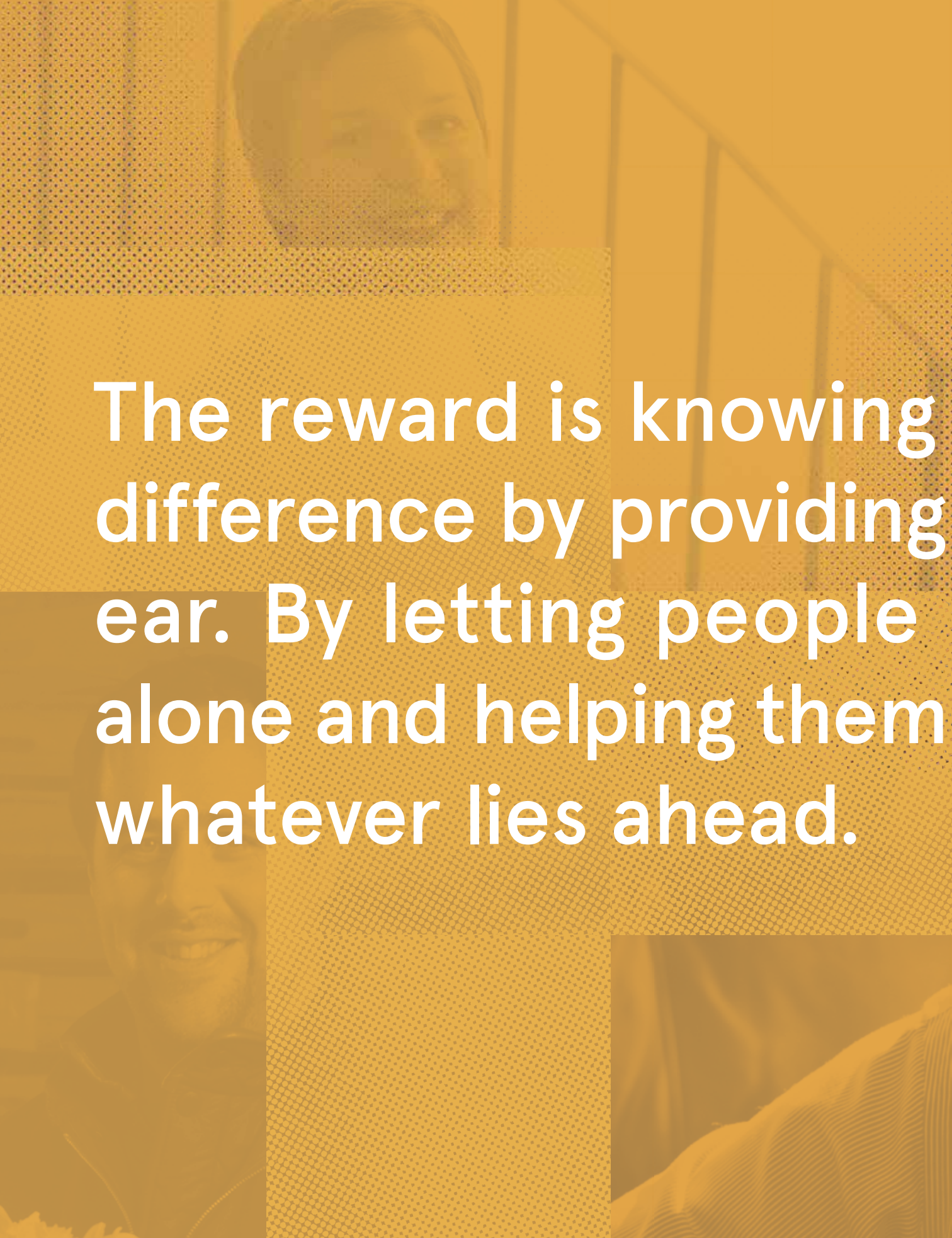


The proof is always in the people.

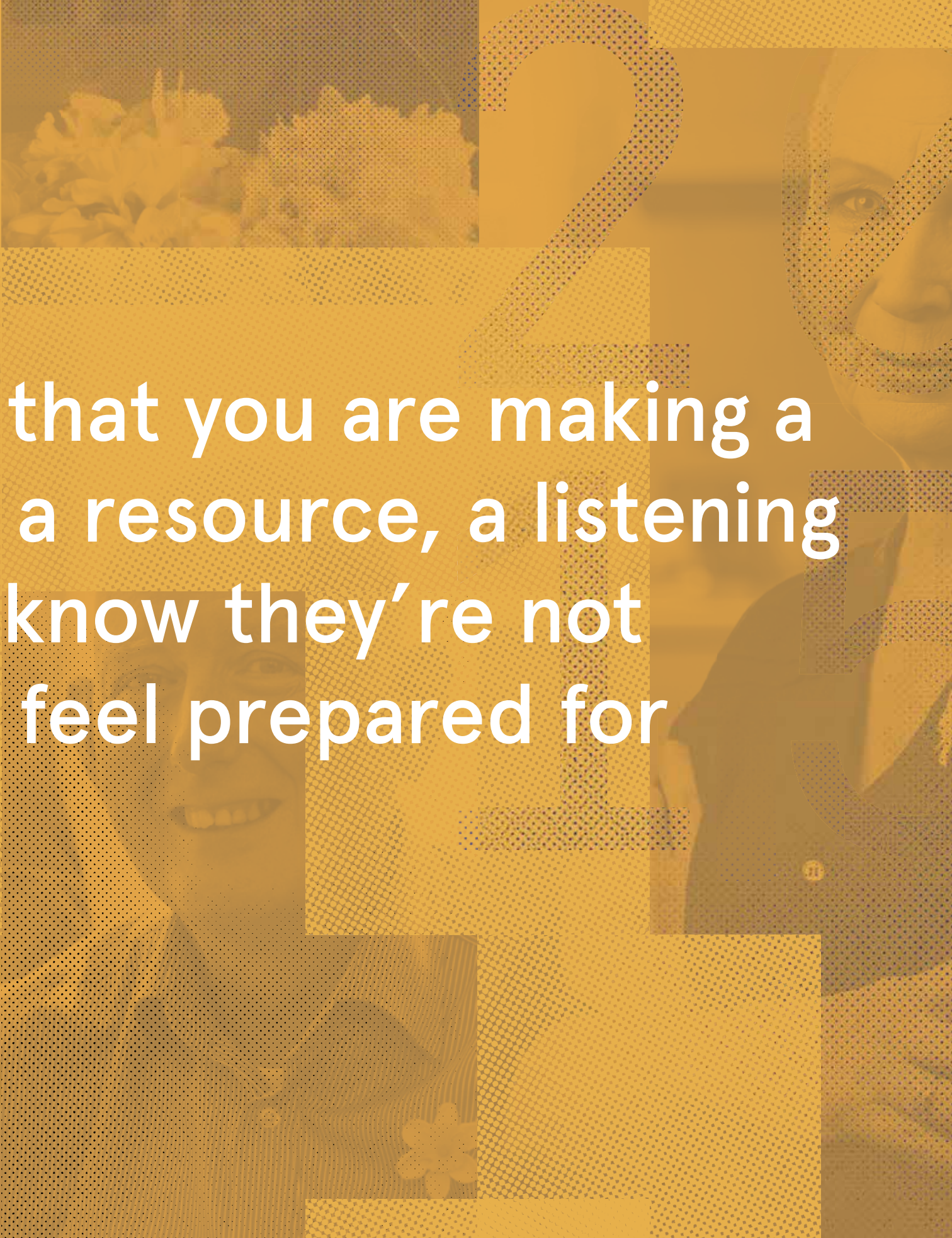
Not a number, but a name.
Never a statistic, but a voice.



**Irish
Cancer
Society**



The reward is knowing
difference by providing
ear. By letting people
alone and helping them
whatever lies ahead.



that you are making a
a resource, a listening
know they're not
feel prepared for

Foreword

Thank You

In looking back over the year 2015, the first thing that we have to say is 'Thank You!'. Thank you to our supporters and donors who share our commitment to making life better for people with cancer, who are as determined as we are to prevent its occurrence whenever possible, and who are unwavering in their belief that together we will eventually realise our vision of a world without cancer, a world in which cancer can be reliably and predictably cured.

Without the support of the thousands of people at home and abroad who generously give their time, energy and money, our work could not continue.

And it is valuable work. It is worth your support. It delivers results.

In this short review, we outline some of the work we carried out in 2015. With your support, we were able to deliver a wide range of supports, both material and psychological, to people affected by cancer and to their families. We were able to put pressure on Government to provide better – and more equal – services to people with cancer, and to take practical steps to promote healthy lifestyles and adopt realistic prevention strategies. We were able to provide user-friendly information on cancer, on its causes and treatments, and on how to reduce risk. And we were able to fund the most significant cancer research programmes in the country.

We have pledged to not give up until cancer does – and, so far, cancer isn't giving up. In fact, from one perspective, things are getting worse. Each year, more and more people are diagnosed with cancer. This year, some 40,000 people in Ireland will learn that they have cancer – a figure that is expected to continue to rise over the coming decade. Despite what you may think, this is not simply because people are living longer – many of the people newly diagnosed with cancer will be in their twenties and thirties. And some of them will be children.

The good news is that, in the war on cancer, we are winning battles. Long-term survival from cancer has greatly increased. Only four out of every ten men and five out of every ten women diagnosed with cancer in 1994 lived to see the turn of the millennium. But of those diagnosed in 2010, five out of ten men and six out of ten women survived for five years – and many are still going strong. Today, more than nine out of every ten patients with certain types of cancer – testis, prostate and thyroid – can expect to live for at least five years. Their cancers are, in effect, cured.

Some forms of cancer, however, remain stubbornly resistant to treatment. Over the past decade, the Irish Cancer Society has invested over €20 million in cancer research. From this research, we have learnt a great deal about the nature of cancer and its causes; we have developed better, more reliable and less invasive ways of diagnosing it and even predicting it; we have developed a variety of powerful, focused ways of treating it. And we are at the dawn of a new era in health care, in which treatment is highly specific to the individual patient.

Meanwhile, we continue to support cancer patients. We continue to deliver the most up-to-date, accurate information to those who need it. We continue to advocate for better Government health services.

Our work makes a real difference to people's lives. Every donor and supporter around the country is part of this great work. Every coffee morning, every sponsored walk, every moustache grown or hair dyed, every legacy gift ends up affecting the lives of thousands of people – people who are alive today, and generations of people into the future. Our supporters are real heroes – they are ultimately helping people they don't know and have never met to live long, healthy, productive lives, free from disease and free from the fear of disease.

We are very grateful for your support in 2015, and look forward to your continuing support in the years ahead.

John Kennedy
Chairman

John McCormack
Chief Executive

Stephanie Loughran

Newbridge, Co. Kildare

'Research is everything. It has made a difference to me and hundreds like me; I wouldn't have survived five years without research into new and better treatments. Even if we don't have a cure in my lifetime, there is the hope that in the future people won't have to go through this.'

Within a week of being diagnosed with breast cancer, Stephanie had a lumpectomy, and subsequently had a second operation to remove surrounding tissue. She then had a course of chemotherapy, radiotherapy, and drug treatment. Throughout, Stephanie found the information and support available at the Daffodil Centre in St James's Hospital invaluable.



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'Just a short note to thank you most sincerely for helping us through a very difficult time in our lives. We will be forever grateful. Your role is far more than a job – you have a vocation and are a very special individual that touched our lives forever.'

Supporting people with cancer

Thanks to the generous support of people around the country, the Irish Cancer Society is able to provide a range of supports and services to people who have cancer and to their families and friends. These services include:

- Night Nursing
- Volunteer Driver Service
- Information and advisory services
- Financial supports

Night Nursing Service

The Irish Cancer Society provides a night nursing service to support cancer patients who are nearing end-of-life. The service helps them to remain in their own homes, in comfort, surrounded by the faces, sights and sounds with which they are familiar.

The night nurses deal with the complex and demanding care needs of these patients. They have the confidence, competence and resources necessary to ensure that the patient's palliative care needs are anticipated, assessed and responded to. The Irish Cancer Society provides ongoing education and training to the nurses to ensure that they are fully equipped to maintain this standard of care.

In 2015, the Irish Cancer Society Night Nursing Service:

- Employed 195 night nurses – most of whom have over 20 years' nursing experience
- Provided night nursing services for a total of 7,956 nights to 1,940 patients

The Irish Cancer Society's night nursing service is the only service available to provide palliative nursing care at night to cancer patients in their own homes. The service – in common with almost all the Society's services – is entirely funded by voluntary donations.

A survey carried out by a team from University College Cork during 2015 as part of a comprehensive review of the Irish Cancer Society's night nursing service found that the vast majority of family respondents were very satisfied with the service. Participants noted the extremely positive contribution of the service to the patient and their family, mentioning in particular benefits such as:

- It facilitated their loved ones to die at home rather than in an institutional setting
- It brought comfort to the patient and the family
- It supported the provision of total nursing care
- It helped to keep family members informed about the patient's condition
- It enabled family members to get some sleep, rest, and recharge their batteries

- It provided a sense of support, security and reassurance
- It preserved the patient's dignity as night nurses took over some of the caring tasks
- It enabled the family to spend time with their loved ones as family and not as carers
- It helped prepare the family for the death of their loved ones, and
- It helped the family manage the death of their loved one.

Following the review, the Society is working with other organisations to further integrate the night nursing service into the wider palliative care and primary care services, so as to ensure continuous, safe and effective end-of-life care for all patients.

'The service I got was brilliant. It felt so good to know that it was there. I could have gotten to the hospital myself but I would have had to pay for it from my small money and it was a choice between food and that. Thank you.'

Volunteer Driver Service

With the help of over 1,000 volunteer drivers and the financial help of our supporters around the country, the Irish Cancer Society coordinates and funds a service to bring cancer patients to and from their chemotherapy appointments.

In 2015, the Irish Cancer Society's Volunteer Driver Service:

- transported 1,040 patients to and from over 8,000 appointments
- recruited an additional 220 drivers, due to increased demand, bringing the total number of volunteer drivers in 2015 up to 1,157
- covered a total of 1,086,624 kilometres – the equivalent of driving around the world 27 times!

This service is of great benefit not only to patients who live in remote parts of the country with little or no public transport, but also to patients whose immune systems are compromised, or who are weak or tired as a result of their condition or their treatment.

'The service I got was brilliant. It felt so good to know that it was there. I could have gotten to the hospital myself but I would have had to pay for it from my small money and it was a choice between food and that. Thank you.'

'The Volunteer Driver Service was the best help and support that I got outside my family and the hospital. Leaving my husband at home to look after my two young children while I attended the hospital for chemo was difficult. Thanks to all.'

'As a Volunteer Driver, you get to see the bravery, the hope, the optimism, the courage and the sheer resilience of people who are going through a real crisis – people whose very life is in the hands of others. We get to give people a lift (in more ways than one!), and the gratitude and the thanks that we get is just absolutely phenomenal.'

Cormac, Volunteer Driver, Dublin 18

'One of my drives recently was for a client for their final session of therapy at Limerick Regional Hospital. On completion and when I was returning home, the client expressed her deep appreciation and gratitude for the service. To hear her speak so highly of the service would give you a lift and inspire you. She said without the service, her treatment would have taken much longer because it would have been very difficult to organise her visits to the hospital for the treatment. She would have been completely dependent on family and friends and all the consequent disruption this would have caused to them all.'

'When I dropped the client at her home, I was delighted to have been even a very small part of her good experience of the service. Just to hear her praise for the service was encouragement enough to continue to expand the service.'

John, Volunteer Driver, Clare

Information and Advisory Services

Daffodil Centres

The Irish Cancer Society's Daffodil Centres, in 13 locations around the country, provide a wide range of information and support to anyone affected by cancer – whether they are patients, family, friends or simply someone with worries or concerns. The Centres are managed by experienced cancer nurses who together with specially trained volunteers provide information on any aspect of cancer in clear and easy-to-understand language, in a relaxed, non-clinical setting. Daffodil Centres are open to everyone and no referral or appointment is necessary.

Questions cover all sorts of topics, from the causes of cancer, the symptoms, the testing procedures, the treatments and side effects, the likely outcomes and the availability of clinical trials, to the latest cancer research results. Enquirers want to learn about the Irish Cancer Society services, and the available financial and practical supports. Family members often want advice on how best to support and talk about cancer with their loved ones.

In 2015, the Irish Cancer Society's Daffodil Centres answered queries from 42,332 people.

Of these, enquiries ranged as follows:

- **5,884** patients diagnosed with cancer
- **4,515** relatives or friends of diagnosed persons
- **1,606** people seeking information about healthy lifestyles and cancer prevention
- **1,272** healthcare professionals
- **598** people with symptoms who had not been diagnosed, and
- **475** people without symptoms who had worries or concerns.

During 2015, continued public support for the Society enabled us to open a new Daffodil Centre in St Luke's Hospital, Dublin and to relocate our first-ever centre (at University Hospital Galway) to the main foyer of the hospital, where it is now more visible and more accessible to the people who need it.

There are currently 13 Daffodil Centres in Ireland:

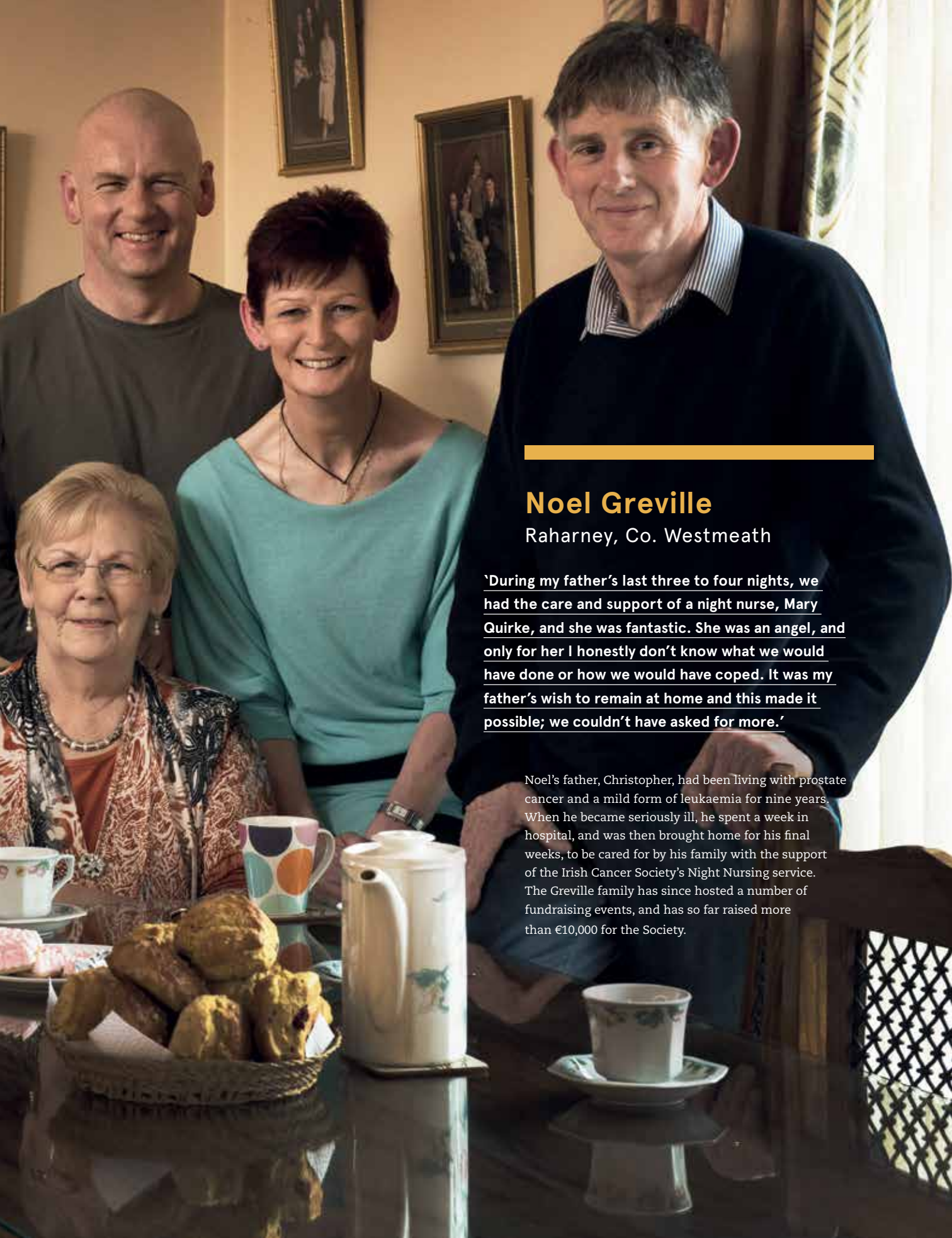
- University Hospital Galway
- Beaumont Hospital
- Mater Misericordiae University Hospital
- Bon Secours Hospital Cork
- St James's Hospital
- Tallaght Hospital
- Hermitage Medical Clinic
- Cork University Hospital
- University Hospital Waterford
- Letterkenny General Hospital
- St Vincent's University Hospital
- University Hospital Limerick
- St Luke's Hospital, Rathgar

The Daffodil Centres also facilitate group education sessions for patients commencing chemotherapy and their families and friends. These sessions give the participants the tools and knowledge they need to cope with chemotherapy, manage side effects at home, and alleviate concerns.

The Daffodil Centres also provide Cancer Awareness/Early Detection stands which provide information on ways to reduce the risk of cancer and tips on leading a healthy lifestyle.

During 2015, 718 people attended Understanding Chemotherapy sessions in the Mater Misericordiae University Hospital, University Hospital Limerick, and University Hospital Galway, and almost 14,000 people attended Daffodil Centre Cancer Awareness/Early Detection stands.





Noel Greville

Raharney, Co. Westmeath

'During my father's last three to four nights, we had the care and support of a night nurse, Mary Quirke, and she was fantastic. She was an angel, and only for her I honestly don't know what we would have done or how we would have coped. It was my father's wish to remain at home and this made it possible; we couldn't have asked for more.'

Noel's father, Christopher, had been living with prostate cancer and a mild form of leukaemia for nine years. When he became seriously ill, he spent a week in hospital, and was then brought home for his final weeks, to be cared for by his family with the support of the Irish Cancer Society's Night Nursing service. The Greville family has since hosted a number of fundraising events, and has so far raised more than €10,000 for the Society.

Cancer Nurseline

Throughout 2015, the Cancer Nurseline (previously known as the Irish Cancer Society's National Cancer Helpline) continued to provide support, advice and information on Freefone 1800 200 700, by email and to walk-in face-to-face enquirers. Through a partnership between the Irish Cancer Society and Deaf Village Ireland and the Irish Remote Interpreting Service (IRIS), the service is now available to persons who are deaf or hard of hearing.

The Cancer Nurseline aims to be as user friendly as possible, and engages with the public in many ways, including social media and video, as well as more traditional methods.

During 2015, the Irish Cancer Society's Cancer Nurseline dealt with almost 11,000 requests for information.

During 2015, the Irish Cancer Society's Cancer Nurseline dealt with almost 11,000 requests for information.

Due to advances in treatment, the number of individuals surviving breast cancer and living with metastatic breast cancer is growing. Approximately 3,000 women in Ireland currently have metastatic breast cancer, and some 700 new cases are diagnosed each year. However, the stress caused by the diagnosis and the treatment often results in a reduced quality of life for these women.

Four out of every ten cancer patients experience psychological difficulties that require the intervention of a healthcare professional. But our healthcare systems have been designed around a model of care that has hospital-based 'cure' at its centre, and patients are discharged on the basis of their tumour response, rather than on their being fit, well and able to cope with normal life and work.

In 2015, the Irish Cancer Society's Cancer Nurseline was awarded funding by Pfizer to develop and deliver a national programme to improve the quality of life of Irish metastatic breast cancer patients. In carrying out this work, the Irish Cancer Society will collaborate with key members of the medical oncology, nursing, psychiatry and psychology communities to identify the interventions that could most benefit these patients and how these interventions could be rolled out on a national basis.

Publications and website information

The Irish Cancer Society publishes and distributes a wide range of booklets, brochures and newsletters aimed at the general public, to disseminate information about cancer that is clear, reliable, and easy to read and understand. Some of the publications cover aspects of the Society's services, a number deal with particular types of cancer, such as breast and bowel cancer, and others deal with lifestyle choices, such as quitting smoking or adopting a healthy diet.

The Society also makes this information available on its website and on a variety of social media platforms.

Survivor Support Volunteers

When a person is diagnosed with cancer, they have a thousand questions and a thousand worries. The Irish Cancer Society's Survivorship programmes are designed to give them the practical and emotional support they need at that difficult time. These programmes use trained volunteers who have personal experience of living with cancer to talk with – and more importantly to listen to – the patients and to provide them with the practical and emotional support they need.

During 2015, 13 new volunteers were trained, and the programme now includes genetic and deaf peer volunteers. Survivor support volunteers delivered 26 presentations to professional and community groups and hospitals, and engaged in

a wide range of media and awareness activities for the Society.

Among the other supports we provide for people diagnosed with cancer are:

- A psychoeducative programme for men diagnosed with prostate cancer
- Living Life Programme for people living with secondary/advanced cancer
- Living Life Physical Activity Programme, and
- Strides for Life.

National Network of Community-Based Cancer Support Services

To date, the voluntary sector in Ireland has been the main source of supportive care for cancer patients in the community, helping patients to deal with the emotional and practical challenges of the disease. The Irish Cancer Society has played a lead role in the provision of this care.

In response to the recommendation in the Strategy for Cancer Control in Ireland (2006), the Irish Cancer Society developed a code of practice and has become the national umbrella body for community-based cancer support services. The overall goal of the Cancer Support Services Affiliation programme is to increase the access to and utilisation of community-based cancer support services, using a proven model of practice and a network of support groups. We believe that building the capacity of community-based cancer support services and helping them to achieve the best possible standard of practice will greatly benefit people who have or who have had cancer, by enhancing their quality of life and psychosocial well-being.

In 2015, the Society invested more than €500,000 in grant aid, training and networking for the affiliated organisations, to help ensure that cancer patients and their families receive high quality services in their own communities.

'We affiliated to the Irish Cancer Society when we were still a committee in the process of setting up a cancer support service for people in Kerry. The Society supported us right the way through; they came down and consulted with our committee and also recommended we visit centres that were up and running to learn from their experience.

We were delighted to be included in the development of the good practice guidelines and also to have our expertise acknowledged. With the help of Irish Cancer Society training and support, we have been able to diversify our services to include prostate psycho-educational programmes, walking and support groups.

The Irish Cancer Society's Affiliation Programme has opened doors for us in relation to information sharing and support. We attend the networking meetings when possible. The Guidelines for Cancer Support Services in Ireland has been a great tool to refer to and we have used the templates to help write our policies and procedures. Most importantly the staff of the Irish Cancer Society are at the end of the phone when we need advice; this is a vital link and is encouraging for those working in a cancer support environment to feel supported themselves!

Through the programme we receive a grant for our counselling, which is such a valuable service – people get great comfort from it.

In the five years since we opened our doors, over 830 people have availed of our support services. We feel that being affiliated to the Irish Cancer Society provides credibility and a sense of professionalism that gives people confidence in our service.'

Siobhan MacSweeney, Director of Services at Recovery Haven Cancer Support Centre in Tralee, Co. Kerry

'Patients who avail of support services cope better with the psychological and emotional aspects of the illness. Those in remission become more active in their recovery and have better outcomes in transitioning back to everyday life. Those living with cancer who avail of support improve their quality of life. Those with progressive disease become active in preparing for their death, both in practical and emotional terms.'

MDT Oncology Team, University Hospital Limerick

'The Centre is an invaluable resource to our community, offering much-needed support to those diagnosed with cancer who are at a vulnerable and difficult time and also to their families. The Centre offers numerous and varied programmes specific to individual needs, including vital psychotherapy and relaxation therapy. As a local GP, I find the service of huge benefit to my patients and their families. I receive positive feedback from all who use the service. The Centre helps people rebuild their lives, return to normal and live with a positive outlook. The therapies available contribute enormously to survival and improved quality of life.'

Dr Anna Gullane, GP Midlands

'As oncologists, we know that the impact of a cancer diagnosis on a person is complex and multifaceted, culminating in significant physical and psychological stress. At a time in the health service when we have shrinking manpower and – thankfully – a growing number of cancer survivors, we doctors tend to devote more time to the physical signs of treatment-related toxicity rather than the psychological scars borne as a result of a cancer diagnosis. This is where the Centre excels. They recognise that the mind needs space to heal and a direction to flourish. To this end they have developed a range of complementary therapies for symptoms and stress management, including holistic massage, acupuncture, craniosacral therapy, reiki and reflexology. They provide psychotherapy sessions and also invaluable services such as manual lymph drainage sessions.'

Dr Janice Walshe, Consultant Medical Oncologist, Tallaght and St. Vincent's Hospital

Financial Supports

From speaking to cancer patients, the Irish Cancer Society is acutely aware that having treatment for cancer imposes a serious financial burden on the patient and their family. Particular groups of patients – such as those who are self-employed, or who are parents of young children – are particularly affected.

The Society provides financial support through two schemes – Travel 2 Care (which is funded by the National Cancer Control Programme) and the Financial Support fund (which depends on donations from the general public).

Travel 2 Care

Travel 2 Care is funded by the National Cancer Control Programme (NCCP) and administered by the Society to patients needing transport to and from cancer treatment centres.

In 2015, the Society received 1,272 applications for assistance under the Travel 2 Care scheme – an increase of 42 per cent on 2014 – and the spend in 2015 was €373,000, an increase of 14 per cent on last year.

Financial Support

The number of people seeking financial support from the Society has more than doubled since 2009. In 2015, we received applications from 2,714 people affected by cancer, and – because of the continuing generosity of our supporters – we were able to provide over €1.5 million in support for necessities such as home heating, respite care, treatment, childcare, and travel costs.

Advocacy

The Real Cost of Cancer

In 2015, the Irish Cancer Society undertook a major piece of research to discover the costs associated with cancer diagnosis and treatment. We commissioned Millward Brown to speak with cancer patients, their families and carers in order to find out the 'Real Cost of Cancer'.

The result received national attention.

The average extra spend per month among cancer patients surveyed – including those with a medical card and those with private health insurance – was €862. Most of the expenses involved (see examples in the table below) are not covered by health insurance, medical cards or social welfare payments.

Item	Average cost per month
Medical costs	€303
Childcare costs	€226
Increased heating and electricity bills	€140
Travelling to and from appointments	€166
Hospital parking	€62

In addition to the increased costs, those who had to leave work, work less or who otherwise suffered a drop in income lost an average of €1,400 a month, or €16,750 a year.

This issue cannot be ignored. One patient told us that the stress of managing the cost was greater than the stress of having cancer.

The Society will use the results of this research in 2016 and beyond to advocate for State financial aid to support cancer patients. We have already briefed political parties on the issue and the possible solutions.

Cancer Inequalities

Where a person lives can determine whether they get cancer, whether they survive it, and whether they die from it.

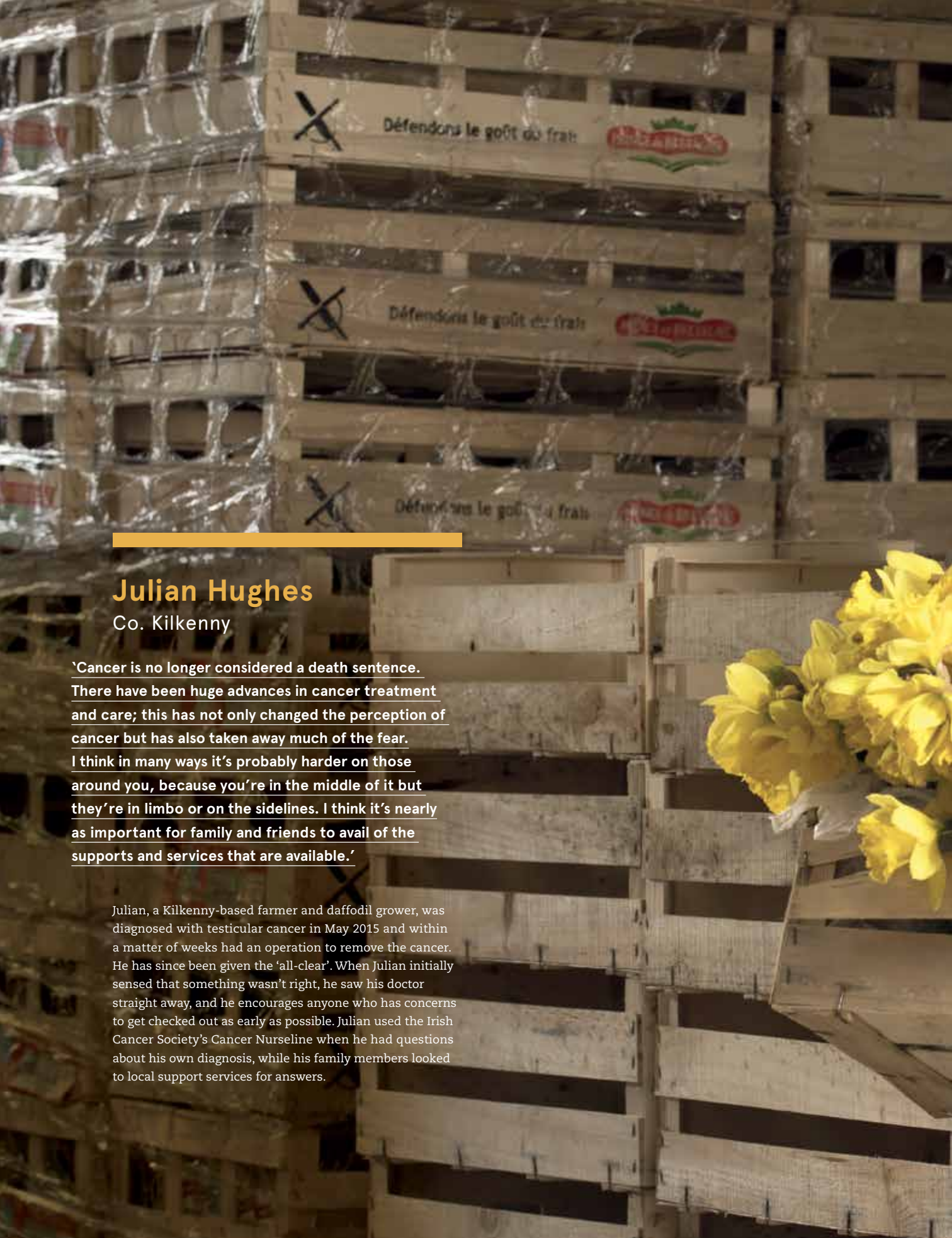
The National Cancer Registry of Ireland has shown that four out of every six persons diagnosed with cancer in better-off areas live for five years or more, whereas in more deprived areas only three in six do so.

This is unfair and must be challenged. The Society has committed to raising awareness of the link between health inequalities and cancer risk in its 2013-2017 Strategy.

The 2015 Charles Cully Memorial Lecture, organised by the Irish Cancer Society, focused on health inequalities in Ireland and what we could learn from international experience of addressing the issue. Sir Harry Burns, former Chief Medical Officer for Scotland and current Professor of Global Health at the University of Strathclyde, Glasgow, was the recipient of the Charles Cully Memorial Medal. He gave a passionate speech on the causes of and potential solutions to health inequalities, pointing out that in Scotland a series of incremental changes designed to address health inequalities has resulted in 10,000 fewer deaths in Scottish hospitals and a 15 per cent fall in the child mortality rate in two years.

The National Cancer Registry of Ireland has shown that four out of every six persons diagnosed with cancer in better-off areas live for five years or more, whereas in more deprived areas only three in six do so.

The Irish Cancer Society has said that the biggest issue for the new National Cancer Strategy (due to be published in 2016) is to close the cancer gap. While we welcome the emphasis on cancer prevention in the new Strategy, it must adopt a different approach that recognises the greater challenges faced by people living in disadvantaged communities.



Julian Hughes

Co. Kilkenny

'Cancer is no longer considered a death sentence. There have been huge advances in cancer treatment and care; this has not only changed the perception of cancer but has also taken away much of the fear. I think in many ways it's probably harder on those around you, because you're in the middle of it but they're in limbo or on the sidelines. I think it's nearly as important for family and friends to avail of the supports and services that are available.'

Julian, a Kilkenny-based farmer and daffodil grower, was diagnosed with testicular cancer in May 2015 and within a matter of weeks had an operation to remove the cancer. He has since been given the 'all-clear'. When Julian initially sensed that something wasn't right, he saw his doctor straight away, and he encourages anyone who has concerns to get checked out as early as possible. Julian used the Irish Cancer Society's Cancer Nurseline when he had questions about his own diagnosis, while his family members looked to local support services for answers.



Plain Packaging of Tobacco

Smoking is a leading cause of cancer, and the Society is committed to using every means at its disposal to reduce the use of tobacco throughout Ireland and thereby prevent unnecessary and avoidable deaths.

2015 was a landmark year in this continuing fight, with the signing into law of the Public Health (Standardised Packaging of Tobacco) Act, which was passed with the unanimous backing of the Oireachtas. This piece of legislation means that all tobacco products sold in Ireland after 20 May 2016 must be in uniform, dull green packaging with oversized health warnings. This removes the last marketing weapon from the tobacco industry's arsenal.

In passing this legislation, Ireland became only the second country in the world (after Australia) to take this public health initiative. In Australia, since plain packaging was passed into law the prevalence of smoking has dropped to a historic low of 12.8 per cent.

The Irish Cancer Society has worked tirelessly with like-minded organisations over a number of years to see this legislation enacted. In doing so, we had to counteract considerable misinformation put out by the well-resourced tobacco industry and its supporters.

The Society maintains contact with similar organisations in Australia, the UK and the EU as the move to plain packaging gains momentum globally.

TTIP

In order to ensure that public health initiatives such as plain packaging continue to be introduced in Ireland, we must work to ensure that such laws cannot be challenged and overruled.

When the tobacco industry lost their challenge to the introduction of plain packaging in Australia in 2012, the tobacco giant Philip Morris International took a case against the government using a little-known trade agreement between Hong Kong and Australia. The Investment State Dispute Settlement (ISDS) case took three years and cost the Australian government more than €30 million.

The Irish Cancer Society is concerned that the Transatlantic Trade and Investment Partnership (TTIP) currently in negotiation between the EU and the US was originally proposed to include an ISDS mechanism. If this were to remain as part of the agreement, Ireland could be challenged for introducing public health measures that will save lives but may hurt commercial interests. The predicted economic gains of the deal cannot justify the risks to our public health. The Society has shared these concerns with the Department of Jobs, Enterprise & Innovation, the European Commission and our Irish MEPs, and we will continue to highlight the potential dangers of TTIP for public health in Ireland as negotiations continue on the final agreement.

Prevention

Very many cancers are preventable through simple changes in lifestyle – but while the changes are simple, they are not always easy. Likewise, the outcomes for many kinds of cancer are significantly improved if the cancer is detected early – but people are often unaware of early warning signs, reluctant to get checked out, and unaware of the screening available. The Irish Cancer Society recognises these facts and puts considerable effort into supporting people who want to adopt healthier lifestyles and into the promotion of screening and early diagnosis. These activities include:

- We Can Quit
- PREVENT
- X-HALE
- Fit for Work and Life
- Promotion of early diagnosis.

‘Without this programme, I would not have been strong willed enough to give up. The support has been amazing.’

‘We Can Quit’ participant, North Dublin

We Can Quit – Supporting women in disadvantaged communities to quit smoking

One in three of all cancers is related to smoking; one out of every two smokers will die from a smoking-related disease. These stark facts provide the reason for us to focus on persuading smokers to quit and on helping them to succeed.

The We Can Quit programme is a community-based approach that provides a friendly and supportive environment for people who want to stop smoking. As smoking is more prevalent among lower income groups, and lung cancer rates for women are increasing by 2 per cent a year, the programme is primarily focused on women living in disadvantaged areas in Dublin.

It is supported by the HSE’s Health Promotion and Improvement Service, HSE Local Primary Care Social Work teams, Local Area Partnerships and local pharmacies.

Nicotine is extremely addictive, and anyone trying to quit needs support. In the We Can Quit programme, participants develop skills, build confidence, share experiences, and receive weekly group and individual support from their trained community facilitators, weekly phone calls, access to free Nicotine Replacement Therapy and motivational support from pharmacy staff.

In 2015, the Irish Cancer Society:

- Delivered 12 We Can Quit courses
- ... in 5 locations in North Dublin
- ... to 123 women, 75 of whom completed the programme
- Out of those who completed the programme, 49 were still smoke-free 12 weeks later.

We Can Quit has demonstrated the potential to reach the target population and to help women to quit smoking for good. We are continuing to develop the programme with our community partners, and aim to expand it to other areas of the country in 2016.

PREVENT

PREVENT is a volunteer programme set up by the Irish Cancer Society to raise awareness about cancer prevention and early detection and the services provided by the Society. In the programme, volunteers are trained to work in the community, to give public talks and to engage with members of the public at information stands.

In 2015 the Irish Cancer Society's PREVENT programme:

- Addressed 44 events in Cork
- Had contact with 2,400 members of the public
- Involved 15 volunteers contributing an average of 12 hours to public events, along with training and support days.

'My Dad had died of non-Hodgkin's Lymphoma in 1986 and some years later, in his memory, I started a Daffodil Day Coffee Morning. I had been running this Daffodil Day Coffee Morning very successfully for 15 years and then in 2009, at the age of 45, I was diagnosed with breast cancer. I was plunged into a whirlwind of surgeries, chemotherapy, port caths, radiotherapy, hormonal treatment and all the other mysteries of cancer. At each hospital visit someone pressed a little information booklet into my hand and once I got home and drew my breath it was these little booklets that kept me sane, because they contained some of the most applicable information I needed at that particular time in my treatment. These various booklets had all been produced by the Irish Cancer Society and it gave me a lot of satisfaction to know that in some small way my Coffee Mornings had helped to produce them and I was actually benefiting from it.

The following year I was at the Cork launch of Daffodil Day and I gave my name to a representative of the Irish Cancer Society and said if I could help in any other way to get in touch with me. In Autumn 2011 I got a call to ask me to attend an interview for a group that the Irish Cancer Society was hoping to organise with the idea of promoting cancer awareness directly into the heart of communities, and out of this PREVENT was born and I think it's safe to say I was there at its birth!!!

As it has evolved, the PREVENT Programme, based on the European Code against Cancer, brings a hopeful and positive message directly to the public. The message is basically that by making some small changes in your lifestyle you can help reduce your risk of cancer and other diseases and how to spot early changes in your body that may be a sign of cancer.

As it has evolved, the PREVENT Programme, based on the European Code against Cancer, brings a hopeful and positive message directly to the public.

The programme also highlights the services and supports provided by the Irish Cancer Society.

In the years that I have been presenting the PREVENT programme I have gone to various events, big and small, from agricultural shows, to local community information groups and retirement groups. I was at a Spinal Injuries Ireland event, the Redhead Convention and the Innishannon Steam Rally, to name a few. I have met a variety of people in all age groups. Through the training I received, I have benefited personally and I have met many other lovely volunteers.

It is very rewarding to know that some of the information that I bring to the public's attention may save a life. Some of the things I note are that people in general are willing to make an effort to make 'small' changes if the idea is presented to them in a friendly and non-dictatorial or critical fashion. By concentrating on the positive message of what can be achieved through small changes, or through a conversation with a nurse on the Cancer Nurseline, or accepting that, even on the dullest of our summer days, sunscreen is needed, and by ordinary people like me sharing this with ordinary people in the community we are well on the way to PREVENT cancer in as many cases as possible.'

Fionn, PREVENT Volunteer, Cork

X-HALE

The X-HALE initiative is a key element in the Irish Cancer Society's ongoing fight against tobacco. It is aimed at decreasing the number of young people taking up smoking. While smoking among young people is steadily decreasing, some eight per cent of 10-17 year olds in Ireland still smoke – but in some cohorts and backgrounds the figure is as high as 17 per cent.

The X-HALE programme (X'ing out Harmful and Lethal Effects of smoking) aims to educate young people, youth workers, educators and influencers about smoking, and to give them the knowledge and tools they need to take ownership of smoking prevention within their own communities.

Since 2011, the Society has supported over 150 youth organisations across Ireland in creating youth-led anti-smoking short films and community action projects to encourage their peers and communities to be tobacco-free. We provide training support and funding to youth organisations – over €130,000 to date – to enable them to create films and tackle projects that highlight issues such as the health effects of smoking, the influence of peer pressure, the power of the tobacco industry, and the local and global impacts of tobacco use.

In 2015, the Irish Cancer Society's X-HALE programme:

- Provided €11,210 to 39 youth organisations across Ireland
- Provided 16 training workshops nationwide in smoking prevention, film making and project planning to over 180 youth workers and young people
- 41 films were submitted to the X-HALE 2015 Short Film Competition by 37 youth groups, and these films were viewed online by over 92,000 people
- Three groups took part in the X-HALE 2015 Community Action Competition
- 96 youth workers and 80 teachers were trained in the delivery of the X-HALE Training Resource.

Fit for Work and Life – a community health and wellbeing programme

The Irish Cancer Society, in partnership with local community agencies and service providers, has designed and developed Fit for Work and Life, a community health module for young unemployed men and women attending employability skills training programmes. Fit for Work and Life helps participants to negotiate, understand and evaluate the many confusing and often conflicting messages about health and lifestyle that appear daily in the traditional and electronic media. It aims to empower them to make sound health decisions relating to their everyday life, their work, and their family, friends and neighbours. It also lets them know where they can access quality information and support relating to cancer.

Over a 12-month period, the Irish Cancer Society, together with the North Wall Community Development Project and the Irish Institute of Training and Development, upskilled 16 community facilitators in training and development practice (QQI Level 6 accredited), to enhance the delivery of the Fit for Work and Life module to community participants in north Dublin.

Between October 2015 and January 2016, community facilitators in the Irish Cancer Society's Fit for Work and Life programme delivered five 8-week programmes to 60 participants in community development projects, youth programmes, local training initiatives and after-care services.

Participants in the programme became more aware of the factors that impact negatively on their health, the types of choices they can make to keep healthy, and the services and supports available to improve their health and wellbeing and reduce their risk of lifestyle-related disease. They recorded changes in their own lifestyles, such as quitting smoking, increasing their physical activity and making healthier food choices.





Noelle Clancy

Nenagh, Co. Tipperary

'Herceptin was a life saver for me because my cancer was so aggressive, and that was only possible because of cancer research, which brings with it a huge message of hope. The development of Herceptin was really a breakthrough and a game changer for many women with breast cancer.'

Mother of two Noelle, who had worked at the Suaimhneas cancer support centre in Nenagh and volunteered for the Irish Cancer Society for many years, discovered a lump in her own breast just before her 38th birthday. She was diagnosed with early stage grade 3 HER2 positive breast cancer. She had a mastectomy and breast reconstruction, followed by chemotherapy and radiotherapy. Noelle was on Herceptin for almost a year before receiving the news that she was cancer-free.

In October, Medtronic Healthy Communities Fund in partnership with the Community Foundation of Ireland and Healthy Ireland awarded €50,000 to the Irish Cancer Society to further develop the Fit for Work and Life programme. This will enable us to develop the capacity of local leaders and trainers to promote health equality and improve access to health services and to deliver the Fit for Work and Life programme in three more regions – Limerick, Monaghan and Dublin north.

During the year, the Society ran a number of major national awareness campaigns focused on different types of cancer: lung cancer in January, bowel cancer in April, skin cancer throughout the summer months, breast cancer in October and prostate cancer in November.

Promotion of Early Diagnosis

Ensuring that people are diagnosed at an early stage is key to reducing the cancer mortality rate.

Throughout 2015, the Irish Cancer Society highlighted the long delays endured by patients while waiting for a colonoscopy. The fact that many patients are waiting longer than three months for this procedure is of serious concern – at the end of November 2015, for example, 3,510 public patients were waiting for over three months for the test, an increase of 964 since November 2014. This is unacceptable – the delay in diagnosis means that any cancer revealed by the procedure may have significantly advanced in the interval. The health gap between those who can pay and those who cannot is clearly demonstrated by the fact that private patients can get the test done within 12 days.

The Irish Cancer Society is promoting a number of medium- to long-term solutions to eliminate these delays, and will continue to engage with a range of stakeholders to push for real progress on this issue.

During the year, the Society ran a number of major national awareness campaigns focused on different types of cancer: lung cancer in January, bowel cancer in April, skin cancer throughout the summer months, breast cancer in October and prostate cancer in November. In addition, we ran a number of targeted campaigns relating to ovarian and cervical cancers; mouth, head and neck cancers; men's health; and tobacco cessation.

Research

New Head of Research

In February 2015, Dr Robert O'Connor was appointed as Head of Research with the Irish Cancer Society. Dr O'Connor joined the Society from Dublin City University, where he was a Lecturer in Biological Sciences in the School of Nursing & Human Sciences and a Senior Programme Leader in Translational Cancer Pharmacology Research in the National Institute for Cellular Biotechnology. Dr O'Connor has a significant track record in laboratory cancer research and also has extensive experience in the interdisciplinary field of translational cancer research and clinical trials.

Blood Cancer Network Ireland

2015 saw the launch of Blood Cancer Network Ireland, a collaborative network of clinicians, scientists and population health experts in Galway, Cork and Dublin with a shared interest in blood cancer research. The establishment of this national clinical research network – the first of its kind in Ireland – represents an investment of €2.65 million by the Irish Cancer Society and Science Foundation Ireland.

This research initiative is being led by Professor Michael O'Dwyer, Professor of Haematology at NUI Galway, and involves co-lead investigators in University College Cork; Trinity College Dublin; NUI Galway; National Cancer Registry of Ireland, Mater Misericordiae University Hospital, and Beaumont Hospital.

Blood Cancer Network Ireland will offer early stage haematology clinical trials, providing blood cancer patients in Ireland with the opportunity to be among the first in the world to test new, potentially life-changing, drugs and treatments.

BREAST-PREDICT

BREAST-PREDICT, the Irish Cancer Society's first Collaborative Cancer Research Centre (CCRC) has now completed its second year. Its mission is to ensure every breast cancer patient in Ireland will have treatment tailored to their individual cancer. Since its launch in 2013, BREAST-PREDICT has recruited 1,614 patients from nine affiliated breast cancer studies managed by the Irish Clinical Oncology Research Group (ICORG). The team has so far published 45 articles and given over 70 oral presentations about its work and its findings.

'With the invaluable support of the Irish Cancer Society, BREAST-PREDICT has been able to greatly aid the development of new diagnostic and therapeutic options for breast cancer patients in Ireland. We now have a 50-person-strong team dotted around the top research institutions and clinical sites in Ireland, focused on uncovering and delivering more personalised breast cancer treatment. The BREAST-PREDICT team is committed to fast-tracking the process from ground-breaking scientific discoveries to clinical implementation'.

**Professor William Gallagher,
Director of BREAST-PREDICT**

Prostate Cancer Research

Running since 2014, the Irish Prostate Cancer Outcomes Research (IPCOR) group is establishing a national prostate cancer registry, collecting data on men newly diagnosed with prostate cancer. The €1.75 million prostate cancer research initiative is made possible by funding from Movember and donations to the Irish Cancer Society. Hospitals in Cork, Galway and Dublin are now registering patients and collecting clinical data, such as biopsy results and treatment details. IPCOR is also assessing the quality of life of men newly diagnosed with prostate cancer using innovative electronic tools and an app that enables them to create a digital health record in preparation for medical appointments.



Paul Daly

Doolin, Co. Clare

'You get free access to the most advanced treatment. Drugs that might take years to get approval become available to you now, when you need them. Cancer research and clinical trials are vital to advancing the understanding of cancer. It feels good to be part of the research process, helping in a small way to add to medical knowledge, and being actively involved in the process rather than just being a passive recipient of medicine.'

Paul, an avid rock climber, noticed swollen lumps on his neck, went to his doctor, and within 24 hours was diagnosed with chronic lymphocytic leukaemia – a type of cancer that affects the white blood cells. He was not feeling unwell, and life continued as normal as he and his doctors adopted a 'watch and wait' strategy. Three years later, Paul was admitted to hospital: the disease was affecting his spleen, and he agreed to take part in the first of a number of clinical trials to try new drugs and treatments.



‘The reason we are collecting this “real-life” data from hospitals and from men themselves is so that we can analyse the data and provide recommendations to doctors, hospitals and decision-makers to improve prostate cancer care.’

**Dr Áine Murphy, Molecular Medicine Ireland,
IPCOR Project Manager**

Several new treatments for metastatic prostate cancer have become available in recent years, expanding the options for patients and their doctors. The challenge now lies in selecting the most appropriate treatment for each individual patient. In order to do this, the Irish Programme for Stratified Prostate Cancer Therapy (iPROSPECT) is investigating treatment response and disease progression. Since 2014, the iPROSPECT team, with the support of the Irish Cancer Society, has been gathering data and samples from patients over the duration of their treatment in order to better design treatment and ultimately improve outcomes.

Collectively cancer, cardiovascular disease, diabetes and dementia affect as many as 500,000 people in Ireland every year.

Quality of Life for Cancer Survivors

The Irish Cancer Society is funding its first research project in the area of oncology rehabilitation to look at how exercise can improve the quality of life of cancer survivors. Researchers at the School of Health and Human Performance at Dublin City University are being funded to assess how a 12-week structured exercise programme, specifically tailored to cancer survivors, can increase their physical activity levels and improve their physical health and psychological wellbeing. Postgraduate researcher Mairéad Cooney is evaluating the MedEx ‘Move On’ programme to assess how it can be optimised to benefit the health and wellbeing of cancer survivors.

Research to date suggests that exercising during the early recovery phase can boost the health and wellbeing of cancer survivors.

Irish Dietary Habits and Cancer Risk

The Irish Cancer Society in partnership with the International Agency for Research on Cancer (IARC) is funding research into Irish dietary habits and cancer risk. This is part of an international effort to decrease cancer rates by improving lifestyle choices through a number of factors, including dietary modifications. Irish Cancer Society Research Fellow Dr Amy Mullee is currently working at IARC in France and will return to Ireland to continue this research in the National Nutrition Surveillance Centre (NNSC) in University College Dublin. Her work will support the implementation of a dietary monitoring programme in Ireland with the ultimate goal of providing clearer recommendations to reduce the risk of certain cancers.

Collaboration on Risk Reduction

Collectively cancer, cardiovascular disease, diabetes and dementia affect as many as 500,000 people in Ireland every year. In 2015, the Irish Cancer Society joined forces with Diabetes Ireland, the Alzheimer Society of Ireland and the Irish Heart Foundation for the first time to support research aimed at identifying real measures to reduce the risk of these diseases. Through a research project funded by the Medical Research Charities Group and the Health Research Board, the four charities are seeking to reduce the risk of these chronic conditions in Ireland. The collaboration reflects the shared commitment of all four charities to address the issue of risk reduction for chronic conditions at a national level. A research project arising out of this joint call is expected to be announced in 2016.

Research Scholarships

The Society's PhD Scholarship Award Programme was introduced to foster and support home-grown cancer research talent. It involves a rigorous selection process that is peer-reviewed by an international panel of scientists. In December 2015, the Irish Cancer Society announced three new PhD scholars: Amy Buckley (Trinity College Dublin), Katie O'Brien (Trinity College Dublin), and Alexandra Tuzova (University College Dublin), each of whom have embarked on a doctorate degree in the field of cancer research. The three new scholars now join more than 80 cancer researchers across the country whose work is supported by the Irish Cancer Society.

Prostate Cancer Fellowship

A new research fellowship was announced during the year in memory of Professor John Fitzpatrick, the Society's former Head of Research, who passed away suddenly in 2014. Professor Fitzpatrick made a significant contribution internationally to cancer research, particularly in the field of prostate cancer, and it is hoped that this new initiative will advance our understanding of prostate cancer and identify new ways to treat the disease.

The award, made possible through support from Sanofi and Janssen, is three years in duration. It is the first research initiative to be announced under the 'Boston-Ireland Prostate Cancer Collaboration', which involves the Irish Cancer Society, the Dana-Farber Cancer Institute and Harvard T.H. Chan School of Public Health. The successful recipient will be announced at the John Fitzpatrick Irish Prostate Cancer Conference at the Aviva Conference Centre in April 2016.

Cancer Week 2015

The importance of access to clinical trials for cancer patients in Ireland was highlighted at the launch of Cancer Week 2015, a programme of events jointly organised by the Irish Cancer Society and Trinity College Dublin. The aim was to raise awareness about cancer and how more people are surviving the disease. The week-long programme also focused on how clinical trials and cancer research are making a real difference.





John Langton

Dublin

'As a head and neck cancer patient, I found it very reassuring when I spoke to survivors who were post treatment. Thankfully I'm now in that position as a survivor and I'm always happy to listen to and try to empathise with a patient who may be worried. It's good to speak with someone who has been through a similar cancer experience – after all they may know what you're talking about. I'm delighted to be part of it.'

John went to his GP when he experienced a dry throat and noticed a lump on his neck. His doctor referred him for tests that confirmed his diagnosis. John then underwent a course of treatment that lasted over 18 months, during which he was unable to eat orally. John has since come out the other side and is now a volunteer on the Irish Cancer Society's *Survivors Support Programme*, which provides one-to-one emotional and practical support to newly diagnosed patients, delivered by volunteers who have themselves had a cancer diagnosis.

Fundraising highlights 2015

Every year our dedicated army of volunteers goes into battle against cancer, using only their creativity, their commitment and their sense of community. They persuade, they entertain, they charm, they cajole, they knock on doors, and they make a thoroughly brilliant nuisance of themselves – all to raise the funds that we need to deliver services to those with cancer and to support the research effort.

Over 92 per cent of the Irish Cancer Society's income comes from the general public and from companies. Every cent we receive makes a difference to the information, support and care services that we can provide.

We want to say a very BIG THANK YOU to everyone who helped in 2015, both as individual volunteers, and in groups, companies and other organisations. Some of you pledged us money in direct debits and one-off donations; others took part in a huge range of wonderful and imaginative fundraising (and awareness raising) activities, the length and breadth of Ireland.

Daffodil Day

It's Spring time again. There's a bit of a stretch in the day and Daffodil Day has come around again. The daffodil, symbol of renewal and hope, has become synonymous with the Irish Cancer Society, and Daffodil Day is our single most recognised and visible fundraising campaign.

In 2015, Daffodil Day took place on March 27th, and for the fifth year in a row our major corporate sponsor was Dell, whose staff helped us in so many ways – giving their time, energy and considerable expertise.

On Daffodil Day thousands of volunteers throughout the country get involved in a huge variety of fundraising events. You'll see them on the streets, in workplaces, in homes and businesses, and in shopping centres – you probably can't miss them.

And in the days and weeks around Daffodil Day, there are coffee mornings, cake sales and sponsorship events all working towards the same end – to raise money to help fund the Society's free nationwide services for those affected by cancer.

Daffodil Day is responsible for almost a fifth of all our annual income, and it also gives us a valuable platform to get our message out to the wider public – primarily for fundraising, but also to raise awareness of cancer and what we need to do to fight it.

In 2015 Daffodil Day brought in just under €4 million, broken down as Community €3.3m, Corporate €0.3m and Garden of Hope €0.2m, and we use that money to provide information, care and support to those with, or affected by, cancer in Ireland. The money we raise on Daffodil Day is especially important to enable us to provide the Irish Cancer Society Night Nursing service.

Dell Ireland: lead partner of Daffodil Day

Dell Ireland came on board as lead partner of Daffodil Day in 2011 and in the years since then they have made a huge contribution to the success of the day. Every year, Dell's team of 2,300 people in Ireland roll up their sleeves and get really involved in the campaign.

They give their time, their effort and their expertise. They help in our warehouse fulfilling the thousands of Daffodil Day merchandise orders. And on Daffodil Day itself they take to the streets of Dublin, Limerick and Cork to participate in street sales activity, to collect funds and to sell merchandise. In Dublin, Dell staff also helped in the preparation of our Garden of Hope in the Iveagh Gardens.

They also support us with event planning, public relations, social media and marketing, and they helped us to improve our smartphone app for Daffodil Day, which they were involved in developing from the start.

Since the Garden of Hope was first initiated in 2010 it has helped to raise well over €1,000,000.

On Daffodil Day 2015 community teams from each of Dell's Irish campuses planned a series of innovative fundraisers and 'turned yellow' to help drive awareness and raise funds for those affected by cancer. Fundraising activities included cake sales, abseiling, quizzes and giant Connect Four competitions, to mention a few. Together, these activities raised over €60,000.

Dell partnership key achievements

- 110+ fundraisers arranged by Dell team members
- More than 15,000 hours volunteered by the Dell team
- €308,902 raised through employee fundraising.

Garden of Hope

The planting of the Garden of Hope in the Iveagh Gardens in Dublin is a beautiful and central part of Daffodil Day. The Garden of Hope celebrates the memory of loved ones and also helps to honour, comfort and show solidarity with those who are currently living with cancer and those who have successfully come through their cancer journey.

Since the Garden of Hope was first initiated in 2010 it has helped to raise well over €1,000,000.

Shave or Dye or Oh My!

Since it began in 2010, Shave or Dye has become one of the most colourful and fun fundraising campaigns for the Irish Cancer Society. It has raised €8 million since it started. Led by the energetic staff at Today FM, thousands of people of all ages and all over Ireland have agreed to shave or dye their hair and to get their family, friends and the wider community to sponsor them.

Every year, Shave or Dye comes up with ever more imaginative and fun ways to spread the word. In 2015, it became Shave or Dye or Oh My!, where those who didn't want to shave or dye were encouraged to have a 'bad hair day' and to share it with the rest of us on social media. We had mohawks, punks, 80s-style 'big hair', mullets, and all kinds of other offences against good hair taste – but all in a very good cause.

Shave or Dye or Oh My! events took place all over Ireland, and the campaign culminated in a live on-air event on 21 February. Our sincere thanks to Today FM and to everyone who participated.

Relay for Life

Relay for Life is a 24-hour event that brings the whole community together to celebrate the lives of cancer survivors, to remember those lost to the disease and to fight back by increasing knowledge of cancer and raising money to fund vital research and the services of the Irish Cancer Society.

Relay for Life began in the USA in the 1980s, and since then it has become a global phenomenon and is now active in over 20 countries. The idea is that teams of people take part in a relay during which at least one member is walking at any one time over the 24-hour duration of the relay. From Achill to Tipperary, and from Midleton to Donegal – Relay for Life 2015 had participating teams from cities, towns and villages all over Ireland, and there were also a number of teams from universities and colleges. All of the teams involved spread the word (and the fun) on dedicated Facebook pages. In total, Relay for Life 2015 raised over €650,000.

In total, Trek4Life in 2015 raised €143,499 for cancer research.

The Moylagh JFK 50 Mile Challenge

The Moylagh JFK 50 Mile Challenge took on cancer once again on 6 June 2015 on a spectacular and scenic route across counties Meath, Cavan and Westmeath.

The challenge was taken up by young and old, fit and less fit, and a total of €18,062 was raised for the Lakelands Area Retreat and Cancer Centre (LARC) and €72,247 for the Irish Cancer Society. Not everyone made the whole 50 miles, but they all made a very welcome contribution and also helped to showcase this beautiful corner of Ireland.

Pink Ribbon Walks

The Pink Ribbon Walks were started in 2009 by an enterprising group of women in Kells Co. Meath. They came up with the idea of helping Irish Cancer Society's Action Breast Cancer through a sponsored walk with a difference. And six years later, it has become one of our most colourful national institutions, and has made a very valuable contribution in the fight against breast cancer.

In 2015, Pink Ribbon Walks raised over €191,000. Men and women took part and painted the towns pink for a day. The money raised by the Pink Ribbon Walks plays a vital role in helping to fund BREAST-PREDICT, our Collaborative Cancer Research Centre. The walks also help to raise awareness of the importance of a healthy lifestyle in preventing cancer.

Trek4Life

The Trek4Life programme involves participants travelling to different parts of the world and taking part in treks to raise funds for cancer research. Each trek has a fundraising target which the participants must reach in order to take part in these challenges. Our main trek in 2015 went to Machu Picchu to the ancient ruins, where our trekkers immersed themselves in the culture and traditions of this unique and fascinating part of Peru. Other trekkers climbed the mighty Kilimanjaro (Africa's highest mountain) and some trekked Croatia.

Among those giving their time and effort was reality TV star Kelly Donegan, who showed that she was really up for the challenge.

'Can I just say hiking Machu Picchu was one of my life highlights, and I can't wait to take on Kilimanjaro.'

Kelly Donegan

In total, Trek4Life in 2015 raised €143,499 for cancer research.

Giving cancer a run for its money

Running for cancer is something that thousands of people do every year in Ireland. They run marathons in Dublin, Cork and Dingle. They run mini marathons in Kilkenny, the West of Ireland, Cork and Dublin. They run the Great Limerick Run. And some people go even further to run a long way – by taking part in marathons in New York and London.

'I started running in a bid to lose some weight after I had finished chemotherapy. I found the more I ran, the more I enjoyed it so this year I decided I'd run my first marathon for the Irish Cancer Society.'

Ramon

In 2015, over 650 people ran for cancer, and in doing so they raised €249,373 for cancer research and services (€137,821 from Irish marathons and €111,552 from the overseas marathons).

Colour Dash

Once of our most colourful fundraising activities is the annual Colour Dash, which in 2015 took place in three locations: in NUI Galway, in Pairc Uí Chaoimh in Cork and in Dublin's Phoenix Park.

Colour Dash is a form of 'art on the run' which involves participants running, jogging or walking for five kilometres. They begin wearing a white t-shirt and at intervals in the run they are showered with different coloured powder paints:

- **1km:** yellow, representing lung cancer
- **2km:** green, representing bowel cancer
- **3km:** purple, representing cancer survivorship
- **4km:** blue, representing prostate cancer
- **5km:** pink, representing breast cancer.

By the end of the run, participants are a very colourful sight to behold.

2015 was the third year of Colour Dash, and more than 5,000 people from all over Ireland took part at the three venues, in the process raising €186,280 for the Irish Cancer Society. Colour Dash was sponsored by Crown Paints and was supported by Spin 103.8 and FIT Magazine.

Movember: bringing back the moustache

Back in 2003, it seemed like a very weird idea indeed. Two friends in Melbourne, Australia, thought they could 'bring back the moustache' and in doing so help raise money for men's health and cancer charities. Since then over 5 million men all over the world have grown moustaches and have raised over €485 million for men's cancer charities in over 20 countries. The Mo Bros (that's what we call them) who have grown their moustaches for the 30 days of November have been aided and abetted by thousands of women (the Mo Sistás) who have helped to raise funds and give that essential moral support.

Above all, Movember has also been invaluable in raising awareness of serious issues relating to men's health, but it has done it in a way that has created a strong sense of community and purpose, and no little humour.

Ireland has played its part in the Movember movement since 2008, and boy have we been enthusiastic about it! In 2015, 12,000 Irish Mo Bros 'donated their faces' for the 30 days of November. They had fun, they sparked conversations, they spread the word. And in total, they raised €924,268 for the Irish Cancer Society.



Thank





Thank You



Hurling for cancer

For the fourth year in a row, Irish horse-racing and hurling legends clashed the ash in a celebrity hurling match in Co. Kildare – all in the name of cancer research. A who's who of celebrity referees, lineswomen, umpires and players (including Davy Fitzpatrick, Brian Cody, Liam Griffin, Niall Quinn and Cyril Farrell) lined out at St Conleth's GAA grounds in Newbridge on 11 August, ready to battle it out on the hurling pitch in aid of the Irish Cancer Society. In the event, Jim Bolger's Stars came out on top against Davy Russell's Best in an exciting encounter. To date the event has raised over €400,000 for cancer research.

'I want to say a huge thank you to everyone who has supported this event over the last four years. All those who took to the field for a great evening of hurling; everyone who bought tickets and donated; and every sponsor, helper and entertainer who has contributed. It takes an army of support to make an event like this possible and I am so grateful for all the backing received. The enthusiasm and dedication of all involved makes for a wonderfully entertaining evening and a successful fundraiser for a very important cause.'

Jim Bolger

Regular funding

Direct debit donations

As well as the more creative and exciting fundraising activities, we also rely very heavily on the regular and committed funding we receive from people who support us by a regular direct debit. This is stable and ongoing funding that gives us the predictable projected income we need to plan ahead. We are deeply appreciative of this support.

For the most part, people choose this way of supporting the Society in response to a personal visit from one of our door-to-door fundraisers. Others choose to donate by direct debit when they receive our appeal letters or select the regular donation option on the Society's website. Our door-to-door fundraisers are all carefully selected and trained in all aspects of the Society's work. They are all clearly identifiable, wear 'branded' jackets and carry photo ID. They are NOT allowed to accept donations in cash, both for their own safety, and to reassure donors that they are legitimate.

One-off donations and wills

We are also very grateful to people who make one-off donations or who remember us in their wills.

Boots Ireland: raising funds for our Night Nursing Service

Through their network of pharmacies across the country, Boots Ireland helps to promote cancer prevention, to assist people who have a cancer diagnosis, and to help raise vital funds for the Irish Cancer Society's Night Nursing Service – all of which make a real and lasting difference to cancer patients and their families throughout Ireland.

2015 saw the launch of the first ever Boots Irish Cancer Society *Information Pharmacist* role, which sought to provide information and support services to those in the community who are affected by cancer. This service is now available to patients, families and carers, who can call into a Boots pharmacy and speak in private about their issues of concern relating to cancer – including patient medication and information on different cancer support services in the locality. As demand for cancer services rises, the Boots Irish Cancer Society *Information Pharmacist* complements existing Irish Cancer Society services and offers those affected by cancer access to information and support within a community setting.

Boots stores are a major supporter of Irish Cancer Society awareness campaigns and distribute our leaflets to their staff and customers around the country.

Boots staff have continued to fundraise enthusiastically for our Night Nursing programme and raised €224,600 in 2015. Their major fundraising event each year is their Annual Boots 10km Night Walk for Night Nurses which starts at the same time a Night Nurse arrives at a cancer patient's home. All stores participated and recruited customers to take part in the walk in numerous locations nationwide.

In addition, Boots employees and customers supported our major fundraising campaigns throughout the year including Shave or Dye or Oh My!, Daffodil Day, Paint it Pink and Movember.

Centra

Centra has been a valuable supporter of the Irish Cancer Society for a number of years and 2015 was the Company's sixth year supporting Irish Cancer Society's Action Breast Cancer campaign for Breast Cancer Awareness month, which to date has raised over €730,000. All funds raised by Centra go directly to fund essential services including information, advice and support services for women throughout the country who have been affected by breast cancer.

Centra's Walk the World!

Centra challenged communities across Ireland to 'Walk the World' on 17 October 2015, with TV presenter and fitness enthusiast Kathryn Thomas fronting the initiative which aimed to get thousands of people to collectively walk 40,075km, equal to the circumference of the earth! Over 200 Centra stores hosted a walk in their local community to promote walking and help raise much needed funds for those affected by breast cancer. An amazing 10,000 people from all over Ireland participated, with the majority of the walks taking place on 17 October. Centra ran a live tracker online to follow the progress as communities came together to reach the target.

Centra's Pink products

Centra brought out some great 'pink products' this year with all net proceeds going to the Irish Cancer Society. These included a must-have pink shopping bag, designed especially for the Irish Cancer Society's Action Breast Cancer programme, a fabulous high-vis pink vest, pink packets of Barry's tea and pink boxes of Ballyfree eggs.

Centra also ran a campaign to encourage their customers to turn their social media profiles pink for the month of October.

SUMMARY INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2015

The following is an extract from the statutory accounts 2015:

	2015 Total €'000	2014 Total €'000
INCOME:		
Donations and Legacies	3,005	2,530
Raising Funds	14,484	15,406
Charity Shop Trading Activities	3,909	3,918
Investments	307	540
Charitable Activities	1,075	1,009
Total Income	22,780	23,403
EXPENDITURE:		
Charitable Activities	15,511	14,623
Raising Funds	6,114	5,723
Charity Shop Trading Activities	3,102	2,846
Total Expenditure	24,727	23,192
Net (Expenditure)/ Income	(1,947)	211
Taxation	-	-
Transfers between funds	-	-
Net (Expenditure)/ Income after transfers	(1,947)	211
Other Recognised Gains / (Losses):		
Actuarial gain /(loss) on defined benefit pension scheme	1,527	(1,905)
Pension settlement gain	2,000	-
Net movement in funds	1,580	(1,694)
Reconciliation of Funds:		
Total Funds brought forward	12,408	14,102
Total Funds carried forward	13,988	12,408

BALANCE SHEET

AS AT 31 DECEMBER 2015

	2015 €'000	2014 €'000
Fixed Assets		
Tangible assets	10,288	10,611
Financial assets	-	1
	10,288	10,612
Current Assets		
Investments	6,049	5,772
Stocks	144	184
Debtors	953	826
Cash at bank and in hand	2,379	6,380
	9,525	13,162
Creditors: Amounts falling due within one year	(5,001)	(5,735)
Net current assets	4,524	7,427
Total assets less current liabilities	14,812	18,039
Creditors: Amounts falling due after more than one year		
Long term liabilities	(824)	(1,205)
Net assets excluding pension liability	13,988	16,834
Defined benefit pension scheme liability	-	(4,426)
NET ASSETS	13,988	12,408
Funds:		
Designated income funds	-	857
Restricted income funds	1,327	2,286
Unrestricted income funds	12,661	9,265
TOTAL FUNDS	13,988	12,408

For further detail on the statutory accounts please go to www.cancer.ie

List of Sponsors

11850	Anne Brady McQuillans	Barclay Chemicals Manufacturing
123.ie	Aon Risk Solutions	Barclays Insurance
A&L Goodbody	Aonach Nua	Battle for Trade Marks
Abbey Capital	Apex Fund Services	Baxalta UK .
Abbott Ireland	Archer Sheridan Leasing	Beacon Hospital
AbbVie	Architectural Aluminium	Beauchamps Solicitors
Abtran	Argos	Bedford Medical Centre
AC Nielsen	Arkphire	Behaviour & Attitudes
Accenture	Armotts	Belgard Solicitors
Accounting Technicians Ireland	Arvato Finance Services	Bellurgan Precision Engineering
Accuscience	ASFS Financial Services	Benefit Cosmetics Ireland
Active Ops	Aspiracon	Beta Active PI Pharma
Adare Pharmacy	Associated Newspapers (Ireland)	Betdaq
Adrian Dunne Pharmacies	Association of Compliance Officers in Ireland	Betfair
Aegon Ireland	Astellas Pharmaceutical	Betts Recruiting
Aerobord	Astra Zeneca	Bewley's
Affinity Credit Union	Athenry Credit Union	Bft Alternative
AGB Nielsen	Athlone Laboratories	Billings Design Associates
Agri-Gear	Athy Steel Products	Biomarin Manufacturing Ireland
AIB	Atlantic Aviation Group	Bizquip
Airbnb	Atlantic Industries Ireland (Ballina Beverages)	Blackhall Financial Services
Airbus	Atlantic Philanthropies	BLM Law
Aircastle	Atlas Copco	Bluebird Care
Airspeed Communications	Augustus Cullen Law Solicitors	BMO Capital Markets
Alchemist Earth	Aura Leisure	BMW
ALDI Ireland	Autobahn Cabs	BNP Paribas
Alkermes	Avaya Ireland	Bob 'n' Bounce
Allcare Pharmacy	Aviva	Boots
Allergan Pharmaceuticals Ireland	Avoca Handweavers	Bootstrap
Allianz	AWAS	Borgwarner Beru Systems
Allied World Assurance	AXA Insurance	Boston Scientific
Altran UK	Balfour Beatty CLG	Boylesports
Amazon CS Ireland	Ballou	Brandtone
Ambit Financial Services	Ballygowan	Breahill Pharmacy
Amcors Flexibles	BAM Buildings	Brennan's Pharmacy
Amgen Ireland	Bank of America Merrill Lynch	Bristol Myers Squibb
Ammado.com	Bank of Ireland	Broadband Technology Consulting
Ammeon	Bank of New York Mellon	Brown Thomas Group
An Bord Pleanála		Bulmers
Andrews Construction		

Bunzl McLaughlin	Community Foundation for Ireland	DPS Engineering
Byrne Moreau Connell Chartered Accountants	Compass Catering	DropBox
CA Technologies	Computershare	Drumcondra Credit Union
CAE Parc Aviation	Conaty Catering Supplies	Dublin Chamber of Commerce
Calor Gas	Conduit	Dublin Port Company
Cameron Ireland	Connacht Hotel	Duggan Steel Group
Capita Registrars Ireland	Contract People	Dulux Paints
CareerWise Recruitment	Contracting Plus	Dunnes Stores Ireland
Carers Association	Convergys Ireland	EAA Covered Bond Bank
Carey Corbett Financial Solutions	Cook Medical	EAP Consultants
Carlow District Credit Union	Corby Rock Mill .	eBay
Cartrawler	Core Software	Edinburgh Woollen Mill
Castleknock Hotel & Country Club	CoreHR	Efficio Consulting
CBRE	Cork County Council	Ei Electronics
Centra	Commarket	Electric Ireland
Central Bank	Corporate Catering Services	Electrical Wholesalers & Distributors
Certus	Courtyard Hotel	Elements Communications
CG Global	CPM Ireland	Eli Lilly & Co Ireland
CGA Technology	Craydel	Elian Fiduciary Services (Ireland)
Charities Aid Foundation	Cripps Footwear	EMC Ireland
Charities Trust	Crowe Horwath Bastow Charleton	Emo Filling Station
Charles River Laboratories	Crown Paints	Encirc
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Citi	Dell Computers	Ervia Foundation
Civil Service Credit Union	Deloitte	ESB
Clancourt Management	Dennison Trailers	Esmark Finch
Clariant Masterbatches Ireland	Department of Education & Science	Esquires Coffee
Clearstream Global	Department of Finance	Esso
Clonmel Healthcare	Department of Social Protection	Euler Hermes Services
CMS Distribution	DePuy (Ireland)	Euromedic
Colour Trend	Derrycourt Cleaning Specialists	European Commission
Comgest Asset Management International	Diageo Ireland	Experian
Commission for Energy Regulation	Doorfix	Fanagans Funeral Directors
Commscope EMEA Ireland	DPD Ireland	FBD Insurance
		FCM Travel Solutions

Fexco	Harmac Medical Products	Irish Domestic Electrical Appliances
FINEOS	Harvest Financial Services	Irish Online Giving Foundation
Flynn and O'Flaherty	HCL Technologies	Irish Payroll Association
FMC International	Health Service Credit Union	Irish Prestige Signs
FMS-WM Service	Hedgeserv	Irish Stock Exchange
Food Safety Authority of Ireland	Heineken Ireland	Irishjobs.ie
Food Safety Professionals Association	Helix Health	ISS Facility Services
Food Surplus Management	Helsinn Birex Pharmaceuticals	J Murphy & Sons
Forest Laboratories	Henkel Ireland	James F Wallace & Co.
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FTI Consulting	Hewlett Packard	Java Clinical Research
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Galway Bay FM	Hilton Foods	JK Group
Garda Síochána Ombudsman Commission	Hollister ULC	John Sisk & Son
Gas Networks Ireland	Homebase	Johnson & Johnson Ireland
GE Financial Markets	Horse Racing Ireland	JP Morgan Administration Services
GECAS	Houghton Mifflin Harcourt	Jurys Inn Group
Geneva Ireland	Howlin O'Rourke Auditors & Accountants	Kaneco
Genzyme Ireland	HSBC	Kerry Group
G Hotel & Spa	HSE	Kevin Dempsey Distributors
Gigs Ireland	Hydraquip	Kiernan Milling
Gleeson Fruit & Veg	IBM	Kilgallon Stairs
Global Giving	ICON	Kilsaran International
Goffs	IDA	Kingspan Group
Goldman Sachs	IFDS Percana Group	KMK Metals Recycling
Goodbody Stockbrokers	Imagine Communication Group	Kone Ireland
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Greenfield Foods	Intel Ireland	Law Society of Ireland
Greenstar	Intuition Publishing .	Lawrence Life Assurance
Greenval Insurance	Invesco	Leo Pharma
Groupon	Ipsen Manufacturing	Liberty Global
GS1 AISBL	Ipsos MRBI	Liberty IT
GXP Systems	Irish Blood Transfusion Service	Limelight Communications
H & K International	Irish Cement	Lindab Ireland
Hallmark	Irish Country Magazine	
	Irish Country Meats	

LinkedIn	Monaghan & Sons	Pfizer Ireland
Lion	Monex Financial Services	Pharmagraphics Guy
Lionbridge	Mr Vent	Phoenix Ireland
Lisney	MSD Ireland	Pinewood Health Care
L'Oreal Ireland	Multi Packaging Solutions	PML Peter McLoughlin Financial Planning
Lufthansa	Mundipharma Pharmaceuticals	Pobal
Lyons Financial Services	Munster Joinery	Portakabin
Macquarie Group Foundation	Murex Advanced Technologies	Pownall & Hampson
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Magnet Networks	Mylan Ireland	PriceWaterhouseCoopers
Mallinckrodt Pharmaceuticals	Nando's	Proctor & Gamble
Maples Fiduciary Services	National Museum of Ireland	ProMinent Fluid Controls
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Marketing Institute of Ireland	Neopost Ireland	Protech Performance Plastics
Market Cross Shopping Centre	New Ireland Assurance	Purcell & Woodcock
Marriott International	Northern Trust	QAD Europe Ireland
Martin Walsh Pharmacy	Novartis Global Business Services	QBE Management (Ireland)
Matheson Solicitors	NSAI National Metrology Lab	QLogic
Mayo County Council	Nutricia Infant Nutrition	Quality Freight
Mazars	O'Carroll Consulting	Quest Diagnostics
McCann Fitzgerald	O'Carroll's PharmacyOCS Ireland	QUMAS
McDowell Purcell Partnership	O'Driscoll O'Neill	RR Donnelley
McHale	Office Depot International (Ireland)	R&H Hall
Meath County Council	O'Mahony's Booksellers	Rainsford Contracts
Mediolanum International Life	Omnicom Media Group	Randalswood Construction
Mediskin	OneHope Foundation	Rational FT Services Ireland
Medtronic	Openhydro Technologies	RBC Investor Services
Menapia Properties	Openmind Networks	Realex Payments
Mentor Graphics	Orange Business Services	Recorded Artists Actors Performers
Merc Partners	Oranmore Pharmacy	Regeneron Pharmaceuticals
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Metlife Europe	Pensions Authority	River Island
M-Hance	Pepsico	Roadbridge
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Mirror Controls International	Pexus	Roche
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Mitsui Sumitomo Reinsurance		
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RSM Farrell Grant Sparks	Sysnet Global Solutions	Willis
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Sanef ITS Operations Ireland	The Edge Sports	Zeus Packaging Group
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SAP SSC (Ireland)	The Zip Yard	
Schneider Electric Manufacturing	Ticketmaster	
Science Foundation Ireland	Today FM	
Senator Windows	TOMRA	
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Sharon Murphy Communications	Total Produce	
Sheil Hospital	Totalhealth Pharmacy	
Shell E & P Ireland	Tourism Ireland	
Sheridans Cheesemongers	Tower Records	
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Siemens Ireland	Transaction Network Services	
SIG Ireland	Transport Matters	
Silicon Valley Community Foundation	Tullow Oil	
SKON Design	Twomey Moran	
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SMBC Aviation Capital	UCB Manufacturing Ireland	
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Solas	Ultimate Windows	
Spectrum	United Healthcare Ireland	
SRCL Ireland	VCE Technology Solutions	
SSE Airtricity	VisionID	
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