

# The reach of Macmillan's services fact sheet

2021 edition (using 2020 figures)

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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 to 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 remember, many of our audiences may not know what support our services offer so just saying "In 2020, we supported a total of **102,167** 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

<b>Healthcare Professionals .....</b>	<b>5</b>
Macmillan Nurses .....	5
Other Macmillan Professionals – AHPs.....	5
Macmillan ‘Source of Support’ Doctors.....	6
<b>Healthcare services .....</b>	<b>7</b>
Macmillan electronic Holistic Needs Assessment (eHNA).....	7
Macmillan Clinical Cancer Environments .....	7
<b>Information and Support Services .....</b>	<b>8</b>
Macmillan Cancer Information and Support Services (CISS) .....	8
Mobile Information and Support Service (MISS) .....	8
Macmillan Support Line (MSL – 0808 808 00 00) .....	8
Macmillan Information Resources .....	10
Macmillan Online Support via Macmillan’s Main Website.....	10
Macmillan Online Support via Online Community .....	10
Macmillan Online Support via Social Media .....	11
Cancer Support Marketing Campaigns.....	11
Boots Macmillan Information Pharmacists.....	11
<b>Financial Support Services .....</b>	<b>12</b>
Macmillan Benefits Advice Schemes (face-to-face) .....	12
Macmillan Welfare Rights Team (via MSL) .....	12
Macmillan Financial Guidance Service (via MSL) .....	12
Macmillan Energy Advice Service (via MSL) .....	13
Macmillan Work Support Service (via MSL) .....	13
Macmillan Grants .....	13
<b>Social, Emotional and Practical Support Services .....</b>	<b>13</b>
Macmillan Social Care Workers .....	13
Telephone Buddies .....	14
Wellbeing Coaching Service.....	14
Boots Macmillan Beauty Advisors .....	14
<b>Learning and Development offers .....</b>	<b>15</b>

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## Important notes on this year's Factsheet

2020 was a highly challenging year for those involved in delivering Macmillan's Services. Nonetheless, not only was Macmillan able to maintain provision of crucial support to People Living with and Affected by Cancer, we were able to also deliver new innovative services such as 'Telephone Buddies' and 'Wellbeing Coaching'.

However, our usual processes of data collection and validation were affected in a number of areas and this coincided with changes in methodology in other areas. As such:

- We have been unable to estimate Reach figures for some of our services for 2020.
- It has not been possible to estimate a headline 'Overall Reach' or 'Overall Reach for Personal Services' figure.
- Due to changes in methodology, estimates cannot and should not be compared with those given for equivalent services in previous years.

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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 2020, we reached an estimated **1,061,158** unique people affected by cancer through our Macmillan Nurses, of which the majority (976,265) 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 2020, we reached an estimated **144,599** unique people affected by cancer through our Macmillan AHPs, of which the majority (133,031) 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 **9,568** cancer patients in 2020.

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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)

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

- **38,439** people living with cancer were reached through Macmillan’s electronic Holistic Needs Assessment (eHNA) service with **42,239** assessments submitted.

### 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 and 2020 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.

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## 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. Whilst delivery of these services was impacted by the pandemic in 2020, they quickly adapted and continued to provide vital support over the telephone and online.

- We were unable to access sufficiently complete data on the use of Cancer Information and Support Services in 2020. In 2019, we estimated 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.

### Mobile Information and Support Service (MISS)

During 2020 we were unable to deliver face to face direct services safely and efficiently. Sadly, therefore, we decided to close the Mobile Information and Support Service (MISS).

### 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. During the pandemic in 2020, Macmillan quickly reorganised these services, enabling advisers to work from home thereby ensuring vital support was not interrupted.

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- In 2020, we supported a total of **102,167** unique people through all Macmillan Support Line teams, responding to **221,828** 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 2020, we supported a total of **39,533** unique people through the Cancer Information and Support team, responding to **92,496** 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.
  - In 2020, we supported a total of **42,321** unique people through the Specialist Cancer Information Nurse team, responding to **57,648** calls and web enquiries via the Support Line.
3. **Welfare Rights** – these are experts who offer advice on a maximising income for people affected by cancer, providing information on benefits entitlement, tax credits and grants. They will also support you with the claim process and assist should applications be turned down. \*
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*

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## 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.

- In 2020, we distributed **1,658,491** leaflets posters and cards.

## 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 2020, the 'source of support' sections of our website helped an estimated **4.2 million** people affected by cancer.

## 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 2020, the Online Community helped **580,732** unique people affected by cancer in the UK to give emotional and practical support to each other.

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## 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 2020, our estimated reach via Social Media was **2,996,182** unique people.
- In 2020, **1,922,964** people viewed information and support related videos on our national Facebook page.
- In 2020, **840,613** people found out about Macmillan's support services and information from posts on our national Facebook page.
- In 2020, we had **65,743** unique engaged users on Twitter
- In 2020, we had **282,273** unique Instagram users based on video views and engagements.

## Cancer Support Marketing Campaigns

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

- In 2020, **164,604** unique people accessed our Diagnosis Campaign website.
- Of these, **24,234** people were reached through email engagement.

## 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. During the pandemic, services were reorganised to enable virtual delivery.

- In 2020, Boots Macmillan Information Pharmacists had an estimated **63,062** 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.*

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## 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.

- We have been unable to access sufficiently complete data on the reach of our Benefits Advice Schemes during the period January – June 2020. However, during the period July 2020 – December 2020, our network of funded Benefits Advice Services supported **28,540** unique people living with cancer. Their support in that period resulted in financial gains of around **£109m**.

### 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 **27,691** unique people affected by cancer, identifying **around £79m** 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

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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 2020, our financial guides on our Support Line provided **9,085** unique people affected by cancer with advice in the UK, providing a wide range of financial support and advice – also identifying **around £2.3m** 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 2020, we supported a total of **565** unique people through the Energy Advice team, responding to **4,900** calls and web enquiries via the Support Line and unlocking over **£117,000** of savings.

## 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 2020, Macmillan's Work Support Service reached **8,103** unique people affected by cancer, each receiving advice and support on employment related issues.

## Macmillan Grants

Macmillan Cancer Support awarded **£9,266,799** in grants in 2020 reaching **29,862** people living with cancer.

## 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

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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 2020, we reached an estimated **7,177** unique people living with and affected by cancer through Macmillan social care workers.

## Telephone Buddies

In March 2020, we paused all our face-to-face volunteering activities. We wanted to keep our volunteers and the people they support safe, but we knew we had to find another way of helping the people who need us.

Going through cancer can be an isolating experience at any time, and it's especially intense while social distancing and shielding guidelines are in place. Our dedicated volunteers and Macmillan employees came together to launch Telephone Buddies – a free service that matches people up with someone who understands what they're going through.

- **2,455** people were supported by our Telephone Buddies service in 2020.

## Wellbeing Coaching Service

Our free remote Wellbeing Coaching service connects people living with cancer to accredited volunteer coaches who can help with mental health and wellbeing by phone or video call. Over the course of 2020, we grew the coaching network to support more people living with cancer during this challenging time.

Early evidence shows people who have completed a full coaching course feel more able to handle challenging situations and take active steps to move on from their cancer experience. We're making plans to grow this service further in 2021.

- In 2020, **188** people living with cancer were supported by our wellbeing coaching service.

## 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. During the pandemic, services were reorganised to enable virtual delivery.

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- In 2020, Boots Macmillan Beauty Advisors helped an estimated **21,196** 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.

- In 2020, **485** People Living with Cancer participated in HOPE courses.

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