

Your Marie Curie

Impact and achievements 2013/14

Marie Curie
Cancer Care



Your Marie Curie

This year, we provided care and support for 40,844 people, and their families, living with a terminal illness. We enabled them to be cared for at home, or to spend their final days in one of our hospices, surrounded by their loved ones.



A photograph of a person sitting on a dark metal park bench outdoors. The person is wearing a dark grey quilted jacket and has a leopard print bag slung over their shoulder. The background is a grassy area with some fallen leaves. A yellow semi-transparent box is overlaid on the left side of the image, containing a table of contents.

Chief Executive's statement	4
Nursing	6
The people we help	12
Hospices	18
Helper	22
Fundraising	24
Volunteering	26
Policy	28
Research	30
Where your money goes	32
How you can help	34



Your Marie Curie

At Marie Curie we are all united by the same vision: a better life for people and their families living with terminal illness.

People are at the heart of our charity. That includes the people we care for, the families we support, our dedicated volunteers, our generous supporters and our skilled staff.

That's why, in this report, we wanted to share some personal stories from people across the charity. Each is a window on a year in the life of Marie Curie, as we deliver high quality, expert care and support.

Given the choice, most of us would want to spend our final days at home, or in a hospice surrounded by the people who mean the most to us. And this year, Marie Curie made this possible for more people than ever before. We also

provided more nursing hours and raised more vital funds than any other year.

Over the coming years, we want to reach even more terminally ill people, support them earlier after their diagnosis, and do so in a variety of different ways. If this report inspires you, there are lots of ways you can get involved in our work. With your support, we can turn this ambition into a reality.



Dr Jane Collins, Chief Executive



This year Marie Curie provided more than 1.3 million nursing hours.

Our nationwide network of 2,000 nurses provides free, hands-on care to anyone with a terminal illness and emotional support to the family and friends who care about them.

This year Marie Curie Nurses cared for 31,558 terminally ill people in the place they wanted to be: at home.



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“I love being able to help people. It’s nice to be able to do things the patient needs at the time. There was one man I saw who had been in hospital for a long time. He knew he was dying and he wanted to come home. It was so important to him to be clean shaven, but he hadn’t had a shave for several days. In the morning, he said: “I’d love to have a shave but I don’t have the energy”. So I offered to shave him. His wife told me I had given him back his dignity.”

Hope Price, Marie Curie Nurse

To hear more of Hope's story,
visit your.mariecurie.org.uk



**The right care, right
where it's needed**



Research shows that given the choice **63%** of people would want to die in the comfort of their own homes.



Across the UK today **55%** of people die in hospital - the place many of us say we'd least want to be.



Nine out of **10** people cared for by Marie Curie Nurses die in their own homes, a care home or a hospice.

Every day we provide high-quality care to terminally ill people.

Independent research by the Nuffield Trust looking at the experiences of 30,000 Marie Curie patients, found that Marie Curie nursing meant people were three times less likely to be admitted to hospital at the end of their lives and more likely to die in their own home.



We care for people with all terminal illnesses at the end of their lives.

Around a quarter of the people we look after have a diagnosis other than cancer.



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“Lisbeth, our Marie Curie Nurse, made a huge difference to my mum’s quality of life. She had time for Mum and made her feel important. She was much more than just a nurse - Mum really loved her. It was the worst possible time and Lisbeth held our hands through it.”

Natalie Parks Thompson’s mother was cared for by Marie Curie Nurses

Surprising Richard

We want to help people make the most of the time they have left, and help them create special memories, right till the end.

The Marie Curie Hospice, Newcastle, organised a surprise graduation ceremony for Richard Holmes, so he could celebrate his achievement with his friends and family.



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“At the age of 24, my son, Richard, was admitted to the Marie Curie Hospice, Newcastle. Six years before, he'd been diagnosed with a brain tumour. The nurses found out it was on the cards that Richard would gain his MSc – so they had the idea to organise a graduation ceremony for him.

“They liaised with the university and our family and got the faculty head and course director to come along to present Richard with his certificate. We kept it a surprise so he wouldn't get overexcited and we had a bottle of champagne. It was amazing.

“Richard was beaming. He'd recently lost his sight and so this gave him a real boost and made him happy. Despite being so ill, he was able to take part and enjoy it.”

Linda Holmes, whose son Richard was cared for at the Marie Curie Hospice, Newcastle for seven months.



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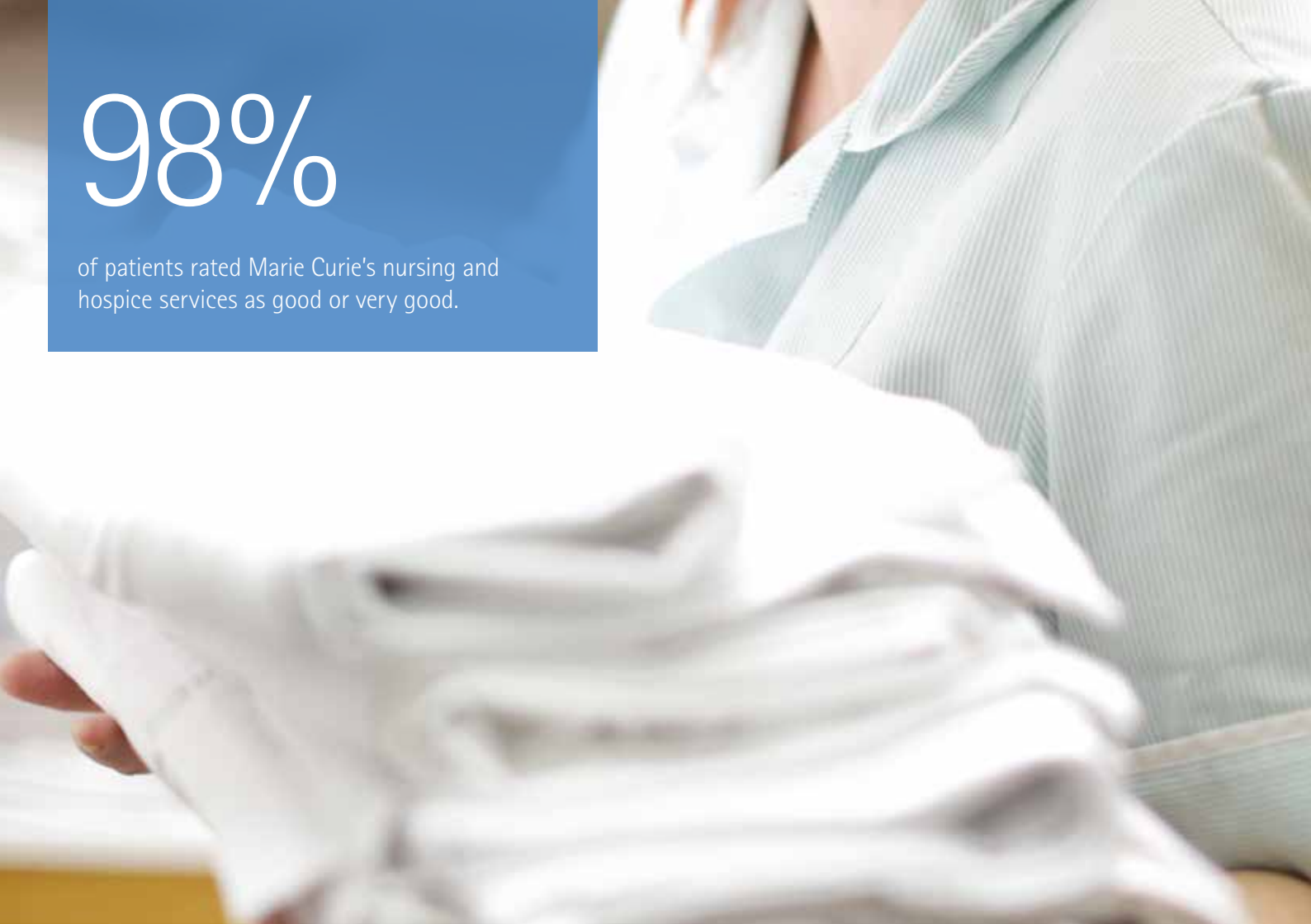
“My father was cared for in a Marie Curie Hospice where I know they gave him excellent care. Something that really stands out for me was when they informed us how ill he was and that we needed to travel to see him. Our flight didn't get there in time and he died three hours before we landed. The nurses were just so kind and supportive and we weren't the patients; that's something that's really special.”

Carly Baraclough, Marie Curie supporter.



98%

of patients rated Marie Curie's nursing and hospice services as good or very good.



A photograph showing an elderly woman with short white hair lying in a hospital bed, smiling warmly. She is wearing a light purple hospital gown with lace trim. A healthcare worker with short brown hair, wearing a light blue striped uniform and a name tag, is leaning over the bed, smiling back at the woman. The healthcare worker's hands are gently holding the woman's hands. The background is a plain, light-colored wall.

**Always improving
the quality of our
services**

We believe Marie Curie should lead the way in providing outstanding care for terminally ill people and their families. And we achieve this by gathering feedback and acting on it.

This year we had a record response to our annual survey of patients and carers – up 18% on last year – and we will use this insight to develop our care and research.

We also regularly consult with our Expert Voices Group on our new initiatives and policies. Group members have all been affected by terminal illness and are increasingly involved in assessing care standards and compliance.

Every year Marie Curie's services are examined across three key areas: patient experience, patient safety and clinical effectiveness.

For more information see our Quality Account Report 2013/14 at mariecurie.org.uk/quality

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“The nurse from Marie Curie was alongside my family the night my dad peacefully passed. She brought nothing but comfort and made me feel calm. I have nothing but admiration and respect for these wonderful nurses.”

Carer (Quality Account 2013/14)

Our hospices

Marie Curie hospices provide free specialist medical care for people with terminal illnesses, and emotional support for their families, giving them the best possible quality of life and allowing them to make the most of the time they have left together.

There are Marie Curie Hospices in Belfast, Bradford, Cardiff and the Vale (Penarth), Edinburgh, Glasgow, Hampstead (London), Liverpool, Newcastle and the West Midlands (Solihull).

This year we undertook improvements at three hospices: creating a new garden café at the Marie Curie Hospice, Newcastle; upgrading all in-patient rooms at the Marie Curie Hospice, Bradford; and redesigning the day therapy unit at the Marie Curie Hospice, Hampstead. All these refurbishments have made a positive difference to the people we care for and their families.





8,931

This year the nine Marie Curie Hospices cared for **8,931** people – **8%** more than last year.

Providing care for people who need it most

People are often surprised when they visit one of our hospices. Rather than being sad or depressing, we work hard to make them supportive and welcoming places, full of care and compassion.

Robena Shiekh's husband Zahir, was cared for at the Marie Curie Hospice, Bradford in the last three weeks of his life.



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"At the hospice, I really saw the warmth of humanity – no matter what your colour or creed, we were there for each other and I will always carry this feeling with me. There were always plenty of hugs and reassuring words: it was such an enriching and trusting experience. It felt like there was a ring of people holding hands around me and my children."

To hear more of Robena's story,
visit your.mariecurie.org.uk

Supporting more people at home

A cup of tea, a little company, having someone to accompany you to an appointment. Our trained, volunteer Marie Curie Helpers provide exactly this sort of support, free of charge, for up to three hours every week to people living with terminal illnesses and their families.

The Helper service currently covers eight areas of the UK, including West Midlands, Fife and South Wales. This year the Marie Curie Helper service supported 355 people.

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“I see Sandra every Thursday and it brightens up my life. We meet up for a couple of hours and I'll tell Sandra about the TV programmes and films I've watched and we discuss them. She tells me about the books she's read. I like reading too so I might go and find that book. Or we talk about everyday things. The support Sandra gives me is like having support from a friend.”

Janice Augustine has multiple sclerosis (MS). Her Marie Curie Helper, Sandra Campbell, visits every week.



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“Janice has got a fantastic network of family and friends. But I think it’s nice for her to see someone who isn’t a regular family member. She can talk about things with me that she might not want to talk about with people close to her. It gives me a sense of satisfaction, knowing that I’m making a difference to Janice. It also gives her mum a break as her carer, with the assurance and knowledge that Janice is fine.”

Sandra Campbell has been Janice’s Helper volunteer since December 2012.

Amy helps the Great Daffodil Appeal smash £8 million

The Great Daffodil Appeal is part of the fabric of the nation. Every March millions of people wear our daffodil pins and donate to Marie Curie.

It's our biggest fundraising event of the year and the 2014 Great Daffodil Appeal broke all records. We raised £8 million – up 13% on 2013.

Thanks to the generosity of our supporters and the dedication of our volunteer collectors, every year, thousands of people living with terminal illnesses and their families are able to receive our expert care and support.

25,000 volunteers took on more than **31,000** collecting shifts and delivered boxes to **71,000** sites





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“I’ve been fundraising ever since my Nan died in the Marie Curie Hospice, Cardiff and the Vale in May 2010. The nurses at the hospice were wonderful and I thought it was a nice way of giving back and saying thank you. When I am standing there collecting, with my Marie Curie badge on, I feel really proud.”

Amy Manders, a member of the Cardiff Central Fundraising Group, on collecting during the Great Daffodil Appeal.



**Cheers to our
volunteers**

More than 9,000 people regularly volunteer for Marie Curie. They donate their skills, time and talents to the charity and make an invaluable contribution to the care we deliver. Each makes a huge difference and we thank them all for their commitment and generosity.

mariecurie.org.uk/volunteer

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“I decided to volunteer with Marie Curie after my mother was cared for by Marie Curie Nurses. I wanted to give something back to the charity and fundraising for the charity has become a bit of a passion ever since. Volunteering helps bring together a diverse range of people whose paths wouldn't ordinarily have crossed. I haven't just made friends while volunteering, but friends for life.”

Kenny Brown, Chairperson of Clapham Fundraising Group.



3,285 help in our shops



1,892 volunteer in their communities, raising money and awareness in their local area.



2,665 volunteers are members of our 450 Fundraising Groups



1,178 help in our hospices



51% of people applying to volunteer are under 35 years old.

A photograph showing a man and a woman sitting in the front seats of a car. The man is on the left, wearing glasses and a dark jacket, looking towards the woman. The woman is on the right, wearing a dark jacket over a white shirt, looking towards the camera. She is holding a large folder or binder filled with documents. The car's interior is visible, including the dashboard and side mirror. The background shows a blurred view of a white car parked outside.

Advocating for better care

We advocate on behalf of people with terminal illnesses to help improve care and support across the UK.



Improving care, improving lives

Our research improves lives. It enables our nurses and hospices to provide better care and support and to develop services that truly reflect the needs and wishes of people living with terminal illnesses.

Marie Curie is a leader in research in this field. This year the Marie Curie Cancer Care Research Programme invested £1 million into six new research projects. We also fund three palliative care research centres, at University College London, the University of Liverpool and Cardiff University.

By sharing our findings with the whole research community, we hope to raise the standard of care for terminally ill people across the UK.

This year, working with the James Lind Alliance and our 30 partners, we asked patients, families, carers and healthcare professionals what they consider the most important unanswered questions about care.

Research funded by Marie Curie found that only 20% of non-cancer patients were identified for palliative care before dying. This was discussed at First Minister's Question Time and led to a debate in the Scottish Parliament.

Find out more at
mariecurie.org.uk/research



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In 2013, a total of 48 peer-reviewed journal publications resulted from Marie Curie funding

Our finances

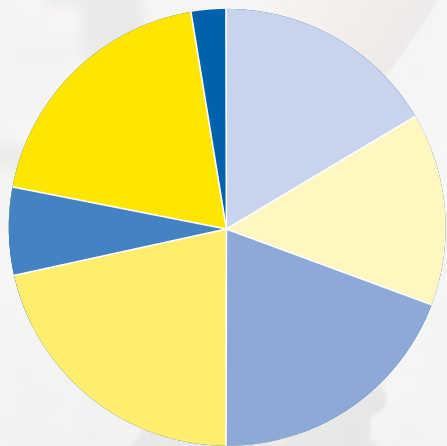
This year, fundraising income has increased by 9% and shops and trading income by 7% allowing us to extend the reach of our services.

All our nursing and hospice care is always free to people with a terminal illness and their families, thanks to the generous support of the public. We pay 50 per cent of the cost of running our nursing service and 60 per cent of the cost of operating our hospices. The NHS cover the remainder.

For full details of our income and expenditure, see our 2013/14 Annual Report and Accounts at mariecurie.org.uk/annualreport

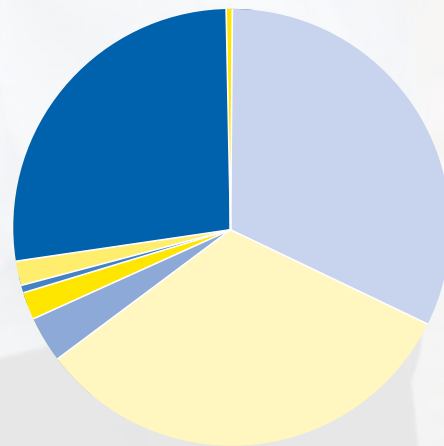


Income 2013/14 (£ million)



- NHS funding – nurses **22.4**
- NHS funding – hospices **19.1**
- Legacies **26.4**
- Individual giving **29.9**
- Corporate/trusts **8.4**
- Community fundraising **26.3**
- Investment/other **3.5**

Expenditure 2013/14 (£ million)



- Investments **0.4**
- Hospices **48.3**
- Nursing **48.8**
- Research and development **5.6**
- Policy **2.9**
- Governance **0.7**
- Publicity **3.3**
- Fundraising **40.4**

Each one of us should receive support, compassion and expert nursing during our final days.

That's why we urgently need to reach more people. So whether you give your money, time or simply your voice, you can help us make this possible.



Get involved:

Make a regular or one-off donation
mariecurie.org.uk/donate

Volunteer, fundraise
or sign up for an event
mariecurie.org.uk/getinvolved

Find out more about who we
are and what we do
mariecurie.org.uk/aboutus



Our thanks

Our heartfelt thanks to all our supporters and volunteers for making our work possible. We would like to particularly thank the National Gardens Scheme, the Oak Foundation, the Pears Foundation and Sovereign Healthcare for their ongoing commitment to our cause.



MarieCurieUK



@mariecurieuk

Looking ahead

The vision driving the Marie Curie Strategic Plan for 2014-19 is a better life for people and their families living with a terminal illness. We want to help more people earlier, from diagnosis onwards, and do so in a variety of different ways.

To find out more, read our Strategic Plan at mariecurie.org.uk/strategy

Contact details:

Phone: 0800 716 146 (free)
email: info@mariecurie.org.uk
Visit: mariecurie.org.uk

 MarieCurieUK

 @mariecurieuk

Marie Curie Cancer Care gives people with all terminal illnesses the choice to die at home. Our nurses provide them and their families with free hands-on care and emotional support, in their own homes, right until the end.

mariecurie.org.uk

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