

# Preventing Supporting Caring

—  
**Irish Cancer Society**  
Annual Report 2019





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### See our Strategic Goals in Action signposts in our Strategic Review:

- + **Goal One**  
Reduce the risk of cancer
- + **Goal Two**  
Improve lives
- + **Goal Three**  
Lead excellent collaborative research
- + **Goal Four**  
Inform and influence public policy



## About Us

**We are a community of patients, survivors, volunteers, supporters, health and social care professionals and researchers. Together we are transforming the experiences and outcomes of people affected by cancer through our advocacy, support services and research.**

For over 50 years we have worked together for and on behalf of everyone in Ireland who is affected by cancer. Since we began our work in 1963, we have grown into the national cancer charity, with a set of goals we have shaped on our mission to prevent cancer, detect it early and fight it at every level.



See more about

Our Volunteers  
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**€3.7m**

Our biggest fundraiser took place in March 2019 and, with the support of our partner, Boots, raised €3.7m to help fund vital services for people affected by cancer

## Vision, Mission and Values

**Vision**  
A future  
without cancer

**Mission**  
To eliminate  
cancer



## Values

### Compassionate and Caring

We are here for everyone affected by cancer in Ireland. From the moment you are diagnosed, right through treatment and beyond, we are there for you. We listen, we support, we provide care and practical help. We are a community of cancer patients, families, supporters, survivors, researchers and volunteers.

### Available and Accessible

We are determined to help everyone affected by cancer, no matter who you are or where you are from. We know that people living in disadvantaged communities have a greater risk of getting and dying from cancer. We are working collaboratively with these communities to change that.

### Excellence

We strive for excellence in all we do. We are in constant contact with people affected by cancer, the medical community and the public. These connections help us to find out what people need and what works best for them. Our services and decisions are informed by best quality knowledge, data and expertise.

### Collaboration and Partnership

We believe collaborating and working in partnership is the best way to achieve our vision. We build alliances and work with local communities and global partners to deliver the best results.

### Transparency and Integrity

We work to the highest standards of governance and accountability. This means we are honest and ethical in our work, and worthy of the ongoing trust and support of our volunteers and donors. Accountability, transparency and cost-effectiveness are vital to us.

## Message from the Chair

# Dermot

**“Our Strategic Plan 2020-2025 sets out a new direction and ambitious programme of action for the Society, designed to realise our overall objectives.”**



**Surviving cancer is now a realistic prospect for many people faced with the challenge of a confirmed diagnosis. Survival rates in Ireland and across the world are improving for almost all forms of cancer. In Ireland alone, there are now over 200,000 cancer survivors, and over the coming ten years this will expand by a further 300,000 people.**

However, the stark reality is that the incidence of cancer is continuing to increase across the world. This growth will see over 500,000 new cases of cancer occur in Ireland in the coming ten years, making cancer one of the great health challenges of our time. As we get better at detecting and treating cancers, the number of survivors will also increase significantly. This means at the Irish Cancer Society we must continue to grow and expand to ensure that anyone dealing with cancer can have the best chance to overcome it and thrive afterwards.

We are facing into an ever changing cancer landscape and will need to build on the positive impact of our work over recent years, which includes:

- » greatly improved standards and quality of cancer services;
- » heightened public awareness around the risks of cancer and how to avoid it;
- » better outcomes for thousands of people undergoing cancer treatment;
- » through significant investment in cancer research, we have supported substantial advances in the country's cancer infrastructure and aided notable discoveries in drug development and cancer detection;
- » provided a “voice” for people dealing with cancer, prompting new public investment and improvement in cancer services;
- » inspired thousands of volunteers and supporters across Ireland to rally to the cancer cause and actively campaign for change and improvement.

We have established a record of effectiveness and progress, which has brought real and tangible benefit to many thousands of people but we know there is much more to be achieved.

Our Strategic Plan 2020-2025 sets out a new direction and ambitious programme of action for the Society, designed to realise our overall objectives of reducing cancer deaths and ensuring everyone affected by cancer has access to world-class treatment, care and support.

Achieving this ambitious programme will be enabled by the continued transformation of the Society's structures and capabilities, which has been underway since 2017.

Continued investment in a digital infrastructure, service development, upskilling of our people, and fundraising and communications initiatives - the essential pillars of our future development – has been committed.

The Society's performance in 2019 reflects the early stages of this transformation, with an increase in the number of people benefiting from our services and an 8.8% increase in income compared with 2018. The success of our fundraising initiatives, combined with careful management of expenditure, left the Society with healthy reserves at the end of 2019 to protect against future income shocks and help kick start the delivery of our new five year Strategy in 2020.

Unfortunately, the COVID-19 crisis has had a major impact on the Society's finances in 2020. In March we had to cancel our Daffodil Day street collections, our most important fundraiser, and close all our retail shops. The Society is grateful to everyone who supported Daffodil Day online instead and those who have found creative new ways of fundraising for us at this challenging time. This has enabled the Society to maintain vital services and help people with cancer cope with the impact of COVID-19.

However, the shortfall from Daffodil Day, together with the forced cancellation of many of our other major fundraising initiatives means the Society is expecting a significant drop in income in 2020. The Board is determined to continue to protect key services as much as possible. However, our ability to continue to fund vital services and research, as well as deliver the improvements planned under our new Strategy 2020-2025, will depend on how long it takes for fundraising to return to normal levels. We will continue to keep the situation under review and do everything we can to limit the negative impact of COVID-19 on people affected by cancer.

Underpinning careful financial management by the Society are comprehensive governance policies and structures, overseen by the Board. Maintaining the highest levels of governance is central to the effective running of the organisation and retaining the trust and support of our many donors, volunteers and supporters.

Critical to our development and progress are the thousands of volunteers who every year participate in our various service programmes (Volunteer Driver Service, patient counselling etc), and dedicate themselves to fundraising projects such as Daffodil Day. Their enthusiastic involvement and loyalty are an inspiration to the Irish Cancer Society team, to cancer patients and families. We thank and admire every one of them.

I thank the highly professional and dedicated team of people who work in the Society and the members of the Board who engage voluntarily and always constructively in the interests of the Society and our beneficiaries

The Board is a committed team of professionals with backgrounds in medicine, business, and public and voluntary service. We appreciate the contribution of two members who retired in the past year (Geraldine Clarke and Fergus Brennan) while we welcome three new members who have joined in recent months: Ger Penny, Irene O’Gorman and Alex White.

This is my last annual report as Chairman of the Irish Cancer Society as I will be retiring from the Board in September 2020. It has been an honour and pleasure to lead such a committed team and to oversee the progressive development of the Society.

I move on confident in the knowledge that a strong team is in place to oversee the achievement of the Society's strategic ambitions and objectives in the years ahead, serving the ever evolving needs of people dealing with cancer in Ireland.

**Dermot Breen**  
Chairman



## Message from the CEO

# Averil

**“When we first started Daffodil Day in 1986, just three out of ten Irish people survived their cancer diagnosis. Today, six in ten do.”**



**Every three minutes, someone in Ireland hears the words ‘You’ve got cancer’. At the Irish Cancer Society, we know all too well the impact cancer has. The fear and uncertainty it brings. The physical, emotional and financial burden it imposes. The enormous grief when it takes the life of a loved one too soon. The effect on the lives of those who are fortunate to survive it but struggle to cope with lasting effects like depression, infertility, incontinence and fatigue.**

The Irish Cancer Society is a community of patients, survivors, volunteers, supporters, health and social care professionals and researchers. We have all been affected by cancer and we are all determined to do everything we can to ensure that less people get the disease, more patients survive it and everyone has access to world-class treatment, care and support.

In 2019, thanks to the generosity of our supporters, we were able to do more than ever before. The number of people helped by our Daffodil Centre Nurses and other information services increased by 20%. Our Volunteer Drivers

completed over 16,000 journeys, an increase of over 30% on 2018, bringing people to and from their chemotherapy appointments. Our Night Nurses provided over 6,800 nights of care to terminally ill patients nationwide.

Thanks to our wonderful fundraisers and corporate partners, we were also able to allocate funds to new services. These include a new support service for adult survivors of childhood cancer and clinics to help women deal with treatment side effects such as infertility, incontinence and sexual dysfunction.

Increasing the number of people who survive cancer, and improving the quality of life of those who do, are key objectives of our new Strategy 2020-2025.

When we first started Daffodil Day in 1986, just three out of ten Irish people survived their cancer diagnosis. Today, six in ten do. Some cancers, like childhood blood cancers, that were previously almost always fatal are now largely curable. Nine out of ten people also now survive prostate, breast and testicular cancer. In fact, the pace of medical and scientific progress is so remarkable that, with sufficient investment, a future where no-one dies from cancer is now potentially within our grasp. Just as HIV is now a manageable chronic illness, the Irish Cancer Society believes that in future cancer can be too and we are committed to investing in research, services and advocacy that will help bring that day forward.

Over the next five years, we are also determined to dramatically improve the lives of cancer survivors. Until recently, the ongoing needs of cancer survivors have often been overlooked. Attention has been focused on survival rates, rather than on the quality of life enjoyed by cancer survivors. Often there has been an expectation cancer survivors will return to ‘normal life’ once their treatment has stopped. However, many experience long term side effects and other challenges for years afterwards, with little support. Others, with

currently incurable cancers, may remain on treatment for the rest of their lives.

In 2019, we provided funding to the National Cancer Registry of Ireland to research and publish a report on the ‘Unmet Needs of Cancer Survivors in Ireland’. The findings from this review will help the Society improve and expand the services we provide for cancer survivors over the coming years. It will also guide our advocacy work for improvements in State services and supports.

Our new Strategy is ambitious but it is also achievable and will make a huge difference to people affected by cancer in Ireland.

We are conscious that since we developed it, Ireland has been hit by COVID-19 and this has had a major impact on people affected by cancer.

Cancer screening has been paused and treatment plans have been interrupted. Fear of getting the virus has stopped many people from going to the GP with potential cancer symptoms, increasing the likelihood of delayed diagnoses. Social distancing requirements have forced patients to stay physically apart from family and friends at a time when they badly need emotional support. Families of terminally ill patients have been unable to be with their loved ones in their final hours.

Since the start of this crisis, the Irish Cancer Society has done everything we could to help people with cancer cope with the impact of COVID-19. We quickly expanded our existing supports and introduced new ones to meet the urgent needs of patients, survivors and their families. We communicated with politicians and officials on their behalf, highlighting the negative impact of the crisis on people with cancer and pushing for it to be addressed. We also set out an Action Plan for restoring and improving public cancer services as Ireland emerged from the acute phase of the pandemic.

For as long as Ireland is affected by coronavirus, we will continue to do everything we can to reduce its impact on people affected by cancer. We will remain flexible and respond to new needs as they emerge. We will also put pressure on Government to urgently address the backlog in cancer services caused by the pandemic.

However, we also remain focused on the future.

Although our new strategic plan was drafted without knowing the impact this virus would have on cancer patients and services, its ambition, vision and goals are more relevant than ever before.

The coronavirus outbreak has revealed what is really important to each of us, above all else - our health. The solidarity, selflessness, kindness and compassion displayed by our nation, and particularly our frontline workers, has been a huge source of national pride. Post COVID-19, the Irish Cancer Society will work to ensure this is not lost and that we get back on track to delivering the world class services and outcomes that people affected by cancer in Ireland deserve.

Averil Power

**Averil Power**  
CEO



# Irish Cancer Society in Context

**Every three minutes, someone in Ireland hears the words “you have cancer”. On average, more than 43,000 people each year in Ireland are diagnosed with cancer. The Irish Cancer Society believes every single one must have access to the support that is right for them.**

We understand how cancer can affect every aspect of a person’s life, and we want to be there for them and their loved ones at every step along the way.

From the moment of diagnosis, a person in need of support can drop into one of our 13 Daffodil Centres. There, they will find nurses and trained volunteers who can help them understand their diagnosis and treatment plans in plain English, avail of education that will empower them to stay well during their cancer treatment, or just find a listening ear.

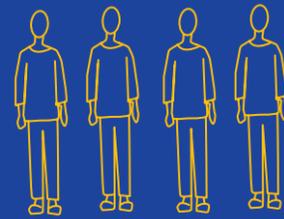
Our Specialist Cancer Nurses are on hand through our Nurseline to speak to anyone who has a concern about cancer, whether they are a patient, a loved one of someone with cancer, or have a question about prevention and early detection.

Our community of survivors are available to provide emotional support to the newly diagnosed also through our Survivor Support Network.

The Society is there in practical ways too. For example, to help people get to and from chemotherapy, our volunteer drivers are available nationwide.

We are also there for people at the end of their lives, to provide palliative care in their own homes. Our Night Nurses provided more than 6,800 nights of care in 2019, helping to fulfil the wishes of people to spend their final days at home with loved ones.

**“Today, there are 200,000 cancer survivors in Ireland who need to be supported in new and innovative ways to help them ensure a full life after cancer.”**



**43,000**

On average, more than 43,000 people each year in Ireland are diagnosed with cancer



**6,800**

Our Night Nurses provided more than 6,800 nights of care in 2019



Today, there are 200,000 cancer survivors in Ireland who need to be supported in new and innovative ways to help them enjoy a full life after cancer.

It is also vital that we continue to work towards the reduction in preventable cancers – four in ten cancers in Ireland are preventable, and this highlights the need for a sustained effort to promote awareness about the causes of cancer and the importance of a healthy lifestyle.

As a patient-focused organisation, we are also advocating for patients at the highest levels, ensuring that their needs are at the heart of decision making in the health and political system.

At the time of writing this Annual Report, those affected by cancer and their loved ones are facing unprecedented challenges due to the coronavirus pandemic.

With cancer patients and some survivors considered a higher risk of developing a serious illness from the coronavirus, the past few months have been extremely worrying for these people. The pandemic has brought huge changes to their lives with many cocooning, and others having treatment plans changed.

The Society has focused all of its efforts and resources on ensuring that we are there for cancer patients and their loved ones when they need us most. We have ensured our vital services, such as Night Nursing and our Volunteer Driver Service, could continue in this changed environment. We have also expanded our existing services and introduced new ones where necessary.

Our Cancer Support Line is now operating on a seven-day basis, providing medical, financial and wider cancer-related support to people affected by cancer.

The true impact of the coronavirus pandemic on cancer in Ireland will unfold over the coming months and, possibly, years.

The challenge ahead is significant and those affected by cancer need us now more than ever. With the generosity of the public and our loyal supporters, we will not be found wanting in the face of this significant challenge.



See more about

**Goal Two**  
Improve Lives  
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# Report of the Board

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# Strategic Review

The Irish Cancer Society marked the year 2013, its 50th anniversary, by launching a new strategy statement entitled “Towards a Future without Cancer”. The plan committed the organisation to work towards the following goals:

**Goal One**  
**Reduce the risk of cancer**

**Goal Two**  
**Improve the quality of life of people affected by cancer**

**Goal Three**  
**Lead excellent collaborative research**

**Goal Four**  
**Inform and influence public policy**



## 50th

In 2013, we marked our 50th anniversary by launching a new strategy statement entitled “Towards a Future without Cancer”

## Achieving our goals

Delivery of these goals is managed through setting annual objectives and the regular monitoring of performance.

The current strategic period ended in 2019 and a summary of what we achieved against the goals set, over the lifetime of the plan, is outlined here.

### Goal One: Reduce the risk of cancer

The new approach taken to the prevention work over this strategic cycle has brought us much closer to local communities, and into the lives of people wanting to change behaviour to lower their cancer risk. Innovative programmes (We Can Quit, Fit for Work & Life and X-HALE) were introduced to support people to make lifestyle choices that will have a long-term impact on their health.

Targeted campaigns like Look After Your Lungs were designed to reach people most at risk and to highlight health inequalities when it comes to cancer.

The focus of the Society's work to prevent cancer influenced the inclusion of cancer prevention as a significant component of the 2017 National Cancer Strategy and the establishment of an Irish Cancer Prevention Network.

### Goal Two: Improve the quality of life of people affected by cancer

The Society's capacity to provide quality information, advice and support was enhanced by the expansion of Daffodil Centres to six new hospitals and regions, bringing the total number of centres to 13. The work of these centres has grown significantly in this strategic period and they have introduced new

programmes such as Chemotherapy Education to enhance the support available to cancer patients.

The Cancer Nurseline provided vital specialised information and support to a wider audience by expanding its online and social media presence.

The demand for the Society's practical support services, Night Nursing and Volunteer Driving Service, has also shown a significant increase.

We continued to work with cancer support centres around the country, enhancing our support for cancer survivors through counselling, specialist metastatic and prostate cancer support groups and survivorship programmes, including patient conferences.

### Goal Three: Lead excellent collaborative research

In a commitment to collaborative research, we have built partnerships with external organisations, and co-funded impactful research projects, such as BREAST-PREDICT and Blood Cancer Network Ireland. Our collaborative cancer research centres brought together research organisations and funded research professionals at all levels, making them the only cancer research centres of their kind in Ireland.

We collaborated with other health and research organisations, including the Irish Association for Cancer Research (IACR), the Health Research Board (HRB), the National Cancer Control Programme (NCCP), the Irish Platform for Patient Organisations, Science & Industry (IPPOSI), Medical Research Charities Group (MRCG), the All-Ireland Institute of Hospice and Palliative Care (AIHPC) and Movember, to provide opportunities for co-funding activity, which has allowed us to enhance the impact of our research investment.

We have initiated capacity-building in the area of survivorship research through our Scholarship, Fellowship and co-funded projects.

### Goal Four: Inform and influence public policy

The Society helped inform and influence public policy over the lifetime of this strategy. During this time, we saw key developments that will have a direct impact on future health including:

- » introduction of plain packaging legislation for tobacco products,
- » commitment to expand BreastCheck screening age to include women aged 65-69,
- » introduction of the BowelScreen programme,
- » introduction of sunbed legislation,
- » passing of the Public Health Alcohol Bill to include cancer warnings on labels.

The Society's key objectives of having cancer prevention, psycho-oncology and cancer survivorship included in a new National Cancer Strategy were realised.

We listened closely to patients, which informed reports such as The Real Cost of Cancer and Access to Cancer Diagnostics. Research with patients also framed our influencing activity on medical cards and other public health policies.

Through our work over the lifetime of this strategy, we have supported more people than ever in many different ways and moved closer “Towards a future without Cancer”.



# Highlights 2019



Aoife McNamara, Information Development Manager and Kevin O'Hagan, Cancer Prevention Manager at the Society Inside the MEGA Lungs

## MEGA Lungs and launch of Lung Cancer Action Plan

Over 2,500 people are diagnosed with lung cancer in Ireland every year. In January, supported by AstraZeneca, we brought the MEGA Lungs exhibit to Ireland as part of our lung cancer awareness campaign.

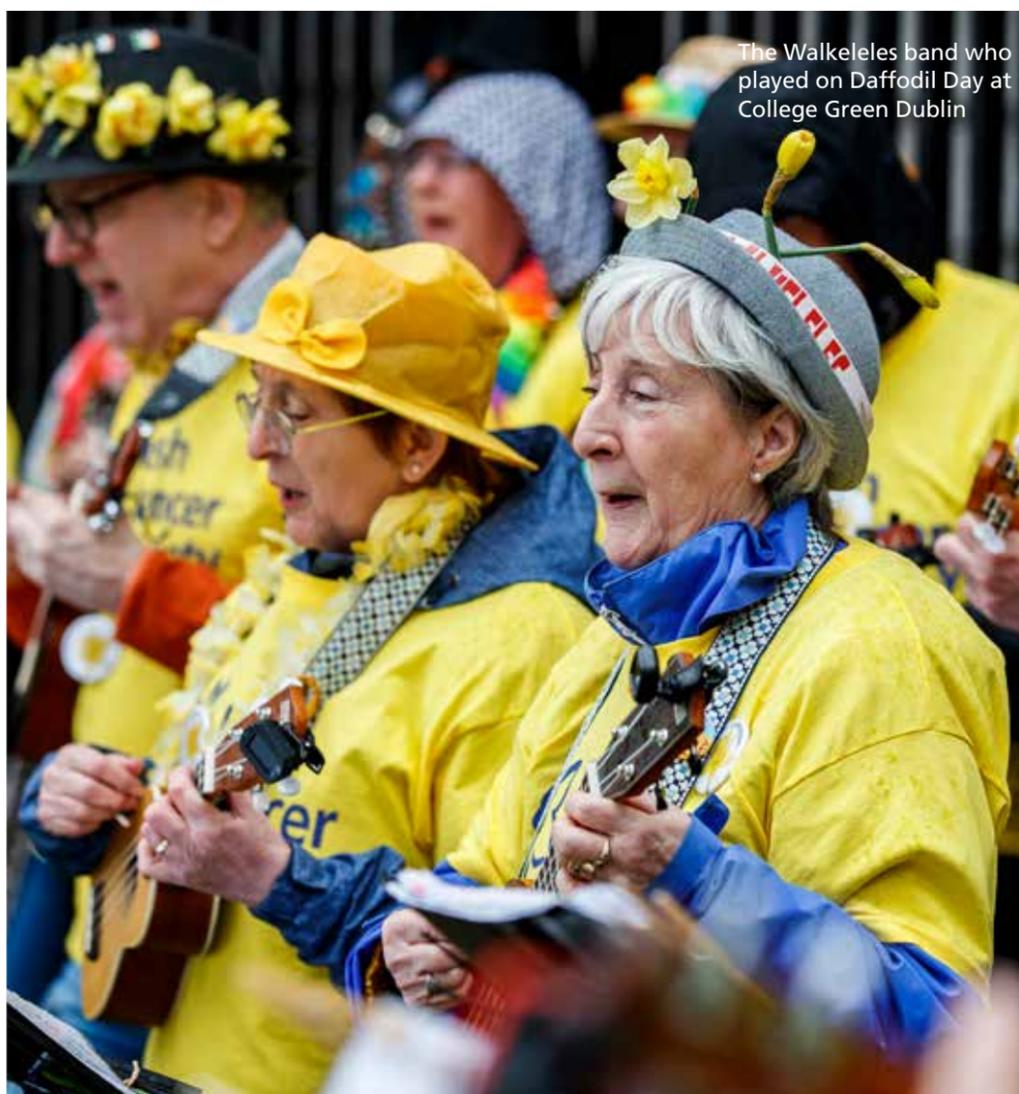
We also launched our Lung Cancer Action Plan, where we called for the Government to save a life a day and consider introducing lung cancer screening in Ireland.

## Daffodil Day 2019

# €3.7m



Our biggest fundraiser took place in March 2019 and, with the support of our partner, Boots, raised €3.7m to help fund vital services for people affected by cancer. Thousands of people registered to help raise funds through street sales, coffee mornings and other events. The Irish Cancer Society received lots of national and regional coverage, bringing our message to people nationwide.



The Walkelees band who played on Daffodil Day at College Green Dublin



Averil Power and Rhona Nally

## Celebrating Rhona

In November, Rhona Nally became the first patient advocate to receive the Charles Cully Award for her work in patient advocacy.



Cancer survivors Sinéad Kealy and Michael Finnegan, who spoke of their experience of the real cost of cancer

## The Real Cost of Cancer

In May, we released our second Real Cost of Cancer Report, which found that cancer patients are spending an average €756 extra per month, rising to over €1,000 in some cases. These costs relate to medical expenses that can't be claimed back; costs associated with appointments such as car parking, increased day-to-day living expenses, and many other expenses that they did not have before they were diagnosed with cancer. We used this impactful information to make a strong case to Government about financial hardships facing cancer patients.



Dr Robert O'Connor, Head of Research at the Irish Cancer Society, with Professor Liam Gallagher, Director of BREAST-PREDICT

## Celebration of BREAST-PREDICT

In September, we celebrated six years of BREAST-PREDICT, the Society's first ever collaborative cancer research centre. Over this time, BREAST-PREDICT has brought together Ireland's leading breast cancer experts, to find new ways of predicting the most effective treatments for each breast cancer patient through research, and ultimately save more lives.

Personal Story

# Milie Mathew

**“With 15 years’ experience as a Cancer Nurse, I know the value of helping people to feel they have supports and information on hand.”**



## **Working with those affected by cancer in an Irish Cancer Society Daffodil Centre allows me to give people the time and support they need.**

The big difference I notice between working in a clinical setting and in the Daffodil Centre, is the time I can provide to patients.

I can take the time to discuss the patient’s diagnosis further and support them and their family through the process in a safe and confidential space. Here, people feel empowered to express worries and ask questions. I can be that listening ear, give them information, and support them through this difficult time.

With 15 years’ experience as a cancer nurse, I know the value of helping people to feel they have supports and information on hand. A cancer diagnosis can be very difficult to deal with, and can affect almost every aspect of a person’s life.

A listening ear and an understanding nod can make a great difference in the patient’s experience. The patient will feel that they are not alone in this uncharted journey and there are supports available.

We also hold group educational sessions for patients and families who are about to start chemotherapy, which I think is an invaluable support.

I work in the Daffodil Centre in St. Vincent’s Hospital in Dublin, and it is very rewarding to be a helpful and informative support for people in a hospital setting. We are very integrated into the hospital community and I run information stands monthly.

The Daffodil Centre is also a great support for the public to get information on cancer prevention and health promotion. We offer information to hospital staff on new and existing information related to cancer too.

Our Daffodil Centres are open to anyone who needs us and we are privileged to provide support to people when they do.



**See more about**

**Goal Two**  
Improve Lives  
→ Page 26

# Goal One

## Reduce the risk of cancer

**Stopping cancer before it starts is a core goal of the Irish Cancer Society. Each year, we learn more about what causes cancer. Some factors, such as a person's age and genetic make-up, cannot be changed. Others, such as smoking, a bad diet, being overweight, not exercising, drinking alcohol and not being safe in the sun, can be avoided. By helping people to make healthier choices, we can help reduce the risk of cancer.**

### Strategic targets

1. We will establish "Cancer Action Communities" in two communities by 2014, to be rolled out, following evaluation, to two further communities in 2015 and a further two in 2016.
2. We will introduce innovative, evidence-based cancer prevention programmes for targeted population groups in the area of smoking and lifestyle, including diet and physical activity, UV protection and alcohol, informed by independent qualitative and quantitative evaluation.
3. We will resource and support communities to become smoke-free environments.
4. We will see a national reduction in smoking prevalence to 15% in adults and 7% in young people by 2017.

### Progress in 2019

355 women were supported to quit smoking across 28 smoking cessation programmes (We Can Quit) and 187 women had successfully quit at the end of 12 weeks. The programme was offered throughout the Dublin and Cork region with the support of eight local advisory groups. The We Can Quit training programme has been re-developed in partnership with the HSE.

Reaching out to those who are out of work, the Fit for Work & Life (FFWL) programme supported 195 participants in communities in Dublin, Monaghan and Limerick, enabling lifestyle change individually and in communities. 23 new community facilitators from North Dublin, Monaghan and Cavan were trained to deliver the Fit for Work & Life programme in 2019. The National Centre for Men's Health, Carlow Institute of Technology, conducted an external evaluation of the Fit for Work & Life programme and delivery model. This demonstrated the overall positive impact of the programme on participants' health awareness, knowledge of cancer prevention, behavioural change, feelings of empowerment and overall satisfaction with the programme.

### Accreditation

Quality and Qualifications Ireland (QQI), who are responsible for the developing of awards and standards, and validating education and training programmes, accredited the FFWL programme. It is now a City of Dublin Education and Training Board Health and Well Being Programme leading to the NFQ Level 4 QQI Special Purpose Award.

### X-HALE

We worked with 501 young people in 57 organisations across 22 counties to develop, create and promote their X-HALE films in 2019, supporting their communities to strive towards smoke-free status. The short films reached an audience of 32,882.

Eight young people with two leaders from six counties (Mayo, Donegal, Tipperary, Laois, Meath, Kilkenny) participated in part 1 Erasmus+ funded EU Smoke Free Youth Exchange 2.0 from October 27th-November 2nd supported by Society staff members and counterparts from Youth for Drug Prevention Sweden and Team Oasis UK. Participants built skills in advocating for a tobacco-free generation that they will apply in Ireland with goal of contributing to X-HALE 2020 and the development of a Smoke Free Youth Advocate Network in Ireland.

### Cancer action

The Cork Cancer Action Network was formed in 2015 by the Irish Cancer Society as a collaborative approach to looking at health inequalities in cancer prevention. The Network has worked to develop key projects in Cork such as:

- » "We Can Quit" community smoking cessation project for women in Mayfield, Ballyphehane/Togher, Farranree/Churchfield and Mallow,
- » Campaign to raise awareness amongst women in Cork on the importance of regular cervical screening,

» The development of a Community Health Needs Assessment Toolkit. In 2016, the Network worked on local action research in the Farranree/Gurran/Churchfield area. This project looked at community engagement on improving service delivery and health outcomes at a local level, with a focus on cancer prevention. From this work, the Community Health Needs Assessment Toolkit was developed by the Network as a methodology for other communities to use in helping identify their health needs, priorities and gaps in service provision.

### Skin cancer

Skin cancer is the most common cancer in Ireland, with almost 12,000 cases each year. The Irish Cancer Society has been advocating for a national skin cancer prevention plan for many years. The National Cancer Strategy (2017-2026) identified skin cancer prevention as a priority action. In light of this, the Department of Health in Ireland has developed and published a skin cancer prevention plan (2019-2022). We have worked closely with key partners to implement the plan. In 2019, we delivered a campaign targeting outdoor workers, in partnership with the Irish Congress of Trade Unions; 44 unions and approx. 750,000 workers; with around 18% of the membership working outdoors. Other partnerships included the Construction Industry Federation, Irish Farmers' Association, Munster Rugby, Dairygold and La Roche Posay.

### Commentary

At the launch of the 2013 strategy the Society was very aware that people in marginalised communities had a far greater risk of getting cancer and dying at a younger age. Data from both Northern Ireland and the Republic of Ireland at that time showed that people in disadvantaged communities had higher rates of certain cancers, and poorer chances of survival.

Cancer-related deaths in the lowest occupational classes were double those in the highest occupational class<sup>1</sup>. Addressing this inequality became the focus of much of our cancer prevention work over the last number of years. Our prevention work concentrated efforts on developing innovative, evidence-based cancer prevention programmes, for targeted population groups in the area of smoking and lifestyle. A new programme was developed to support young unemployed people to make healthier lifestyle choices (Fit for Work & Life) and a new programme was developed to address the high levels of smoking, particularly in women in disadvantaged communities (We Can Quit). These programmes have been successful, not only in improving the health and wellbeing of participants, but also in building the capacity of community organisations to take on the mission of cancer prevention and early detection in their community. Ongoing research and evaluation of these programmes has helped to build a strong evidence base for this type of work, highlighting the need for collaborative cancer prevention capacity-building approaches across all sectors of the community. These programmes can now be scaled up and delivered by national partners in the coming years.

### Health literacy

Health literacy has been an important consideration in the design and delivery of cancer prevention awareness campaigns and information sessions. By ensuring that our information was appropriate and accessible, we have been able to support people to overcome barriers, such as knowing about certain health risks, the importance of making healthy choices, disease prevention, going for screening, getting early treatment, or taking medicine, all of which has had a direct impact on their health and cancer survival.



See more about

Goals One - Four  
→ Pages 20 to 35

1. Farrell C, McAvoy H, Wilde J, and Combat Poverty Agency, (2008) Tackling Health Inequalities - An All-Ireland Approach to Social Determinants. Dublin; Combat Poverty Agency/ Institute of Public Health in Ireland

## Looking forward

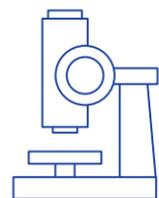
Cancer prevention offers the most cost-effective, long-term approach for cancer control.<sup>2</sup>

With up to 40% of cancer incidence caused by lifestyle factors, the Society will continue to support people to make healthy choices. We will also encourage people to go for screening when called, as this will have a major impact on future rates of cancer incidence.

The Government has already set out national targets in the prevention and early detection of cancer in the National Cancer Strategy, Sláintecare, Healthy Ireland Framework and other national strategies on tobacco, alcohol, obesity, physical activity and skin cancer prevention. Over the coming years, we will build a strong, cross-sectoral advocacy coalition that will campaign for Government to deliver the change needed to meet

national targets in these plans. Key areas include extended regulations on tobacco and alcohol, regulations that prevent the marketing of e-cigarettes to children, elimination of all HPV-caused cancers, uptake in physical activity, and improved uptake of cancer screening.

In the current context of a pandemic, the major challenge of public health remains to the forefront in people's minds. This crisis has highlighted the need to redouble our efforts to encourage people to recognise the early warning signs of cancer, and seek the medical treatment they need, despite the increased challenges within the health system. The crisis has also highlighted the need for trustworthy information and supports to enable people to make healthier choices. This will continue to be a focus of our work in the coming years.



# 40%

With up to 40% of cancer incidence caused by lifestyle factors, the Society will continue to support people to make healthy choices. We will also encourage people to go for screening when called, as this will have a major impact on future rates of cancer incidence



Personal Story

# John Wall

**“There are so many supports out there if you feel like you’re having a tough day, so make sure that you reach out and talk to people.”**



**Since I was diagnosed with terminal prostate cancer in 2017, at the age of 47, I have learned to live my life to the full. When you’re told your life will be cut short, you get a real appreciation for what matters most. Before my diagnosis, I took so much for granted, but life has been amazing since, because my diagnosis hasn’t stopped me from living.**

Of course there are days when I struggle, but for me and my family, acceptance has helped us to move forward. We have accepted the diagnosis and we have accepted that we are doing everything we can in terms of treatment, our lifestyle options, and making the most of every day, because who knows what will happen any day.

Now, more than ever, it is very easy to get lost in the negative news, and on social media, but I try and take time to not allow the negativity in. For me, this means having a BBQ with my wife and three children and not looking at any screens, and just being in the moment with each other. You need a sense of normality, and accepting the new normal is key.

There are so many supports out there if you feel like you’re having a tough day, so make sure that you reach out and talk to people. You can live with a terminal diagnosis, but that doesn’t mean that there aren’t a few dark days. I’ve had things planned with my family that have now been cancelled, and it sometimes overwhelms me thinking about what my final years are going to be like. It’s important to reach out and talk so that these thoughts don’t consume you. It is very possible to live with bad news, but it’s about having the ability to listen, and open up to professionals, that can help. You’re never alone, and you’re the same person you always were.

I was delighted to speak about this at an Irish Cancer Society Living Well With and Beyond Cancer conference. The reaction I received, not only on the day, but subsequently, has given me the encouragement to put my voice to some use to advocate on behalf of cancer patients.



**See more about**

**Goal One**

Reduce the risk of cancer

→ Page 20

# Goal two

# Improve lives

**Every working day in Ireland, more than 150 people are diagnosed with cancer. That is one person every three minutes. The need for advice, support and information for patients across the country is huge. The Irish Cancer Society is here to provide that support at every step of the way.**

## Strategic targets

1. We will advocate for supports and services to be provided by the Government and HSE which address the identified gaps in statutory services and follow-up care.
2. By 2017, 80% of people with a cancer diagnosis will be accessing the Irish Cancer Society's Cancer Information Service as a valued source of support.
3. Informed by our assessment process, by 2017, we will have overhauled our information, support and community services, as required, to ensure their increased relevance and impact in meeting the identified needs of target populations.
4. Where appropriate, the Society will pilot new services to provide evidence-based programmes that will be evaluated and their outcomes published.

## Progress in 2019

The Irish Cancer Society reached more people impacted by cancer than ever in 2019. Almost 52,000 people made contact with our Daffodil Centres, up 18% on the previous year. More than 7,600 people contacted our freephone Cancer Nurseline, as well as the tens of thousands who have used our publications and website.

During 2019, 2,106 people attended Understanding Chemotherapy sessions in 10 cancer-treating hospitals. This programme supports both patients and nursing teams in better preparing patients for their treatment.

Night Nursing is end-of-life care for cancer patients, allowing patients to remain at home for the last days of their lives, surrounded by their families and loved ones. In 2019, the Irish Cancer Society Night Nurses provided 6,839 nights of care for 1,860 cancer patients.



# 52,000

Over 52,000 people made contact with our Daffodil Centres, up 18% on the previous year

### CASE

The Society's Care, Advice, Support and Education (CASE) nurses fill a gap identified in follow-up care for men diagnosed with prostate cancer. In 2019, 603 men received support, advice and follow-up care in relation to their prostate cancer. Our CASE nurses work as part of the multidisciplinary urology team, and are based in St. James's Hospital Dublin and at University Hospital Galway.

### Cancer volunteers

The Society's Survivor Support Volunteers Programme continues to provide much needed practical and emotional support to cancer patients and relatives. In 2019, Cancer Nurseline and Daffodil Centres made 630 referrals to Survivor Support volunteers.

Our Real Cost of Cancer report identified transport and parking costs as being a significant challenge for cancer patients. In response, our Volunteer Drivers drove more than 1,600 cancer patients to over 16,000 chemotherapy treatments.

### Counselling

Local support is available in communities across the country. The Irish Cancer Society works with local cancer support centres to ensure cancer patients have access to counselling. In 2019, the Society funded a total of 8,701 sessions, which were taken up by 1,829 people, up 9% on 2018, when 1,676 people availed of 7,957 sessions.

### Assistance funding

Over 1,000 patients received almost €300,000 from the Travel2Care transportation assistance fund to help with the cost of traveling to care. This is made available by the National Cancer Control Programme (NCCP).

We provide financial aid to families of children with cancer through the Children's Fund. In 2019, grants totalling €200,000 were given to families of 192 children who were diagnosed with cancer nationwide.

### Information leader

We are the leading provider of cancer information in Ireland, and are a key source of trusted information on a range of topics including cancer types, treatments, side effects and coping with cancer.

We have approximately 650 pages of cancer information and support content on our website, [www.cancer.ie](http://www.cancer.ie). These were all updated and reviewed in 2019. Our cancer information and support pages received 437,818 visitors and nearly 1.4 million page views in 2019, with over half a million people ordering or downloading our publications.



See more about

Goals

→ Pages 20 to 35

## Commentary

We have expanded the way in which cancer patients can reach us for support through investment in enhanced physical infrastructure, (Daffodil Centres) and digital infrastructure (social media and web channels). This has allowed us to reach a greater number of patients each year over the course of our strategy.

We have ensured supportive care for cancer patients is a priority area for Government, as reflected in the recommendations regarding survivorship and psycho-oncology in the 2017-2026 National Cancer Strategy. We are now demonstrating and piloting programmes like CASE and Understanding Chemotherapy to demonstrate best practice, and to push for progress in these important areas.

## Looking forward

In 2020, we will continue to be there for people affected by cancer and their families.

We know every cancer experience is different and one-to-one support is vital. We will expand and deliver more services and supports like chemotherapy education, Volunteer Drivers and our Daffodil Centres.

# Romina Silva

**“The partnership with the Irish Cancer Society is definitely one of the best parts of my PhD. Not only do they give us the financial support that we need to improve our skills, but they also care about us as individuals.”**



**I have known I wanted to work in cancer research since I was a teenager. In my final year of secondary school, I worked with an institution in Portugal called “Terra dos Sonhos”, very similar to the Make-A-Wish Foundation.**

I had the opportunity of helping fulfill the dream of a little boy with leukaemia, who wanted to see snow for the first time. It was an incredible experience, and I’ll always remember it because the little boy was full of energy.

It wasn’t until my first year of college, that I received an email from the institution telling me that he had passed away. That was the first time someone in my life, directly or indirectly, died from cancer.

I knew then that, if there was anything I could do at all to help anyone overcome cancer, then I would do it. I never changed my mind after that and, a few years later, as I started my MSc in Molecular Biology, I had the opportunity of doing exactly that.

I’m a third year PhD student in Translational Medicine at UCD, which is part funded by the Irish Cancer Society. My project revolves around trying to understand why some prostate and ovarian patients don’t respond well to their cancer drugs. The project examines “parts” of the tumour in the blood and sees how these change over time with the administration of these drugs. Hopefully, it will help doctors decide which therapies are better suited to each patient.

The partnership with the Irish Cancer Society is definitely one of the best parts of my PhD. Not only do they give us the financial support that we need to improve our skills, but they also care about us as individuals.

I really appreciate all the workshops they have put on over the last few years and the topics they deal with, such as mental health and patient engagement. It’s always a delight for me to help in any way I can by sharing my research with patients, or participating in fundraising activities, because they have done so much to help me move forward in my PhD.



**See more about**

**Goal Three**

Lead excellent collaborative research  
→ Page 30

# Goal three

## Lead excellent collaborative research

**The Society is the largest voluntary funder of cancer research in Ireland. Every breakthrough that has been made in cancer, from what causes cancer to its detection and treatment, is all as a result of research. Research remains one of the single biggest weapons in the fight against cancer.**

### Strategic targets

1. We will establish up to five Collaborative Cancer Research Centres by 2017, leading to a greater understanding of cancer patterns in Ireland and the development of strategies which can be tested clinically.
2. We will develop a Cancer Research Strategy for Ireland in consultation with other organisations, including the HRB, SFI and ICORG.
3. We will instigate research to define and evaluate the factors that affect survivorship in cancer.
4. We will identify clear guidance on how inequalities of access to prevention, screening and treatment in cancer can be resolved.

### Progress in 2019

Overall, we spent €2.9m in 2019 on novel research projects in Ireland. This was achieved through funding over 134 researchers across 15 institutions nationwide

We funded 28 new projects, including a project aimed at tackling cancer research misinformation by quantifying the extent of alternative and complementary therapy use in cancer patients in Ireland.

Key to good quality cancer research is ensuring that the patient is at the heart of our research funding processes. This year, we continued to consult with patients and survivors to help us make the important decisions of what research projects we should fund. In total, 29 patient reviewers were recruited and trained to assist us review and choose the best projects to invest in.

Research that seeks to improve patient care and outcomes is a key focus of the Irish Cancer Society. This can only become a reality through building research capacity among our healthcare professionals who are at the forefront of patient care. In 2019, we supported vital clinical research among clinicians, nurses and allied health professionals.

This included a collaboration with the National Cancer Control Programme, the Health Research Board and the Office of the Nursing and Midwifery Services Director, to fund Dr Janice Richmond, an Advanced Nurse Practitioner at Letterkenny University Hospital. With an investment of €160,000 over two years, Dr Richmond will lead a research pilot alongside Prof. Andrew Murphy at the National University of Ireland, Galway. This project aims to determine if the treatment of certain cancer patients who are taking oral cancer medications can be moved out of the hospital setting and into the care of a community GP.

#### Women's Health Initiative

In 2019, we developed an exciting new women's survivorship programme, the Women's Health Initiative. The aim of this programme is to establish pilot clinics in Cork and Dublin, focused on delivering a range of general and specialist health supports to female cancer survivors. This new collaboration, which also involves support from the HSE, Mater Private, the National Cancer Control Programme, Breakthrough Cancer Research and Pfizer Ireland, is led by Prof. Roisin Connolly, Medical Oncologist at Cork University Hospital and Prof. Donal Brennan, UCD Professor of Gynaecology at the Mater Misericordiae University Hospital.

#### Cancer Trials Ireland

Our investment of €500,000 in Cancer Trials Ireland in 2019 helped them to deliver 215 cancer clinical trials for patients in Ireland.

Cancer Trials Ireland is one of the leading national cancer clinical trials organisations. Its mission is to grow cancer clinical trials and translational cancer research across Ireland.

Since 1996, Cancer Trials Ireland has recruited more than 15,000 patients for more than 350 cancer trials.

Since the beginning, we have invested substantially in Cancer Trials Ireland. This year, we provided support for vital clinical trials across a range of cancer types such as; breast, ovarian, prostate and colorectal cancer. One such study supported by the

Society is Neo-AEGIS, a clinical trial for oesophageal cancer patients which seeks to identify the optimal treatment regime to give the best possible outcome for this disease.

### Commentary

Over the lifetime of this strategy, the Society has funded over 85 cancer research projects since 2013 to the tune of €20m. We have funded researchers working on vital research across the entire cancer continuum, from prevention and early detection, to novel treatments and clinical trials, through to survivorship and improving patient care and outcomes.

We have invested €8.9m in two Collaborative Cancer Research Centres aimed at improving the outcomes for people affected by cancer in Ireland. The Blood Cancer Network Ireland (BCNI), our collaboration with Science Foundation Ireland, is now in the fifth year of its research programme. This Centre is dedicated to ensuring Irish patients nationwide gain access to novel and innovative clinical trials across a range of blood cancer types. In parallel, BCNI are also developing a national blood cancer biobank and registry, which will be utilised to help answer important research questions within the blood cancer field.

Our flagship centre, BREAST-PREDICT, has now completed its programme of research. Running from 2013 - 2019, BREAST-PREDICT was a €7.5m countrywide collaboration between experts in the area of breast cancer research. Since the programme was initiated in 2013, over 3,400 patients have participated in nine clinical studies across 13 hospitals. Excitingly, some of the research emerging from BREAST-PREDICT has resulted in 17 novel drugs currently in pre-clinical testing, and seven breast cancer diagnostic tests in development. Following on from BREAST-PREDICT, the Irish Cancer Society has invested €500,000 in a new five-year cancer research programme, Precision Oncology Ireland (POI). This initiative represents the largest translational cancer research programme to date in Ireland.

Since 2013 we have invested over €3.2m directly in Cancer Trials Ireland to ensure that Irish patients have access to world-class cancer clinical trials.

We have collaborated with numerous external agencies in an effort to develop a cancer research strategy in Ireland, including the National Cancer Control Programme, the Health Research Board, Science Foundation Ireland, National Cancer Registry Ireland, and the National Screening Service.

We have invested in numerous large-scale collaborative research programmes, including Irish Prostate Cancer Outcome Research (IPCOR), the Irish Programme for Stratified Prostate Cancer Therapy (iPROSPECT), the Women's Health Initiative, and Precision Oncology Ireland.

We have developed a dedicated survivorship research portfolio to improve patient care and outcomes, across a range of areas such as psycho-oncology, the unmet needs of cancer survivors, palliative care, social prescribing, exercise rehabilitation, and health inequalities.

### Looking ahead

In 2020 and beyond, we will look to continue our translational and clinical research portfolio, funding impactful research across different types of cancer, in areas such as early detection, new treatments and clinical trials. We will continue to build world-class cancer expertise in Ireland and invest in individuals whom are dedicated to improving cancer patient care and outcomes. We will promote the importance of patient involvement and engagement in research and ensure that people affected by cancer are at the heart of everything we do.



[See more about](#)

[Goals One - Four](#)

→ [Pages 20 to 35](#)

# Owen Morgan

**“The Night Nurses were strangers who came into our lives and made such a huge impact.”**



## **We had a Night Nurse for our mom, Lucy, who died from a rare stomach cancer four years ago.**

We got a call to say that my mom had a rare form of stomach cancer and that it was going to take her away from us in a very short window.

Our mom was at home with us for all of her final days. In the final three or four days, she was unconscious and began to wind down and move on peacefully. That's when the Irish Cancer Society were able to support us with their Night Nursing service.

We had this person come into our lives and be that warm, supportive hand that we needed as a family, as we were about to lose our mum.

They gave us advice, they made us very familiar and comfortable with talking about the word death and loss, and they made sure that we were kind to each other.

The nurses gave advice on the comfort my mom was being given. They provided such care to my mom, brushing her hair and moisturising her hands.

For me it was so hard, as my mom and I were so close, chatting almost every day. So all of a sudden she wasn't there anymore, and she wasn't going to be there.

The Night Nurse actually sat with me in my kitchen and explained that my mom was still there, even though she couldn't answer me and that she wanted to hear from me.

As a family, we hadn't spoken about that. We were dealing with it independently and it really gave me some quiet time with my mom.

The Night Nurses were strangers who came into our lives and made such a huge impact.

Cancer touches so many lives, and it is not until you need the services of the Irish Cancer Society that you realise how valuable they are.

I have gone on to raise funds in my workplace for Daffodil Day, to help support the Night Nursing service, as well as the other important services such as the Volunteer Driver Service. My mum loved daffodils. Our garden was covered in them. Daffodil Day is always a day which makes me both happy and sad; it's sad as it reminds me my mum is gone, but it is also a reminder of the need to support these special people like the Night Nurses.



**See more about**

**Goal Two**

Improve lives

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# Goal four

## Inform and influence public policy

**Our advocacy activity is key to making sure patient voices are represented and heard by policy-makers and politicians at all levels. We work to influence policy, legislation and national budgets so that patients are at the heart of cancer services and cancer care. We push Government to take action to improve the quality of life for patients and to make decisions that will help to reduce the number of people getting cancer and improve survival rates.**

### Strategic targets

1. We want the Irish Cancer Society's emphasis on cancer risk reduction, support for survivors and our recognition of the link between health inequalities and cancer risk to be clearly visible in a new National Cancer Strategy.
2. Our emphasis on the importance of setting specific, measurable targets to reduce smoking prevalence, and of targeting smoking in disadvantaged communities, will be clearly visible in a new Tobacco Control Strategy.
3. There will be widespread public recognition of the link between health inequalities and cancer, and the need to take action at a personal, community and societal level to reduce the risk and prevalence of cancer in Ireland.

### Progress in 2019

In January, we launched our Lung Cancer Action Plan. Two in three lung cancers in Ireland are diagnosed at a late stage, with many diagnosed in emergency departments. As a result, there are low survival rates and high costs to the state in treating lung cancers. We set out a number of actions for Government and other state bodies to reverse these trends.

This included a call to move towards lung cancer screening, a measure which could save up to 350 lives a year. We have sought to progress this measure with Government, and it was part of our European Elections campaign in May 2019.

The Society will continue to push for this measure both at home and in Europe, through the proposed Europe's Beating Cancer Plan.

February 2019 saw the publication of a mystery shopper survey, highlighting non-compliance of sunbed operators with regulations, and this helped inform the publication of a new Skin Cancer Prevention Plan by Government.

We also campaigned throughout the year to increase investment in the National Cancer Strategy. Our Chief Executive, Averil Power, spoke in front of the Oireachtas Joint Committee on Health in February to outline the impact underinvestment is having on patients, both in terms of delayed diagnosis and access to clinical trials.

After sustained media and political pressure, highlighting the unmet needs of people with metastatic cancers and the underfunding of genetic cancer services, there was an increase in funding for the Strategy announced in Budget 2020.

#### Electronic cigarettes

In May, we published a position paper on e-cigarettes with the Irish Heart Foundation, setting out the new challenges we face against an industry attempting to get a new generation of children addicted to its products.

We followed this up with focus group research in November establishing children's attitudes to e-cigarette flavourings and advertising. Responses clearly showed that young people believe sweet, fruity flavours like bubble gum, mango nectar and tutti frutti, and cartoonish packaging are designed to attract them.

Our work in the area has led to a proposed ban on the sale of e-cigarettes to under-18s by the Minister for Health, and he indicated his willingness to further examine prohibition on flavourings and extra advertising restrictions.

#### HPV vaccination

In September 2019, having successfully fought to ensure there was a significant increase in HPV vaccination rates among girls, the vaccine was extended to boys. Around 85 men in Ireland develop a HPV-caused cancer each year, which can be prevented.

#### Financial impact

Budget 2020, announced in October, saw an increase in tobacco tax, a priority for the Society in its lobbying activity, and a reduction in medication costs in the form of lower prescription charges, and a reduction in the Drugs Payment Scheme threshold.

The Society has consistently called for Government to reduce the financial impact of cancer and, in November, we launched our Real Cost of Cancer research. This survey of cancer patients, survivors and family members showed that cancer patients face a loss in income of over €750 a month after a diagnosis.

We heard from people like Michael, who told us how he had to cease trading after his cancer diagnosis and saw a loss in earnings of €18,000. He

told us how desperate he felt one day, wondering if he would have enough money to pay for his parking ticket when he was leaving the hospital after treatment. He told us how he was so keen to return to work that he did a job interview with a catheter in, wearing his uncle's borrowed, large trousers to hide it.

We want to thank the 500 plus participants for sharing their experiences, and the many patients who shared their stories at our launch day and in the media. The report contains multiple recommendations both for Government and for the Irish Cancer Society and we will continue our battle to ensure patients aren't overwhelmed by financial pressure.

#### CervicalCheck

This year, we also welcomed the Taoiseach's apology to all the women affected by the CervicalCheck controversy. We hope the apology goes some way towards healing the immense hurt caused to these women and their families. It is a testament to the immense bravery of those who have shared deeply personal and painful stories in order to deliver badly needed change. We have supported these women by campaigning alongside them in the 221+ group, by proposing changes in legislation so something like this never happens again, and by offering additional psychological support through local cancer support centres.

### Commentary

Over the lifetime of our current strategy, we have changed the way we advocate. We are engaging more directly with patients, finding out what matters to them and working relentlessly to bring about the change they need and deserve.

This is evident in all streams of our work. This includes our focus on the financial impact of cancer and our "Real Cost" report, our support for more patients to get on clinical trials, and our focus on neglected areas of cancer policy, like genetic services.

We use an evidence-based approach to inform our campaigning. This ensures that we are viewed as a reputable, responsible source of information for politicians and policy-makers, and means we have real credibility in calling for change.

We have also made significant strides in highlighting emerging issues such as e-cigarette use, and in protecting our children from a predatory industry.

We continued to ensure we have our finger on the pulse of what is happening in the Oireachtas and Government Buildings. In 2019, we lobbied 147 individual politicians or decision makers, holding 60 one-to-one meetings. We held two well-attended briefings in Leinster House on e-cigarettes and The Real Cost of Cancer, one appearance at the Joint Oireachtas Committee on Health, and a meet-and-greet session to discuss our pre-Budget submission, which 45 TDs and senators attended.

### Looking forward

In 2020, we will maintain pressure on Government to provide funding, resources, capacity and staff to minimise the negative impact of the coronavirus on cancer services and patients. We will also take action, on behalf of patients, to reduce the costs associated with their diagnosis and ensure they get the support they need when they are ready to return to work.

Our key priorities for 2020 include:

- » Ensuring the National Cancer Strategy is delivered,
- » Banning flavouring and advertising of e-cigarettes,
- » Identifying and helping to address the barriers for cancer survivors in getting back into the workplace,
- » Lobbying for reform of our health services through the implementation of Sláintecare,
- » Reducing the cost of cancer for patients and ensuring they are better informed about entitlements,
- » Further investigating financial challenges such as the inability of patients and survivors to get life or travel insurance,
- » Investigating wait times and treatment delays for cancer patients and championing solutions to these issues, including implementation of the Sláintecare Report.

Personal Story

# Sarah Murray

**“Since I became involved with the Irish Cancer Society, I have had dozens of young people reach out to me who are going through something similar, and it is very therapeutic for me to be able to help them by sharing my story.”**



**It has been five years now since I was diagnosed with breast cancer, and I'm delighted to say that I am fit and healthy and I'm enjoying getting back to a sense of normality.**

I have gone back to work in the finance sector full-time and life is very busy with two young children. I'm back into my fitness, and I feel like myself again. In February, I reached the five-year cancer-free mark and it was a huge milestone for me and my family. My doctor said it was a very important moment, as my cancer had been very aggressive for someone so young, and my husband and friends organised a surprise dinner for me to celebrate.

For the past year, it has been great being able to work with the Irish Cancer Society and raise awareness about the emotional and psychological impact that cancer has on people. I struggled a lot with anxiety and depression after my diagnosis, and I have found that being involved and speaking openly about my experience has really helped me to move forward.

Since I became involved with the Irish Cancer Society, I have had dozens of young people reach out to me who are going through something similar, and it is very therapeutic for me to be able to help them by sharing my story. When I was first diagnosed with breast cancer at the age of 32, I found the experience very lonely, as I didn't know many young people who were going through something similar. When I was going through my treatment, I missed numerous friends' weddings, so I know what it's like to feel that everyone else is moving on and you're stuck, waiting to see the light at the end of your treatment. I hope now that I'm able to share my experience with others, that I can instill hope in them during the tough times.

It is important to know that there are people out there who can support you. Even though I've finished my cancer treatment, I still call the Nurseline if I'm feeling anxious before any scans, and they're brilliant. They got me through some dark days. The people on the other end of the phone understood what I was going through and were able to listen to me, and provide me with invaluable support. There are people out there who know what you're going through and are willing to help share your ups and downs, so do reach out.



**See more about**

**Goal Two**

Improve lives

→ Page 26

**When our previous strategic plan expired in 2019, we reflected on the positive difference we had made to people affected by cancer. During that strategic period, survival rates had increased, cancer services had improved and more people than ever before had benefited from our information, advice and support services.**

As we looked to the future, we were confident and energised that, over the next few years, we could achieve even more for cancer patients and their families.

In January 2020, we began our next strategic chapter with a clear set of priorities and ambitious goals. These were designed to accelerate the progress already made, with the ultimate goal of saving more lives and ensuring that everyone affected by cancer in Ireland has access to world-class, treatment, care and support.

You can see our key priorities for 2020-2025 on the next page.

Since then, Ireland has been hit by the coronavirus, and the impact on people affected by cancer has been huge.

Cancer screening has been paused and treatment plans have been interrupted. Fear of getting the virus has stopped many people from going to the GP with potential cancer symptoms. Social distancing requirements have forced patients to stay physically apart from family and friends at a time when they badly need emotional support. Families of terminally ill patients have been unable to be with their loved ones in their final hours.

Since the start of this crisis, the Irish Cancer Society has done everything we can to help people with cancer cope with the impact of the coronavirus.

We have:

- » Expanded our freephone Support Line which is now available seven days a week and, for the first time, is available to also provide non-medical information such as advice on welfare entitlements,
- » Recruited additional Volunteer Drivers nationwide to ensure we can continue to provide free transport to chemotherapy for cancer patients, despite the challenges posed by the coronavirus,
- » Launched a national recruitment campaign for additional Night Nurses to help us meet increased demand for the service,
- » Introduced a remote counselling service to help people who can't attend in-person counselling due to the pandemic,
- » Developed tailored information about coronavirus and cancer, which is available on our website for those affected by cancer,
- » Pivoted to digital and virtual fundraisers to help us ensure we can continue to provide these crucial services and introduce new ones.

We have also been the voice of the cancer community to politicians, officials and the media during the coronavirus pandemic, highlighting the negative effects of the crisis on people with cancer and pushing for these to be addressed.

For as long as Ireland is affected by the coronavirus, we will continue to do everything we can to reduce its impact on people affected by cancer. We will remain flexible and respond to new needs as they emerge. We will also put pressure on Government to urgently address the backlog in cancer services caused by the coronavirus.

However, we also remain focused on the future.

Although our new strategic plan was drafted without knowing the impact this virus would have on cancer patients and services, its ambition, vision and goals are more relevant than ever before and we are committed to doing everything we can to achieve them.

## Our Strategic Priorities 2020-2025

### Healthy Living

#### Fewer preventable cancers

We will influence Government policy and laws so that everyone has the best chance of living a life free from cancer. We will invest in research that uncovers new ways to prevent cancer. We will provide advice to those who need it.

### Catching Cancer Early

#### More cancers caught early

We will give people the best chance of surviving cancer. We will lead advocacy campaigns, innovate services, fund research, and work in partnerships that will eliminate the survival gap between Ireland and other European countries.

### Treating Cancer

#### World-class cancer treatment for everyone

We will lobby Government so that all cancer patients are given timely access to treatments that will work best for them. We will reduce the fear of cancer through our support services and invest in research that has the potential to transform lives.

### Living Well

#### Living well after treatment

We will make sure the emotional, physical, financial and practical needs of those who have undergone cancer treatment are met. We will provide services that will directly support people, so they are better able to cope with the impact of cancer. We will undertake research that will help us improve cancer patients' quality of life.

### End-of-Life Care

#### Holistic support for people dying from cancer

We will ensure people dying from cancer have access to the full range of supports needed by them and their families. We will drive changes from Government that will mean more people can die at home. We will prioritise research that guides the development of our own supports and informs our advocacy to improve public services for people dying from cancer.

## How We Work

**“The impact our volunteers make on the everyday lives of cancer patients and their families is invaluable. Volunteers are our link to communities across Ireland.”**



The impact our volunteers make on the everyday lives of cancer patients and their families is invaluable

### Our Volunteers

**Without volunteers, the Society would not be able to succeed in its mission. Volunteers are the heartbeat of the organisation; every hour given and donation raised makes us stronger in the fight against cancer.**

Our volunteers engage in a range of programmes across the Society from helping to deliver services such as Survivor Support, the Volunteer Driver Service and Daffodil Centres, to fundraising initiatives like Daffodil Day, Relay For Life and assisting in our retail shops.

The impact our volunteers make on the everyday lives of cancer patients and their families is invaluable. Volunteers are our link to communities across Ireland. Their role as service providers amplifies our ability to support cancer patients in every county in Ireland, and helps to relieve the strain of a cancer burden on those they engage with.

Without this support, the Society could not deliver on its mission. Fundraising campaigns like Relay For Life, Daffodil Day and others rely on the commitment of thousands of volunteers, who give their time freely and use their skills, experience and compassion to raise incredible amounts of funds, which support our work with cancer patients and help fund vital cancer research.

In addition, the Society's board and committee members all serve in a voluntary capacity providing critical governance oversight and expertise.

In 2019, we partnered with Room to Reward to recognise 6 of our outstanding volunteers. While every Irish Cancer Society volunteer deserves recognition, we were delighted to have the opportunity to acknowledge the achievements of six of our incredible volunteers as part of this programme. Room to Reward partners with hotels across the UK and Ireland who donate their anticipated unsold rooms to the scheme. Charities are then invited to nominate their Hidden Heroes for a complimentary 1-2 night, bed & breakfast break to enjoy with a friend or loved one. In 2019, the following Irish Cancer Society volunteers were recipients of this programme:

- » “Daff Man” James Gilleran
- » Rose Finn
- » Ann Flanagan
- » Joe Byrne
- » Gary Keogh
- » Michele McDonnell



Top right: Mairead Ronan and Rose Aherne launching Cups Against Breast Cancer. Top left: Relay For Life celebrates reaching €4.4m. Above: “Daff Man” James Gilleran.



See more about

Goals One - Four

→ Pages 20 to 35



Tommy Wlash, former Kilkenny hurling star and Davy Russell, champion jockey

## Our partnerships

**In order to deliver on our mission, the Irish Cancer Society partners with many different stakeholders across several different fields.**

These include:

- » **Commercial partnerships** with businesses across Ireland,
- » **National agencies & professional groups** such as organisations representing minorities e.g. the Traveller community, organisations representing different industries including construction, farming and health and safety bodies, and with agencies representing workers' rights. We also work with national organisations and agencies, such as sporting and food agencies,
- » **Health-related organisations** including healthcare professionals / representative groups, national health organisations, global health organisations, health-related alliances, state agencies and bodies (including cancer-specific and non-cancer), risk factor specific partners / alliances e.g. tobacco / alcohol, gender-specific agencies e.g. Men's Health Forum), patient advocacy groups, health advocates and other charities (including cancer-specific and non-cancer),
- » **Cancer researchers and research organisations** (including cancer-specific and non-cancer), academia, research collaborations with other organisations, Individual cancer researchers, funding organisations, global health institutes and PPI representatives,
- » **Community organisations** including affiliated centres, representative community organisations, local authorities, national & regional umbrella networks and local delivery partners.



In order to deliver on our mission, the Irish Cancer Society partners with many different stakeholders across several different fields



See more about

Goals One - Four  
→ Pages 20 to 35

## Diversity

**Cancer affects everyone, so as one of Ireland's largest charities, it is important that we champion diversity and inclusivity in all that we do.**

We aim to listen to people across our wider cancer community, so we can provide information and services that cater to their needs. Our initiatives across 2019 reached out to specific groups from all walks of life, including ethnic minorities, people with disabilities and disadvantaged communities.

We want to make sure all of our information is as accessible as possible, by using plain English, and by providing different modes of access e.g. sign language interpreting for contacts to our Cancer Nurseline.

2019 saw our first-ever official involvement in the Dublin Pride Parade, with staff and volunteers carrying a banner in support of the LGBTQ+ community. As an employer, the Irish Cancer Society will continue to celebrate diversity and equality in how we work.



## Sustainability

**We are committed to working in the most environmentally sustainable manner possible for the good of our planet and all who inhabit it.**

This commitment shows in our everyday actions: we now use less paper as an organisation by providing our information materials on cancer digitally, where possible, and materials we do use are appropriately recycled.

Our office lighting is powered by renewable energy and we have invested in energy-efficient fixtures and appliances. Plastic and single-use materials are kept to a minimum at our fundraising events, and Irish Cancer Society charity shops continue to offer a prime example of the benefits of a circular economy where items are reused rather than disposed of.

Our broader sustainability efforts include encouraging cycling to work to increase physical exercise, which also helps to reduce emissions. And as a founding member of the Climate and Health Alliance, we will continue to do our utmost to address the crucial issue of climate change into the future.

# Fundraising Review

Each year, we are inspired by the commitment, generosity and passion of our amazing community of supporters and volunteers. We simply would not be able to support cancer patients or fund more research without their support. Inspired by their commitment and generosity, we created an ambitious strategy for 2020-2025. There is so much more we can do to ensure that, together, we can save more lives.

## 2019 Objectives

- » Raise €16.4m from the public through donations, legacies and fundraising campaigns,
- » Raise €3.8m through our network of charity shops,
- » Continue to diversify our income base and grow new sources of income.

## How we did

In 2019 together with our supporters, we exceeded all our fundraising goals. €18.9m was raised through donations, legacies and campaigns and €3.8m was raised through our network of shops. Our work to grow new sources of income saw significant increases in digital and online fundraising events and donations.

In 2019 we raised funds through the following means:

### Fundraising Campaign Income

Through fundraising campaigns such as Daffodil Day, Today FM's Dare to Care, Relay For Life and Cups Against Breast Cancer, communities across Ireland came together united in the fight against cancer by holding events, being dancers for cancer and selling merchandise in their communities and workplaces.

Celebrating its 32nd year, Daffodil Day took place on Friday, 22 March 2019 and was proudly supported by Boots Ireland. Thousands of volunteers tirelessly worked to turn the country yellow in the name of hope throughout March, generating €3.7m to support free care and services for people affected by cancer and life-saving cancer research happening across Ireland. A further €0.5m was raised from our corporate partnerships on Daffodil Day.

In 2019, from Midleton to Letterkenny, Ennis to Wexford and places in between, 12 Relay For Life events took place. Communities were brought together for 24 hours to celebrate, remember and fight back. Relay For Life generated €0.6m and continues to grow each year.

Supporters of all fitness levels challenged themselves to tackle cancer one step at a time at physical endurance events such as Colour Dash, marathons in New York, London, and all over the world, and expeditions trekking across Peru and Tanzania. These brave women and men collectively raised a phenomenal €1.1m.

€3.8m

We raised €3.8m through our network of charity shops



Top: An Taoiseach, Leo Varadkar T.D., is watched by baby Sean Murray. Above left: Des Bishop is joined by Belle Walsh and her dad, Garda Mark Walsh, to launch Cannonball 2019. Above right: Breast cancer survivors, Mary Canavan and Dianne Fitzharris Doyle.



Top right: Bernadette Lavery, Managing Director of Boots Ireland, with Boots colleagues on Daffodil Day. Top left: RTE's Nuala Carey is joined by Sarah Murray, her daughter Sadie and son Sean. Above: Getting jump-started for the 2019 Women's Mini Marathon.



See more about

Our Volunteers  
→ Page 40

### Community fundraising

Complementing our campaigns are the scores of individuals and groups across Ireland who, each year, partner with the Irish Cancer Society. By organising a wide range of vibrant, fun and impactful community events, these supporters allow us to deliver more services locally and fund more research. Beyond making our work possible, these events foster a sense of community spirit and raise cancer awareness.

They also help build awareness of the Irish Cancer Society community in villages and towns across the country.

From individual events to large-scale functions and challenges, individuals and groups across Ireland organised activities in their communities to raise awareness and much-needed funds in the fight against cancer. In 2019, our community-led fundraisers collectively generated in excess of €1.5m to support us in achieving our fundraising goal.

### Individual giving

Monthly donations continued to make up an important part of total income for the Society in 2019, providing a reliable base from which to confidently plan our 2020-2025 strategy. The Society is privileged that people share our determination to make a long-term commitment to support people affected by cancer, and to invest in more research.

### Corporate fundraising

Our corporate partnerships continue to be a critical way for us to raise funds. Our corporate partnership programme offers companies across Ireland a great way to get involved and share in our mission.

In 2019, Boots Ireland was the main corporate sponsor of our Daffodil Day campaign, with Boots stores holding events across the country during the month of March. Boots, their staff, customers, family and friends have been supporting our work since 2012. Over that time they have raised over €1.7m.

Centra stores across Ireland organised events and community walks and sold merchandise to raise awareness and life-saving funds to support breast cancer care and research. Other Pink Partners supporting our breast cancer campaign included Dairygold, CPL Fuels and ghd.

We benefitted from Aldi Ireland's community support programme in 2019. Through a combination of sponsoring our Colour Dash events, staff donations and merchandise sales, Aldi and its staff have helped raise over €1.4m since 2016. This includes total income generated from the Colour Dash event for these years.

We were also very fortunate to have been selected as Charity of the Year in 2019 by a number of organisations, including ESB Trading, Ulster Bank, Shannon Group and Kilkenny Group.

## 2020 priorities

As outlined on page 38, the coronavirus has had a major impact on people affected by cancer. Screening has been paused, treatment has been impacted, and social distancing has forced patients to stay physically apart from family and friends at a time when they badly need emotional support.

The crisis has also had a negative impact on the Society's ability to raise funding for vital services and research. In March, we had to cancel our Daffodil Day street collections, our most important fundraiser, and close all our retail shops. The Society is grateful to everyone who supported Daffodil Day online instead and those who have found creative new ways of fundraising for us at this challenging time. However, the shortfall from Daffodil Day, together with the forced cancellation of many of our other major fundraising initiatives means the Society is expecting a significant drop in income in 2020.

These developments have been carefully considered by Management and the Board. We have carefully reviewed our budget for 2020 and taken steps to manage expenditure, while also providing patients and their families with the support they need at this time. However, given

the level of uncertainty, there is no guarantee that we will be able to deliver on all of our planned services and research funding in 2020.

Our revised forecasts for 2020 indicate that we will incur a significant excess of expenditure over income. The Society's prudent reserves policy will help us mitigate this. The Board is determined to protect key services as much as possible. However, our ability to continue to fund vital services and research, as well as deliver the improvements planned under our new Strategy 2020-2025, will depend on how long it takes for fundraising to return to normal levels. We will continue to keep the situation under review and do everything we can to limit the negative impact of the coronavirus on people affected by cancer.



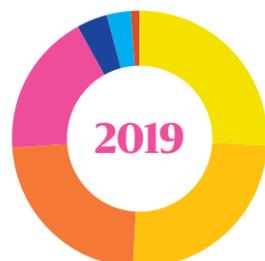
€1.5m

In 2019 our community-led fundraisers collectively generated in excess of €1.5m to support us in achieving our fundraising goal



# Financial Review

## Fundraising Campaign Income



- 3%**  
Shave or Dye and Dare to Care, €0.4m
- 1%**  
Movember, €0.1m
- 26%**  
Daffodil Day, €3.7m
- 25%**  
Community events, €3.4m
- 23%**  
Individual giving, €3.2m
- 18%**  
Corporate partnerships, €2.5m
- 4%**  
Cups Against Breast Cancer, €0.5m

## 2019 was a strong year for the Irish Cancer Society. With the help of its valued supporters, volunteers and employees, the Society raised €24.3m.

In 2019, the Society's total income was €24.3m (2018: €22.3m), an increase of 9% on prior year. The Society's total expenditure was €21.9m in 2019 (2018: €20m), an increase of 10% on prior year.

### Income

The vast majority of 2019 income came from the generous support of the public, through fundraising campaigns, donations, legacies and charity shop sales. Grants from the State represented only 3% of total income.

Income	2019	2018
Donations and legacies	€5.0m	€4.5m
Fundraising campaign income	€14.0m	€12.7m
Trading activities	€3.8m	€3.7m
Charitable activities	€1.4m	€1.4m
Other	€0.1m	€0.04m
<b>Total income</b>	<b>€24.3m</b>	<b>€22.3m</b>

### Donations and legacies

Income from donations and legacies in 2019 was €5m. This was €0.5m higher than in 2018. The Society achieved an increase in online donations of €0.3m in 2019 continuing a trend towards an increase in digital income. The Society's income from legacies increased by €0.2m in 2019. The Society has noted a gradual increase in legacies in recent years.

### Fundraising campaign income

Income from fundraising campaigns of €14m was €1.3m higher than 2018. Community Daffodil Day performed well, totalling €3.7m (2018: €3.3m), a 13% increase on 2018. This was due to an increase in activity-based fundraising events, strong street sales performance, as well as a compelling media campaign. The Society also benefited from increases in its major campaigns including Cups Against Breast Cancer and Dare to Care. Community events also performed well, contributing €3.4m in 2019 (2018: €3m). This was due to a continued increased focus on both challenge and local function events. In 2019, individual giving increased 14% year over year. This was a result of an additional investment programme introduced in 2019. The Society received €0.1m (2018: €0.6m) in relation to the Movember Campaign. This campaign, which was previously run by the Society, was taken over by the Movember Foundation in 2019. In 2019 the Movember Foundation made a contribution to the Society of €0.1m to continue funding the joint project in relation to prostate cancer.

### Trading activities

Income from the network of 20 (2018: 20) charity shops increased by €0.1m (3.6%) compared to 2018. The increase in income relates to the temporary closure of the shops in 2018 due to Storm Emma. The charity shops contributed net income of €1m in 2019 (2018: €0.8m).

### Charitable activities

Income from charitable activities of €1.4m was in line with 2018. This income includes grants to support the Travel2Care and Night Nursing programmes, and reimbursements for Night Nursing services provided. Income from government agencies represents 3% of total income (2018: 3%).

## Expenditure

In 2019, the Society invested €21.9m (2018: €20m) in furtherance of its goals.

For every euro spent by the Society, 72c (2018: 74c) went on charitable activities (not including trading activities). A further 28c (2018: 26c) was spent by the Society to raise money to fund its charitable activities. This increase is due to a significant investment made in the Society's individual giving programme. This was undertaken in order to build the Society's donor base and to increase the value of regular income streams. This sustainable source of income will allow us to protect core services and reduce our reliance on once-off events.

Expenditure	2019	2018
Charitable activities	€13.7m	€12.7m
Fundraising activities	€5.4m	€4.4m
Trading activities	€2.8m	€2.9m
<b>Total expenditure</b>	<b>€21.9m</b>	<b>€20.0m</b>

### Charitable activities

Expenditure in relation to charitable activities in 2019 was €13.7m (2018: €12.7m), an increase of €1m (8%) in relation to 2018. This increase relates to a number of new initiatives to support cancer survivors.

### Fundraising activities

€5.4m was spent on fundraising activities (2018: €4.4m), an increase of €1m (21%) on 2018 expenditure. This was due to an increased spend on the promotion of individual giving, which was in line with an investment plan approved by the Board in 2018.

For every euro spent on fundraising activities the Society raised €3.50 in fundraising campaign income and donations and legacies (2018: €3.90).

### Support costs

Support costs are costs which cannot be directly attributed to a particular activity and have been allocated accordingly. These include costs relating to information and technology, human resources, finance, governance and other central functions. These services play a crucial role in providing core organisational support in the delivery of the Society's charitable goals. The total support costs for the year were €2.8m (2018: €2.5m).

### Trading activities

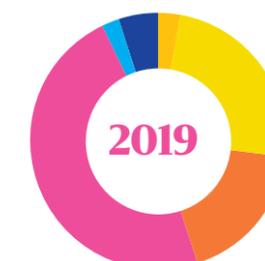
Trading activities spend was €2.8m, which was a decrease of €0.1m (3%) on 2018. The decrease was due to savings across a number of expenditure items.

## Financial position and reserves policy

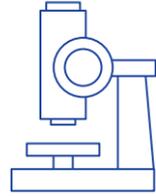
As the Society relies almost entirely on fundraised income, it needs to hold adequate reserves, so it can continue to provide critical services through challenging economic times, as well as take advantage of unexpected opportunities to improve the lives of those affected by cancer.

An adequate and working reserves policy provides essential accountability to the Society's beneficiaries, public supporters and other stakeholders, and assures them that the Society's activities are sustainable. The Society's reserves policy is framed to minimise liquidity risk. The Society has a policy of holding funds on deposit with its bankers, or investing in marketable securities, to ensure cash is available to meet liabilities as they arise.

## Fundraising Campaign Direct Expenditure



- 3%**  
Shave or Dye and Dare to Care, €0.08m
- 24%**  
Daffodil Day, €0.6m
- 18%**  
Community events, €0.5m
- 48%**  
Individual giving, €1.3m
- 2%**  
Corporate partnerships, €0.07m
- 5%**  
Cups Against Breast Cancer, €0.1m



€1m

The €1m fund at the year-end relating to research was held to protect currently committed research programmes from future unexpected variations in income



The available resources at December 31, 2019 were €27.4m (2018: €24.4m). Of this, €1.2m (2018: €0.6m) was held in restricted funds, as the funds were donated for specific purposes. €1m (2018: €1m) was held in designated funds and €25.2m (2018: €22.8m) was held in unrestricted funds.

At December 31, 2019, the Society held 11 months of expenditure in cash and investments. The Society expects to launch a new ambitious five-year strategy, and this level of cash and investments will allow expenditure on new programmes under the new strategy. The Society has budgeted for a deficit in 2020, and it expects to incur further deficits over the next 2-3 years as it invests in new initiatives to improve the lives of those affected by cancer. The current level of reserves will enable the Society to continue to deliver critical services to those affected by cancer, despite the uncertainty created by the coronavirus pandemic.

#### Designated funds

The €1m fund at the year-end relating to research was held to protect currently committed research programmes from future unexpected variations in income. The time horizon on research programmes is typically three to five years.

#### Investment policy and performance

The investment policy supports the reserves policy. The Society requires working capital and adequate, appropriately accessible reserves to provide a buffer from income fluctuations.

The Society seeks to maintain an amount equivalent to approximately six months of annual expenditure in cash and investments. However, the actual amount maintained in cash and investments will vary depending on short and medium-term needs, as well as on income forecasts and the prevailing investment climate.

It is the Society's policy not to invest, directly or indirectly, in tobacco, alcohol or sunbed companies. Investments are made within ethical guidelines, balancing risk and return, with capital preservation taking precedence over potential return. The Society's aim is to ensure that its investments maintain their

capital value in real terms across the investment cycle. The majority of the Society's investments are held in securities which can be converted to cash very quickly.

A review of both the reserves and investment policies is conducted regularly.

During 2019, the Society's invested funds yielded an average return of +11.0% (2018: -2.7%). The Directors are satisfied with this level of return. There was a gain on investments of €0.6m in 2019 (2018: loss of €0.1m).

#### Accounting records

The Directors have taken the following measures to secure compliance with the requirements of sections 281 to 285 of the Companies Act 2014 with regard to the keeping of accounting records: the employment of appropriately qualified accounting personnel and the maintenance of computerised accounting systems. The Society's accounting records are maintained at the Society's registered office at 43/45 Northumberland Road, Dublin 4.

### Disclosure of Information to Auditors

In the case of each of the persons who are Directors at the time, the Directors' report and financial statements are approved;

- » So far as the Director is aware, there is no relevant audit information of which the Society's auditors are unaware; and
- » Each Director has taken all steps that ought to have been taken by the Director in order to make himself/herself aware of any relevant audit information and to establish that the Society's auditors are aware of that information.

The auditors, Deloitte Ireland LLP, Chartered Accountants and Statutory Audit Firm, continue in office in accordance with Section 383(2) of the Companies Act 2014.

## Structure, Governance and Management

### Organisational Structure

The Irish Cancer Society is a company limited by guarantee and registered as a charity with the Charities Regulatory Authority. The Society is governed by its Constitution, which provides for a member-based organisation with the following charitable aims:

- » to foster, promote and advance the relief, cure, treatment, prevention, lessening and alleviation of cancer or any disease of an allied or similar nature,
- » to promote research devoted to the study of the origin and causes, relief, cure, treatment, prevention, lessening and alleviation of cancer, or any disease of an allied or similar nature.

### Members

There are currently 40 members, six of whom are Directors. Each member guarantees to contribute up to one euro, twenty-seven cent (€1.27) to the Society's debts, liabilities and costs in the event of it being wound up.

### Board of Directors

The Society has a voluntary Board of Directors which meets at least six times a year. The Directors are responsible for the governance and overall oversight of the organisation.

Day-to-day operational management is delegated to the Chief Executive Officer, Averil Power, who is supported by the Executive Leadership Team ("Management").

The Board manages its work through a number of committees, comprising Directors and external volunteers, each of which is chaired by a Director of the Board. The Society values the benefits of having committee members of varying backgrounds, expertise and experience.

Directors and committee members do not receive fees for their contribution to the Society but out-of-pocket expenses may be claimed.

Each year, one third of Directors are subject to retirement by rotation. In 2019, Dermot Breen, Kieran Crowley, Andrew Craig and Cormac Kilty offered themselves for re-election and were duly re-elected.

The Chair of the Board, Dermot Breen, was reappointed in 2019 for a further one-year extension. This was deemed appropriate by the Board, as the Society was midway through the development of a 5-year strategy for the organisation. In 2020, the Society will undertake a recruitment process to appoint a new Chair of the Board.

Director nomination, recruitment and induction is overseen by the Governance & Nominating Committee. Each new Director undergoes an induction programme, which includes an overview of the Society's activities, the strategic plan, an outline of their statutory responsibilities and the Society's governance framework.

In 2019, the Board undertook an internal Board self-evaluation, in keeping with best practice in governance. The review concluded that governance procedures were strong and the Board was effective.

In 2020, this work is being further enhanced with an independent external Board evaluation taking part in the first half of the year. The results will be considered by the Board and any necessary action plan put in place.

The following Board and committee meetings were held in 2019:

<b>Board of Directors</b>	6
<b>Finance Committee</b>	7
<b>Audit &amp; Risk Committee</b>	3
<b>Research Committee</b>	2
<b>Governance &amp; Nominating Committee</b>	1
<b>Cancer Prevention Committee</b>	1
<b>Cancer Support Committee</b>	1

The Fundraising Oversight Committee was stepped down in 2019 as it had completed its work delegated by the Board.

#### Conflict of interest

The Society has a conflict-of-interest policy and, every year, all Directors sign a conflict-of-interest form and a register-of-interests declaration. In 2019, it was decided to extend the conflict-of-interest policy and declaration to all external committee members. Additionally, at every Board and committee meeting, conflict of interest is an agenda item. If a Director has a conflict of interest, they must declare it to the committee, and they shall recuse themselves from that part of the meeting and have no part in the deliberation or decision.

### Executive Leadership Team

The Management team is led by Chief Executive Officer, Averil Power, and they manage day-to-day operations of the Society.

The current Management team is made up of:

- » CEO, Averil Power
- » Director of Finance & Organisational Development, Conor King
- » Director of Services, Delivery & Innovation, Donal Buggy
- » Director of Research, Robert O'Connor
- » Director of Advocacy & External Affairs, Rachel Morrogh
- » Director of Fundraising, Mark Mellet
- » Director of Marketing & Communications, Fionnuala O'Leary

Matters such as policy, strategic planning and budgets are drafted by Management for consideration and approval by the Board, which then monitors the implementation of these plans.

The following table shows attendance at 2019 Board meetings and Director dates of appointment:

<b>Dermot Breen</b>	6 of 6	December 9, 2008
<b>Fergus Brennan</b>	5 of 6	April 28, 2016
<b>Dr Sinead Brennan</b>	4 of 6	September 1, 2016
<b>Geraldine Clarke</b>	3 of 4	July 23, 2015
<b>Andrew Craig</b>	4 of 6	July 1, 2017
<b>Willie O'Reilly</b>	4 of 6	June 29, 2011
<b>Kieran Crowley</b>	4 of 6	October 2, 2014
<b>Sean Dorgan</b>	5 of 6	June 26, 2014
<b>Prof. Liam Grogan</b>	5 of 6	November 22, 2012
<b>Dr Cormac Kilty</b>	3 of 6	February 19, 2015
<b>Dr Helen McAvoy</b>	5 of 6	September 1, 2016

In March 2020, the following Directors were appointed: Ger Penny, Alex White and Irene O'Gorman.

## Board Committees

### Finance Committee

The Finance Committee exercises, on behalf of the Board, supervisory oversight of all aspects of the Society's finances. It monitors financial performance and oversees management of the investment portfolio on an ongoing basis. It also reviews the annual budget for recommendation to the Board.

### Report of 2019 activity

Throughout 2019, the Finance Committee monitored the Society's monthly management accounts, including income and expenditure trends, investment performance and reserve levels. It also oversaw the 2020 budgeting process, and it was notified of any significant payments and commitments. Additionally, the committee reviewed trading performance of the Society's 20 charity shops, monitored key human resource metrics and the performance of the Society's individual giving programme.

### Finance Committee Attendance 2019

Ger Penny (Chair)	5 of 7
Fergus Brennan*	7 of 7
Sean Dorgan	7 of 7
Jane Neill	6 of 7

\*In April 2020, Fergus Brennan retired as a Director and Chair of the Finance Committee and he was replaced by Ger Penny.

### Audit & Risk Committee

The Audit & Risk Committee assists the Board in fulfilling its responsibilities, by independently reviewing the annual financial statements and the effectiveness of the Society's internal controls. It also monitors the Society's risk management, oversees compliance, and provides an assessment of risk processes and policies to the Board.

### Report of 2019 activity

The committee oversaw the Society's relationship with their external auditors, Deloitte. This included reviewing the workplan, reviewing Deloitte's key findings report, including recommendations on internal controls and, ultimately, recommending the Annual Report to the Board. The committee considered and reviewed the Society's risk register and the results of the Society's annual compliance review. In addition, the compliance plan for 2020 was agreed by the committee.

### Audit & Risk Attendance 2019

Andrew Craig (Chair)	3 of 3
Cormac Kilty	3 of 3
Geraldine Clarke*	2 of 2

\*Geraldine Clarke resigned as Director in September 2019 and she has been replaced by Alex White, who was appointed in March 2020.



See more about

Our Board

→ Pages 56 to 59

### Governance & Nominating Committee

The Governance & Nominating Committee maintains oversight of the governance and effectiveness of the Society's Board and its committees. The committee oversees the nomination, recruitment, induction and ongoing training, as necessary, of the Directors and makes recommendations on its areas of responsibility to the Board.

### Report of 2019 activity

In 2019, the committee considered and reviewed the Society's conflict-of-interest policy and Directors' register of interests. It reviewed the Board's skills mix and appointed a not-for-profit trustee search agency to assist in the recruitment process for two new Directors. The committee also considered and approved an external Board evaluation for 2020.

### Governance & Nominating Attendance 2019

Willie O'Reilly (Chair)	1 of 1
Prof. Liam Grogan	1 of 1
Kieran Crowley	1 of 1

### Cancer Prevention Committee

The Cancer Prevention Committee guides the Society on the provision of its services, and informs its advocacy efforts to improve cancer prevention and early detection. The membership is made up of a mix of professionals from the areas of health advocacy, research and service provision.

### Report of 2019 activity

The committee met once in the year, with 9 of its 14 members present. It considered the progress and enactment of the Public Health Alcohol Bill and reviewed prevention recommendations in the National Cancer Strategy. It also considered Society's tobacco control priorities and a number of other cancer prevention areas - cancer screening, HPV vaccine and skin cancer prevention.

### Cancer Support Committee

The Cancer Support Committee guides the Society on the provision of its services and informs its advocacy efforts to improve supportive care for people affected by cancer. The membership is made up of a mix of professionals from the areas of health advocacy, research and service provision.

### Report of 2019 activity

The Cancer Support Committee met once in the year. The topics discussed were the National Cancer Strategy recommendations on Psycho-Oncology and the Society's strategic planning process. Further updates on CervicalCheck and the 221+ Patient Support Group were discussed.

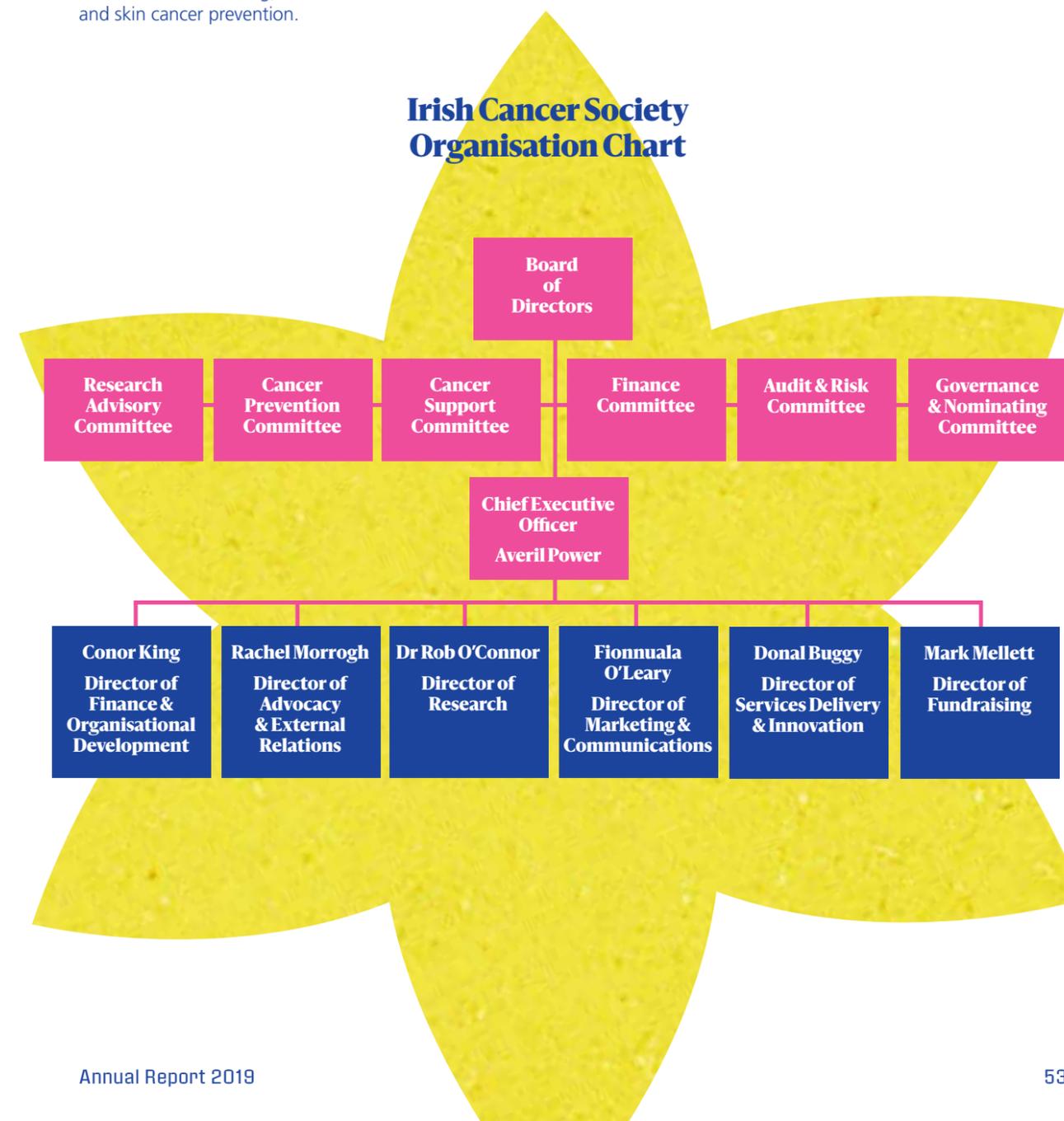
### Research Advisory Committee

The Research Advisory Committee reviews and evaluates the research activities and investments of the Society to ensure that they are achieving the objectives set out in the Society's strategic plan.

### Report of 2019 activity

The committee met twice in the year. They reviewed the activities and plans for the research department and advised the Board on research elements in the new strategy, reviewed the research budget for 2020, and considered the budget planning process. The committee provides guidance to the Society on how to make investments that provide the greatest impact to those with cancer.

## Irish Cancer Society Organisation Chart



## Commitment to Best Practice in Corporate Governance

The Board operates to the highest governance standards and codes of conduct. A strong governance culture ensures that the Society is best placed to deliver on its mission and achieve its objectives. This is achieved by a continual focus on the Society's statutory and regulatory obligations, regular risk reviews, and by promoting a compliance-centric culture throughout the organisation.

The Board is committed to the principles of the Charities Regulator Governance Code, published in 2018. In 2019, a cross-organisational compliance review was initiated, focusing in the first instance on the Governance Code, but also encompassing a review of all legislative and regulatory obligations across the organisation. This work is continuing in 2020 as part of the Compliance Plan 2020 approved by the Audit & Risk Committee.

In the initial 2019 review, we found that we were fully compliant or working towards the large majority of the code. Where appropriate, action plans will be developed in 2020 to ensure we are fully compliant by year-end.

In addition, the Society is compliant with relevant obligations under the Companies Act 2014 and the Charities Act 2009.

## Directors' Compliance Statement

The Society is not required to prepare a Section 225 Compliance Statement (Companies Act 2014), for 2019. However, the Board and Management consider it best practice and so will continue to issue a compliance statement annually.

The Directors acknowledge that they are responsible for securing compliance by the company of its relevant obligations as set out in Section 225 of the Companies Act.

The Directors further confirm that there is a Compliance Policy Statement in place setting out the company's policies which, in the Directors' opinion, are appropriate to ensure compliance with the company's relevant obligations.

The Directors also confirm that appropriate arrangements and structures are in place which, in the opinion of the Directors, are designed to secure material compliance with the company's relevant obligations. For the year ended December 31, 2019, the Directors, with the assistance of the Audit & Risk Committee, have conducted a review of the arrangements and structures in place.

## Risk Management Roles and Responsibilities

The Society's risk management process is supported by its governance structure. Whilst the Directors are responsible for ensuring there is effective risk management and an appropriate internal control environment, Management is responsible for the day-to-day operation of its risk processes.

As part of the risk management process, an annual risk review is undertaken. The aim of the review is to ensure that the Society is not exposed to an unacceptable level of preventable risk and to identify risk mitigation strategies.

In 2019, the annual review of the risk register was undertaken by Management and the register was reviewed and updated by the Audit & Risk Committee. Each risk is assigned to a particular member of the Management team, with appropriate mitigation strategies put in place.

In addition, the Society also held staff training on fraud awareness during the year, as part of its risk management process.

Management monitors the level of risk on an ongoing basis and the Board reviews this monitoring regularly.

The following are the top five risks identified in 2019.

### 1. Fundraising Risk:

The risk that the Society will not meet its financial targets; particularly failing to raise sufficient income to deliver on its strategy and meet the increased demand for services

#### Mitigation measures

- » Regular Finance Committee oversight of financial trends and performance,
- » Development of 2020-2025 Funding Plan in 2020,
- » Continual investment in fundraising to maintain and develop existing and new income sources,
- » Development of a broad portfolio of fundraising streams of income to diversify risk e.g. digital,
- » New income streams developed and expanded in 2019.

### 2. Information Security Risk:

The risk of a cybersecurity attack and data theft

#### Mitigation measures

- » Mandatory GDPR and IT security training for staff,
- » Regular review of data protection policies, procedures and systems,
- » Regular review of the Society's data recovery policies,
- » Roll-out of two factor authentication.

### 3. Reputational Risk:

The risk of reputational damage to the Society or the charity sector caused by an event either within or outside the Society's control

#### Mitigation measures

- » Regular engagement with The Wheel and Charities Institute Ireland (CII) to promote trust in the charity sector,
- » Regular Board and committee oversight of compliance and governance processes to ensure best practice,
- » Proactive encouragement of good governance in partner organisations,
- » Enhancing our compliance and governance structures in 2020.

### 4. Services Provision Risk:

Risk that the Society's resources will not be sufficient to meet increased demand for services due to an increase in cancer incidence and increasing complexity of cancer diagnosis

#### Mitigation measures

- » A strong strategic planning process in 2019, to identify future demands and priorities,
- » Demand for services considered for annual budget process,
- » Active monitoring of service users' needs and requirements,
- » New strategic plan in 2020 will assess future unmet service needs.

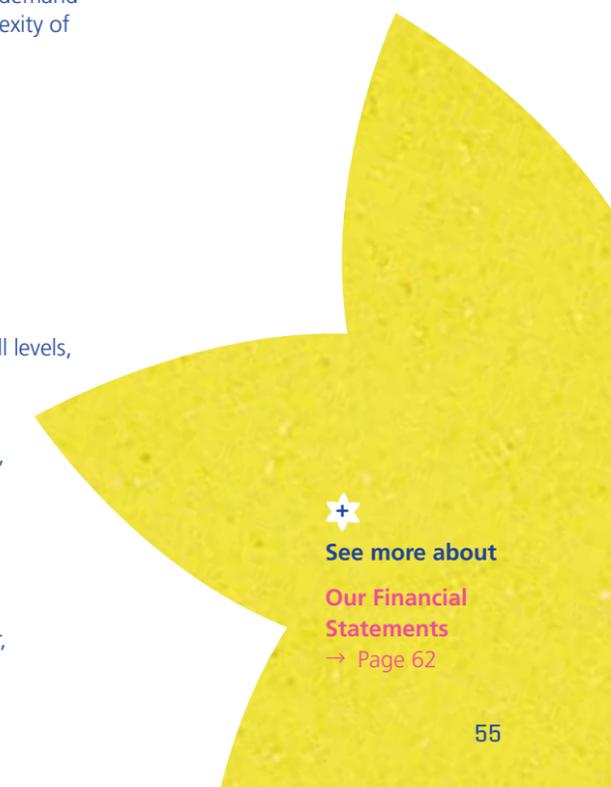
### 5. People Risk:

The risk that the Society will not be able to attract and retain talent at all levels, including staff and Directors

#### Mitigation measures

- » Robust performance management with regular performance reviews,
- » Strong resource planning,
- » Commitment to a flexible working environment,
- » External board evaluation in 2020,
- » New strategic plan 2020-2025 will review future skills requirements.

The Board is satisfied that systems and processes are in place to monitor, manage and mitigate the Society's exposure to its major risks.



See more about

Our Financial Statements

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The vast majority of 2019 income came from the generous support of the public, through fundraising campaigns, donations, legacies and charity shop sales

## Directors' Responsibility Statement

The Directors are responsible for preparing the Directors' report and the financial statements in accordance with the Companies Act 2014.

Irish company law requires the Directors to prepare financial statements for each financial year. Under the law, the Directors have elected to prepare the financial statements in accordance with FRS 102 The Financial Reporting Standard, applicable in the UK and Republic of Ireland, issued by the Financial Reporting Council ("relevant financial reporting framework"). Under company law, the Directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the company, as at the financial year-end date, and of the surplus or deficit of the company for the financial year and otherwise comply with the Companies Act 2014.

In preparing those financial statements, the Directors are required to:

- » select suitable accounting policies for the company financial statements and then apply them consistently;
- » make judgments and estimates that are reasonable and prudent;
- » state whether the financial statements have been prepared in accordance with the applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- » prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The Directors are responsible for ensuring that the company keeps, or causes to be kept, adequate accounting records, which correctly explain and record the transactions of the company, enable at any time the assets, liabilities, financial position and profit or loss of the company, to be determined with reasonable accuracy, enable them to ensure that the financial statements and Directors' report comply with the Companies Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Legislation in Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The Directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website.

Approved by the Board and signed on its behalf by:

**Dermot Breen**  
Director

**Andrew Craig**  
Director

Date: 3 June 2020



Cancer survivor, Shannen Joyce,  
and her daughter Róisín

# Our Board

Our Board of Directors strive to improve the lives of people affected by cancer. We asked each of them the following question:

## What inspired you or motivated you to join the Board?



**Dermot Breen, Chairman**

Dermot has been a Director of the Society since 2008 and was appointed Chairman in 2016. He has had an extensive career in public affairs and business management at executive and Board levels. He is currently a member of the Governing Body of University College Cork, Senate of the National University of Ireland, and a member of the Governance Committee of APC Microbiome Ireland (SFI research centre).

**“I have been inspired through my experiences as a cancer survivor to assist others facing a cancer experience.”**



**Dr Sinead Brennan**

Sinead is a Radiation Oncologist in St. Luke's Hospital, Rathgar and in St. James's Hospital, Dublin. She is Chair of the Head and Neck DSSG at Cancer Trials Ireland.

**“In my role as an oncologist, I am familiar with and admire the Irish Cancer Society's work to support cancer patients and their families.”**



**Kieran Crowley**

Kieran Crowley is a Chartered Accountant and a Chartered Director. He is a Business Consultant advising Board and business owners on change, risk management, strategy and governance, with experience as a Board member in many companies.

**“The Society has thousands who volunteer to make things better for their friends and family hit with cancer, and that's why I do it too.”**



**Sean Dorgan, MRIA**

Sean was formerly Secretary General of two government departments, Chief Executive of Chartered Accountants Ireland and CEO of IDA Ireland. He holds a number of directorships currently.

**“I know how the Society can help when someone is facing the often frightening diagnosis of cancer.”**



**Professor Liam Grogan**

Liam is a Consultant Medical Oncologist in Beaumont Hospital and is an Honorary Clinical Associate Professor in the Royal College of Surgeons in Ireland.

**“I became involved in the Society to support its independent voice and caring hand, guiding cancer patients on their journey.”**



**Cormac G. Kilty PhD**

Cormac is a Biotech Entrepreneur retired from executive functions; managing a biotech investment portfolio and involved with two Angel Investment groups in Ireland. He was voted one of the top 100 influential Ireland-US business leaders by Business & Finance in 2007 and 2008 and was awarded the US-Ireland Biolink award for contribution to Irish Life Sciences in 2007.

**“The Society's research funding is a major contributor in training our oncology researchers for Ireland.”**





See more about

[Our Financial Statements](#)

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**Dr Helen McAvoy**

Helen is Director of Policy with the Institute of Public Health in Ireland, focusing on progressing the Government's health inequality agenda in Ireland and Northern Ireland. Helen has a primary medical degree and a Masters in Health Promotion and worked for several years in both hospital and general practice.

**"I am motivated by the Society's commitments to cancer prevention and to fighting for fairness in the cancer journey of vulnerable people."**



**Willie O'Reilly**

Willie O'Reilly is Chairman of iRadio and a former Group Commercial Director at RTÉ. He was previously Chief Executive of Today FM and is a past President of the Institute of Directors. He is a Council member of the Royal Victoria Eye and Ear Hospital.

**"I am delighted to be able to play some small part in the fight against cancer."**



**Andrew Craig**

Andrew retired after 30 years as a partner in PwC, where he worked with a number of Ireland's largest global companies. He also held a number of important leadership roles in PwC. Andrew is a Fellow of the Institute of Chartered Accountants in Ireland, a business advisor and non-executive director.

**"I intended to become involved in a not-for-profit organisation after retiring from PwC and I was very impressed with the people and work of the Irish Cancer Society."**



**Ger Penny**

Ger Penny is a qualified accountant and Chartered Director, with more than 25 years' experience in strategic and financial management in organisations across Ireland, the UK and Asia. He is CFO of the Sisk Group and a non-executive director of Uniphar plc. He was appointed to the Society's Board on March 5, 2020.

**"I have always admired the work the Society does and its commitment to funding research."**



**Irene O'Gorman**

Irene is a highly experienced Chief Marketing Officer, currently with EY Ireland. Prior to that, she held marketing director roles with KPMG in the Middle East, Deloitte in Ireland, and has also worked with firms in South Africa and Australia. Irene was appointed to the Society's Board on March 25, 2020.

**"It's a great honour to work with the Irish Cancer Society in support of a mutually shared vision, for a future without cancer."**



**Alex White SC**

Alex White SC is an experienced advocate and mediator, with a specialism in employment law. He is a former government minister and TD. Prior to commencing legal practice, he was a programme producer with RTÉ. He was appointed to the Society's Board on March 25, 2020.

**"I have long admired the Irish Cancer Society for its unique combination of professionalism and genuine care, and I am very pleased to contribute as a Board member."**



# Financial Statements

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## Report on the audit of the financial statements

### Opinion on the financial statements of Irish Cancer Society (the 'company')

In our opinion the financial statements:

- » give a true and fair view of the assets, liabilities and financial position of the company as at 31 December 2019 and of its incoming resources and application of resources, including its income and expenditure for the financial year then ended; and
- » have been properly prepared in accordance with the relevant financial reporting framework and, in particular, with the requirements of the Companies Act 2014.

The financial statements we have audited comprise:

- » the Statement of Financial Activities;
- » the Balance Sheet;
- » the Statement of Cash Flows; and
- » the related notes 1 to 27, including a summary of significant accounting policies as set out in Note 1.

The relevant financial reporting framework that has been applied in their preparation is the Companies Act 2014 and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" issued by the Financial Reporting Council ("the relevant financial reporting framework").

### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are described below in the "Auditor's responsibilities for the audit of the financial statements" section of our report.

We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in Ireland, including the Ethical Standard issued by the Irish Auditing and Accounting Supervisory Authority,

and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which ISAs (Ireland) require us to report to you where:

- » the directors' use of the going concern basis of accounting in preparation of the financial statements is not appropriate; or
- » the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

### Other information

The directors are responsible for the other information. The other information comprises the information included in the Annual Report and Financial Statements for the financial year ended 31 December 2019 other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial

statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

### Responsibilities of directors

As explained more fully in the Directors' Responsibilities Statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view and otherwise comply with the Companies Act 2014, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

### Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

## Report on the audit of the financial statements

(continued)

As part of an audit in accordance with ISAs (Ireland), we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- » Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- » Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control.
- » Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- » Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of the auditor's report. However, future events or conditions may cause the entity (or where relevant, the group) to cease to continue as a going concern.

- » Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that the auditor identifies during the audit.

This report is made solely to the company's members, as a body, in accordance with Section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

### Report on other legal and regulatory requirements

#### Opinion on other matters prescribed by the Companies Act 2014

Based solely on the work undertaken in the course of the audit, we report that:

- » We have obtained all the information and explanations which we consider necessary for the purposes of our audit.
- » In our opinion the accounting records of the company were sufficient to permit the financial statements to be readily and properly audited.
- » The financial statements are in agreement with the accounting records.

- » In our opinion the information given in the directors' report is consistent with the financial statements and the directors' report has been prepared in accordance with the Companies Act 2014.

### Matters on which we are required to report by exception

Based on the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

We have nothing to report in respect of the provisions in the Companies Act 2014 which require us to report to you if, in our opinion, the disclosures of directors' remuneration and transactions specified by law are not made.



Emer O'Shaughnessy

For and on behalf of  
Deloitte Ireland LLP  
Chartered Accountants and Statutory  
Audit Firm  
Deloitte & Touche House, Earlsfort  
Terrace, Dublin 2

3 June 2020

## Statement of Financial Activities

(Incorporating an Income and Expenditure Account)

For The Financial Year Ended 31 December 2019

	Notes	2019 Unrestricted	2019 Restricted	2019 Designated	2019 Total	2018 Unrestricted	2018 Restricted	2018 Designated	2018 Total
		€'000	€'000	€'000	€'000	€'000	€'000	€'000	€'000
<b>INCOME:</b>									
Donations and legacies	3(a)	4,375	621	-	4,996	3,741	785	-	4,526
Fundraising campaign income	3(b)	11,224	2,713	-	13,937	10,045	2,594	-	12,639
Trading activities	3(c)	3,811	-	-	3,811	3,677	-	-	3,677
Investments	3(d)	60	-	-	60	41	-	-	41
Charitable activities	3(e)	780	657	-	1,437	789	650	-	1,439
Other income	3(f)	57	-	-	57	-	-	-	-
<b>Total income</b>		<b>20,307</b>	<b>3,991</b>	<b>-</b>	<b>24,298</b>	18,293	4,029	-	22,322
<b>EXPENDITURE:</b>									
Charitable activities	4	10,268	3,464	-	13,732	8,975	3,688	-	12,663
Fundraising activities	5	5,355	-	-	5,355	4,430	-	-	4,430
Trading activities		2,800	-	-	2,800	2,892	-	-	2,892
<b>Total expenditure</b>		<b>18,423</b>	<b>3,464</b>	<b>-</b>	<b>21,887</b>	16,297	3,688	-	19,985
Net gain/(loss) on investments	13	554	-	-	554	(116)	-	-	(116)
<b>Net income</b>	9	<b>2,438</b>	<b>527</b>	<b>-</b>	<b>2,965</b>	1,880	341	-	2,221
Taxation	10	-	-	-	-	-	-	-	-
Transfers between funds	8	-	-	-	-	6,000	-	(6,000)	-
<b>Net movement in funds</b>		<b>2,438</b>	<b>527</b>	<b>-</b>	<b>2,965</b>	7,880	341	(6,000)	2,221
<b>RECONCILIATION OF FUNDS:</b>									
Funds balances brought forward		22,791	643	1,000	24,434	14,911	302	7,000	22,213
<b>Funds balances carried forward</b>		<b>25,229</b>	<b>1,170</b>	<b>1,000</b>	<b>27,399</b>	22,791	643	1,000	24,434

There are no other recognised gains or losses for the financial year except for those listed above. All income and expenditure derives from continuing operations.

## Balance Sheet

As At 31 December 2019

	Notes	2019 €'000	2018 €'000
<b>Fixed Assets</b>			
Tangible assets	12	9,335	9,510
<b>Total Fixed Assets</b>		<b>9,335</b>	9,510
<b>Current Assets</b>			
Investments	13	6,630	5,228
Stocks		51	52
Assets held for sale	14	510	537
Debtors: Amounts falling due within one year	15	1,250	1,394
Cash at bank and in hand		14,475	11,739
<b>Total Current Assets</b>		<b>22,916</b>	18,950
<b>Creditors: Amounts falling due within one year</b>	16	<b>(3,172)</b>	(3,206)
<b>Net Current Assets</b>		<b>19,744</b>	15,744
<b>Total assets less current liabilities</b>		<b>29,079</b>	25,254
<b>Creditors: Amounts falling due after more than one year</b>			
Long term liabilities	16	(1,680)	(820)
<b>NET ASSETS</b>		<b>27,399</b>	24,434
<b>Funds:</b>	8		
Restricted income funds		1,170	643
Designated income funds		1,000	1,000
Unrestricted income funds		25,229	22,791
<b>TOTAL FUNDS</b>		<b>27,399</b>	24,434

The financial statements were approved and authorised for issue by the board of directors on 3 June 2020 and signed on its behalf by:



**Dermot Breen**  
Director



**Andrew Craig**  
Director

## Statement of Cash Flows

For The Financial Year Ended 31 December 2019

	Notes	2019 €'000	2018 €'000
Cash flows from operating activities:			
<b>Net cash generated by operating activities</b>	19	<b>4,396</b>	873
<b>Cash flows from investing activities:</b>			
Deposit interest received		<b>4</b>	8
Purchase of fixed assets	12	<b>(262)</b>	(118)
<b>Net cash flow from investing activities</b>		<b>(258)</b>	(110)
<b>Increase in cash and cash equivalents</b>			
Cash and cash equivalents at 1 January		<b>16,967</b>	16,204
Cash and cash equivalents at 31 December		<b>21,105</b>	16,967
<b>Analysis of cash and cash equivalents</b>			
Bank and cash		<b>14,475</b>	11,739
Cash equivalents		<b>6,630</b>	5,228
Cash and cash equivalents at 31 December		<b>21,105</b>	16,967

## Notes to the financial statements

### 1. ACCOUNTING POLICIES

#### General Information

The purpose of the Irish Cancer Society is to improve the lives of those affected by cancer.

Irish Cancer Society is a not-for-profit company limited by guarantee with a charitable status. It is incorporated in the Republic of Ireland, with registration number of 20868. The address of its registered office is 43/45 Northumberland Road, Dublin 4. The Society is a public benefit entity.

#### Statement of Compliance

The financial statements of the Society for the year ended 31 December 2019 have been prepared in accordance with "the Financial Reporting Standard applicable in the United Kingdom and the Republic of Ireland" ("FRS 102"), Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the FRS 102 (Charities SORP - FRS 102), and in accordance with the Irish statute comprising the Companies Act 2014.

#### Basis of Preparation

The financial statements have been prepared on a going concern basis, under the historical cost convention, modified to include the revaluation of investments to fair value. The financial statements have been prepared in accordance with Financial Reporting Standard 102, the financial reporting standard applicable in the UK and Republic of Ireland ("FRS102"), and voluntarily in accordance with the Statement of Recommended Practice, as applicable to charities preparing their accounts in accordance with FRS102 (issued by the Charity Commission for England and Wales, "the Charities SORP"). The presentation and functional currency of these financial statements is Euro.

#### Going Concern

The financial statements have been prepared on a going concern basis. The Directors have reviewed the 2019 Statement of Financial Activities and Balance Sheet, the approved 2020 budget and the latest financial information including an up to date forecast which takes into account the expected impact of the latest COVID-19 pandemic. The Directors are satisfied that the Society has adequate resources to continue in operational existence for the next 12 months, and as a result are satisfied that there are sufficient resources to manage any operational or financial risks. There is no material uncertainty that affects this assumption.

#### INCOME

Income is analysed in the Statement of Financial Activities under the following headings:

- » Donations and legacies
- » Fundraising campaign income
- » Trading activities
- » Investments
- » Charitable activities

Income is recognised when the Society becomes entitled to the funds, receipt is probable and the amount can be quantified with reasonable accuracy. Where income has not yet been received, but all criteria for recognition have been satisfied, the income is accrued as a debtor on the Balance Sheet. Where income has been received in advance, it is deferred as a creditor on the Balance Sheet until conditions are met.

Income arising from tax rebates is recognised on confirmation from the tax authorities of the amount and when there is certainty of receipt.

Grant income is recognised when the entitlement to the grant income is met. Income from grant agreements which are dependent on the provision of specific activities is recognised when the activity has been undertaken.

#### Donations and legacies

Donations are recognised when received.

Income arising from legacies is recognised when it becomes probable that funds will be received; i.e. where there is a grant of probate, the executors have established that there are sufficient assets in the estate and any conditions attached are within the control of the Society.

Donations-in-kind are recognised as income when received. Donations-in-kind are valued at open market value or at a reasonable estimate of the gross value to the Society.

#### Fundraising campaign income

Fundraising campaign income is recognised when received, or when all criteria for recognition have been satisfied.

#### Trading activities

Income from trading activities includes retail income from the sale of donated goods through shops. Goods donated for resale are accounted for when they are sold rather than when they are donated because the high volume of low value items makes valuation impractical.

#### Charitable activities

Grants from government agencies and other entities are recognised as income when the Society is legally entitled to the income and has committed to fulfilling any conditions contained in the related funding agreements.

## Notes to the financial statements

(continued)

### 1. ACCOUNTING POLICIES

(continued)

#### EXPENDITURE

Expenditure is analysed between charitable activities, fundraising activities and trading activities. The costs of each activity are separately disclosed and analysed according to their major components.

Expenditure is recognised when a legal or constructive obligation exists as a result of a past event, a transfer of economic benefits is required in settlement and the amount of the obligation can be reliably measured.

Support costs, which cannot be attributed directly to one activity, are allocated to activities in proportion to estimated benefits received.

Governance costs, which are included within support costs, consist of direct expenditure and overhead costs incurred in relation to the strategic, as opposed to day-to-day management of the charity, and in relation to compliance with constitutional and statutory requirements. Costs related to audit and organisational risk management are also included in this category.

Redundancy and termination payments are recognised when there is a demonstrable commitment that cannot be realistically withdrawn.

#### Charitable Activities

Costs of charitable activities include costs of cancer awareness and prevention programmes and publications, services and support to improve the lives of cancer patients and survivors, collaborative research programmes and advocacy work, together with related support costs. All costs of charitable activities are recognised on an accruals basis.

Research grant costs are recognised in full in the year in which the commitment is made where there is an expectation that the full amount committed will be fully expended. When this is not certain, the costs are recognised over the term of the contract. Research grants are paid

over the term of the grant agreement, and the outstanding balances at year-end are held under creditors on the Balance Sheet and split between current and long-term liabilities.

Expenditure in the form of grants to local partners is recognised on an accrual basis.

#### Fundraising activities

Fundraising activities comprise expenditure incurred on fundraising, including the costs of advertising, producing publications, printing and mailing fundraising material, staff costs and an appropriate allocation of support costs. All fundraising activities costs are recognised on an accruals basis.

#### Trading activities

Trading activities comprise expenditure incurred in relation to the Society's network of 20 charity shops. All trading activities costs are recognised on an accruals basis.

#### LEASES

Expenditure relating to operating leases where substantially all the benefits and risks of ownership remain with the lessor is recognised on an accruals basis.

#### FUND ACCOUNTING

The Society maintains the following funds.

#### Restricted funds

Represent income that can only be used for a particular purpose. Such restrictions are imposed by the donor or by the nature of the fundraising appeal.

#### Unrestricted funds

Represent income that can be used by the Society without restrictions. These funds are available to spend at the discretion of the Society in furtherance of its charitable objectives.

#### Designated funds

These are funds set aside at the discretion of the Directors for specific purposes. Any transfers to and from designated funds are approved by the Directors.

### TANGIBLE FIXED ASSETS

Tangible assets are recognised when a resource is controlled by the Society as a result of a past event or transaction, it is probable that the expected future economic benefits associated with the asset will flow to the Society, and the historical or fair value can be reliably measured.

Tangible fixed assets are stated at cost less accumulated depreciation, and the carrying values are reviewed annually for impairment. Depreciation is provided for on all tangible fixed assets at rates calculated to write off the cost or valuation, less estimated residual value, of each asset on a straight-line basis over its expected useful life, as follows:

Freehold premises:	2.0% per annum
Fixtures and fittings:	10.0% per annum
Motor vehicles:	25.0% per annum
Furniture and equipment:	20.0% per annum
Computer equipment/ software:	33.3% per annum

Residual value represents the estimated amount which would currently be obtained from disposal of an asset, after deducting estimated costs of disposal, if the asset were already of the age and in the condition expected at the end of its useful life.

### INVESTMENTS

Listed investments are included on the Balance Sheet at fair value, which is their closing bid price on the current or previous trading day.

Unlisted investments are included on the Balance Sheet at their fair value. For unlisted funds this is based on the Society's share of the net asset value of the investments using the latest available performance data.

Investments in subsidiaries are recorded at cost on the Balance Sheet.

## Notes to the financial statements

(continued)

### 1. ACCOUNTING POLICIES

(continued)

Investments are classified as current assets on the Balance Sheet as they can be converted to cash within three months.

Realised gains and losses on disposals in the year and unrealised gains and losses on investments at the Balance Sheet date are included in the Statement of Financial Activities for the relevant underlying funds. All investment income is treated as unrestricted.

#### STOCK

Goods purchased for resale are stated at the lower of cost and estimated selling price less costs to complete and sell, which is equivalent to the net realisable value. Cost is defined as invoice price.

Unsold donated items are not included in closing stock since their cost is nil and their value is difficult to ascertain until sold.

#### ASSETS HELD FOR SALE

Gifted properties awaiting sale are valued at their fair value, which is their expected sale price less costs of sale are valued by an independent valuer who holds a relevant professional qualification and has relevant experience of both the class and location of the asset.

#### CASH AND CASH EQUIVALENTS

Cash and cash equivalents include cash in hand, deposits with banks requiring less than three months' notice of withdrawal, and investments (excluding the investment in subsidiary).

### FINANCIAL INSTRUMENTS

Financial assets and financial liabilities are recognised when the Society becomes a party to the contractual provisions of the instrument. Financial liabilities are classified according to the substance of the contractual arrangements entered into.

Financial instruments are recognised and measured in accordance with Section 11 of FRS 102.

All financial assets and liabilities are initially measured at transaction price (including transaction costs), except for those financial assets classified as at fair value through profit or loss, which are initially measured at fair value (which is normally the transaction price excluding transaction costs), unless the arrangement constitutes a financing transaction. If an arrangement constitutes a financing transaction, the financial asset or financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Financial assets and liabilities are only offset in the Balance Sheet when, and only when there exists a legally enforceable right to set off the recognised amounts and the Society intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

#### Trade and Other Debtors

Trade and other debtors are recognised at the settlement amount due after any discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

#### Trade and Other Creditors

Creditors and provisions are recognised where the Society has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be reliably measured or estimated. Creditors and provisions

are normally recognised at their settlement amount after allowing for any trade discounts due and at their present value where the time value of money is deemed significant.

#### RETIREMENT BENEFITS

The Irish Cancer Society operates a defined contribution ("DC") pension scheme. Contributions payable to this scheme are charged to the Statement of Financial Activities in the period to which they relate. Amounts not yet remitted at the year-end are included in accruals on the Balance Sheet. The assets of the plan are held separately from the Society in independently administered funds.

#### TAXATION

The Society has been granted exemption under Sections 207 and 208 of the Taxes Consolidation Act 1997.

### 2. CRITICAL ACCOUNTING JUDGEMENTS AND KEY SOURCES OF ESTIMATION UNCERTAINTY

In the application of the Society's accounting policies, which are described in Note 1, the Directors are required to make judgements, estimates and assumptions about the carrying amounts of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The Directors do not consider there are any critical judgements or sources of estimation uncertainty in the application of the accounting policies in Note 1.

**Notes to the financial statements**  
(continued)

**3. INCOME**

**a) Donations and legacies**

	2019 Unrestricted €'000	2019 Restricted €'000	2019 Total €'000	2018 Total €'000
Donations	1,532	219	1,751	1,451
Legacies	2,843	402	3,245	3,075
<b>Total</b>	<b>4,375</b>	<b>621</b>	<b>4,996</b>	4,526

Donations include general contributions, social media led event donations, tribute gifts in memory, and donations in lieu of wedding favours.

**b) Fundraising campaign income**

Community Daffodil Day	3,612	65	3,677	3,252
Community events	2,809	633	3,442	2,970
Individual giving	2,918	287	3,205	2,815
Corporate partnerships	1,365	1,095	2,460	2,314
Movember	-	96	96	584
Cups Against Breast Cancer	-	530	530	442
Shave or Dye and Dare to Care	439	7	446	174
Christmas cards	81	-	81	88
<b>Total</b>	<b>11,224</b>	<b>2,713</b>	<b>13,937</b>	12,639

Community events include local fundraising, challenge events and Relay for Life.

**c) Trading activities**

Shop income	3,798	-	3,798	3,665
Other trading activities	13	-	13	12
<b>Total</b>	<b>3,811</b>	-	<b>3,811</b>	3,677

**d) Investments**

Investment income	56	-	56	33
Deposit interest	4	-	4	8
<b>Total</b>	<b>60</b>	-	<b>60</b>	41

**Notes to the financial statements**  
(continued)

**3. INCOME** (continued)

**e) Income from charitable activities**

	2019 Unrestricted €'000	2019 Restricted €'000	2019 Total €'000	2018 Total €'000
NCCP Travel to Care	-	507	507	500
Other State income	-	150	150	184
Total government grants	-	657	657	684

**Night nursing reimbursements**

Malignant	23	-	23	50
Non-malignant	727	-	727	702
Total reimbursements	750	-	750	752

Other	30	-	30	3
<b>Total</b>	<b>780</b>	<b>657</b>	<b>1,437</b>	1,439

**f) Other income**

VAT Compensation Scheme refund	57	-	57	-
<b>Total</b>	<b>57</b>	-	<b>57</b>	-

## Notes to the financial statements

(continued)

### 4. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES

The table below analyses direct and support costs. Direct costs are the delivery costs of an activity including direct salaries. Support costs are analysed in Note 6.

	2019	2019	2019	2018
	Unrestricted	Restricted	Total	Total
	€'000	€'000	€'000	€'000
<b>Reduce the Risk of Cancer</b>				
Cancer prevention campaigns & literature	367	41	408	431
Cancer action communities	54	-	54	57
Youth advocacy	39	-	39	40
Operating costs	490	-	490	479
Total direct and operating costs	950	41	991	1,007
Support costs	288	-	288	259
Total Reduce the risk of cancer	1,238	41	1,279	1,266
<b>Improve Lives - Survivorship</b>				
Support group affiliation	481	-	481	466
Volunteer drivers	175	164	339	310
Travel2Care (NCCP)	-	333	333	308
Prostate awareness and support	-	260	260	261
Financial support	102	66	168	204
National conference for cancer survivors	64	-	64	61
Survivors supporting survivors	11	-	11	15
Operating costs	358	5	363	337
Total direct and operating costs	1,191	828	2,019	1,962
Support costs	288	-	288	259
Total Survivorship	1,479	828	2,307	2,221

## Notes to the financial statements

(continued)

### 4. ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES (continued)

	2019	2019	2019	2018
	Unrestricted	Restricted	Total	Total
	€'000	€'000	€'000	€'000
<b>Improve Lives - Information &amp; Support</b>				
Night nursing	1,682	1,390	3,072	3,001
Daffodil centres	847	221	1,068	1,064
Public and patient awareness	352	-	352	577
Cancer Nurseline	221	62	283	282
Patient literature	136	-	136	136
Professional support	40	-	40	25
Operating costs	203	-	203	195
Total direct and operating costs	3,481	1,673	5,154	5,280
Support costs	1,032	8	1,040	930
Total Information and support	4,513	1,681	6,194	6,210
<b>Research</b>				
Clinical research grants	444	288	732	1,133
Biomedical research grants	351	558	909	662
Other research grants	500	68	568	363
Survivorship research grants	666	-	666	-
Operating costs	458	-	458	384
Total direct and operating costs	2,419	914	3,333	2,542
Support costs	149	-	149	134
Total Research	2,568	914	3,482	2,676
Grants are analysed in Note 7.				
<b>Advocacy</b>				
Operating costs	321	-	321	156
Support costs	149	-	149	134
Total Advocacy	470	-	470	290
<b>Total expenditure on charitable activities</b>	<b>10,268</b>	<b>3,464</b>	<b>13,732</b>	<b>12,663</b>

**Notes to the financial statements**  
(continued)

**5. FUNDRAISING ACTIVITIES**

Costs comprise the following:

	2019 Unrestricted €'000	2019 Restricted €'000	2019 Total €'000	2018 Total €'000
Community Daffodil Day	645	-	645	685
Individual giving	1,309	-	1,309	654
Community events	501	-	501	494
Cups Against Breast Cancer	126	-	126	112
Corporate partnerships	65	-	65	51
Movember	7	-	7	48
Shave or Dye and Dare to Care	82	-	82	11
Total fundraising campaign costs	2,735	-	2,735	2,055
Donations	39	-	39	22
Legacies	24	-	24	29
Donations and Legacies costs	63	-	63	51
Operating costs	1,657	-	1,657	1,481
Total direct costs	4,455	-	4,455	3,587
Investment management costs	35	-	35	66
Support costs (Note 6)	865	-	865	777
Total	5,355	-	5,355	4,430

**6. SUPPORT COSTS**

Support costs are the costs of personnel and associated information technology, finance, human resources and other central functions. Also included are the governance costs comprising the external annual audit and other legal and regulatory compliance.

Support costs are allocated across the Society's activities to fairly represent the cost of delivering those activities. The costs have been allocated on a headcount basis and are apportioned as follows:

- » 58% to Improve Lives / Reduce Risk
- » 31% to Fundraising
- » 11% to Research and Advocacy

	2019 Improve Lives / Reduce Risk €'000	2019 Research and Advocacy €'000	2019 Fundraising €'000	2019 Total €'000	2018 Total €'000
Information Technology	512	94	274	880	828
Finance	306	51	153	510	490
Human Resources	198	33	99	330	300
Other	600	120	339	1,059	875
Total	1,616	298	865	2,779	2,493

**Notes to the financial statements**  
(continued)

**6. SUPPORT COSTS** (continued)

Included in the support costs are the following governance costs:

	2019 €'000	2018 €'000
Legal and professional fees	1	-
Audit fees	29	29
Total	30	29

**7. RESEARCH GRANTS**

Expenditure on the following grants was charged in 2019:

Recipient	Project Description	€'000
University College Dublin	Part-funding for Precision Oncology Ireland, a large 5 year collaborative programme focused on developing new diagnostic and therapeutics for personalized cancer treatment. This is a co-funded project consisting of 5 Irish universities, 6 Irish cancer research charities, and 10 international companies, in addition to matched funding from Science Foundation Ireland	499
Cancer Trials Ireland	Core and strategic funding to support cancer clinical trials in Ireland	485
Merrion Fertility Clinic	Feasibility of a National Program for Fertility Preservation in CAYA (children, adolescents and young adults)	419
Prof Roisin Connolly	The Women's Health Initiative funding 2019. This project is also supported by funding from the National Cancer Control Programme and Breakthrough Cancer Research and is focussed on improving care for women impacted by cancer treatment. Awarded to University College Cork	199
Yvonne Hanhauser & Prof Anne-Marie Brady	The Cancer Nursing Research Award 2019 on the "Development of a Risk Reduction Patient Decision Aid Toolkit for Women with a BRCA+ Gene Mutation." Awarded to Trinity College Dublin	160
Rebecca Sheridan	Biomedical PhD Scholarship for a project on "Characterization of Extracellular Vesicles (EV) content and function within the tumour microenvironment". Awarded to University College Dublin	129
Dr. Janice Richmond & Prof Andrew Murphy	The Cancer Nursing Research Award entitled "Establish and analyse the safety and efficacy of an integrated care model for the management of patients receiving oral anti-cancer agents in the community by an Advanced Nurse Practitioner: A pilot study." This is supported by funding from the National Cancer Control Programme, the Health Research Board and the Offices of the Nursing and Midwifery Services Director. Awarded to the National University of Ireland, Galway	128
Emma Byrne	The Social, Nursing and Allied Health Sciences PhD Scholarship. Funding for a project entitled "After cancer treatment: a longitudinal study exploring body image and related issues in cancer-related lymphedema." Awarded to Dublin City University	121
Prof Michael O'Dwyer	Funding for the Collaborative Cancer Research Centre Blood Cancer Network (BCNI) Year 5. Co-funded with Science Foundation Ireland. Awarded to the National University of Ireland, Galway	106

## Notes to the financial statements

(continued)

### 7. RESEARCH GRANTS (continued)

Recipient	Project Description	€'000
Dr. John Quinn & Prof. Peter O’Gorman	BCNI 2019 additional support for resources in Beaumont and the Mater Hospitals	100
Dr. Janice Richmond	Funding for Letterkenny University Hospital entitled “Implementation of the newly developed cancer survivorship initiative (Moving On Programme) as part of standardized cancer services with the aim of improving the health and wellbeing of cancer survivors.”	77
Dr. Conan Donnelly	National Cancer Registry Ireland 2019-2020 Fellowship for “Measuring breast cancer progression and recurrence in a cancer registry.”	70
Prof Patricia Fitzpatrick	The Smoking Cessation Award. Prevention Research for a project entitled “Smoking cessation for cancer patients in Ireland: a scoping and feasibility initiative”. Awarded to University College Dublin	65
Dr. Aoife Ryan	The Alternative Therapy Scoping Award. Funding for a national survey to investigate the use of complementary & alternative medicine in Irish oncology patients. Awarded to University College Cork	65
University College Cork	Advocacy Research to be undertaken by Prof Josephine Hegarty entitled “Conducting an environmental scan to outline the cancer genetics services in an Irish context underpinned by a mixed methods approach”	48
The Economic and Social Research Institute	Research focused on understanding the challenges and barriers for cancer patients of returning to the workplace	37
Dr. Maria Pertl	The Psycho-Oncology Research Award. Funding for a project entitled “Managing depression among patients with cancer: Identifying what works best through Network Meta-Analysis and Stakeholder consultation.” This project is also supported by funding from the National Cancer Control Programme. Awarded to the Royal College of Surgeons Ireland	35
Prof Amanda McCann	The Patient Voice in Cancer Research Support. Funding to support public and patient involvement (PPI) in research activities as part of the Patient Voice in Cancer Research. Awarded to University College Dublin.	30
Dr. Simon Dunne	Irish Cancer Society Social, Nursing and Allied Health Science Stimulus Award 2019. Funding for a project on “Supportive Care fOR Everybody (SCORE) affected by Lung Cancer in Ireland: An intervention development study.” Awarded to Dublin City University.	30
Dr. Grainne Sheill	Irish Cancer Society Social, Nursing and Allied Health Science Stimulus Award 2018-2019. Funding for a project on “The Feasibility of Implementing an Exercise Programme for Deconditioned Cancer Survivors in a National Cancer Centre.” Awarded to Trinity College Dublin	28
Dr. Damir Vareslija	Irish Cancer Society Biomedical Stimulus Award 2018- 2019. Funding for a project on “Finding a potential new treatment for invasive lobular breast cancer.” Awarded to Royal College of Surgeons Ireland.	28
Kantar Millward Brown Ireland	Market Research on "Attitudes towards, and awareness of uptake of cancer screening services" as part of a project co-funded by National Screening Service (NSS) which seeks uptake in bowel screening	26

## Notes to the financial statements

(continued)

### 7. RESEARCH GRANTS (continued)

Recipient	Project Description	€'000
Irish Association for Cancer Research	Support for the 55th Irish Association for Cancer Research Annual Conference 2019 in Belfast	15
Dr. Gerard Brien	Additional funding as part of the 2018 project entitled “Understanding underlying disease mechanisms in Ewing Sarcoma” for a supplemental project involving the screening of effective combination therapies in Ewing sarcoma. Awarded to Trinity College Dublin.	13
Dr. Roisin Loftus	Early-Stage Biomedical Research Fellowship. Funding for a project entitled “Investigating How the Source of Dietary Fat Shapes Anti Cancer Immune Cell Responses in Obesity.” Awarded to Trinity College Dublin	17
William O’Dwyer (University College Cork), Paul Fahy (National University of Ireland, Galway), Darragh Nimmo (University College Dublin)	Summer Studentship Award. Funding for undergraduate students to undertake a cancer research project during the summer of 2019.	8
Dr. Sharon O’Toole (Trinity College Dublin), Kayleigh Slater (University College Dublin), Dr. Michelle Norris (University of Limerick)	Cancer Research Engagement Awards. Funding to encourage patient engagement in cancer research projects.	8
Mobility	Total mobility grants 2019	18
Refunds	Prior years Grants unused / cancelled and returned	(89)
Operating Costs	Management of tenders, review and oversight	458
Total direct costs		3,333
Support and central costs (Note 4)		149
Total		3,482

The summary above includes the commitments entered into and recognised in 2019. Grant recipients typically receive payments over the period of the grant which is determined by the conditions of the underlying agreement. During the year 134 researchers worked on research projects funded by the Society (2018: 128).

The process for guiding the nature of research grants is overseen by the research advisory committee. Typically the Society issues a grant call for a particular subject area and sets the selection criteria. The Society then appoints an independent panel of experts and patient representatives to adjudicate the submissions based on the Society’s selection criteria. Grant recipients are required to send progress reports to the Society at set milestones, and the payment of instalments is dependent on the receipt of satisfactory progress reports. The results of research projects funded by the Society are typically published in reputable research or medical journals and the Society’s contribution is noted therein. Research may also be used to inform developments in health system and practice, for example outlining hurdles to accessing care or improving outcome.

## Notes to the financial statements

(continued)

### 8. ANALYSIS OF CHARITABLE FUNDS

#### a) Analysis of Movement in Designated Funds

The designated fund comprises amounts allocated by the Directors from unrestricted income.

The €1m fund relating to research is held to protect currently committed research programmes from future unexpected variations in income.

	Opening Balance as at 01/01/2019 €'000	Income/ Expenditure 2019 €'000	Transfers 2019 €'000	Closing Balance as at 31/12/2019 €'000
Research	1,000	-	-	1,000

#### b) Analysis of Movement in Restricted Funds

Restricted funds are funds received where the donor has specified how the funds are to be used.

	Opening Balance as at 01/01/2019 €'000	Income 2019 €'000	Expenditure 2019 €'000	Transfers 2019 €'000	Closing Balance as at 31/12/2019 €'000
Breast cancer	150	893	(498)	-	545
Prostate cancer	176	184	(360)	-	-
Travel2Care grants (State)	192	500	(333)	-	359
Research	100	989	(914)	-	175
Nursing	-	1,142	(1,142)	-	-
Paediatric cancer	-	66	(66)	-	-
Survivorship	25	73	(98)	-	-
Reduce the risk	-	41	(41)	-	-
Cancer Information Services	-	103	(12)	-	91
Total	643	3,991	(3,464)	-	1,170

**Breast Cancer:** to fund information, advice, research and support services for women and men affected by breast cancer.

**Prostate Cancer:** to fund information, advice, research and support services for men affected by prostate cancer.

**Travel2Care:** to fund financial assistance for patients who travel to hospital appointments.

## Notes to the financial statements

(continued)

### 8. ANALYSIS OF CHARITABLE FUNDS (continued)

**Research:** to fund vital cancer research programmes to deliver new hope and supports for patients, enabling new therapies, and building an advanced cancer research infrastructure which will enhance the country's cancer care capabilities into the future.

**Nursing:** to fund support to patients who need end-of-life care through a home nursing service and to fund advice and guidance through our Cancer Nurseline and Daffodil Centres.

**Paediatric cancer:** to fund research and support services (including financial support) for children affected by cancer.

**Survivorship:** to fund a support network to cancer survivors through annual conferences, peer-to-peer educational and wellbeing programmes in affiliated cancer support centres, funding counselling for survivors, providing patient transport through the Volunteer Drivers programme.

**Reduce the Risk:** to fund programmes aimed at raising awareness and sharing information on how to avoid cancer.

**Cancer Information Services:** to fund the provision of the Society's online platform in order to enhance the Society's ability to disseminate cancer related information.

#### c) Analysis of Movement in Unrestricted Funds

Unrestricted funds are funds received where the donor has not specified how the funds are to be used.

	Opening Balance as at 01/01/2019 €'000	Income 2019 €'000	Expenditure 2019 €'000	Transfers 2019 €'000	Gains 2019 €'000	Closing Balance as at 31/12/2019 €'000
General fund	22,791	20,307	(18,423)	-	554	25,229

#### d) Analysis of Net Assets Between Funds

	Restricted Funds €'000	Designated Funds €'000	General Funds €'000	Total 2019 €'000
Tangible fixed assets	-	-	9,335	9,335
Current assets	1,170	1,000	20,746	22,916
Current liabilities	-	-	(4,852)	(4,852)
Total	1,170	1,000	25,229	27,399

In respect of prior year:

	Restricted Funds €'000	Designated Funds €'000	General Funds €'000	Total 2018 €'000
Tangible fixed assets	-	-	9,510	9,510
Current assets	643	1,000	17,307	18,950
Current liabilities	-	-	(4,026)	(4,026)
Total	643	1,000	22,791	24,434

**Notes to the financial statements**  
(continued)

**9. NET INCOME FOR THE FINANCIAL YEAR**

	2019	2018
	€'000	€'000
This is stated after charging:		
Depreciation	435	400
Auditor's remuneration:		
– Audit of financial statements	29	29
– Other assurance services	4	4
– Tax advisory services	2	-
– Other non- audit services	-	-
Directors' remuneration	-	-
Operating lease charge	624	670

The Directors all serve in a voluntary capacity and do not receive any remuneration.

**10. TAXATION**

No charge to corporation taxation arises as the Society has been granted exemption under Sections 207 and 208 of the Taxes Consolidation Act 1997.

**11. EMPLOYEES AND REMUNERATION**

The Society employs staff to deliver on its strategy, raise income and provide infrastructure and support. Staff costs are allocated to the following activities: charitable activities, fundraising, charity shops and support.

The average number of persons (on a full-time equivalent basis), excluding night nurses, employed by the Society during the financial year is set out below:

	2019	2018
	Number	Number
Charitable activities	58	57
Fundraising	28	25
Charity shops	43	45
Support	25	23
Total	154	150

**Night Nursing:**

In addition to the staff numbers above, the Society also employs night nurses to provide free end of life care in patients' homes. 208 (2018: 194) nurses were employed on a sessional basis based on demand with an average of 78 nurses working per week (2018: 73).

**Notes to the financial statements**  
(continued)

**11. EMPLOYEES AND REMUNERATION** (continued)

The aggregate payroll costs, excluding night nursing, were as follows:

	2019	2018
	€'000	€'000
Salaries	6,670	6,417
Social welfare costs	723	679
DC pension scheme employer contributions (Note 20)	460	410
Permanent health, life assurance and DC pension scheme costs	179	96
Total	8,032	7,602

Included in the remuneration figures above are redundancy costs of one person €777 in 2019 (2018: €51,889).

In addition to the salaries above, the Society incurred €2,835,158 (2018: €2,762,803) in night nursing salaries.

Employee remuneration (excluding pension, redundancy and end-of-contract holiday pay) exceeding €70,000:

	2019	2018
	Number	Number
€70,000 - €80,000	3	4
€80,001 - €90,000	1	-
€90,001 - €100,000	5	6
€100,001 - €110,000	1	1
€110,001 - €120,000	-	-
€120,001 - €130,000	-	-
€130,001 - €140,000	1	1
> €140,000	-	-

Key management personnel is defined as the CEO and the 6 (2018: 6) members of the executive leadership team. The total emoluments (including benefits, pension and redundancy) paid in regard to the executive leadership team in 2019 was €737,300 (2018: €826,382).

In 2019 the CEO was paid a salary of €125,000 (2018: €125,000) and a car allowance of €10,000 (2018: €10,000). The Society contributed 20% (2018: 15%) of her salary to the defined contribution pension scheme.

**Director expenses:**

Directors receive no remuneration for their services. Out-of-pocket expenses incurred in connection with their duties may be claimed. In 2019 the Society made payments of €733 (2018: €Nil) to third parties in relation to economy travel and accommodation for two directors. As part of the strategy development process two directors visited cancer charities in the UK.

**Notes to the financial statements**  
(continued)

**12. TANGIBLE ASSETS**

	Freehold Premises	Fixtures & Fittings	Motor Vehicles	Furniture & Equipment	Computer Equipment & Software	Total
	€'000	€'000	€'000	€'000	€'000	€'000
<b>Cost:</b>						
At 01/01/2019	13,258	182	19	527	1,219	15,205
Additions	25	28	-	113	96	262
Disposals	-	(6)	-	(3)	(20)	(29)
<b>At 31/12/2019</b>	<b>13,283</b>	<b>204</b>	<b>19</b>	<b>637</b>	<b>1,295</b>	<b>15,438</b>
<b>Depreciation:</b>						
At 01/01/2019	3,933	154	19	496	1,093	5,695
Charge for financial year	265	12	-	36	122	435
Disposals	-	(4)	-	(3)	(20)	(27)
<b>At 31/12/2019</b>	<b>4,198</b>	<b>162</b>	<b>19</b>	<b>529</b>	<b>1,195</b>	<b>6,103</b>
<b>Net book amounts:</b>						
<b>At 31/12/2019</b>	<b>9,085</b>	<b>42</b>	<b>-</b>	<b>108</b>	<b>100</b>	<b>9,335</b>
Net book amounts: At 31/12/2018	9,325	28	-	31	126	9,510

Included in freehold premises is a property that is used for trading activities; a section of this property that is currently surplus to operational requirements, is rented to a third party on a short-term commercial basis. The rental income from this property in 2019 was €13,000 (2018: €12,000) and is included under other trading activities in Note 3. The other 19 shops are held on a leasehold basis.

**Notes to the financial statements**  
(continued)

**13. CURRENT ASSET INVESTMENTS**

	2019	2018
	€'000	€'000
At 1 January	5,228	5,378
Gain/(loss) on investments	554	(116)
Bequeathed investment additions	827	-
Investment income	56	33
Management fees	(35)	(67)
<b>At 31 December</b>	<b>6,630</b>	<b>5,228</b>
	<b>2019</b>	<b>2018</b>
	€	€
Investment in Subsidiary (Note 23):		
At 1 January	1	1
Impairment loss	-	-
<b>At 31 December</b>	<b>1</b>	<b>1</b>

The Irish Cancer Society has an investment in a subsidiary undertaking as follows:

100% of the shares of Irish Cancer Society Research Limited.

The directors believe the carrying value of the investments is supported by their underlying net assets. The net assets of Irish Cancer Society Research Limited were €3 in 2019 (2018: €3).

Investment funds are included in the accounts at fair value and any fluctuations are accounted for in the Statement of Financial Activities.

**14. ASSETS HELD FOR SALE**

	31/12/2019	31/12/2018
	€'000	€'000
Balance at 1 January	537	-
Bequeathed property additions	-	537
Impairment	(25)	-
Cost to sale	(2)	-
<b>Balance at 31 December</b>	<b>510</b>	<b>537</b>

Included in assets held for sale is a property which was bequeathed to the Society during 2018. At 31 December 2019 the property was at an advanced stage of sale and was subsequently disposed of in January 2020.

## Notes to the financial statements

(continued)

### 15. DEBTORS: Amounts falling due within one year

	2019	2018
	€'000	€'000
Trade and other debtors	104	267
Accrued income	691	705
221+ support group balance due	59	-
Prepayments	396	422
Total	1,250	1,394

All trade debtors are due within the Society's normal terms, which is typically 30 days.

The 221+ support group balance due of €59k relates to an agreement between the Society and the Department of Health whereby the Society agreed to manage funds on behalf of the Cervical Check Patient Support Group. These funds are ring-fenced for use by the group. At the end of 2018, the Society held funds in trust of €50k, and this was included in creditors. During 2019, a separate company, 221+ CCG Cervical Cancer Association Company Limited by Guarantee, was established to administer the funds. It is envisioned this company will become actively trading in 2020.

### 16. CREDITORS

Amounts falling due within one year:

	2019	2018
	€'000	€'000
Trade and other creditors	524	556
Accruals	395	508
221+ support group funds held in trust	-	50
Payroll taxes	239	245
Instalments due on research grants payable	2,014	1,847
Total	3,172	3,206

The repayment terms of trade creditors vary between on demand and 90 days.

Amounts falling due after more than one year:

	2019	2018
	€'000	€'000
Instalments due under research grants payable	1,680	820

## Notes to the financial statements

(continued)

### 17. GRANT COMMITMENTS AND PROVISIONS

	31/12/2019	31/12/2018
	€'000	€'000
Balance at 1 January	2,667	3,344
New grants awarded	2,964	2,172
Grants refunded	(89)	(14)
Grants disbursed	(1,848)	(2,835)
Balance at 31 December	3,694	2,667

Classified as:

Due within 1 year	2,014	1,847
Due after 1 year	1,680	820
Balance at 31 December	3,694	2,667

### 18. FINANCIAL INSTRUMENTS

The carrying values of the company's financial assets and liabilities are summarised by category below:

	2019	2018
	€'000	€'000

#### Financial Assets

Measured at fair value through profit or loss		
Current asset listed investments (see Note 13)	6,630	5,228

Measured at undiscounted amount receivable

Trade and other debtors (see Note 15)	104	267
Total	6,734	5,495

#### Financial Liabilities

Measured at undiscounted amount payable		
Trade and other payables (see Note 16)	4,218	3,273

The company's income, expense, gains and losses in respect of financial instruments are summarised below:

	2019	2018
	€'000	€'000

#### Fair value gains and (losses)

On financial assets measured at fair value through statement of financial activity	554	(116)
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## Notes to the financial statements

(continued)

### 19. CASH FLOW STATEMENT

#### a) Reconciliation of changes in net income to cash generated by operations

	2019	2018
	€'000	€'000
<b>Net income for the financial year</b>	<b>2,965</b>	2,221
<b>Adjustments for:</b>		
Depreciation	435	400
Loss on disposal of fixed assets	2	-
Increase / (decrease) in creditors	826	(776)
Decrease in stock	1	100
(Increase) / decrease in assets held for sale	27	(537)
(Increase) / decrease in debtors	144	(527)
Deposit interest	(4)	(8)
<b>Cash generated by operations</b>	<b>4,396</b>	873

#### b) Net debt

The Society had no borrowings or obligations under finance leases as at 31 December 2019 (2018: none).

### 20. RETIREMENT BENEFIT SCHEMES

#### Defined Contribution Scheme

The company operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the organisation in an independently administered fund. The organisation made contributions of €459,636 (2018: €410,294) during the financial year. The amount outstanding at the financial year end was €81,424 (2018: €74,571). The outstanding balances are held on the Balance Sheet under creditors.

### 21. CONSTITUTION

The liability of the members of the company to contribute towards its assets is limited to an amount not to exceed the sum of €1.27 in each case.

## Notes to the financial statements

(continued)

### 22. OPERATING LEASES

#### The future minimum lease payments under operating leases for each of the following periods:

At 31 December the Society had total commitments under operating leases in relation to charity shops premises, storage and office space:

	2019	2018
	€'000	€'000
Within one year	582	562
Between one and five years	1,892	1,707
More than five years	606	852
<b>Total</b>	<b>3,080</b>	3,121

At 31 December the Society has total rental income under operating leases in relation to a premises rented out:

	2019	2018
	€'000	€'000
Within one year	13	13
Between one and five years	2	15
More than five years	-	-
<b>Total</b>	<b>15</b>	28

### 23. FINANCIAL ASSETS

The Society's subsidiary, Irish Cancer Society Research Limited, was incorporated in Ireland in 1991 and the address of its registered office is 43-45 Northumberland Road, Dublin 4. Irish Cancer Society Research Limited was engaged in the business of the sale of Christmas cards. The Company ceased trading at the end of 2013. As Irish Cancer Society Research Limited did not trade during 2019 and has insignificant net assets, consolidated financial statements have not been prepared.

### 24. RELATED PARTIES

There were no related party transactions in 2019.

### 25. POST BALANCE SHEET EVENTS

Subsequent to the year end, Ireland has been impacted by the global Covid-19 virus pandemic. However, given the unprecedented nature of the Covid-19 outbreak, it is not yet possible to determine its full impact on the Society. The Society will continue to monitor the situation and take appropriate measures to adapt in order to ensure that key services continue to be delivered; the Society expects to be in a position to fulfil its essential services for 2020.

### 26. POLITICAL DONATIONS

The Society made no political donations during 2019.

### 27. APPROVAL OF FINANCIAL STATEMENTS

These financial statements were approved by the board on 3 June 2020.

## Reference and administrative details

## Notes

### REFERENCE

Within this document the Irish Cancer Society is referred to as the Society and the Company.

### COMPANY NUMBER

20868

### CHARITY REGULATOR NUMBER

20009502

### REVENUE CHARITY NUMBER

5863

### REGISTERED OFFICE

43/45 Northumberland Road, Dublin 4

### COMPANY DIRECTORS

Dermot Breen  
Fergus Brennan (resigned 30 April 2020)  
Dr. Sinead Brennan  
Geraldine Clarke (resigned 4 September 2019)  
Andrew Craig  
Kieran Crowley  
Sean Dorgan  
Prof. Liam Grogan  
Dr. Cormac Kilty  
Dr. Helen McAvoy  
Willie O'Reilly  
Ger Penny (appointed 5 March 2020)  
Alex White (appointed 25 March 2020)  
Irene O’Gorman (appointed 25 March 2020)

### CHAIRMAN

Dermot Breen

### CHIEF EXECUTIVE

Averil Power

### COMPANY SECRETARY

Conor King

### BANKERS

AIB Bank, 9 Terenure Road, Rathgar, Dublin 6

### SOLICITORS

Hayes Solicitors, Lavery House, Earlsfort Terrace, Dublin 2

### INVESTMENT ADVISERS

Brewin Dolphin Capital & Investments (Ireland) Limited, The Harcourt Building, Harcourt Street, Dublin 2

### AUDITORS

Deloitte Ireland LLP, Chartered Accountants and Statutory Audit Firm,  
Deloitte and Touche House, Earlsfort Terrace, Dublin 2

## Notes

**Irish Cancer Society**  
**43/45 Northumberland Road**  
**Dublin 4, Ireland**

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