



irish
cancer
society

annual
report
2010



Making change possible



Making change possible



irish cancer society

Karen Flynn
Cancer Information Nurse

» Read my story page 17



Dr Stephen Maher
Researcher

» Read my story page 27



Teresa Quinn
Daffodil Centre Nurse

» Read my story page 18



Karen Hughes
Daffodil Day volunteer

» Read my story page 32



Lisa Vincenz
Researcher

» Read my story page 28



Larry Byrne
Relay For Life participant

» Read my story page 37



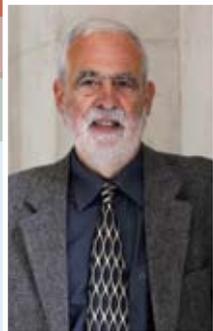
Nicola Turley
Look Good, Feel Better Programme Recipient

» Read my story page 20



Dick Murray
Chairperson of the Bowel Cancer Support Group

» Read my story page 19



Ann Dornan
Daffodil Centre Volunteer

» Read my story page 19



Godron Lawler
Gordon Lawler, Director, Esso Ireland (corporate partner)

» Read our story page 36



Our community makes change possible

Everyone who supports us, or uses our services plays a role in fighting cancer. It's our job to co-ordinate their work and our service offering around our mission. Our mission is to play a vital role in achieving world-class cancer services in Ireland, to ensure fewer people get cancer and those who do have better outcomes. Our goals are focused around prevention, early detection and fighting cancer in three main areas: advocacy, cancer services and research.

We deliver a range of hospital and community-based services to people with cancer and their families across Ireland. In addition, we are the largest single voluntary funder of cancer research in Ireland.

Many people are involved in making this possible and we would like to recognise them throughout this report and thank them for fighting against cancer. Together, we are making change possible. If you'd like to get involved, see www.cancer.ie.

Aime Lavelle

**Oncology
Liaison
Nurse**



» Read my story page 22

Brenda Blethyn

Friend of the Society

» See our friends page 12



Laura Halwax

» Read my story page 23

Irish Cancer Society Night Nurse



Joanne Vance

Senior Health Promotion Officer



» Read my story page 25

Susan Spillane

Researcher



» Read my story page 29

Imelda Gately

**Care to Drive
Service User**



» Read my story page 21

Mark Heverin

Fundraiser



» Read my story page 33

Maria Martin

**Look Good
Feel Better Volunteer**



» Read my story page 20

Dr Gregor Kijanka

Researcher



» Read my story page 29

The highlights

The incidence of cancer is increasing and demand for our services continues to grow. We are fighting cancer on every level. In 2010, we supported researchers whose work will change the face of cancer treatment. We worked to make more people aware of the risk factors of cancer and advocated for improvement in cancer services. We provided nursing care and support to people who are going through a cancer journey. Many people work together to make these things possible, they are our community and we thank them.

How our services helped

10%

Calls to the National Cancer Helpline increased by 10%

Our achievements:

- We provided 7,500 nights of nursing care
- We supported 1,730 people through our first two Daffodil Centres

21,000

We answered 21,000 calls to the National Cancer Helpline

- National Cancer Helpline
- Nursing services
- Support services

.....>
See Services page 16

How we supported research

€1.7m

We spent €1.7m on supporting cancer researchers

Our achievements:

- We funded eight research scholars and fellows
- We provided core funding to the Irish Clinical Oncology Research Group (ICORG)

32

32 discoveries from research that we funded were published in peer-reviewed journals

- Research to prevent
- Research to treat
- Research to understand

.....>
See Research page 26

How we raised funds

€17m

is the amount you so generously gave us

Our achievements:

- Shave or Dye raised €800,000
- Movember continued to grow to €1.6m
- Daffodil Day raised €3.3m

95%

95% of our income comes from our own fundraising

- National campaigns
- Community fundraising
- Corporate fundraising

.....>
See Fundraising page 30

Irish Cancer Society, Charity Registration Number CHY5863 (Ireland)

43/45 Northumberland Road, Dublin 4, Ireland. +353 (0)1 2310 500 www.cancer.ie

€1.2m

WE INVESTED €1.2M in eight research scholars and fellows. We hope their work will lead to advances in prevention, diagnosis and treatment of cancer.

We responded to **21,000** calls to the National Cancer Helpline

7500

In 2010, Irish Cancer Society night nurses provided 7,500 nights of care at home .

Strategic highlights

- Opened Beaumont Daffodil Centre.
- Launched our pilot physical activity programme for breast cancer survivors.
- Held 'Supporting Men with Prostate Cancer' conference.
- Launched an anti-tobacco campaign to reduce smoking amongst young people.

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Looking ahead

In 2011, we will continue to fight for world-class cancer services.

We will nurse, support, care, provide information, increase awareness and fight back with research.

If you would like to help us to fight cancer, you can join our community.

See www.cancer.ie for more information.



Q&A with the Chairman

"The Society continues to monitor the implementation of the National Cancer Control Strategy, including the rollout of breast, cervical and bowel cancer screening, in accordance with agreed timelines. Pursuing delivery of the Government's tobacco policy was a key part of the Society's advocacy work in 2010."

In 2010, we continued to build on our successful advocacy campaigns to fight cancer. We ensured that cancer remained a priority for Government, despite the tough economic climate.

Q What were the big issues that faced the Irish Cancer Society during 2010?

A The Irish Cancer Society continued to build on the successful advocacy work of previous years to mount campaigns on the issues of tobacco, bowel cancer screening, sunbeds and smuggling, amongst others.

We developed campaigns that would result in real change for people with cancer, as well as suggesting ways to prevent people getting cancer in the first place, such as introducing sunbed legislation.

See Services page 16 →

Q How has the Society influenced decision-makers and Government to initiate change where change is needed?

A The last year was a difficult one, given the backdrop of cuts that were being made to the health sector. The Irish Cancer Society needed to ensure that cancer remained a core priority for Government, despite the pressures it was being put under to cut spending.

Our cancer nurses responded to over **21,000** calls to our National Cancer Helpline.

Our night nurses provided **7,500** nights of nursing care at home.

130 men attended our Supporting Men with Prostate Cancer conference.

220 women attended our Supporting Women with Breast Cancer conference.

Daffodil Day 2010 raised **€3.3m**

Not only were we looking for the retention of existing services but the introduction of new ones, particularly a firm commitment to the timeline for the roll-out of bowel cancer screening, to which the Irish Cancer Society donated €1m in 2009.

We ensured that cancer remained a political priority despite the challenging environment. The Irish Cancer Society regularly appeared before Joint Oireachtas Committees and kept our political stakeholders informed of our own activities, while highlighting where there were shortfalls within the system. Furthermore, we influenced policy by frequently briefing TDs and working with them to ask the Parliamentary Questions that would highlight key issues and concerns of the Irish Cancer Society.

We also focused on enhancing the connections we have with Irish MEPs and leveraged these to generate significant support for our campaigns throughout last year.

Q What progress was made?

A During 2010, we made significant headway across many of our strategic priorities.

Some of these included the announcement of bowel cancer screening, the roll-out of the HPV vaccine to girls aged 12 and above, cross-party support for sunbed legislation and tougher penalties for people caught smuggling.

The considerable progress that was made has laid strong foundations for the Irish Cancer Society to continue to provide leadership in the areas of prevention, early detection and fighting cancer.

Q What are the future challenges and opportunities for the Irish Cancer Society?

A The Irish Cancer Society has an exciting year ahead of it that is full of challenges and opportunities. We are working closely with the new Government to ensure that cancer is a key health priority for them.

We will continue to highlight the need for improved endoscopy services before bowel cancer screening is rolled out, as well as lower waiting times for colonoscopies.

Thank you to everyone who supported us during 2010

I'd like to take this opportunity to thank everyone who supported us during 2010. In these difficult times, we need all the support that we can get. For our part, we have endeavoured to reduce costs across the Society so that as much money as possible goes directly to fighting and preventing cancer. We aim to ensure that we can retain existing services and introduce new ones.

Bill McCabe
Chairman



The Irish Cancer Society will focus on prostate cancer and we have developed a significant campaign that will be rolled out during 2011, which aims to improve the patient experience and also encourage men to talk about their prostate.

We know that smoking is one of the main causes of preventable disease, and the Irish Cancer Society is determined to see a new plan to cut our high smoking rate, introduced by Government.

We are looking forward to the future, thanks to the progress made in 2010.



www.cancer.ie

Find out more about the work that we do at www.cancer.ie





Q&A with the CEO

“Without doubt, it is our volunteers' diversity, talent and spirit of determination that continues to reign as our greatest assets. It is a privilege to have so many kind and generous people helping us to achieve our vision for world class cancer services in Ireland. We never fail to be humbled by the wonderful people we come into contact with and, on behalf of everyone at the Irish Cancer Society, I want to say thank you.”

Q What is the significance of the Irish Cancer Society in 2010?

A Ireland's cancer rate is one of the highest in the world. One in three of us will be diagnosed with cancer during our lifetime and it is estimated that by 2020, 42,000 new cases will be diagnosed. These stark figures mean that there is an ever increasing demand for the patient care and support services provided by the Irish Cancer Society.

Q How have the Society's income levels performed in 2010?

A Despite the extremely challenging economic climate, the Society managed to achieve modest growth in 2010. This is thanks to our hardworking supporters and measures taken by the management team to become a more effective and efficient organisation.

Since the downturn began, it has been our foremost priority to create a stable, financially secure trajectory for our future. Our fundraising and services, strategic plans were designed to ensure we remain on target to achieve world class cancer services in Ireland.

See Accounts page 40 →

Q Can you summarise the performance of Irish Cancer Society in the past twelve months?

A The financial strain experienced generally in Irish society in 2010 resulted in increased demands on resources. We've had to respond to this demand while staying focused on achieving our overall goals:

- Ensuring delivery of free nationwide services, where appropriate, that will have a direct impact on people's quality of life, e.g. transport initiative, counselling, financial assistance, night nursing.
- Providing cancer patients with immediate access to high quality information and support from the time of diagnosis and into survival.
- Improving availability, quality and delivery of psychosocial, psychological and emotional support to people affected by cancer.
- Expanding scope and quality of our information and support services to help people navigate their way through the complexities of cancer prevention, services and survivorship.
- Trail-blazing positions that will have a catalytic impact on the implementation of the National Cancer Control Strategy.

Q Have there been any innovative initiatives that have been successful?

A X-HALE, our youth tobacco advocacy initiative, has been a highlight. X-HALE stands for X'ing Out Harmful Addictions and Lethal Effects. It is a smoke-free initiative led by and for young people. Its aim is to give young people the opportunity to voice their opinions on tobacco and influence the smoke-free agenda.

In June 2010, the X-HALE group had its first conference in Croke Park to raise awareness of its work and to encourage more young people to get involved in the campaign for tobacco-free communities. The conference was attended by 92 young people from a range of youth services across the country and 26 youth leaders involved in work with young people.

See Services page 25 for more →

Q Is there any activity that particularly stood out for you?

A The Financial Impact of a Cancer Diagnosis report, which was launched by the Irish Cancer Society in partnership with the National Cancer Registry of Ireland, detailed the heavy financial burden that a cancer diagnosis places on a patient. One of the main findings suggests that people from every social class incur additional out-of-pocket expenses as a direct result of a cancer diagnosis and are often out of work for lengthy periods of time while undergoing treatment. The

Congratulations to all our staff and committee members

I would like to congratulate the staff on their achievements in 2010 and the Board, Medical Committee, Cancer Research Committee and Support Groups for their passion, time, expertise and unfailing commitment.

John McCormack,
CEO, Irish Cancer Society



report highlighted that many cancer patients do not know what state aid, if any, is available, and that the system for application for aid is complex.

In response to an increase in demand on our financial aid services, and feedback on our National Cancer Helpline, the Irish Cancer Society produced a Social Welfare Guide to assist cancer patients in finding out what benefits they are entitled to, and how to negotiate the complex systems of application.

Q Have there been any new projects in 2010?

A The Irish Cancer Society is in the process of developing an Affiliation Network of cancer support services in order to improve experiences and lead to better outcomes for those with cancer. There are approximately 64 cancer support centres/groups across the country.

Striving for world class services in tough times

2010 was another challenging year, and all of us have been severely tested as a result of the economic crisis. Despite this, the Irish Cancer Society's community of dedicated volunteers and supporters has continued to go to amazing lengths to make a difference in the fight against cancer.





Friends of the Society 2010

It takes many people to keep the Society running. Each of them has an important role to play, whether that is by being on our board, one of our committees, a support group, or one of our corporate partners. We would like to recognise these people and their dedication to fighting cancer.

Board of Directors

Mr W.G. McCabe (Chairperson)
Prof. J.A. Armstrong
Mr D. Breen
Mr V. Crowley
Dr G. Flannelly
Ms B. Godley
Mr D. Heather
Dr J. Kennedy
Mr P. McMahon
Prof. C. O'Farrelly
Mr P. Ó hUiginn
Mr J. Slattery

Medical Committee

Dr G. Flannelly (Chairperson)
Ms M. Cox
Dr G. Crotty
Mr J. Geraghty
Dr L. Grogan

Dr R. Gupta
Dr B. Hennessy
Mr T. Lynch
Dr R. McQuillan
Dr B. O'Connell
Ms E. O'Donnell
Prof. C. O'Morain
Dr S. O'Reilly
Dr P. Thirion
Dr N. Walsh

Finance Committee

Mr P. McMahon (Chairperson)
Mr F. Brennan
Mr V. Crowley

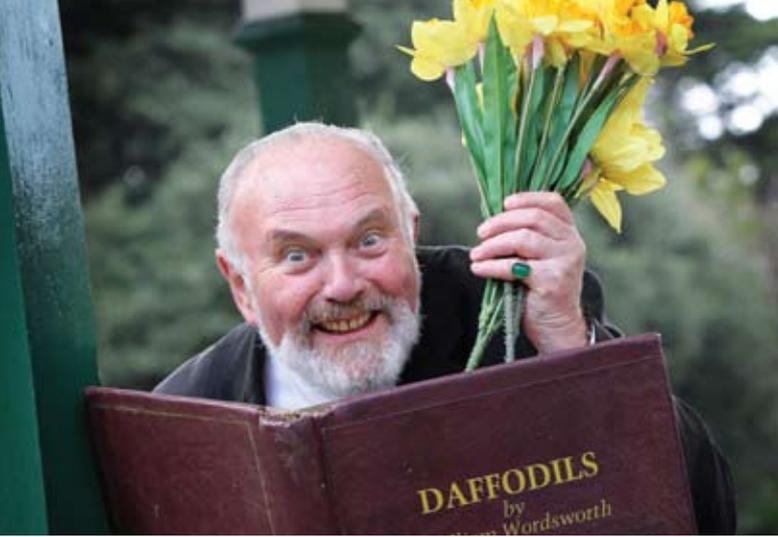
Cancer Research Committee Members

Prof. C. O'Farrelly (Chairperson)
Prof. J.A. Armstrong

Dr H. Comber
Prof. T. Cotter
Prof. L. Egan
Dr L. Grogan
Prof. E. Kay
Dr J. Kennedy
Prof. M. Lawler
Prof. N. Lowndes
Ms D. O'Hanlon
Prof. W. Watson

External Assessors

Prof. F. Balkwill
Prof. C. Caldas
Prof. F. Cotter
Dr A. Gavin
Dr L. Helman
Prof. N. Kearney
Prof. L. Murray
Prof. M. O'Brien
Dr. M. Watson



Support Groups

Bowel Cancer Support Group
Canteen
Lymphoma Support Ireland (LSI)
Men Against Cancer (MAC)
Rarer Cancers Support Groups
Reach to Recovery

Ordinary and Life members

Mr P. Anderson
Mr J. Armstrong
Mr A. Beckwith
Mr J. Bowman
Mr D. Breen
Mr G. Byrne
Ms V. Campbell
Mr D.N. Carney
Mr V. Crowley
Mrs M. Cully
Mr A. Darragh
Mr B. Dempsey
Mr J.J. Fennelly
Mr T. Finlay
Mr B. Godley
Mr D. Heather
Ms B. Herity
Mr T. Hudson
Mr J. Kennedy
Mr V.P. Koziell

Mr B. McCabe
Mr J. McCormack
Mr P. McMahan
Mr M.J. Moriarty
Mr J.F. Murphy
Ms N. Ní Chonghaile
Mr B. O'Donovan
Mr F. O'Donovan (RIP May 2010)
Mr G.A. O'Mahoney
Mr P. O'Reilly
Mr P. Ó hUiginn
Mr C. Preston
Mr M. Ryan
Ms U. Sheridan-Grace
Ms J. Ward Ramos
Mr E.N. Webb
Mr K. Wylie

Corporate Partners

Abbott Ireland
Aer Lingus
Aol Europe
Aramark
Aviva
Bank of America/MBNA
Bank of Ireland
BJ Fitzpatrick
Boots
Bord Gáis

Bristol Myers Squibb
Brown Thomas
Canada Life
Cadbury
Charities Aid Foundation
Citi Group
Collen Construction
Compass Group
Crown Paints
Curves
Dell Ireland
Deutsche Bank
Depuy Ireland
Dominos Pizza
Dunnes Stores
EBS Building Society
EGB Ireland

Above (clockwise from top left): Brenda Blethyn; Senator David Norris; Sile Seoige; Penny McGowan (Chairwoman, Pink Ribbon Walk), Bryan Dobson and Pippa O'Connor





Corporate Partners (continued)

- | | |
|---------------------------------|---------------------------|
| Elave | Musgraves Centra |
| EMC Ireland | SuperValu |
| Esso Ireland/
nine one one | Musgrave Charitable Trust |
| Eurostyle | The National Lottery |
| Fáilte Ireland | Novartis |
| ghd | Paddy Power |
| GlaxoSmithKline | Papertree |
| Go Green Mobile | Peter Mark |
| Google Ireland | Pfizer |
| Greenstar | Prestigious Textiles |
| Hallmark | PricewaterhouseCoopers |
| Hewlett Packard | Priory Studios |
| HSBC | Proctor & Gamble |
| Independent Newspapers | Portwest |
| Intel | Quest Diagnostics |
| Irish Blood Transfusion Service | Robert Roberts |
| Irish Examiner | Roche Ireland |
| Irish Life | Sanofi Aventis |
| Investment Managers | Schering Plough |
| Johnson & Johnson | Tesco Ireland |
| JP Morgan | Third Force PLC |
| Ladbrokes | Today FM |
| Leinster Rugby | Ulster Bank |
| L'Oreal Luxury Products | Umbro |
| Mercer | Unicare |
| Mercury Engineering | Watermark Cards |
| Merrill Lynch | Vhi Healthcare |
| Metro Herald | Vodafone |
| Microsoft | Zurich |
| Mundipharma | |

Above Jamie Heaslip lends his support to Movember.

Celebrities/Personalities

Many celebrities and personalities from TV and radio donate their time to support our work. We'd like to thank each of them for helping in the fight against cancer.

- | | |
|-------------------|--------------------------|
| Michael Aherne | Marcus Horan |
| Robert Arkins | Sean Kelly |
| Angeline Ball | David Lysaght |
| Jim Bartley | Dick Massey |
| Tory Birch | Ken McCluskey |
| Des Bishop | Anna Nolan |
| Brenda Blethyn | Aengus MacGrianna |
| Lisa Cannon | Barbara McMahon |
| Matt Cooper | Michael Murphy |
| Anna Daly | Senator David Norris |
| Ray D'Arcy | Brian O'Driscoll |
| Ian Dempsey | Frank O'Driscoll |
| Bryan Dobson | Mick O'Driscoll |
| Sally Dynevor | Aisling O'Loughlin |
| Dave Finnegan | Mícheál Ó Muircheartaigh |
| Denis Fogarty | Derval O'Rourke |
| Bronagh Gallagher | Ruth Scott |
| Felim Gormley | Grainne Seoige |
| Glen Hansard | Rick O'Shea |
| Mary Harney | Andrew Strong |
| Jamie Heaslip | Jean de Villiers |
| George Hook | Terry Wogan |

Message from President McAleese

It gives me great pleasure to congratulate the Irish Cancer Society on their excellent work in 2010, as detailed in this Annual Report. It has been an immense privilege to serve as patron of the Irish Cancer Society over the past fourteen years. In that time, I've had the opportunity to see first hand so many facets of the Society's work.



Thanks to the enormous medical advances in both detection and treatments, and the invaluable work of the Irish Cancer Society and so many others in better public education, we know that cancer is no longer the hopeless and terrifying diagnosis that it was for many years. To the person diagnosed with cancer, and their family and friends, it is still an enormous life-changing challenge and I thank the Irish Cancer Society for being a very important partner for all those who access your services – whether that is a support group, practical assistance with travel arrangements, nursing services, counselling, or the many other services you provide to cancer patients and their loved ones.

I'd also like to highlight the essential role of the Irish Cancer Society in educating the Irish public about cancer and in encouraging each one of us

to adopt healthier lifestyles, discuss any concerns with a doctor at an early stage, participate in screening programmes and become more proactive about our health. Through exciting and innovative public information campaigns, the Irish Cancer Society has helped to educate us about prevention and detection of cancer and removed much of the stigma and taboo that previously prevented us talking about cancer.

As well as the support given to patients, the Irish Cancer Society plays an important role in supporting the education of doctors, nurses and scientists as they strive to deepen our understanding of the causes of cancer, develop new treatments and improve the care which patients receive.

It would be impossible to count the number of lives touched by the Irish Cancer Society through its support, prevention and education programmes over the years. The 2010 Annual Report gives a snapshot of some of the Society's activities and I thank all those who have contributed to that vital work. I offer my heartfelt thanks to the board members, expert committee, staff, volunteers and supporters of the Irish Cancer Society for their unstinting commitment and dedication and I wish the Irish Cancer Society every future success.

A handwritten signature in black ink that reads "Mary McAleese".

Mary McAleese
President of Ireland



From caring comes courage

How our services make a difference

Every day, people throughout Ireland contact the Irish Cancer Society for information and advice about cancer. Together, we do everything we can to help people face the physical and emotional challenges of the disease, providing reassurance and hope for tomorrow.

Highlights

-  Our specialist Cancer Information Nurses spoke to more than 21,000 callers who contacted our National Cancer Helpline, an increase of 10% on 2009.
-  We opened our second Daffodil Centre in Beaumont Hospital in Dublin in October 2010.
-  Our volunteer Survivors Supporting Survivors made contact with almost 1,000 patients throughout the country.

Our Cancer Information Service is there for anyone concerned about cancer – from cancer patients, relatives and friends, to healthcare professionals.

Our specialist Cancer Information Nurses give confidential information, advice and support, and this trusted source is available via the National Cancer Helpline, by email, online at Cancer Chat, or by dropping in to meet us face-to-face.

You are not alone

We are all too aware that a cancer diagnosis can lead to feelings of isolation and loneliness. We are here to talk, or just to listen, every step of the way through your cancer journey.

In 2010, our specialist Cancer Information Nurses spoke to more than 21,000 callers who contacted our National Cancer Helpline, Freefone 1800 200 700. This is an increase of ten percent on the number of enquiries in 2009. Significantly, in excess of 40 percent of these calls were from newly diagnosed people in the 40+ age group.

Above Irish Cancer Society Night Nurses at their annual nurses' conference 2010.



Cancer Information Nurse's Story

"For me, working as a Cancer Information Nurse includes all of the best aspects of nursing – it allows me to spend time talking to patients, providing information and emotional support, without the hustle and bustle of a clinical environment.

We receive a wide range of calls, which vary in length from those that are a few minutes, which frequently end with a 'I'm so glad I've called, you've put my mind at rest'; to a 40-minute discussion about the various treatment options available to someone who has been newly diagnosed with cancer.

We take many calls about financial assistance, some which start with the caller phoning for information about practical issues, having no idea that we can provide financial assistance; and some that come about because people have heard about our financial assistance from another source. It is fantastic to be able to say to a caller who is worried about financial issues that we have schemes that can provide assistance."



Karen Flynn
Cancer Information Nurse
Dublin

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Financial assistance

Financial difficulty is becoming an increasing source of worry and anxiety and we are seeing more and more calls from families whose finances are unable to cope with the additional costs that arise as a result of having cancer. We are able to offer advice about financial assistance, medical cards, social welfare payments, employment entitlements, transportation available to and from appointments, and support for carers.

In 2010, we provided €896,376 in Cash Assistance Grants, giving financial assistance to patients and families experiencing financial difficulties as a result of having cancer.

“The financial help I received from the Society helped in some way to relieve the added financial stress and worry I experienced during my treatment.”



In 2010, we provided financial assistance to many people. Here, one of those people describes the impact this has had on her treatment:

“Being diagnosed with cancer and going through treatment is extremely stressful. The added expenses associated with dealing with cancer only add to that stress. Having some assistance to pay my bills was invaluable, in terms of the relief it brought me. I’m glad the Irish Cancer Society has been highlighting the fact that greater attention needs to be given to alleviating the financial cost of undergoing cancer treatment.”

Left Our Daffodil Centre in Beaumont Hospital, Dublin.

Daffodil Centres

– Beacons of Hope

Our Daffodil Centres are a unique way of bringing our Cancer Information Service to hospitals, where our advice, information and support can reach people in times of great need.

We opened our first Daffodil Centre in 2009 in Galway University Hospital and, following an external evaluation, improvements were made to the model. Our second Daffodil Centre opened in Beaumont Hospital in Dublin on 25th October 2010. By Christmas 2010, the specialist Cancer Information Nurses and trained volunteers in that Centre had met with more than 800 people.

Enquiries ranged from those of people looking for information on cancer prevention and cancer risk, including help to give up smoking; to queries from family members of recently diagnosed people looking for guidance and support; and contact from diagnosed patients who were attending the hospital and outpatient clinics.

The Daffodil Centre is proving to be a huge success and an extremely worthwhile endeavour, which we plan to roll out in five more hospitals across Ireland in 2011.

Daffodil Centre Nurse's Story

"A lady who visited the centre recently told me how reassured she was to have someone to talk to about her husband's cancer. She was finding it difficult to deal with the side effects of his treatment and the strain it was putting on their relationship.

She found it so helpful to speak to someone in confidence who knew about her husband's cancer and who could explain things to her in a way she understood. She was also relieved just to have someone to speak to about her own feelings and concerns and to find out what local support was available to her."



Teresa Quinn

Daffodil Centre Nurse
Beaumont Hospital
Daffodil Centre
Dublin

Daffodil Centre Volunteer's Story

"I became interested in becoming a volunteer as my father had died of cancer some years back, and he would have found great comfort in a centre like the Daffodil Centre, where any queries would have been dealt with. Plus, as I have reared my family now, I am free to offer my time to this worthwhile cause.

Volunteering at the Beaumont Daffodil Centre is a very special and important part of my life and I get so much from the people I meet there – we all give each other the strength and courage to get through this."



Ann Dorman

Daffodil Centre Volunteer
Beaumont Hospital
Daffodil Centre
Dublin

Survivors Supporting Survivors – Voices of experience

Survivors Supporting Survivors is a powerful support programme for newly diagnosed patients. Trained volunteers, who have been treated for cancer themselves, meet these patients, share their experience and give them emotional support and practical advice.

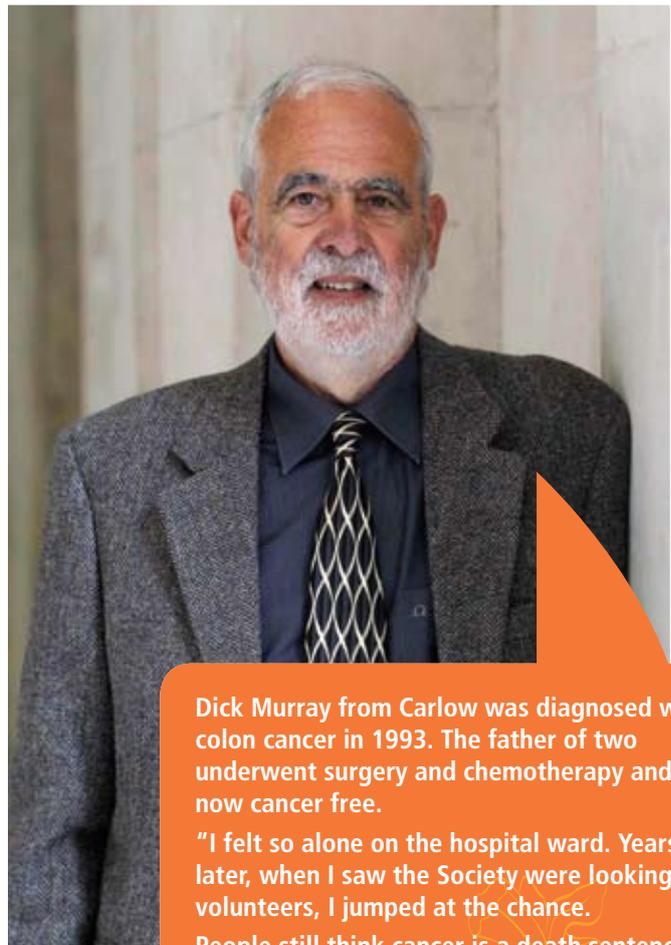
In 2010, our volunteers made contact with almost 1,000 patients throughout the country, offering one-to-one confidential support. We continue to grow this valuable experience-based service and, last year, we recruited and trained 27 new volunteers, who will focus on supporting those with less common cancers.

Together in hope

More than 400 cancer survivors and their families came together to attend the three patient conferences we hosted for breast, bowel and prostate cancer. These events involved a variety of speakers, who talked about issues that are important to cancer patients, survivors and their caregivers.

The National Conference of Cancer Support Groups, now in its 17th year, took place over two days in February and had 321 participants. The event was a platform for people to share hope, support and understanding with others like themselves. Attendees returned home refreshed, with new knowledge and an increased ability to cope at a very difficult time in their lives.

Below Dick Murray, Chairperson of the Bowel Cancer Support Group and Chairperson, Carlow Relay for Life Committee and CHEP volunteer.



Dick Murray from Carlow was diagnosed with colon cancer in 1993. The father of two underwent surgery and chemotherapy and is now cancer free.

"I felt so alone on the hospital ward. Years later, when I saw the Society were looking for volunteers, I jumped at the chance.

People still think cancer is a death sentence, but then they meet someone like me and years later, I am fit and well. This gives great hope and optimism that they too will come out the other side."

In 2010, Look Good... Feel Better workshops reached 986 women.



Left Corina Grant and Nicola Turley.

Look Good... Feel Better – Restoring patients' sense of well-being and self esteem

Look Good... Feel Better is dedicated to improving the self-esteem and quality of life of people undergoing treatment for cancer. It aims to offer support and to better the patients' self-image and appearance through complimentary group beauty sessions that provide advice on skin care, make-up and hair care, including wigs and hair-pieces. The programme aims to create a sense of support, confidence, courage and community.

Look Good... Feel Better is available in 12 hospitals nationwide and these workshops are given by fully qualified beauty consultants. Invitations to the programme are managed by nurses working in cancer care. Dedicated volunteers give the insight, creativity and enthusiasm to make Look Good Feel Better so meaningful to so many.

"The experience of Look Good Feel Better was very uplifting and enjoyable. It's so important to meet people who have been on a similar journey, to remind ourselves we are not alone. I came away from the afternoon feeling very upbeat and good about myself; it was a real confidence boost and I actually learnt a lot too!"

Nicola Turley, Look Good Feel Better programme beneficiary



"I began volunteering at the Look Good... Feel Better workshops in 2009. It's such a lovely way for me to use my skills as a beauty professional. The support from the cosmetics industry is fantastic, with products donated annually valued at over €300,000. The atmosphere and energy at the workshops is wonderful and it's so rewarding to hear the feedback from the beneficiaries who attend. This whole idea of the Look Good... Feel Better programme is so simple; to advise on how to deal with the visible side-effects of cancer treatment and have a relaxing, fun-filled afternoon. I believe it can have a huge impact on a person's outlook and self-confidence when they really need it most."

Right Maria Martin, Look Good Feel Better Volunteer.

"The experience of taking clients to and from hospital under the Care to Drive programme has been most rewarding. I have met some very interesting people, who are courteous and appreciative."

Care to Drive volunteer driver, Cliff Hilliard



"Not having to worry about getting to and from treatment gives me great peace of mind and makes what could be a stressful experience a little easier. It is also reassuring to know that there are good, caring people volunteering their time simply to help people like me."

Imelda Gately, Care to Drive service user

Above Care to Drive service user, Imelda Gately.

Care to Drive – Giving patients with cancer a real lift

Transport to and from cancer treatment has become a significant issue for patients and their families across the country, especially since cancer services were centralised in the eight designated cancer care services in 2008.

Care to Drive is a community-based volunteer transportation service that we run. Under this scheme, carefully selected and trained volunteers collect the patients from their homes and drive them to their appointments and back to their homes.

On 1st March 2010, we announced that we will partner with Tesco as their new staff charity of the year for 2010 and 2011. Funds raised from this partnership will help to roll

out the Irish Cancer Society Care to Drive programme nationwide.

In November 2010, and as a direct result of Tesco's support, we were able to employ a Care to Drive Project Officer to help roll out the service nationwide.

In 2010, 96 drivers drove 120 clients to 1,109 hospital appointments, covering a total of 48,397 kilometres between them.

In 2011, we will extend this service to seven hospitals.



www.cancer.ie

Read more about Care to Drive and find useful cancer information at www.cancer.ie/caretodrive





Oncology Liaison Services – Offering support throughout treatment

We fund a specific type of hospital-based nurse specialist, called an Oncology Liaison Nurse, to help people throughout their treatment. Oncology liaison nurses are a valuable channel of communication between the oncology team and their patients, helping patients, to understand the language, the many tests and treatments that are used to treat cancer.

Over the years, we established 26 Oncology Liaison Nurse posts throughout the country and by 2010, 13 of these posts have been successfully transferred to the HSE, which will provide the funding. The Society will continue to fund the remaining 13 posts in 2011.

Left (L-R) Ramona Lupei, Jenny Lynch, Aengus MacGrianna, Jun Cao and Norma Dowling.

2000

Families and patients coping with the final stages of cancer helped by our night nurses

120

Clients driven to 1,109 appointments by 96 Care to Drive volunteers

Oncology Liaison Nurse's Story

"My role is one of support during diagnosis of cancer and throughout subsequent treatment. I also provide an extra channel of communication between the patient, their family, and the Radiation Oncology team. This helps to ensure that both patient and family understand exactly what lies ahead.

In many cases, I can help to answer questions and help to ease common fears. I believe that by giving people information, time and support, there is a real benefit for the patient's psychological and emotional health, both during hospitalisation and later on at home."



Aine Lavelle

Oncology Liaison Nurse
Saint Luke's Hospital
Dublin

Right Irish Cancer Society
Night Nurse, Laura Halwax.



"Night nursing care for the very ill patient nearing end-of-life at home is an invaluable service, as is evident from the almost palpable sense of relief and gratitude expressed by so many families who are reassured by the knowledge that their loved one is well cared for and comfortable. As such, it is a privilege to be able to support them at this special, albeit difficult time."
Irish Cancer Society Night Nurse Laura Halwax

Night Nursing – Giving dedicated care when it is most needed

Our Night Nursing Service allows ill patients to receive end-of-life care at home, surrounded by their families and supported by the home care nursing team. This is the only free, out-of-hours nursing service available to cancer patients in Ireland. Night Nurses sit with the patient through the night, providing nursing care, practical support and reassurance. Night nursing care is provided free of charge for up to ten nights.

- In 2010, the Irish Cancer Society night nurses supported more than 2,000 patients and their families who were coping with advanced stages of cancer
- Delivered almost 7,500 nights of care
- This is an increase of 6.5% on 2009
- Demand for this service has grown an average of 11% per year over the past six years
- Every night, there are about 30 nurses around the country in homes caring for our loved ones
- On average, we employ over 220 night nurses nationwide

The main challenge ahead for night nursing relates to meeting the ever-growing demand for this service. We fulfill 95 per cent of requests for this service.

See page 43 in the Accounts section for more
.....→

"I would like to thank you for the wonderful service that we received in the latter stages of my late husband's recent illness. The night nurses did a wonderful job. I don't know how we would have got through it without their help and support. Irish Cancer Society Night Nurse Mary was with us for Paul's last few nights and when he passed away, she gave us great help and support."
A family who used our night-nursing service, Co. Westmeath

 www.cancer.ie
For more information about our services and useful cancer information, see www.cancer.ie





Health promotion – Promoting healthy lifestyles

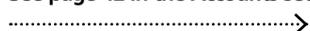
Our Health Promotion programmes help to prevent cancer, promote early detection and save lives, by making you aware of the lifestyle changes that reduce your risk of cancer. We run public awareness campaigns on cancer prevention and early detection, develop materials and distribute information to hospitals, GPs and communities across the country.

We want to spread the message of cancer prevention and early detection to communities and, in 2010, we developed a Community Health Education Programme (CHEP). We recruited and trained eight volunteers, with an abundance of life experience, to connect with communities and give talks on how to follow a CancerSmart lifestyle. Our volunteers, equipped with our CHEP materials, will work with the health promotion team to encourage people to make positive lifestyle changes that will make big differences to their health and well being.

The Health Promotion team, in association with the Communications team, developed a number of public awareness campaigns to encourage people to lead a cancer-smart lifestyle. They included:

- Lung Cancer Awareness Campaign, January 2010
- National No Smoking Day, February 2010
- Sunsmart, May 2010
- World No Tobacco Day, May 2010
- Men’s Health Awareness Week, June 2010
- “Teens are Stupid”, youth anti-tobacco viral campaign, July 2010

See page 42 in the Accounts section for more



Above (left) Mick O'Driscoll, Denis Fogarty, Marcus Horan and Jean de Villiers promote awareness about bowel cancer. Above (right) SunSmart couple Mick Beecher and Ffyon Cunningham show Ronan Carroll and Donna Lyons that it's time to look after their skin.

(CHEP) Volunteer's Story

"Sadly, in January 2008, my eldest daughter, Sharon, took sick and, in February 2008 we lost her to malignant melanoma. She was only 33 years old and had been married for just seven months.

It was during this time that I sought the support of the Irish Cancer Society. We had lost a precious daughter, my other children had lost a wonderful sister, and Sharon's young husband had lost his wife.

In 2010, the Society contacted me about becoming a volunteer for a pilot programme they were introducing called CHEP (Community Health Education Programme). I thought it would be a good way to get vital information and key messages around cancers to the public. I undertook the training process in 2010, which included attitudes to cancer, communication skills, how to give talks, information and administration of the programme. There are many benefits of being a CHEP volunteer, from the friendships made to the personal knowledge you gain on how to reduce the risk of getting cancer by living a healthy lifestyle. Anyone can become a CHEP volunteer, you don't have to be a health professional, each one of us can take control of our own health."



Bernie Rice

Community Health Education Programme (CHEP) volunteer
Dublin

"I couldn't have quit without the National Smokers' Quitline calls. It's a great service, especially the frequent calls from the Quitline counsellor at the beginning."

National Smokers' Quitline User, Mary

Tobacco and smoking cessation

Smoking is the single biggest preventable cause of cancer in Ireland. Our Health Promotion team helps people to quit smoking and encourages young people not to start.

X-HALE stands for X'ing Out Harmful Addictions and Lethal Effects. It is a smoke-free initiative led by and for young people. The aim of the initiative is to give young people the opportunity to voice their opinions on tobacco and influence the smoke-free agenda.

In 2010, the X-HALE group met on a monthly basis to plan their campaigns and to organise their first youth conference, which took place on 23rd June 2010 in Croke Park. The conference was attended by 92 young people from a range of youth services across the country and 26 youth leaders who work with young people.

Health Promotion Officer's Story

"One of the highlights of my year has been my involvement in the physical activity programme that we piloted for breast cancer survivors in October. Studies have proven that daily physical activity reduces the risk of cancer and for cancer survivors, reduces the risk of recurrence. The results from both the walking programme and resistance training are so encouraging that we want to make the programme available nationwide. It has been a pleasure to meet the women and to witness how everyone in the group motivates and supports each other to achieve the desired fitness levels and improve their overall health. Even I have been inspired to walk every day and I feel great!"



Joanne Vance

Senior Health Promotion Officer



Above RTÉs John Murray, left with James Bracken, Amy Creaner, Amy Branagan and Corina Grant help the Irish Cancer Society mark National No Smoking Day.

In 2010, we piloted a new tool to support smokers who wish to quit. The Audio Guide is similar to an MP3 player, with a number of tracks with tips and advice on quitting. We distributed approximately 900 copies since we launched it. In partnership with the HSE, we run the National Smokers' Quitline, providing ongoing support, advice and smoking-cessation counselling to smokers who wish to quit. The service is open six days a week, Monday — Saturday from 8am – 10pm. We responded to 3,586 calls to the Quitline in 2010.

Smoking and alcohol consumption are the leading causes of mouth, head and neck cancers. To highlight awareness of mouth, head and neck cancer (MHNC), we worked with the Dublin Dental Hospital and the Cork University Dental School and Hospital to develop a new resource and promote free oral screening on 29th September. Over 3,000 people attended the open days and 78 suspicious lesions requiring biopsy were found, as well as three early cancers and three established cancers.

€700,000

Total spent on public health awareness campaigns

1/3 population reached with health messages



www.cancer.ie

Do you need help to quit smoking?
Read our advice at www.cancer.ie/quitting



Research bringing hope

Why cancer research is important

Last year in Ireland, approximately 30,000 people were diagnosed with cancer, and the number of cancer cases are expected to double in the next 20 years. However, more people in Ireland are surviving cancer than ever before, largely due to cancer research. To continue improvements in outcomes from this disease, further research into preventing, diagnosing and treating cancer is crucial.

Highlights

-  32 discoveries from our research published in peer-reviewed journals.
-  Three Research fellowships and five Research Scholarships awarded.
-  Prostate Cancer Research Consortium (PCRC) celebrated five years of collaborative research into prostate cancer.
-  Launched pilot physical activity programme for breast cancer.

We are the largest voluntary funder of cancer research in Ireland. We have invested over €22 million in cancer research since our establishment in 1963. Over the last 30 years, more than 650 important research findings by researchers we have funded have been published in over 250 international journals, contributing substantially to the worldwide knowledge of cancer research. In 2010 alone, over 30 discoveries from research funded by the Society were published in international peer-reviewed journals.

A number of these discoveries came from the Prostate Cancer Research Consortium (PCRC), a co-ordinated group of researchers, nurses and clinicians from universities and hospitals in Dublin, whose aim is to improve the diagnosis and treatment of prostate cancer. Established in 2004 with funding that we provided, the PCRC celebrated five years of collaborative research into prostate cancer in May 2010.

Above Dr Britta Stordal, William Landry, Lisa Vincenz, Dr Stephen Maher, Professor Cliona O'Farrelly, Dr Sarah Picardo, Eva Flahavan, Susan Spillane, Dr Gregor Kijanka.

The PCRC has been involved in training 33 young, dedicated prostate cancer



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researchers and doctors and has developed international collaborations with groups in Europe, Australia, Canada and the USA. The consortium has also established a prostate cancer biobank, the first biobank in Ireland to be approved and licensed by the Data Protection Commissioner. Over 550 patients have been recruited to the biobank in the last five years.

Hope Through New Treatments

It is vitally important that we support research that offers hope to cancer patients by providing them with access to treatments that are not currently available outside of the clinical research arena. We are long-standing supporters of ICORG, the All-Ireland Co-operative Oncology Research Group. Our funding in 2010 of €300,000 contributed towards 1,281 patients gaining access to clinical trials and other clinical studies in the areas of breast cancer, colorectal cancer, myeloma, melanoma, prostate, lymphoma and non-small cell lung cancer, among others.

Fighting Back Against Recurrence

In September 2010, we launched a pilot physical activity programme for breast cancer survivors.

Researcher's Story

"Oesophageal cancer, or cancer of the food pipe, is rising more rapidly in Ireland than any other disease. However, about 70 percent of patients with oesophageal cancer have little or no response to chemotherapy and radiation and we don't yet understand why this is. With my research, I am looking at a group of genes called microRNA genes. We want to look at these in the tumours and blood samples from oesophageal cancer patients to find biomarkers that may predict whether or not a patient is going to respond to chemo radiation or not. This will ultimately improve the outcomes of patients with oesophageal cancer."



Dr Stephen Maher

Researcher
Trinity College
Dublin,
St James's Hospital

“I am looking at the role of reactive oxidants in enhancing leukaemia cell survival. The Irish Cancer Society Research Scholarship has given me the opportunity to carry out this research - research which may not have occurred otherwise.”

William Landry, University College Cork and Irish Cancer Society Research Scholar

Right Lisa Vincenz, Department of Biochemistry, NUI Galway, was awarded a Research Scholarship by the Irish Cancer Society.



"My project will work towards the development of new, specifically designed treatment methods that we hope will significantly improve the response of cancer patients to chemotherapy. The Irish Cancer Society Scholarship allows me to carry out this important research and to start a career as a cancer researcher. I am very grateful to receive this great support and to be able to contribute to our understanding of cancer and to the development of new therapies."

€1.2m

Funding committed over three years to support eight young cancer researchers

1,281

Patients given access to clinical trials through ICORG, which we support

The aim of the programme is to reduce the risk of recurrence for these people. We will be using the results from this pilot study to offer the programme to a larger group of participants and we are seeking support for a clinical trial in order to establish the potential beneficial effect of the resistance training.

Funding the Future of Cancer Research

In 2008, we established a Research Fellowship programme to assist cancer researchers, who are at an early stage in their careers, to develop their research ideas and their own research teams. Following on from the success of this initiative, we established our Research Scholarship programme to fund young postgraduate students who are starting out on a career in

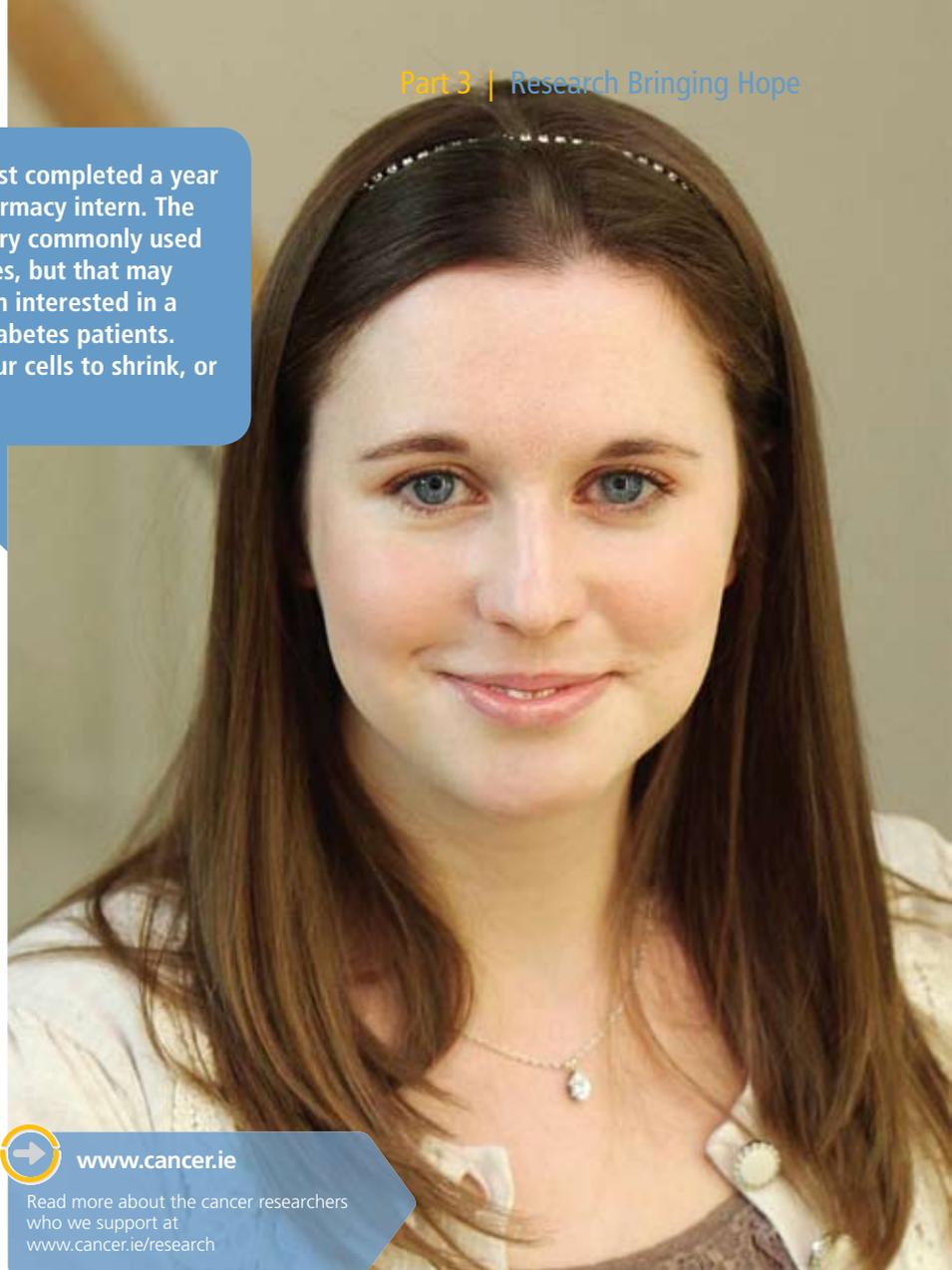
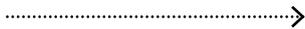
"My background is in pharmacy and I just completed a year in St James's Hospital, working as a pharmacy intern. The idea behind my research is to look at very commonly used drugs that are used for different diseases, but that may also be useful in cancer. In particular, I'm interested in a drug called Metformin that is used in diabetes patients. Studies have indicated it can help tumour cells to shrink, or stop them from developing further."

cancer research. The Scholarship programme aims to encourage the brightest and the best students in Ireland to complete PhDs in cancer research.

In 2010, we awarded three Research Fellowships and five Research Scholarships to scientists, medical doctors, pharmacists and other researchers, all of whom are dedicated to a career in cancer research. These awards represent a commitment of approximately €1.2 million to these eight researchers over the next three years.

The 2010 Research Scholars and Fellows are based at hospitals and universities in Galway, Cork and Dublin. Their projects range from identifying ways of detecting colon cancer earlier; to investigating the biochemical pathways that protect cancer cells from chemotherapy; and analysing commonly-used medications in the population to find out if they might also have a benefit in preventing or treating cancer.

See page 61 in the Accounts section for more



www.cancer.ie

Read more about the cancer researchers who we support at www.cancer.ie/research

Above Susan Spillane, Pharmacy and Therapeutics Department, Trinity Centre for Health Sciences, St. James's Hospital and Irish Cancer Society Research Scholar.

Researcher's Story

"I have been working at the Royal College of Surgeons in Ireland and Dublin City University for the past three years and we recently discovered a group of cancer-specific antibodies that are only found in patients with colon cancer, and not in disease-free patients. This discovery paves the way for a potential blood test, which could identify patients at early stages of colon cancer, improving both patient outcome and long-term survival. The Irish Cancer Society Research Fellowship that I've been awarded enables me to continue this important research."



Dr Gregor Kijanka

Researcher
Biomedical Diagnostics
Institute at Dublin
City University





Above Volunteers planting daffodils in the Garden of Hope.

Vital volunteers

How you help us to deliver essential cancer care and support services, provide information and fund research

Beacuse of you, our work can happen. Irish Cancer Society supporters make the impossible possible. Thank you!

Highlights

-  Daffodil Day 2010 raised €3.3 million to support our essential services.
-  Tesco Ireland showed great support by making us their charity of the year for 2010-2012.
-  Shave or Dye, in conjunction with Today FM raised nearly €800,000.
-  Energetic fundraisers throughout Ireland walked, ran, cycled, swam, waxed, danced and had lots of fun!

Somehow the words ‘thank you’ are not enough to convey the overwhelming gratitude and appreciation we have for our supporters. Despite very challenging economic times, they continue to be incredibly dedicated, energetic and supportive.

From north to south and east to west, our supporters are at the heart of every community, helping us to improve the lives of everyone living with cancer in Ireland. The generosity of countless individuals who team up with family members, friends and co-workers, as well as companies and communities is changing the future for those with cancer.

We are incredibly grateful for every euro raised because every single one makes a difference to caring for and supporting people with cancer. From the bottom of our hearts, we say thank you.

“Some of the richest people in the world are not millionaires, they are volunteers.”

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Today FM presenters helped to wave off the winter blues with their Shave or Dye antics, raising funds and laughter all round.

In February, Today FM presenters, Ian Dempsey, Mario Rosenstock, Ray D'Arcy, Ray Foley, JP, Tony Fenton, Matt Cooper, Paul McLoone, Alison Curtis and Phil Cawley put the fun into fundraising and had their hair shaved or dyed live on air on the Ray D'Arcy show.

Their listeners also joined Today FM in hosting their own Shave or Dye events and getting friends, family and work colleagues to sponsor them.

365 days of volunteer power

Our volunteers worked harder than ever in 2010 to make sure we had a bumper year of fundraising. There wasn't a week that went by without an event, a launch or an important fundraising or awareness milestone.

Our fabulous fundraisers have:

- Run rings around cancer by participating in cycling, walking or triathlon events and other adrenaline challenges
- Made a splash by taking the plunge at swimming events
- Laughed, cried, danced, baked, shopped, Got The Girls 'Round, dyed hair, shaved legs, sung their hearts out, collected at church gates, sold daffodils, hosted coffee mornings, written poems and gone above and beyond the call of duty – all to support our work.



On March 26th, more than 3,000 volunteers took to the streets across Ireland for Daffodil Day to help raise €3.3 million for the fight against cancer.

Daffodil Day Volunteer's Story

"Having watched my sister-in-law fight so hard after receiving the news of her diagnosis with breast cancer and passing away within the year, I knew I wanted to do more. Daffodil Day seemed like the ideal way to raise money that would help reduce the incidence of cancer and give support to the people who are fighting the disease. Now, I represent Westport Daffodil Day Committee as chairperson. Daffodil Day is a fantastic event you get to know so many people in your community and it feels great to do something for such a good cause."

Daffodil Day Committee
Westport,
Co. Mayo

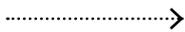
Karen Hughes



We were thrilled Tesco named us their Staff Charity of the Year

In March, we announced a partnership with Tesco as their Charity of the Year for 2010 and 2011. Funds raised through the partnership will go towards the national rollout of 'Care to Drive', a volunteer driving service for cancer patients.

See page 21 in Services section for more



Mr Tony Keohane, CEO, Tesco Ireland, said: "We are delighted to welcome the Irish Cancer Society as our Staff Charity of the Year for 2010 & 2011. All of our stores nationwide will be conducting a wide range of staff and customer fundraising activities. This in turn will allow the Irish Cancer Society to roll out this immensely valuable volunteer driving service to cancer patients within local communities across the country."

Above Tesco staff at Dublin Women's Mini Marathon 2010.



Above Supporters enjoy themselves at the Ulster Bank Wig Walk.

When summer arrived, our supporters were ready at the starting post for countless outdoor challenges.

In May, hundreds of Ulster Bank walkers and friends filled the Phoenix Park, donning mad and colourful wigs for the inaugural Ulster Bank Wig Walk to raise funds for the Society.

Also in May, Mark Heverin from Castlebar, Co. Mayo, climbed to the highest point in each of the 32 counties and cycled the 1900km between them to raise funds for the Society.

He completed this challenge within 24 days. Mark began the Pedal to Peaks Challenge to honour his father, Michael, who died of cancer in 2009.



Left Mark Heverin One man, 24 days, 26 peaks, 32 counties – for one cause.

Fundraiser's story

"Having spent so much time in the oncology wards of University College Hospital Galway, I was greatly affected by the plight of so many people like my father. With the support of the Irish Cancer Society, the Pedal to Peaks Challenge is an effort to raise funds for the Cancer Research Ireland programme, as well as being a tribute to my father."



Brian O'Driscoll said:
 "Our lives are so busy these days, making it very easy to ignore or miss the early signs of health problems."

Our high profile supporters continued to lend their voice to our causes.

In June, Brian O'Driscoll and his dad Frank, helped us to tackle prostate cancer and launched the Gillette Father's Day campaign.



Throughout the year, our volunteers went to Herculean lengths to support the Society. Some did so to honour a loved one lost to cancer, others because they've beaten cancer themselves or been inspired by our work.

A 35 km Big Blue Swim to remember those lost to cancer

In August, Stephen Redmond, Co. Cork, swam the North Channel between the North of Ireland and Scotland. Stephen took on this challenge to raise funds to support our work fighting cancer.

Right Peter Duggan, Stephen Redmond and Linda Morgan Coxswain.



Volunteer's Story

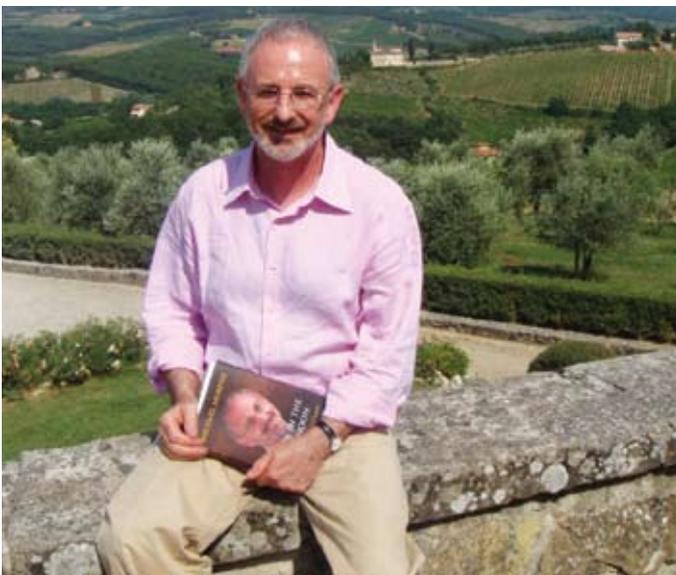
"Last year I lost a dear friend to cancer and this had a huge impact on me. I decided to take on this massive challenge to remember those I lost to cancer, to thank them for the privilege of knowing them and to fight back against the disease that takes so many."



A 'challenge of a lifetime' to honour Sligo father

Also in August, three young Irish men cycled from Seattle, WA to Washington D.C. One of the riders was Mark Leonard (25), who undertook the gruelling challenge in memory of his father, James, who died of bowel cancer.

Left Mark Leonard, William Kerwin and Eoin McNamara.



Broadcaster Michael Murphy reminded us of the power of sharing a cancer experience

The National Concert Hall was host to a special concert reading on Wednesday, 29th September, with author and RTÉ Newscaster Michael Murphy. Excerpts from his literary memoir about experiencing cancer, 'At Five in the Afternoon', were read by friends and colleagues Eileen Dunne (RTE), Emer O'Kelly (Sunday Independent) and Eamonn Lawlor (Lyric FM). The event was in aid of the Society.

Fire fighters walked Coast2coast to help us fight cancer

In September, a team of five fire fighters walked from the west coast to the east coast of Ireland to raise funds for the Society. This challenging 244km walk was made all the more gruelling due to the fact that the fire fighters wore their full fire kit – the total weight of which is a whopping 25kg.



Above Seanie Bradley, Glen Pearson, Claire Germaine and Michael O'Connor celebrate finishing their 244 km walk.

We depend on the support of corporate partners and year round volunteers to make our work happen.

Our valuable volunteers are priceless because they keep the Society working at full throttle.

The Society has 19 shops across Ireland selling mainly donated goods. Always keep us in mind when spring cleaning or why not visit your nearest shop, you never know what treasures and bargains you can pick up.

All of our shops rely on volunteers who do a wonderful and important job. Mary Cooney is one such helper and here is her story.

Shop Volunteer's Story

"I've been volunteering at the Cancer Society shop in Camden Street for 12 years. I started volunteering after I retired and I haven't looked back. I have met so many great people through volunteering and have really seen the shop grow from a small operation to a thriving business. One of the best parts of the job is meeting the customers; everyone who comes in has a story that they share with you about how cancer has touched their lives. It is great to see how much they enjoy coming in and how chatting helps them with whatever they are going through."

We gave our first ever "Our Company Cares" award to Citi.

Citi is the largest corporate Daffodil Day fundraiser for the Society and has been raising money for us since 2004. Employees have raised more than €290,000 since then, supporting Daffodil Day through a number of fun and creative activities.

Jim O'Malley, Corporate Partnerships Manager, said:
 "Our corporate partners are truly amazing because of all of their passion, commitment and creativity in supporting our cause. In 2010, we were supported through a variety of activities such as employee fundraising, sponsorships, cause marketing and events. Our partners encourage their staff to get involved, extend our reach in their communities and help us to promote our cancer prevention and early detection messages."



Right Jim O'Malley presents Tara O'Reilly of Citi with the first "Our Company Cares" award.

Through autumn and winter, our energetic fundraisers and supporters continued to be creative and enthusiastic when involved in our causes, ensuring we ended 2010 on a high!

Pink power raised nearly €700,000 for Breast Cancer Awareness Month



Above Gordon Lawler, Director, Esso Ireland, Travis Hansen, Esso Category Manager, and Jim O'Malley.

Esso and Nine One One added their fuel to the campaign

Also in October, Esso and Nine One One announced a new initiative with the Society. A series of fundraising events, including the first ever marathon run at a service station, took place across Esso's 39 company-operated stores in Leinster.

Kenmare turned pink for Pink Ribbon Friday

In October, the people of Kenmare showed their true colours and did their bit to raise funds during Breast Cancer Awareness Month. Everyone in the community got involved, from beauty salons, to local pubs, restaurants and hotels.



Above Kenmare girls 'go pink'.



Left A night in with the girls.

Centra, through its network of 473 stores, encouraged women all over Ireland to Get the Girls 'Round and host a girls' night in to raise funds for Action Breast Cancer. Donal Horgan, former Managing Director, Centra, said: "Centra is delighted to play a role in encouraging everyone to raise monies to both fight the disease and support those directly affected. However, it is also important that fundraising is fun!"

**Fred O'Donovan
1927 – 2010**

In 2010, we lost one of our founders, the legendary theatre producer Fred O'Donovan.

Fred was a dear friend of the Society and we are incredibly grateful for all his support over the years.

We will fondly remember the night in January, when Gaels of Laughter returned to the

Gaiety Theatre for one night only. The evening of celebration and laughter was produced by John McColgan and hosted by Gay Byrne. Proceeds from the night were kindly donated to The Variety Club of Ireland and the Irish Cancer Society.



Relay For Life – Celebrate. Remember. Fight Back.

Relay For Life is a 24-hour community celebration. At the heart of the event, teams of friends, neighbours, families and colleagues come together in groups and commit to keeping a participant walking around the Relay course for 24 hours. Hundreds of other activities take place to create a wonderfully festive atmosphere.

As well as raising vital funds to support the Society’s work, Relay celebrates the lives of survivors, remembers those who lost their lives to cancer, and unites a community in the fight against cancer

In 2010, Carlow held its first Relay in September and Dundalk held its second Relay in October. We hope to bring Relay For Life to every community in Ireland.

Left Larry Byrne and Jim Scott at Relay For Life, Carlow.

Movember

Mo Bros with the support of the Mo Sistas, raised more than €1.6 million in just one month.

Movember, the month formerly known as November, was bristling with excitement when Irish men or Mo Bros donated their faces and grew moustaches for Action Prostate Cancer, an initiative of the Irish Cancer Society.

Lots of Mo themed events sprouted out all over the country, while Mo Businesses including The Waldorf Barbers, Fresh Milk Clothing and Marshall amps gave their support to the cause.

Celebrities, including Irish rugby international players Jamie Heaslip and Cian Healy, as well as Irish Middleweight Champion Gary ‘Spike’ O’Sullivan, also donated their faces for the month.



Above Dave Moore. Right SJ Wai O’Flynn.

Movember concluded with a Gala Parté, at the Tripod, Dublin, when 1,300 Mo Bros and Sistas descended on the city as Hulk Hogan, Freddie Mercury and Scouser look-a-likes to contend for the distinguished ‘Man of Movember’ award, which was taken home by Dave Moore.



Statement of Guiding Principles

The Irish Cancer Society has adopted and is compliant with the Statement of Guiding Principles for Fundraising. The Statement is a set of overarching principles – respect, honesty and openness – for how charities operating in Ireland should behave with their supporters, clients and beneficiaries. It also provides guidelines for fundraising. To review the full statement or for more information, please go to <http://www.ictr.ie/>.



www.cancer.ie

Read more about how you can get involved in any of our campaigns at www.cancer.ie



Ways to give

You make our work possible

Our work is almost entirely funded by voluntary donations and none of it would be possible without the generosity and commitment of our amazing supporters.

How to donate

Post

Please complete and return the donation envelope contained within this report with your gift.

Online

Visit www.cancer.ie/donate or enquire at fundraising@irishcancer.ie

Phone

Contact us on CallSave 1850 60 60 60 with your credit or laser card details.

In person

Visit us at our office with your donation:

- Dublin – 43/45 Northumberland Road, Dublin 4
- Cork – Lawley House, Monahan Road, Cork

Other ways to give

Become a monthly donor: You can donate directly from your bank account on a regular basis by direct debit. Regular donations help us save on administration and postage.

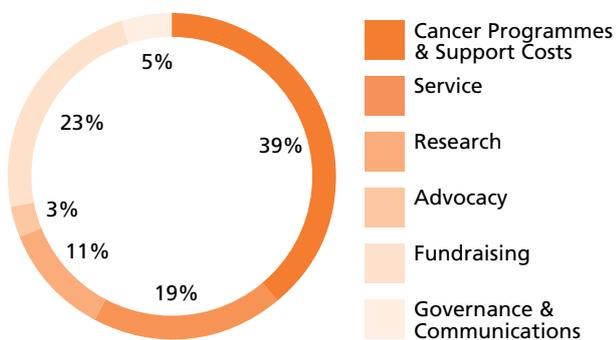
Give a gift in memory or in honour: You may also choose to make a tribute gift in memory or in honour of a family member, friend, or colleague lost to cancer. For further information CallSave our Fundraising Department on 1850 60 60 60.

Give as you earn: If your employer operates a payroll giving scheme, or you would like to introduce one into your workplace, you can make a donation directly from your salary. For further information contact Jim O'Malley, Corporate Partnerships Manager, on 01 2316 621.

Above Participants raising funds for the Society at the Flora Dublin Women's Mini-Marathon.

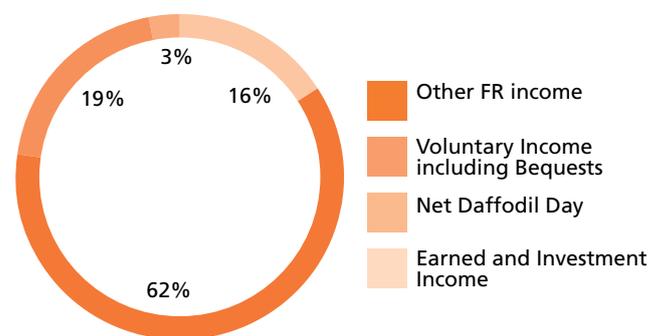
Review of our expenditure on activities for 2010

For more information, see page 50 and 51



Review of our sources of income for 2010

For more information, see page 50



Charity shop donations: We are always looking for high quality goods to sell in our shops, so why not do a spring clean? You can donate any of your unwanted clothes, shoes, bric-a-brac, or gifts that are in good condition. Please contact us at any of our charity shops or go to www.cancer.ie

Corporate support: Our corporate sponsorship programme supports mutually beneficial and respectful relationships that meet the business goals and objectives of both partners. Contact us about creating a win-win partnership. For further information contact Jim O'Malley, Corporate Partnerships Manager, on 01 2316 621.

Tax-effective giving: Individual donations of €250 or more in any one year qualify for tax relief.

- For PAYE/ PRSI donors: complete a CHY2 form (available at www.cancer.ie/donate or from our office). The Society can then reclaim the tax paid from the Revenue Commissioners.

- Self-Assessed taxpayers and companies, can claim for tax relief when completing their tax return.

Legacies: A gift to the Irish Cancer Society through your will is a significant contribution to our work – both present and future. Please contact Edel Cribbin, Donor Development Manager, on 01 2310 510.

Volunteer: Donating money isn't the only way you can help us. A gift of your time can be just as precious. We are always looking for new volunteers. Volunteering can mean working in our Irish Cancer Society Shops, getting involved in a fundraiser, or becoming part of one of our Patient Support initiatives such as Look Good ... Feel Better, or Care to Drive. CallSave 1850 60 60 60 or go to www.cancer.ie for further information on ways to support our work.

Your support will help us to provide quality care and emotional support to cancer patients and their families throughout Ireland. Thank you for supporting us!





Accounts

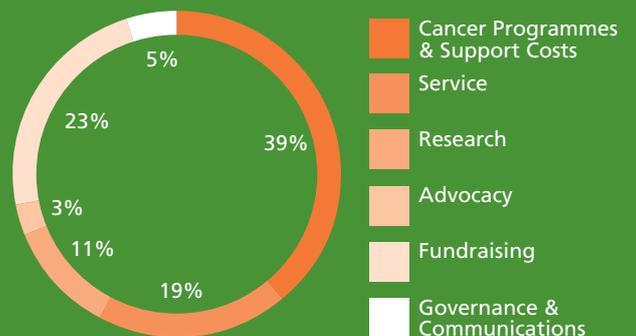
Irish Cancer Society Limited
(company limited by guarantee not having share capital)
Consolidated Financial Statements for the year ended 31 December 2010.

Highlights

-  Nearly €600,000 went to help people to know the signs and symptoms of bowel cancer.
-  We spent €2.1 million to support families seeking to provide end of life care to their loved ones at home through our night nursing service.
-  €1.4 million was invested in 8 cancer researchers and the provision of clinical trials.
-  We granted over €1.1 million to help patients alleviate their financial distress arising from their cancer diagnosis and treatment.

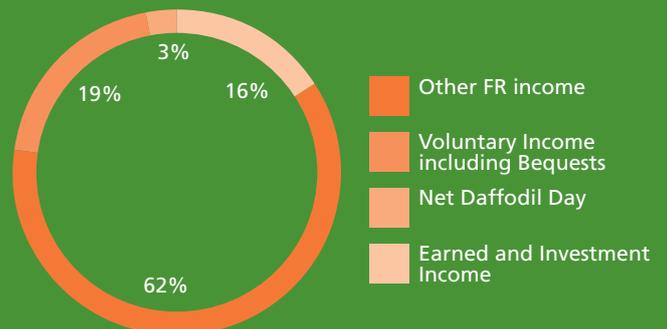
Review of our expenditure on activities for 2010

For more information, see page 50 and 51



Review of our sources of income for 2010

For more information, see page 50



Above: Irish Cancer Society staff cheer on volunteers at Dublin Women's mini marathon.



DIRECTORS AND OTHER INFORMATION

DIRECTORS	Mr. W. G. McCabe (Chairman) Prof. J. Armstrong Mr. D. Breen Mr. V. Crowley Dr. G. Flannelly Ms. B. Godley Mr. D. Heather Dr. J. Kennedy Mr. P. McMahon Prof. C. O'Farrelly Mr. P. O'hUiginn Mr. J. Slattery
CHIEF EXECUTIVE	John McCormack
SECRETARY	Niamh Ní Chonghaile
REGISTERED OFFICE	43/45 Northumberland Road Dublin 4
REGISTERED NUMBER	20868
SOLICITORS	Hayes Solicitors Lavery House Earlsfort Terrace Dublin 2
BANKERS	AIB Bank 9 Terenure Road Rathgar Dublin 6 Bank of Ireland Ballsbridge Dublin 4
AUDITORS	Deloitte & Touche Chartered Accountants Deloitte & Touche House Earlsfort Terrace Dublin 2

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Directors' report

The Directors submit their annual report, together with the audited financial statements, for the year ended 31 December 2010.

REVIEW OF THE ACTIVITIES OF THE SOCIETY

The Irish Cancer Society is the national cancer care charity. It is a charitable organisation and a Company Limited by Guarantee with a Board of Directors. The Board meets five times a year and its work is also managed through a number of sub-committees, which are chaired by directors and meet regularly. They are: Strategy & Advocacy, Finance, Medical, Research Priorities and Fundraising & Nominating. Responsibility for the day to day management is delegated by the Board to the Chief Executive, Mr. John McCormack, who is supported by a senior management team, staff and volunteers.

The Society's current Strategic Plan (2008 to 2012) is built on a vision for world class cancer services for Ireland, with equal access for all, where fewer people will get cancer and those that do will have better outcomes. During 2010, in addition to continuing the Society's work across all areas of prevention, early detection and fighting cancer, the Society also set specific targets in the areas of anti-tobacco initiatives, and delivery of information, advice and support in the hospital environment through Daffodil Centres.

The Society's programme of work is aimed at preventing cancer, detecting it early to improve survival and supporting patients, families and carers living with, affected by and surviving cancer. The Society analyses its expenditure by cancer programmes, direct cancer services, research, advocacy, fundraising and governance costs.

Cancer Programmes:

Combined, the four big cancers, bowel, breast, lung and prostate account for 40% of cancer incidence. Tobacco alone causes 30% of all cancers. The Society's activity across the four big cancers, tobacco and all other cancers, as a group, includes:

- Anti-smoking initiatives and campaigns. In 2010 this included a viral campaign aimed at young people.
- Operation of the National Smokers Quitline in partnership with the Health Service Executive.
- Health education and public awareness campaigns to help avoid cancer or detect it early.
- Provision of cancer information and support through the National Cancer Helpline, web, walk-in and on hospital sites.
- Peer to peer psychosocial support by survivors to survivors.
- A play therapy service in the paediatric oncology service in Our Lady's Hospital for Sick Children in Crumlin.
- Daffodil Centres to provide information, advice and support on hospital sites in Galway University Hospital and Beaumont Hospital Dublin. In 2011 it is planned to roll-out to a further five hospitals.
- Financial assistance for patients and their families who are suffering financially because of a cancer diagnosis and treatment. The demand for this scheme has increased by 45% in the last two years.
- A travel grant programme (Travel2Care), funded by the National Cancer Control Programme (NCCP), for patients travelling to any of the eight designated cancer centres, and the designated satellite centres.
- Grant aid to provide free counselling services for patients and their families.
- A volunteer driving service, Care to Drive, for patients travelling to treatment in St. Vincent's Hospital Dublin. In 2011 this will be rolled out nationally.
- Look Good Feel Better workshops nationally for newly diagnosed patients.
- Building an affiliation network of cancer support services in Ireland.
- Relay For Life celebrating survivorship and bringing communities together to take on the challenge of preventing cancer.

Services:

In addition to the work focussed on the four big cancers, tobacco and generic cancer issues, the Society also directly provides, or funds, cancer services:

Directors' report (continued)

REVIEW OF THE ACTIVITIES OF THE SOCIETY (CONTINUED)

- The Night Nursing Service enables families to provide end of life care to their loved ones at home. The night nurses are employees of the Society. The Society works with local home care teams to provide this free service in every county in Ireland. In 2010, 2,018 patients were given 7,187 nights of nursing care.
- Grants to support the employment of Oncology Liaison Nurses who work in hospitals providing emotional and practical support for patients and their families at the time of diagnosis of cancer and throughout treatment.

Research:

The Society is the largest voluntary funder of cancer research in Ireland. Research to find better ways of diagnosing and treating cancer is a vital element in the fight against cancer. The Society's grants fund research fellowships and scholarships over a three year period. In 2010, over 32 discoveries from research funded by the Society were published in international peer review journals. These research findings were made in the areas of prostate, breast, bowel, gastrointestinal, myeloma, brain, oesophageal, leukaemia, and ovarian cancer research. Additionally, 13 reviews analysing the knowledge generated to date in cancer research topics were published in 2010. This brings to 45 the total number of research publications from Society funding last year. The Society also provides core funding to the Irish Clinical Oncology Research Group (ICORG), a charitable organisation which aims to increase the availability of clinical trials and translational research for people with cancer in Ireland during their treatment.

Advocacy:

In 2010, the focus of the Society's advocacy work has centred on lobbying for additional controls on tobacco, specifically increased price and combating smuggling. Some tobacco control work has been collaborative with the Irish Heart Foundation and ASH Ireland.

Other work included lobbying for legislation to control the use of sunbeds. Arising from the Society's lobbying and advocacy activity, the Minister for Health, Mary Harney TD, announced terms of a bill to significantly control the use of sunbeds, including a ban on sunbed use by under 18's. The Department of Health is continuing its work on drafting of the bill.

The Society is also a member of ICTR, the charity umbrella body lobbying for vat refunds for charities. In 2010 the Society's total Vat bill, none of which is reclaimable amounted to €0.9m.

In 2009 the Society committed €1m to the State to support national roll-out of bowel cancer screening. This pledge is included in liabilities at the year end and will only be paid over once the roll-out criteria have been achieved. The Society continued its advocacy work in 2010 to ensure timely roll-out of bowel screening and a reduction in colonoscopy waiting times in public hospitals.

Fundraising:

The Society fundraises approximately 95% of its income. The balance comes from some Government grants (NCCP and Health Research Board), earned income (workplace and Quitline) and deposit and investment income. Fundraising costs include the costs of running campaigns and the costs of the fundraising personnel and overheads. Campaigns include activities produced by the Society such as Daffodil Day, Movember, corporate partnerships, direct marketing and activities or events produced by volunteers, and from which the Society receives the proceeds. The Society's fundraising activities are run by a team of employees and a vast body of volunteers throughout the country.

Governance:

This includes the Society's communication and administration costs. Communications activities are the costs of the public relations and media activities and, the management of the Society's publications and events. Administration costs are facilities, utilities, IT, storage, depreciation and back office support. Costs are allocated directly to programme, advocacy, research and fundraising costs based on use of resources in the delivery of the activities. These are shown as Support Costs. The balance of costs are those that cannot be directly assigned to an activity.

Directors' report (continued)

REVIEW OF THE RESULTS FOR THE YEAR

The detailed results for the year are set out on pages 50 and 51.

Income in 2010 was €17.5m (2009: €17m). The Society is delighted to have achieved modest growth in a very challenging economic climate. 2010 benefited from the successes of the Shave or Dye campaign, the Tesco Charity of the Year (2010/11) and from some substantial bequests. Some income sources declined reflecting the pressures individuals are experiencing.

In accordance with best practice for charities fund management, the Society manages its funds between restricted, unrestricted and designated reserves. Unrestricted reserves are built from income donated to the Society without any stipulation by the donor as to how the funds should be spent. Some unrestricted reserves are transferred to a designated fund by the directors to ensure that there are resources available to spend on key strategic areas of work over the medium term. Restricted funds are derived from income where the donor has restricted the expenditure of the donation to a particular cancer or project. The movements on the Designated and Restricted Funds are analysed in Note 8.

During 2010, the Society received €340,105 (2009: €379,835) from the scheme established to assist charitable lotteries whose products are in direct competition with the products being sold by the National Lottery. The income is included as restricted income in *Other Activities for Generating Funds* and was used to fund the Society's Cancer Information and Support service.

Expenditure in 2010 was €15.4m (2009: €15.3m). The Society manages expenditure closely to deliver on targets with the most effective use of resources. Expenditure is analysed into the categories set out below:

- Total expenditure on strategic targets and cancer services amounted to €8.9m in 2010, compared with €9.8m in 2009. Included in 2009 was the €1m pledge for bowel cancer screening, excluding the €1m, expenditure on the targets has increased from 2009 to 2010. Some resources have also been released as the State takes over Oncology Liaison and Home Care Nurse posts decreasing the Society's outlay.
- Cancer research expenditure in 2010 amounted to €1.7m (2009: €1.3m). 2010 expenditure includes a €1.2m cost of funding three Fellowships and five Scholarships, and a €0.3m cost of funding clinical research (funding provided to ICORG) for clinical trials.
- Advocacy expenditure was €0.4m in 2010 (2009: €0.4m). Advocacy costs are directly related to the strategic targets.
- Fundraising costs in 2010 were €3.5m (2009: €2.9m). The increases reflect continued and increased investment across campaigns, such as Movember, Tesco Charity of the Year and Direct Marketing.
- Communications costs in 2010 were €0.3m (2009: €0.3m).
- Administration costs in 2010 were €0.5m (2009: €0.5m).

The net result for 2010 was a surplus of €2.2m (2009: €1.7m).

Directors' report (continued)

REVIEW OF THE RESULTS FOR THE YEAR (CONTINUED)

Demand for services

The demand for the Society's services continues to grow. The roll-out of the Daffodil Centres is proving very successful. The Centres provide volunteer and professional support to patients, families and visitors to the hospitals. In 2010 the numbers supported by the Centres were 1,730.

Helpline calls to the Cancer Information Service increased 10% from 19,000 to 21,000.

The demand for the Society's literature continues to grow. It is now distributed throughout the GP network and other key service areas.

Influencing government policy

The Society continues to monitor the implementation of the National Cancer Control Strategy including the national roll out of breast cancer, cervical cancer and bowel cancer screening in accordance with agreed timelines. Ensuring delivery of the Government's tobacco policy will continue to be a key part of the Society's advocacy work.

Benchmarking

The Society seeks to use national and international benchmarks as a guideline for expenditure ratios. The directors are satisfied that the Society's expenditure ratios are acceptable when compared with available benchmarks.

FINANCIAL POSITION AT YEAR END

At 31 December 2010, the Society had net assets of €15.2m. This was comprised of fixed assets of €11.6m (mainly the head office premises and its contents), current assets of €12.5m (mainly bank funds of €9m and investments of €2.3m), current liabilities of €4.5m (including €1.6m grant commitments) and long term liabilities of €3.0m (comprising the long term commitments on the premises mortgage €1m, grant commitments €1m and €1m bowel screening pledge) and a pension deficit €1.4m. At 31 December 2010, the Designated Fund was €2.5m, Restricted Fund was €3.3m and the Unrestricted Fund was €9.3m.

The pension deficit of €1.4m (2009: €1.7m) is based on the accounting valuation under FRS 17 (see Note 18). The most recent actuarial valuation calculated a deficit of €1.3m to be funded. The Society is preparing a funding proposal to be reviewed by the Irish Pensions Board (IPB). The Society is keeping this matter under review and actively reviewing its options. There is currently no deadline for submissions of funding proposals to the IPB but the Society expects to be able to make a proposal in 2011.

POST BALANCE SHEET EVENTS

There have been no significant events affecting the company and/or its subsidiaries since the year end.

PRINCIPAL RISKS AND UNCERTAINTIES

The Society actively manages its principal risks. A risk register is maintained which identifies key risks, including business continuity, and the controls that have been put in place to mitigate against and manage these risks. The register is updated annually. Risk management is the responsibility of the senior management team and is reported on at each Finance Committee and Board meeting.

There are strong systems of internal controls and procedures covering all elements of financial, fundraising and operational activities. The controls ensure compliance with legislation and regulations. Also, that effective and efficient use of resources, assets, including staff and volunteers, are deployed, and that the integrity of the financial information is protected. All controls are continually reviewed and improved as part of normal operational activities and risk management.

Directors' report (continued)

PRINCIPAL RISKS AND UNCERTAINTIES (CONTINUED)

In common with other charities whose principal source of income is fundraising, the Society must maintain and develop its income sources to ensure continued supply of services. To mitigate this risk the directors review all sources of income on an ongoing basis and implement a policy of growth and development. The directors take comfort from the Society's income performance in recent difficult economic times.

The cash reserves of the Society are spread across a number of institutions covered by the Government Bank Guarantee Scheme. In addition, the Society holds long term investments as a resource should income sources decline. These investments are marked to market. The Society takes a conservative view in its investment planning.

The Society maintains reserves to ensure continuity of mission, targets and services to those with cancer and the wider public. At 31 December 2010 the Society had €8.9m in cash reserves. €3.3m of this balance is tied to restricted expenditure and current liabilities amounted to €4.5m. The unrestricted portion of cash reserves equates to approximately six months of unrestricted and designated expenditure. Taking into account normal income streams, investments, current liabilities and planned levels of expenditure, the directors are satisfied that the level of cash reserves is sufficient.

The Society is committed to providing a safe working environment for its employees, clients and members of the public in accordance with the Safety Health and Welfare at Work Act, 2005, and the General Application Regulations, 2007. A Health & Safety Committee, headed by a Health & Safety Officer, oversees all aspects of Health & Safety ensuring all appropriate training takes place, monitors legislation and implements changes as required.

DIRECTORS

The present members of the Board of Directors are set out on page 41. The directors all serve in a voluntary capacity.

- On 6 October 2010, in accordance with Article 51 of the Articles of Association, Mr. W. G. McCabe was re-elected as Chairman.
- On 6 October 2010, the following directors retired in accordance with Article 42 of the Articles of Association and being eligible offered themselves for re-election and were duly re-elected: Mr. D. Heather, Mr. P. McMahon, Mr. J. Slattery and Prof. C. O'Farrelly.

BOOKS AND ACCOUNTING RECORDS

The directors are responsible for producing this report and for ensuring that proper books and accounting records, as outlined in Section 202 of the Companies Act, 1990, are kept by the Company. To achieve this, the directors have appointed appropriate accounting personnel, including the Company Secretary, a qualified accountant, in order to ensure that those requirements are complied with. The books and records are maintained at the company's registered office.

AUDITORS

The auditors, Deloitte & Touche, Chartered Accountants, continue in office in accordance with Section 160(2) of the Companies Act, 1963.

Signed on behalf of the Board:

Mr. W.G. McCabe
Director

Mr. P. Mc Mahon
Director

Date: 1st June 2011

Statement of directors' responsibilities

Irish company law requires the directors to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company and the group and of the surplus or deficit of the group for that period. In preparing those financial statements, the directors are required to:

- select suitable accounting policies for the company and the group financial statements and then apply them consistently;
- make judgements and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company and the group will continue in business.

The directors are responsible for keeping proper books of account which disclose with reasonable accuracy at any time the financial position of the company and the group and to enable them to ensure that the financial statements are prepared in accordance with accounting standards generally accepted in Ireland and comply with Irish statute comprising the Companies Acts, 1963 to 2009. They are also responsible for safeguarding the assets of the company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Independent auditor's report to the members of Irish Cancer Society Limited (company limited by guarantee not having a share capital)

We have audited the financial statements of Irish Cancer Society Limited for the year ended 31 December 2010, which comprise the Consolidated Summary Statement of Financial Activities And Summary Income and Expenditure Account, the Consolidated Statement of Financial Activities And Income and Expenditure Account, the Consolidated Statement of Total Recognised Gains and Losses, the Consolidated Balance Sheet, the Company Balance Sheet, the Consolidated Cashflow Statement, the Statement of Accounting Policies and the related notes 1 to 21. These financial statements have been prepared under the accounting policies set out in the Statement of Accounting Policies.

This report is made solely to the company's members, as a body, in accordance with Section 193 of the Companies Act, 1990. 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 auditors' 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.

Respective responsibilities of directors and auditors

The directors are responsible for preparing Annual Report, including as set out in the Statement of Directors' Responsibilities, the preparation of the financial statements, in accordance with applicable law and accounting standards issued by the Accounting Standards Board and published by the Institute of Chartered Accountants in Ireland (Generally Accepted Accounting Practice in Ireland).

Our responsibility, as independent auditor, is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view, in accordance with Generally Accepted Accounting Practice in Ireland, and are properly prepared in accordance with Irish statute comprising the Companies Acts, 1963 to 2009. We also report to you whether in our opinion: proper books of account have been kept by the company; and whether the information given in the Directors' Report is consistent with the financial statements. In addition, we state whether we have obtained all the information and explanations necessary for the purpose of our audit and whether the company's balance sheet is in agreement with the books of account.

We also report to you if, in our opinion, any information specified by law regarding directors' remuneration and directors' transactions is not disclosed and, where practicable, include such information in our report.

We read the other information contained in the Annual Report and consider the implications for our report if we become aware of any apparent misstatement or material inconsistencies with the financial statements. The other information comprises only the Chairman's Review, Chief Executive's Review and the Directors' Report. Our responsibilities do not extend to other information.

Basis of audit opinion

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the directors in the preparation of the financial statements and of whether the accounting policies are appropriate to the company's and the group's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations that we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we evaluated the overall adequacy of the presentation of information in the financial statements.

Opinion

In our opinion the financial statements:

- give a true and fair view, in accordance with Generally Accepted Accounting Practice in Ireland, of the state of the affairs of the company and the group as at 31 December 2010 and of the surplus of the group for the year then ended; and
- have been properly prepared in accordance with the Companies Acts, 1963 to 2009.

We have obtained all the information and explanations we considered necessary for the purpose of our audit. In our opinion proper books of account have been kept by the company. The company's balance sheet is in agreement with the books of account.

In our opinion the information given in the Directors' Report is consistent with the financial statements.

Deloitte & Touche, Dublin
Chartered Accountants and Registered Auditors

Date: 1st June 2011

Consolidated summary statement of financial activities and summary income and expenditure account for the year ended 31 December 2010

	2010	2009
	Total	Total
	€'000	€'000
Resources arising	17,527	16,960
Use of resources		
Strategic Targets and Cancer Services	8,935	9,762
Research	1,737	1,325
Advocacy	438	442
Total programme costs	11,110	11,529
Fundraising costs	3,460	2,929
Communication costs	305	314
Administration costs	479	511
Resources expended in year	15,354	15,283
Result for the financial year – surplus	2,173	1,677

The detailed Consolidated Statement of Financial Activities and Income and Expenditure Account is set out on pages 50 and 51.

.....→

Consolidated statement of financial activities and income and expenditure account for the year ended 31 December 2010

	Notes	2010 Unrestricted €'000	2010 Restricted €'000	2010 Designated €'000	2010 Total €'000	%	2009 Total €'000	%
RESOURCES ARISING								
Incoming Resources from Fundraising Activities:								
Daffodil Day campaign proceeds	1	2,737	-	-	2,737	16	3,092	18
Other activities for generating funds	2	6,512	4,339	-	10,851	62	8,786	52
Voluntary income	2	3,329	93	-	3,422	19	3,432	20
Other income	2	197	-	-	197	1	267	2
Incoming Resources from Charitable Activities	2	62	258	-	320	2	1,383	8
		12,837	4,690	-	17,527	100	16,960	100
USE OF RESOURCES								
Charitable Activities, Strategic Targets and Mission:								
Bowel cancer	3	590	100	230	920	6	1,801	12
Breast cancer	3	-	1,107	55	1,162	8	1,267	8
Lung cancer	3	436	88	128	652	4	420	3
Prostate cancer	3	-	855	55	910	6	723	5
Anti-tobacco initiatives	3	644	79	55	778	5	693	4
Other cancers	3	584	171	56	811	5	657	4
Cancer services								
Night Nursing		2,122	273	-	2,395	16	2,220	14
Oncology Liaison Nurses	4	480	-	-	480	3	751	5
Daffodil Nurses	5	30	-	-	30	-	304	2
Sundry Grants		-	-	-	-	-	73	1
Allocated Support Costs		797	-	-	797	5	853	6
		5,683	2,673	579	8,935	58	9,762	64
Charitable Activities, Research								
Cancer Research Ireland grants	6	980	393	-	1,373	9	1,001	7
Operating costs		204	-	-	204	1	153	1
Research support costs		160	-	-	160	1	171	1
		1,344	393	-	1,737	11	1,325	9
Charitable Activities, Advocacy								
Advocacy		278	-	-	278	2	271	2
Allocated sport costs		160	-	-	160	1	171	1
		438	-	-	438	3	442	3

Consolidated statement of financial activities and income and expenditure account (continued) for the year ended 31 December 2010

	Notes	2010 Unrestricted €'000	2010 Restricted €'000	2010 Designated €'000	2010 Total €'000	%	2009 Total €'000	%
Total programme costs		7,465	3,066	579	11,110	72	11,529	76
Fundraising costs	7	2,756	704	-	3,460	23	2,929	19
Communication costs		305	-	-	305	2	314	2
Administration costs		479	-	-	479	3	511	3
Resources expended in year		11,005	3,770	579	15,354	100	15,283	100
NET SURPLUS/(DEFICIT)	9	1,832	920	(579)	2,173		1,677	
Transfers to designated fund	8	(1,750)	-	1,750	-		-	
RESULT FOR THE FINANCIAL YEAR		82	920	1,171	2,173		1,677	

All income and expenditure derives from continuing operations.

The financial statements were approved by the Board of Directors on 1st June 2011 and signed on its behalf by:

Mr. W.G. McCabe
Director

Mr. P. Mc Mahon
Director

Consolidated statement of total recognised gains and losses for the year ended 31 December 2010

	Notes	2010 €'000	2009 €'000
Surplus for the financial year		2,173	1,677
Actuarial gain on defined benefit pension scheme	18	204	451
Total recognised gains		2,377	2,128

Consolidated balance sheet as at 31 December 2010

	Notes	2010 €'000	2009 €'000
FIXED ASSETS			
Tangible assets	12	11,624	11,887
Financial assets	13	1	1
		11,625	11,888
CURRENT ASSETS			
Investments	14	2,256	1,909
Stocks		203	166
Debtors	15	1,095	601
Cash at bank and in hand		8,980	7,404
		12,534	10,080
CREDITORS: (Amounts falling due within one year)	16	(4,519)	(3,989)
NET CURRENT ASSETS		8,015	6,091
TOTAL ASSETS LESS CURRENT LIABILITIES		19,640	17,979
CREDITORS: (Amounts falling due after more than one year)			
Long term liabilities	16	(3,076)	(3,530)
NET ASSETS EXCLUDING PENSION LIABILITY		16,564	14,449
Pension liability	18	(1,395)	(1,657)
NET ASSETS		15,169	12,792
FUNDS:			
Resources retained - designated	8	2,499	1,328
Resources retained - restricted	8	3,330	2,410
Resources retained - unrestricted		9,340	9,054
RECONCILIATION OF MOVEMENT ON RESOURCES	20	15,169	12,792

The financial statements were approved by the Board of Directors on 1st June 2011 and signed on its behalf by:

Mr. W.G. McCabe
Director

Mr. P. Mc Mahon
Director

Company balance sheet as at 31 December 2010

	Notes	2010 €'000	2009 €'000
FIXED ASSETS			
Tangible assets	12	11,624	11,887
Financial assets	13	1	1
		11,625	11,888
CURRENT ASSETS			
Investments	14	2,256	1,909
Stocks		156	114
Debtors	15	1,204	874
Cash at bank and in hand		8,887	7,147
		12,503	10,044
CREDITORS: (Amounts falling due within one year)	16	(4,488)	(3,953)
NET CURRENT ASSETS		8,015	6,091
TOTAL ASSETS LESS CURRENT LIABILITIES		19,640	17,979
CREDITORS: (Amounts falling due after more than one year)			
Long term liabilities	16	(3,076)	(3,530)
NET ASSETS EXCLUDING PENSION LIABILITY		16,564	14,449
Pension liability	18	(1,395)	(1,657)
NET ASSETS		15,169	12,792
FUNDS			
Resources retained - designated	8	2,499	1,328
Resources retained - restricted	8	3,330	2,410
Resources retained - unrestricted		9,340	9,054
RECONCILIATION OF MOVEMENT ON RESOURCES	20	15,169	12,792

The financial statements were approved by the Board of Directors on 1st June 2011 and signed on its behalf by:

Mr. W.G. McCabe
Director

Mr. P. Mc Mahon
Director

Consolidated cashflow statement for the year ended 31 December 2010

	Notes	2010 €'000	2009 €'000
NET CASH INFLOW FROM OPERATING ACTIVITIES	17(a)	2,038	1,707
RETURN ON INVESTMENTS AND SERVICING OF FINANCE			
Deposit interest received		110	97
NET CASH INFLOW FROM RETURNS ON INVESTMENTS AND SERVICING OF FINANCE		110	97
CAPITAL EXPENDITURE AND FINANCIAL INVESTMENT			
Purchase of fixed assets		(137)	(208)
Proceeds on sale of fixed assets		1	12
NET CASH OUTFLOW FROM CAPITAL EXPENDITURE AND FINANCIAL INVESTMENT		(136)	(196)
FINANCING			
Repayments of borrowing		(314)	(298)
INCREASE IN CASH AND CASH EQUIVALENTS		1,698	1,310
Cash and cash equivalents at 1 January		6,842	5,532
Cash and cash equivalents at 31 December		8,540	6,842
Bank and cash		8,980	7,404
Bank overdraft facility	16	(440)	(562)
Cash and cash equivalents at 31 December		8,540	6,842

Statement of accounting policies

BASIS OF PREPARATION

The financial statements are prepared under the historical cost convention, with the exception of Investments which are held at market value, and comply with financial reporting standards of the Accounting Standards Board and the requirements of the Companies Acts, 1963 to 2009.

BASIS OF CONSOLIDATION

The consolidated financial statements deal with the company and its wholly owned subsidiaries, Earlsfort Limited and Irish Cancer Society Research Limited, for the year ended 31 December 2010. All transactions between these companies have been eliminated in the preparation of the consolidated financial statements.

The investment in Conquer & Care Lotteries Limited is shown in the Company balance sheet as a financial fixed asset and is stated at cost less provision for impairment in value. It is accounted for in the Consolidated Balance Sheet using the equity method.

REVENUE

Revenue includes donations, bequests, collections and income from other fund raising activities. Revenue is analysed as Restricted, Unrestricted or Designated. Restricted funds represent income recognised in the financial statements, which is subject to specific conditions imposed by the donors or grant making institutions. Unrestricted funds represent amounts which are expendable at the discretion of the company, in furtherance of the objectives of the charity. Such funds may be held in order to finance working capital or capital investment. Designated Income is income received without any restriction but allocated to a particular area of expenditure by the directors.

No amount is included for bequests which will be received by the Society following the expiry of a life interest in the bequest, as the amounts involved are not capable of accurate financial measurement at this time.

RESEARCH GRANTS

Research grants are payable quarterly over a three year period. Approval and payment commences in October of each year, in line with the academic year. Grants are recognised in full in the financial statements in the year of approval as their full payment is not dependent on receipt of re-applications.

OTHER GRANTS

Other grants are recorded in full in the financial statements in the year in which they are approved.

SUPPORT AND ADMINISTRATION COSTS

Support and administration costs comprise the following

- salaries and pension costs for the following staff:
 - › Accounts
 - › Management and administration
 - › Stores
 - › Computer support
- general overheads including:
 - › Insurance
 - › Premises and other maintenance
 - › Bank charges
 - › Audit

Statement of accounting policies (continued)

DEPRECIATION

Provision is made for depreciation on all tangible assets at rates calculated to write off the cost, less estimated residual value, of each asset over its expected useful life as follows:

Charity shop	:	2% Straight line
Premises	:	2% Straight line
Fixtures and fittings	:	10% Straight line
Motor vehicles	:	25% Straight line
Furniture and equipment	:	20% Straight line
Computer equipment	:	33 $\frac{1}{3}$ % Straight line

LEASED ASSETS

The costs of operating leases are charged to the income and expenditure account as they accrue.

INVESTMENTS

Investments are stated at market value. Movements in market value are recognised in the Statement of Financial Activities and Income and Expenditure Account. Income from investments is recognised in the year in which it is receivable.

STOCKS

Stocks are stated at the lower of cost and net realisable value. Cost is defined as invoice price.

PENSIONS

Pension benefits are funded over the employees' period of service by way of contributions to an approved fund. Contributions are based on actuarial advice and additional contributions are made from time to time at the discretion of the Board. The pension costs in respect of the defined benefit pension scheme are charged to the Income and Expenditure account on a systematic basis based on actuarial calculations using the current service cost rate. Past service costs are recognised in the Income and Expenditure account on a straight line basis over the period in which the increases in benefit vest.

Differences between the amounts charged in the Income and Expenditure account and payments made to pension funds are treated as assets or liabilities.

Assets in the scheme are measured at their fair value at the balance sheet date. Defined benefit liabilities are measured on an actuarial basis using the projected unit method. The assets and liabilities of the scheme are subject to a full actuarial valuation by an external professionally qualified actuary triennially and are reviewed annually by the actuary and updated to reflect current conditions.

An excess in the value of the assets in the scheme over the present value of the scheme liabilities is recognised as an asset when the amount can be recovered through reduced contributions or refunds from the scheme. A shortfall in the value of the assets in the scheme below the present value of the scheme liabilities is recognised as a liability.

Actuarial gains and losses that arise on the valuation of the scheme's assets and liabilities are recognised through the Statement of Total Recognised Gains and Losses.

Notes to the consolidated financial statements for the year ended 31 December 2010

1. DAFFODIL DAY CAMPAIGN PROCEEDS	2010	2009
	€'000	€'000
Daffodil Day gross income	3,250	3,659
Less direct expenses	(513)	(567)
	2,737	3,092

2. FUNDRAISING ACTIVITIES, VOLUNTARY CONTRIBUTIONS AND OTHER INCOME

Other activities for generating funds include income from fundraising functions and events, lottery grants, collections and surplus from nineteen charity shops and Christmas card sales.

Voluntary Income includes income from bequests and donations.

Included in other income is a gain of €0.145m (2009: gain €0.253m) on investments, deposit interest income of €0.110m (2009: €0.097m) and finance costs arising on the pension of €0.058m (2009: €0.083m) (see note 18).

Included in incoming resources from charitable activities is State funding of €0.378m (2009: €0.581m) for the operation of the Quitline and the Travel2Care initiative. Also included in this heading is a research grant from the Health Research Board and income from education seminars to the community and business sector on anti-tobacco and health awareness. Reimbursements relating to historical grants results in net income of €0.32m.

Detailed income and expenditure accounts are set out below:

Shops and Christmas Cards Income and Expenditure Account	2010	2009
	€'000	€'000
Shop income and Christmas card sales	3,626	3,442
Operating costs	(2,781)	(2,709)
Operating income	845	733
Refurbishment	(51)	(135)
Net income	794	598

Lottery Income and Expenditure Account

Sale of tickets	370	466
Lottery compensation	340	380
	710	846
Less: Prizes	(115)	(156)
Running costs	(329)	(377)
Income from Lottery	266	313

Notes to the consolidated financial statements (continued) for the year ended 31 December 2010

3. STRATEGIC TARGETS

	Bowel	Breast	Lung	Prostate	Anti - Tobacco	Other Cancers	2010 Total	2009 Total
Anti-Smoking Projects	-	-	73,079	-	465,881	-	538,960	481,602
Prevention & Early Detection	223,852	49,788	49,788	57,500	42,102	113,023	536,053	1,450,275
Cancer Information Services	143,102	143,102	143,102	143,102	-	143,102	715,510	430,174
Daffodil Centres	55,191	55,191	55,191	55,191	55,191	55,191	331,146	97,589
Professional & Patient Support	65,288	65,288	65,288	65,288	65,288	65,288	391,728	387,680
Patient Support Groups	207,407	221,344	24,922	203,898	-	209,474	867,045	987,707
Action Prostate Cancer	-	-	-	152,744	-	-	152,744	112,011
Cash Assistance Grants	149,396	149,396	149,397	149,396	149,396	149,395	896,376	689,670
Travel 2 Care Cash Assistance	-	215,147	14,990	6,954	-	-	237,091	117,719
Action Breast Cancer	-	186,878	-	-	-	-	186,878	509,595
Nursing Services	75,865	75,865	75,865	75,865	-	75,865	379,325	297,613
	920,101	1,161,999	651,622	909,938	777,858	811,338	5,232,856	5,561,635

The above table sets out how the Society's public and patient care programme work is analysed across the main four cancers, anti-tobacco and generic cancer issues.

Included under the anti-smoking projects are the Society's work on the National Smokers Quitline (funded by the HSE), the lung Cancer awareness campaigns and the Society's funding of Ash Ireland.

Prevention and Early Detection includes the awareness campaigns on bowel and skin cancer (Sunsmart Campaign) and general public cancer awareness programmes and literature. In 2009 this figure included the Society's pledge of €1m to support national bowel cancer screening.

The Cancer Information Services is the cost of running the National Cancer Helpline including walk-in and web support as well as national awareness campaigns.

Daffodil Centres expenditure is the cost of set-up and running of the centres providing information, advice and support on hospital sites.

Professional and Patient Support includes patient literature and support for the oncology profession and European Affiliations.

Patient Support Groups is the Society's peer to peer support work as well as national events such as the National Conference for Cancer Support Groups.

Action Prostate Cancer and Action Breast Cancer are the costs of the prostate and breast cancer awareness campaigns.

Cash Assistance Grants are the Society's financial assistance for patients and families experiencing financial difficulties as a result of a cancer diagnosis.

Travel 2 Care is the cost of providing transport grants to cancer patients and families travelling to the expert centres or designated satellite centres. This is funded by the NCCP.

Nursing Services is the personnel and associated cost of running the nursing and grants activity of the Society.

Notes to the consolidated financial statements (continued) for the year ended 31 December 2010

4. ONCOLOGY LIAISON NURSES

Grant aid is provided to support the cost of oncology liaison nurses in the following hospitals:

Hospital	Hospital
St. James's Hospital, Dublin	Cork University Hospital
St. Luke's Hospital, Dublin	Cavan Hospital
Beaumont Hospital, Dublin	University College Hospital, Galway
Waterford Regional Hospital	Limerick Regional Hospital
Sligo Regional Hospital	South Infirmary, Cork
Letterkenny General Hospital	Our Lady of Lourdes Hospital, Drogheda
St. Vincent's Hospital, Dublin	Adelaide & Meath Hospital, Tallaght, Dublin
Royal Victoria Eye & Ear Hospital, Dublin	

5. DAFFODIL FUNDED HOME CARE NURSES

The grant charged of €30,000 for a Daffodil funded home care nurse is the amount the Society contributes to the salary of a Daffodil funded home care nurse. The HSE and hospice groups are mainly the employing authorities of these nurses.

Notes to the consolidated financial statements (continued) for the year ended 31 December 2010

6. CANCER RESEARCH IRELAND GRANTS

Cancer Research Ireland is an independent body of research experts, who operate within the framework of the Irish Cancer Society. They are responsible for assessing all applications received annually from applicants for cancer research funding. The Board is composed of Irish and overseas medical and scientific professionals who all serve in a voluntary capacity.

Expenditure on the following grants was charged in 2010:

Recipient	Project Description	€
	<i>Fellowships and Scholarships</i>	
	All Cancers	
Ms Lisa Vincenz NUI Galway	Targeting the Hsp70-IRE1 complex for cancer therapy.	120,000
	Prostate	
Ms Eva Flahavan Trinity & St James's	Cardiac Glycosides and Prostate Cancer Incidence, Outcomes.	86,554
	Colorectal	
Ms Susan Spillane Trinity College	Metformin & Colorectal Cancer Outcomes.	85,554
Dr Gregor Kijanka DCU	Serological detection and biological validation of antibody-based biomarkers specific to colorectal cancer.	235,530
	Ovarian	
Dr Britta Stordal Trinity & St James's	The inverse resistance relationship between platinum and taxane chemotherapy in ovarian cancer.	211,120
	Oesophageal	
Dr Stephen Maher Trinity College	Tissue and serum microRNA signatures for predicting response to chemoradiotherapy of oesophageal adenocarcinoma.	223,547
Dr Sarah Picardo Trinity & St James's	The role of the chemokine CCL28 (MEC) in oesophageal adenocarcinoma progression; interactions between the tumour and the immune system.	117,054
	Leukaemia	
Mr William Landry NUI Cork	The interactions of Nox4 and Bcr-Abl in the survival of leukaemia cells.	119,770
	Clinical	
Irish Clinical Oncology Research Group	Core funding	300,000
Irish Association for Cancer Research	Conference Support	8,000
Our Lady's Hospice	Palliative Care Fellowship	8,113
Prostate Cancer Research Consortium	Funding	11,168
Refunds:	Prior years grant unused and returned	(152,990)
Total		1,373,420

Notes to the consolidated financial statements (continued) for the year ended 31 December 2010

7. FUNDRAISING COSTS

Fundraising costs comprise the following:

	2010 €'000	2009 €'000
Salaries and pension costs	1,146	989
Direct fundraising costs	1,895	1,565
Fundraising department overheads	419	375
	3,460	2,929

Direct fundraising consist of costs incurred directly in organising campaigns, events and functions. The increase in direct fundraising costs reflects investments in new fundraising initiatives. Fundraising department overheads include postage, stationery, maintenance, depreciation and other costs.

8. DESIGNATED AND RESTRICTED FUNDS

Designated Funds

The designated fund sets aside unrestricted income to ensure funds are available for the strategic areas of expenditure. They are analysed as the four main cancers, anti-tobacco and other cancers.

	Opening Balance as at 01/01/2010 €	Transfers Y/E 31/12/2010 €	Expenditure Y/E 31/12/2010 €	Closing Balance as at 31/12/2010 €
Bowel Cancer	250,870	1,000,000	(229,254)	1,021,616
Breast Cancer	202,496	-	(55,191)	147,305
Lung Cancer	320,127	250,000	(128,270)	441,857
Prostate Cancer	202,496	250,000	(55,191)	397,305
Anti-tobacco	149,350	250,000	(55,191)	344,159
Other Cancers	202,496	-	(55,191)	147,305
	1,327,835	1,750,000	(578,288)	2,499,547

Included in the closing balance of €2,499,547 is €331,143 designated fund for Daffodil Centres. This amount is analysed across the six headings above.

Notes to the consolidated financial statements (continued) for the year ended 31 December 2010

8. DESIGNATED AND RESTRICTED FUNDS (CONTINUED)

Restricted Funds

These are funds received where the donor or funder has specified how the funds are to be used.

	Opening Balance as at 01/01/2010 €	Transfers 2010 €	Income 2010 €	Expenditure 2010 €	Closing Balance as at 31/12/2010 €
Bowel	10,154	89,579	-	(99,733)	-
Breast	767,207	89,579	1,674,760	(1,170,182)	1,361,364
Lung	1,353	71,740	-	(73,093)	-
Mens' cancers	504,330	89,579	1,642,577	(1,273,228)	963,258
Tobacco	-	-	78,528	(78,528)	-
Other cancers	54,602	89,579	26,988	(171,169)	-
Lottery & other income	-	(346,105)	346,105	-	-
Research	129,056	-	264,380	(393,436)	-
Nursing care	-	-	273,706	(273,706)	-
Travel grants	943,148	-	299,103	(237,091)	1,005,160
Psychological support	-	(83,951)	83,951	-	-
	2,409,850	-	4,690,098	(3,770,166)	3,329,782

The lottery compensation fund of €340,105 and other restricted income of €6,000 have been spread across five headings above, shown in the transfers' column.

During 2010, €237,091 was expended on Travel 2 Care grants which are grants funded by NCCP. These are predominantly in regard to breast cancer cases with some expenditure relating to prostate and lung in 2010. From 2011, this fund will be applied to an increased number of cancers.

9. NET SURPLUS FOR THE YEAR

2010	2009
€	€

The net surplus for the year is stated after charging/(crediting):

Depreciation	399,658	486,269
Auditor's remuneration	26,620	26,620
Directors' remuneration	-	-
Loss/(profit) on sale of fixed assets	1,097	(4,636)
Loan interest	21,133	38,016

10. TAXATION

The company is exempt from taxation on Income (excluding Value Added Tax) under Section 207 Taxes Consolidation Act 1997.

Notes to the consolidated financial statements (continued) for the year ended 31 December 2010

11. EMPLOYEES AND REMUNERATION

The average number of persons employed by the group during the year is set out below:

	2010 Number	2009 Number
Programme	29	31
Fundraising, advocacy and communications	28	28
Charity shops	44	41
Management and administration	24	24
Total	125	124

The aggregate payroll costs of these persons were as follows:

	€	€
Salaries	4,913,303	5,013,474
Social welfare costs	498,056	507,889
Pension service costs	554,000	499,000
Total	5,965,359	6,020,363

Employee emoluments exceeding €100,000:

	2010	2009
€100,000 - €124,999	1	2
€125,000 - €150,000	2	2

12. TANGIBLE ASSETS

Group and Company

	Charity Shop €	Freehold Premises €	Fixtures & Fittings €	Motor Vehicles €	Furniture & Equipment €	Computer Equipment €	Total €
Cost:							
At 1/1/2010	931,877	12,249,059	88,149	71,158	410,650	492,556	14,243,449
Additions	-	77,298	18,616	-	13,324	27,912	137,150
Disposals	-	-	(675)	-	(8,484)	(43,236)	(52,395)
Adjustment	-	-	11,303	-	-	-	11,303
At 31/12/2010	931,877	12,326,357	117,393	71,158	415,490	477,232	14,339,507
Depreciation:							
At 1/1/2010	111,828	1,432,031	27,114	55,336	329,909	399,842	2,356,060
Charge for year	18,638	246,527	21,586	7,910	33,883	71,114	399,658
Disposals	-	-	(129)	-	(7,933)	(43,236)	(51,298)
Adjustment	-	-	11,303	-	-	-	11,303
At 31/12/2010	130,466	1,678,558	59,874	63,246	355,859	427,720	2,715,723
Net book amounts:							
At 31/12/2010	801,411	10,647,799	57,519	7,912	59,631	49,512	11,623,784
At 31/12/2009	820,049	10,817,028	61,035	15,822	80,741	92,714	11,887,389

Notes to the consolidated financial statements (continued) for the year ended 31 december 2010

13. FINANCIAL ASSETS

	%	Group		Company	
	Held	2010	2009	2010	2009
		€	€	€	€
Shares in group companies					
- unlisted					
Earlsfort Limited	100	-	-	127	127
Irish Cancer Society Research Limited	100	-	-	3	3
Shares in related company					
- unlisted					
Conquer & Care Lotteries Limited	50	635	635	635	635
		635	635	765	765

In the opinion of the directors the value of the unlisted investments is not less than cost.

The investment in the related company comprises a 50% interest in ordinary allotted share capital of Conquer and Care Lotteries Limited, the registered office of which is Park House, Stillorgan Grove, Stillorgan, Co. Dublin. The investment comprises 500 ordinary shares of €1.27 each. The remaining 50% of Conquer and Care Lotteries Limited is held by a single shareholder. The aggregate amount of the capital and reserves of that company at 31 December 2010 amounted to €1,270. The company made neither a profit nor a loss for the year ended 31 December 2010.

The Irish Cancer Society's interest in Conquer and Care Lotteries Limited is managed through a wholly owned subsidiary Earlsfort Limited. Irish Cancer Society has supported Earlsfort Limited to date and intends to continue its policy of providing financial support sufficient for Earlsfort Limited to continue trading at its present level and meet its liabilities as and when they fall due.

The company is also a joint member in Conquer and Care (N.I.) Limited, a company limited by guarantee and not having a share capital. Conquer and Care (N.I.) Limited made a Stg£Nil profit or loss for the year ended 31 January 2011 (2010: Stg£Nil) and had a surplus of Stg£7,256 at 31 January 2011 (2010: Stg£7,369).

Irish Cancer Society has supported Irish Cancer Society Research Limited to date and intends to continue its policy of providing financial support sufficient for Irish Cancer Society Research Limited to continue trading at its present level and meet its liabilities as and when they fall due.

The company is also a joint member in ASH Ireland, a company limited by guarantee and not having a share capital.

Notes to the consolidated financial statements (continued) for the year ended 31 december 2010

14. INVESTMENTS

	Group	Group	Company	Company
	€	€	€	€
	2010	2009	2010	2009
Investment Funds				
At 1 January	1,909,337	1,656,290	1,909,337	1,656,290
Additions	202,019	-	202,019	-
Market value adjustments	144,829	253,047	144,829	253,047
At 31 December	2,256,185	1,909,337	2,256,185	1,909,337
Prize Bonds				
At 1 January at cost	406	406	330	330
At 31 December at cost	406	406	330	330
Total included in 31 December Balance Sheet	2,256,591	1,909,743	2,256,515	1,909,667

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

Notes to the consolidated financial statements (continued) for the year ended 31 december 2010

15. DEBTORS: (Amounts falling due within one year)

	Group		Company	
	2010	2009	2010	2009
	€	€	€	€
Trade and other debtors	383,354	308,137	383,354	308,137
Prepayments	657,682	244,921	657,682	244,921
Amounts owed by group companies	-	-	109,031	273,477
Amounts owed by related companies	53,543	47,919	53,543	47,919
	1,094,579	600,977	1,203,610	874,454

Amounts owed by related companies are owed by Conquer and Care Lotteries Limited (see Note 13).

16. CREDITORS

Amounts falling due within one year:

	Group		Company	
	2010	2009	2010	2009
	€	€	€	€
Trade and other creditors	1,480,084	667,251	1,458,529	634,722
Accruals	573,782	434,618	563,782	431,800
PAYE	168,335	177,229	168,335	177,229
Instalments due under grants payable	1,577,727	1,868,912	1,577,727	1,868,912
Bank overdraft	439,770	561,623	439,770	561,623
Term loan	279,529	279,520	279,529	279,520
	4,519,227	3,989,153	4,487,672	3,953,806

Amounts falling due after more than one year:

	Group		Company	
	2010	2009	2010	2009
	€	€	€	€
Instalments due under grants payable	1,053,372	1,193,432	1,053,372	1,193,432
Term loan	1,022,351	1,336,747	1,022,351	1,336,747
Bowel cancer screening pledge	1,000,000	1,000,000	1,000,000	1,000,000
	3,075,723	3,530,179	3,075,723	3,530,179

The long term loan relates to a mortgage on the premises. At 31 December 2010 repayments due within one year amounted to €279,529 (included in creditors due within one year above). The bank has a fixed charge over the premises of the company as security.

Notes to the consolidated financial statements (continued) for the year ended 31 december 2010

17. CASH FLOW STATEMENT

a) Reconciliation of changes in net incoming resources to net cash inflow from operating activities	2010	2009
	€'000	€'000
Net surplus for the year	2,173	1,677
Depreciation	400	486
Loss/(profit) on disposal of fixed assets	1	(5)
Increase in value of investments	(347)	(253)
Increase/(decrease) in creditors	512	(43)
(Increase)/decrease in stocks	(38)	43
Increase in debtors	(494)	(11)
Deposit interest	(110)	(97)
Net impact of FRS 17	(59)	(90)
Net cash inflow from operating activities	2,038	1,707
b) Reconciliation of net cash flow to movement in net funds	2010	2009
	€'000	€'000
Increase in cash in the year	1,697	1,311
Decrease in borrowings:		
- Cashflows	314	298
- Other changes	-	-
Increase in liquid resources:		
- Cashflows	-	-
- Other changes	347	253
Movement in net funds in the year	2,358	1,862
Net funds at start of year	7,137	5,275
Net funds at end of year	9,495	7,137

Notes to the consolidated financial statements (continued) for the year ended 31 december 2010

18. PENSION COMMITMENTS

FRS 17 – Retirement Benefits

The company operates a defined benefit pension scheme. Pension costs for the defined benefit scheme are assessed in accordance with the advice of independent qualified actuaries using the projected unit method. For active and deferred categories of membership, the average life expectancy according to mortality assumptions used to calculate defined obligations at 65 years of age are 20.5 years for males and for females 23.4 year.

Changes in the present value of the defined benefit obligation in the year were as follows:

	2010	2009
	€'000	€'000
Opening defined benefit obligation	(6,973)	(6,215)
Service cost (including employee contributions)	(727)	(664)
Interest cost	(436)	(370)
Benefit paid	244	133
Actuarial gains	42	143
Closing defined benefit obligation	(7,850)	(6,973)

Changes in the fair value of plan assets in the year were as follows:

	2010	2009
	€'000	€'000
Opening fair value of plan assets	5,316	4,015
Contributions (including employees)	843	839
Benefits paid	(244)	(133)
Actual return on plan assets	540	595
Closing fair value of plan assets	6,455	5,316

The principal actuarial assumptions at the balance sheet date (expressed as weighted averages):

	2010	2009
	%	%
Rate of general increase in salaries	4.00%	4.00%
Discount rate of scheme liabilities	5.60%	5.75%
Rate of pension increase	2.00%	2.00%
Inflation	2.00%	2.00%

Notes to the consolidated financial statements (continued) for the year ended 31 december 2010

18. PENSION COMMITMENTS (CONTINUED)

The expected long-term return and the market value of the scheme's assets at the year end were as follows:

	At Year End 31 December			
	2010 %	2010 €'000	2009 %	2009 €'000
Equities	8.40%	2,921	8.00%	2,448
Bonds	4.40%	992	4.25%	871
Other	6.40%	2,542	6.25%	1,997
		6,455		5,316

	2010 €000	2009 €000
The actual return on plan assets	540	595

The amounts recognised in the balance sheet are as follows:

Fair value of plan assets	6,455	5,316
Present value of funded obligations	(7,850)	(6,973)
Deficit in the scheme	(1,395)	(1,657)
Deferred tax asset (note 10)	-	-
Net liability	(1,395)	(1,657)

Notes to the consolidated financial statements (continued) for the year ended 31 December 2010

18. PENSION COMMITMENTS (CONTINUED)

The amounts included in the performance statements are as follows:

	2010	2009
	€'000	€'000
Current service cost	(554)	(499)
Past service cost	-	-
Total operating charge	(554)	(499)
Expected return on pension scheme assets	378	287
Interest on pension scheme liabilities	(436)	(370)
Net interest charge included in investment income	(58)	(83)
Actual return less expected return on pension scheme's assets	162	308
Experience gains and losses arising on the scheme's liabilities	271	143
Changes in assumptions underlying the present value of the scheme's liabilities	(229)	-
Actuarial gain included in the Statement of Total Recognised Gains and Losses	204	451

The movements in the deficit in the scheme during the year arose as follows:

	2010	2009
	€'000	€'000
Deficit at beginning of year	(1,657)	(2,200)
Current service cost	(554)	(499)
Contributions	670	674
Past service cost	-	-
Other financial charge	(58)	(83)
Actuarial gain	204	451
Deficit at end of year	(1,395)	(1,657)

Notes to the consolidated financial statements (continued) for the year ended 31 December 2010

18. PENSION COMMITMENTS (CONTINUED)

History of defined benefit obligations, assets and experience gains and losses for the year ended 31 December 2010:

	2010	2009	2008	2007	2006
	€'000	€'000	€'000	€'000	€'000
Defined benefit obligation	(7,850)	(6,973)	(6,215)	(5,581)	(5,683)
Fair value of plan assets	6,455	5,316	4,015	4,818	4,986
Deficit	(1,395)	(1,657)	(2,200)	(763)	(697)

Difference between the expected and actual return on plan assets:

	2010	2009	2008	2007	2006
Amount €'000	162	308	(1,772)	(779)	81

Experience (gains)/losses on plan liabilities:

Amount €'000	271	143	(202)	(281)	65
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Future contributions:

The company expects to contribute €567,059 to the defined pension plan in 2011.

19. 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.

20. RECONCILIATION OF MOVEMENT ON RESOURCES

	2010	2009
	€'000	€'000
Balance at 1 January	12,792	10,664
Total recognised gains and losses	2,377	2,128
Balance at 31 December	15,169	12,792

The opening balance contains €2,409,850 Restricted Funds. Total restricted resources arising during the year were not fully expended, leaving €3,329,782 in Restricted Funds at year end.

Notes to the consolidated financial statements (continued) for the year ended 31 December 2010

21. FINANCIAL COMMITMENTS

Amounts payable during the next year in respect of leases which expire:

	Charity Shops
	€
Within one year	-
Between two and five years	271,095
More than five years	354,972
	626,067



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