people with all kinds of cancer across the UK.



"The economic climate in which Cancer Support UK operates, continues to be incredibly challenging financially, with increasing demands on our highly valued and impactful services. More people than ever need practical and emotional support following a cancer diagnosis and services across the whole health care sector continue to face significant pressure."

"In 2023 we began implementing our three-year strategic plan by addressing the increasing needs of people impacted by cancer in the workplace. We have worked incredibly hard to deliver against our vision, ensuring that Cancer Support UK is set to continue to grow and evolve, as we endeavour to create a kinder world for those impacted by cancer."

**Mark Guymer, CEO, Cancer Support UK**

**Total number of people supported or trained in 2023 by Cancer Support UK 27,100**

<b>2,862</b> Cancer Kits	<b>Number of Cancer Kits distributed to adults and children receiving cancer treatment in the UK in 2023</b>	<ul style="list-style-type: none"><li>• Cancer Kits: 643</li><li>• Chemo Kits: 1,387</li><li>• Comfort Kits: 401</li><li>• Kid's Kits: 431</li></ul>	<b>Overall positive feedback for our kits: 4.12 out of 5</b>
<b>317</b> Cancer Coach	<b>We delivered Cancer Coach to 317 participants in six group cycles throughout 2023.</b>	<b>100% of participants say they would recommend Cancer Coach to others</b>	<b>88% said their emotional wellbeing improved as a result of Cancer Coach</b>
<b>23,921</b> Workplace Cancer Support Training	<b>Total number of people trained by our expert cancer support coaches in 2023.</b>	<b>Number of employees in the organisations where we have provided training: 207,327</b>	<b>In 2023 we worked with large &amp; small organisations, including Unilever, Liverpool FC &amp; the NHS</b>

## Funding impact

Direct mail & digital appeals

£135,338

Regular giving & Gift aid

£28,325

Trust fundraising

£235,339

Legacies

£216,166



## Acknowledgements

Thank you to our Board of Trustees for your dedication and support. To our volunteers, thank you for your incredible contributions. Thank you to the Cancer Support UK team your hard work, commitment and passion.

**Comfort. Compassion. Connection**