



**Irish
Cancer
Society**



Review of Operations 2012





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Foreword

Every year, approximately 30,000 people in Ireland are told that they have cancer. Cancer is a disease that knows no boundaries, does not distinguish between sex, race or class, and is likely to affect us all, either directly or indirectly, during our lifetime.



In the Irish Cancer Society, we want to change that. Our ultimate ambition is to see cancer eliminated. That is why we put so much effort into education and awareness-raising campaigns. That is why we provide funds for important research into the causes of cancer and ways to treat it. And, as long as our vision remains unrealised, that is why we work to help people reduce their risk of cancer, and to ensure that, if they do get the disease, they have access to the best available advice, information and treatments to improve their lives.

Every year, we get closer to our goal. More people are surviving cancer, thanks to increased awareness of signs and symptoms, early detection of the disease and better treatments. To carry out our work, we depend critically on the thousands of volunteers and supporters who are committed to our cause, and on

our hard-working staff. We provide resources for cancer research, for our wide range of patient support services, and for our information, advocacy and awareness-raising campaigns. To be effective, we need a constant flow of funds – and these are provided, year in, year out, by an amazing army of volunteers who do all sorts of creative – and in some cases crazy – things to raise money from their families, friends, work colleagues and complete strangers.

Many of our services also depend on volunteers, who give selflessly of their time to help patients in very practical ways to deal with their illness and its treatment. These wonderful people deserve the deepest gratitude of the patients, of the Irish Cancer Society, and indeed of the wider society – because they are actually working to make the world a better place. Thank you!

We believe we are making a difference, and we are determined to continue doing so. Our recently published strategy statement *Towards a Future without Cancer* sets out our ambition to ensure that by 2017 we are closer to achieving our vision of a future without cancer.

I wish to extend my appreciation to my predecessor, Mr Bill McCabe, for his sterling work on behalf of the Society.

I would like to publicly acknowledge the support of my fellow Board members who gave their time and expertise for the Society during the year, and the Chief Executive and his staff, whose work is highlighted in this review.

Professor John Kennedy,
Chairman

Chief Executive's Review

In 2012, the Irish Cancer Society continued to deliver a wide range of services to cancer patients and their families, to lead information and advocacy campaigns aimed at the general public and policy-makers, and to fund a number of significant research projects into the causes and treatment of cancer.



The Society was able to do this work in spite of the continuing recession only because of the magnificent fundraising efforts of tens of thousands of volunteers all across the country.

In 2012, our Night Nurse service provided 8,551 nights of care to nearly 2,113 patients. Our cancer information service reached over 28,000 people through our Daffodil Centres, our freefone National Cancer Helpline, a number of online and social media channels, and a range of widely distributed printed materials. Our National Smoker's Quitline dealt with over 3,500 calls. We also provided financial support to 1,753 patients to help them pay for costs associated with their diagnosis and treatment.

We depend heavily on our dedicated and selfless volunteers who give their time to support cancer patients and their families. In 2012, in our Care to Drive scheme, a total of 542 volunteers drove 237,708 kilometres to transport 402 patients to 3,196 hospital appointments. In our Survivors Supporting Survivors initiative, some 100 volunteer cancer survivors provided emotional and practical support to over 1,000 newly diagnosed patients.

We continued to lobby at national and European levels for policies that would reduce the uptake of smoking by young people and encourage smokers to quit. We ran a series of information campaigns and support programmes to help raise awareness and provide smokers with practical assistance in their fight to cure their addiction.

In 2012, the Society continued to fund cancer-related scientific research. Looking to the future, we believe that cancer research in Ireland will thrive if there is enhanced collaboration between institutions and between research disciplines, and to help make that collaboration a reality, the Society has allocated €7.5 million for the establishment of a collaborative cancer research centre over the next five years.

Fundraising during the year was particularly successful, thanks to the unstinting efforts of our volunteers nationwide, our corporate sponsors, many generous individuals and the patrons of our retail outlets. To all our supporters, I extend a sincere 'Thank you!'.

This document summarises the main achievements of the Society over the year. It is in three main parts:

- Part 1 outlines the principal ways in which the Society raised funds during the year;
- Part 2 describes how the Society applied its funds during the year;
- Part 3 lists some of the many people on whom the Society depends for its work.

During 2012 Mr Bill McCabe stepped down as Chairman. I wish to thank Bill for his tremendous efforts and successes as Chairman over many years. We welcomed Professor John Kennedy to the Chair and look forward to working with him.

Throughout the year, the Board has been a tremendous support to the Senior Management Team and myself in the work of the Society and in particular with respect to our strategic planning. I thank them for it. I would also like to thank the staff of the Society for their commitment to the work of the Society.

John McCormack,
Chief Executive Officer

The following is an extract from the statutory accounts 2012.

SUMMARY INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 DECEMBER 2012

	2012	2011
	Total	Total
	€'000	€'000
Resources arising	20,798	21,297
Use of resources		
Programme	10,715	11,186
Research	3,471	3,845
Advocacy	499	467
Total charitable activities	14,685	15,498
Fundraising costs	3,663	3,990
Communication costs	388	367
Administration costs	554	505
Resources expended in year	19,290	20,360
Result for the financial year – surplus	1,508	937

BALANCE SHEET AS AT 31 DECEMBER 2012

	2012	2011
	€'000	€'000
FIXED ASSETS		
Tangible assets	11,282	11,670
Financial assets	1	1
	11,283	11,671
CURRENT ASSETS		
Investments	5,036	4,784
Stocks	249	142
Debtors	952	1,174
Cash at bank and in hand	10,191	8,356
	16,428	14,456
CREDITORS: (Amounts falling due within one year)	(6,410)	(5,161)
NET CURRENT ASSETS	10,018	9,295
TOTAL ASSETS LESS CURRENT LIABILITIES	21,301	20,966
CREDITORS: (Amounts falling due after more than one year)		
Long term liabilities	(3,073)	(3,809)
NET ASSETS EXCLUDING PENSION LIABILITY	18,228	17,157
Pension liability	(4,464)	(911)
NET ASSETS	13,764	16,246
FUNDS:		
Resources retained - designated	2,349	2,552
Resources retained - restricted	2,064	2,443
Resources retained - unrestricted	9,351	11,251
RECONCILIATION OF MOVEMENT OF RESOURCES	13,764	16,246

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

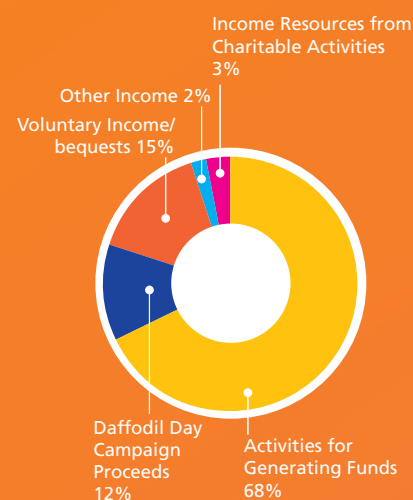
Part 1. Raising funds, raising awareness, raising hope

The Irish Cancer Society raises funds through major, nationwide events and campaigns, through corporate partners, through volunteers working in their communities, from individual supporters, and from our network of retail outlets. These fundraising activities involve thousands of people, in every corner of Ireland, using their imagination, their creativity and their sheer hard work to benefit those who have cancer or who might have it in the future.

The effect of this huge effort is twofold: first, and most obviously, it raises very significant resources – some €21 million in 2012 – which funds the Society's cancer research programmes, the direct services to cancer patients and their families, and the Society's information campaigns. Second, it has a remarkable impact on the levels of awareness and knowledge throughout the population about the causes of cancer, the current state of research, the lifestyle changes that can help prevent the disease, the importance of early detection, the options for treatment, the potential for cure, and the support services available.

In this document, we can give only a few examples of the fundraising activities that are carried out around the country. But whether the effort is made by someone arranging a coffee morning, a man growing a moustache, a committee organising a mini-marathon, a company sponsoring a fashion show run by its employees, a student selling daffodils, or a volunteer at the counter in one of our shops, it all contributes – to the funds and to the increased national awareness. And we extend a massive 'Thank You!' to all these people, these unsung heroes, on behalf of the Society and on behalf of those who benefit from the Society's work.

Where our funding comes from





Volunteers from Cavan Town pictured with RTÉ sports broadcaster George Hamilton, at the national launch of the Irish Cancer Society's 25th Daffodil Day 2012, from left to right; Marie Bergin; Marie Gibbons; Eva McKeigue; Sandra Martin; Mary Martin; Ann Beattie; Mary McDonnell and AnneMarie Martin

Where funding comes from

We are privileged to work with literally tens of thousands of volunteers, supporters and companies around Ireland who are committed, willing and able to donate time, resources, money and energy to raise funds for our work. Over 95% of our income comes through these people, and without them we could not survive.

Daffodil Day is the country's biggest fundraising event, in which communities, companies and individuals mobilise to raise funds for our services, our campaigns and our cancer research programmes.

Many other imaginative campaigns are run to support the work of the Society, such as Shave or Dye, Movember, Get the Girls, Relay For Life, Run4Life and Run, Walk or Roll, and hundreds of individuals, local groups and communities organise a huge variety of local fundraising events, from celebrity auctions and concerts to sporting events.

We have a number of corporate partners who support the Irish Cancer Society and whose employees have made a real difference to people affected by cancer and have helped realise cancer research breakthroughs.

And we have almost 5,000 supporters who donate to us on a regular monthly basis, which strengthens our ability to plan ahead.

Daffodil Day

Our major fundraising campaign is centred on Daffodil Day in March. The day sees volunteers all around Ireland giving their time to get out on the streets and collect money, or organise events at their home or workplace. 2012 was the 25th anniversary of Daffodil Day, and it was bigger than ever. Over 6,000 people and 300 companies registered with the Society as volunteers for Daffodil Day, and between them they realised over €3.2 million in funds for the Society.

All around the country, organising committees and individual volunteers hosted coffee mornings, put on fashion shows, collected donations and sold daffodils and other merchandise in workplaces, schools, colleges, shopping centres and on the streets of towns and cities.

Highlights



Boots night walks



Shave or Dye



Musgraves triathlon



Shave or Dye 2012

Shave or Dye is an initiative of TodayFM, in which the radio station's staff and presenters, along with thousands of listeners, get their friends and family to sponsor them to shave or dye their hair to benefit the Irish Cancer Society. In 2012, Shave or Dye raised €2.5 million for the Society – a 96% increase on 2011. On behalf of cancer patients and their families, the Society thanks everyone who donated, volunteered and took part in the campaign, and especially the staff of TodayFM.

Dell employees raised **€40,000** directly in a series of fundraising activities that they organised and ran themselves.

Our corporate partners contribute hugely to the success of Daffodil Day. In 2012, a large number of companies and public sector organisations, with the dedicated involvement of their employees, raised funds and awareness in a wide variety of creative ways.

Dell – our sponsor for Daffodil Day

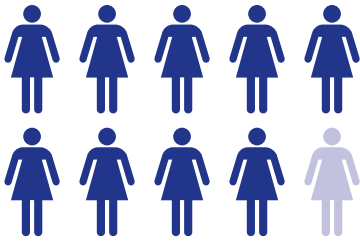
Dell was our main corporate sponsor for Daffodil Day 2012, and they delivered tremendous support, both on the day itself and in the months leading up to it. Over 2,000 Dell employees in Cherrywood and Limerick worked as volunteers in our warehouse. They helped us to set up our Gardens of Hope, in which supporters can have a symbolic

daffodil planted to remember a lost loved one, to honour someone who is living with cancer or to celebrate someone who has come through their cancer journey. Dell employees contributed to the marketing effort, sold merchandise on the streets and on the Dell campuses, counted money, and wore yellow to work to promote awareness and create a strong team spirit. Dell employees also helped us with a number of social media activities and consumer campaigns in support of the fundraising campaign.

Apart from their contribution to the national effort – which was critical to its success – Dell employees raised €40,000 directly in a series of fundraising activities that they organised and ran themselves.



Daffodil Day 2012 with the Taoiseach, Enda Kenny



One in 10 women living in Ireland will develop breast cancer in their lifetime



Women can reduce their risk of breast cancer by up to 42% by making lifestyle changes

Get the Girls

In the Irish Cancer Society's Get the Girls Appeal, volunteers and our 'Pink Partners' all across the country work to raise vital funds for Breast Cancer Awareness Month and for the Society's Action Breast Cancer programme. This programme provides breast cancer information and support services to thousands of women across Ireland each year.

The fundraising ideas ranged from tea parties, 'X-Factor'-type talent competitions, fancy dress parties and sponsored walks, to table quizzes and 'Swap till you Drop' days – all with a pink theme.

Newstalk joined the campaign as our media partner, and featured stories on breast cancer throughout October to increase awareness among women.

For the third year in a row, all 460 **Centra** stores sold special-edition pink umbrellas during October, with all proceeds going to the Society's Action Breast Cancer programme. Centra retailers also organised 80 **Pink Umbrella Walks** in 20 counties.

Boots Ireland, ghd and **BeautyBoutique.ie** donated money to the campaign from the sale of selected products during October. Boots also distributed breast health information leaflets in their stores.

Barry Packaging donated €35 to the campaign for every box of Action Breast Cancer carrier bags sold to retailers during October.

Esso Ireland sold Irish Cancer Society 'pink' merchandise, such as pins, ribbons and key chains throughout October and distributed breast cancer leaflets to their customers. **BB's Coffee and Muffins** held an Action Breast Cancer day, with all proceeds going to the Irish Cancer Society, and also sold the 'pink' merchandise.

Curves donated every new member's joining fee in October to the Irish Cancer Society. **Zumba Fitness** organised Pink Parties with proceeds to the Society.

The malls of the **Harcourt Centre** were decorated pink for the month of October, and retailers and volunteers in the centre distributed literature and collected donations.

Pink Ribbon Walks

Several major Pink Ribbon Walks were organised during the year, notably in Kinsale, Killaloe and Kells. These walks serve to raise awareness of breast cancer, to promote healthy living, and to raise funds – over €260,000 in 2012 – for the Irish Cancer Society's Action Breast Cancer programme.

Movember

Movember is a global movement with formal campaigns in over 20 countries around the world and supporters in several others. The aim of the movement is to raise awareness of men's health issues, and in particular awareness of prostate cancer. Movember aims to have a lasting impact on men's health by continuing to spark conversation and spread awareness of men's health each year.

Highlights



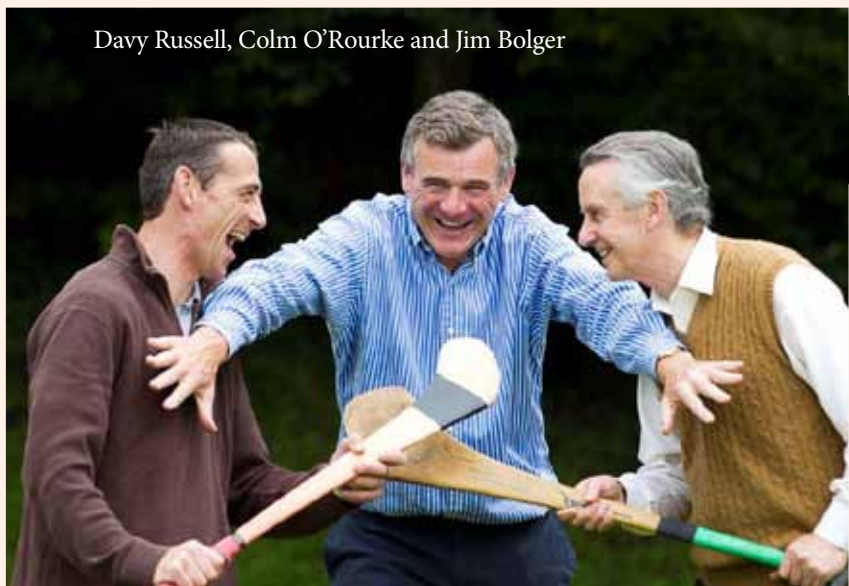
Naomi Fitzgibbon, Cancer Information Service Manager, Irish Cancer Society, Sybil Mulcahy, journalist and presenter and Claire Fergus, Irish Cancer Society funded Breast Cancer Researcher pictured at the launch of the Irish Cancer Society's new Get the Girls campaign, kindly supported by Centra.

The Get the Girls campaign is a rallying call to all women in Ireland to get out and do their bit to combat breast cancer by raising money for breast cancer research. Visit www.getthegirls.ie to get involved.



Dr Finbarr O'Connell & George Hook

Irish hurling and horseracing stars took part in a celebrity hurling match in August 2012 and raised more than €120,000 for Irish Cancer Society Research



Davy Russell, Colm O'Rourke and Jim Bolger

The Irish Cancer Society is Movember's charity partner in Ireland. All Movember funds raised in Ireland are directed to the Irish Cancer Society's Action Prostate Cancer programme.

In November, some 15,000 men around the country – supported by almost as many women – attracted sponsorship to grow moustaches, and raised almost €1.9 million for the Irish Cancer Society's prostate cancer services.

Relay For Life

Relay For Life events involve a 24-hour walking relay during which funds are raised in support of the fight against cancer. The events, which take place worldwide, are organised entirely by communities, and give them the opportunity to raise awareness, promote healthy lifestyle choices,

celebrate people who have survived cancer, remember lost loved ones, honour caregivers, and encourage those who are fighting the disease.

At the heart of each Relay For Life event, teams of friends, neighbours, families and colleagues come together in groups and commit to keeping participants walking around a track or path for a full day. Hundreds of other activities take place throughout the 24 hours to create a wonderfully festive atmosphere. In 2012, there were seven Relays around the country, with participation of over 230 teams and 650 survivors, and over 14,000 Candles of Hope were lit to remember lives lost. The biggest Relay For Life event in Europe was in Donegal, where 70 relay teams participated, and collectively raised over €350,000 for the Irish Cancer

Society. Other successful events were held in Dundalk, Castlebar, Ballinasloe, Tipperary, Carlow and UCD.

All told, Relay For Life raised €779,000 for the Society, a 114% increase on 2011.

Sporting and athletic events

In addition to the major nationwide events and campaigns, our fundraising depends heavily on the hundreds of smaller events held in towns and villages throughout the country.

Members of our **Run4Life** team participated in over 30 marathons, mini-marathons and – for the extremists – ultra-marathons, duathlons and triathlons, and a range of other endurance events at home and abroad, raising substantial funds for the Irish Cancer Society. Our Run4Life programme has the dual effect of encouraging people to adopt a healthy lifestyle with regular exercise, while at the same time raising funds to support our free cancer services.

Our **Trek4Life** programme of sponsored charity treks undertook challenging trips to Kilimanjaro and to Jordan, in the process raising over €206,000 for cancer research.

Irish hurling and horseracing stars took part in a **celebrity hurling match** in August 2012 and raised more than €120,000 for cancer research.



Movember

Highlights

Jim Bolger, horseracing legend and trainer, organised the event and led one of the teams, while champion jockey Davy Russell captained the other. The match was refereed by former Kilkenny hurling star, DJ Carey, and the umpires included Ryanair's Michael O'Leary, TV presenter Gráinne Seoige, former Olympian Ronnie Delany and Sunday Game analyst Colm O'Rourke.

There are many, many other amazing examples of fundraising events – golf classics, white collar boxing competitions, parachute jumps, skydiving and vintage car rallies, to name but a few – each of which raised substantial funds for the Society. Our major community fundraising events are listed in Part 3 of this document.

Our corporate partners

The Irish Cancer Society works with companies, both large and small, that have a strong commitment to the health and well-being of their staff and their communities. The companies get involved in a variety of ways, and benefit from reduced absenteeism, improved morale and enhanced reputation.

We work with the companies to develop bespoke campaigns and calendars of activity that fit their specific needs. In general, the employees themselves think up fun and creative ways to raise funds, and we support them with advice, literature and merchandise.

Our principal corporate partners are listed in Part 3 of this document.

Individual supporters

Despite the difficult economic situation, we added over 2,600 donors to the thousands of individuals who are committed to supporting our work on a long-term regular basis. The principal way of recruiting these important supporters is through our door-to-door campaign. While the effort involved is significant, the rewards are great: last year we raised nearly €700,000 directly from standing

orders and direct debits, and were able to reclaim a further €100,000 in tax refunds from Revenue. The regular nature of these donations enables us to plan our activities with greater certainty.

We have been especially careful to make potential supporters feel absolutely confident that their donations are secure, by ensuring that our fundraisers do not accept gifts at the door, that they carry proper identification and that they are well-informed about the Society's work.

Many people remember the work of the Irish Cancer Society when drawing up their wills, and in 2012, we received €2.2 million in such legacy gifts.

Others think of the Society when making funeral arrangements, and in 2012 we received some €173,000 in memoriam of people who had passed away.

Our retail network

The Irish Cancer Society has a network of 19 shops strategically located around the country. Alongside the sale of Irish Cancer Society-branded Christmas cards, the shops made a net surplus of almost €1.1m in 2012 from the sale of clothes, shoes, books, bric-a-brac and household items donated by members of the public. This is a sophisticated operation supported by hundreds of volunteers who work to sort donations, price them, display and promote them, and, in some cases, transfer them to the outlet where they will fetch the best price.



November



Daffodil Day 2012



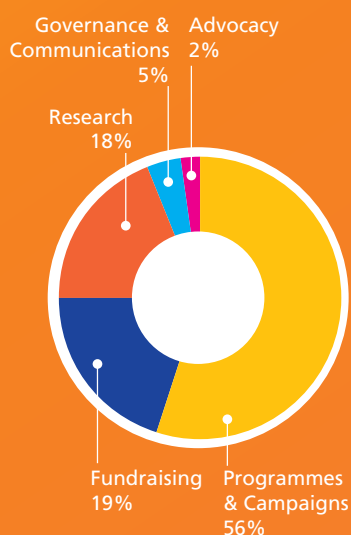
Irish Cancer Society Daffodil Centre

Part 2. Where the money goes

Each year, more than 30,000 people are diagnosed with cancer. One in three people in Ireland will experience cancer at some point in their lives. And in the Irish Cancer Society, we're doing everything we can to fight it. As the largest voluntary funder of cancer research in Ireland, we spent €2.8 million on vital cancer research projects in 2012.

In addition, we continue to provide free night nursing and other services to cancer patients and their families across the country, we invest heavily in cancer-awareness campaigns to help people understand and reduce their risk of developing cancer, and we work to ensure that Government policy supports our aims.

Fifty-six per cent of our overall expenditure is spent on programmes and campaigns; eighteen per cent on research; two per cent on advocacy; nineteen per cent on fundraising and five per cent on governance and communications.



Cancer information service

Total contacts and interactions with the Cancer Information Service increased by 28%, from 22,120 in 2011 to 28,383 in 2012. The service provides free and confidential information to patients and their families through the Society's Daffodil Centres, our freefone National Cancer Helpline (1800 200 700), a number of online and social media channels, and a range of widely distributed printed materials. There are currently seven Daffodil Centres in hospitals, with plans to open seven more in the next few years. The Centres and the Helpline are staffed by qualified cancer nurses who take time to provide information about cancer and its treatment in understandable terms, so that patients and their families can deal more positively with their situation and make informed decisions. Volunteers are recruited and trained to support the nurses and assist in the overall running of the Centres. In 2012, there were 9,315 visits to the Daffodil Centres.

The National Smoker's Quitline, which we run in partnership with the HSE, provides information, advice and support to smokers who want to quit. It is staffed by trained advisors and smoking cessation counsellors.

The service is open six days a week, Monday to Saturday, from 8am to 10pm. There were 3,502 calls to the National Smoker's Quitline during 2012.

Night nursing

The night nursing service is a free service provided by the Irish Cancer Society for people who are very seriously ill with cancer, and who may be approaching the end of their cancer journey.

In this situation, most people want to spend time at home rather than in a hospital environment. A qualified nurse comes to the home at night time and provides support for the patient and their family, ensuring that the patient has the level of care they need and the family has the emotional support and security they need to get some rest.

The Society employs specially trained Night Nurses, and in 2012, 8,551 nights of care were delivered to 2,113 patients. This represents a 5% increase in the number of both patients and nights on 2011.

Nurses Brid Whelan, Julie Price and Andrea Kelly celebrate their graduation from the Graduate Diploma in Cancer Nursing at UCD



Care to Drive

Care to Drive involves trained volunteer drivers who take cancer patients to and from their hospital treatment. This door-to-door service has expanded rapidly, and is currently available in nine hospitals, with plans for five more. The Society worked with volunteers from IBM to develop a computer system to ensure that the patients' needs were met effectively and that the efforts of the volunteers were used efficiently. In 2012, a total of 542 volunteers drove 237,708 kilometres to transport 402 patients to 3,196 hospital appointments.

Grants

The Irish Cancer Society offers financial aid to some cancer patients, to ease the pressure on them and their families. Last year, the Society gave over €1 million in grants directly to 1,753 patients to help them defray additional costs associated with their diagnosis and treatment. The Society is aware that many cancer patients struggle to meet the costs associated with their condition – for example, we learned that hospitals charge a daily rate of €75 to chemotherapy patients. We held a very high-profile media event in 2012 to put pressure on Government to address this issue, and we will continue to monitor progress in 2013.

The Society also worked with forty-eight cancer support centres around the country to deliver counselling, training and information services. The Society provided €200,000 in grants to these centres to support the centres' own activities.

The Travel2Care scheme administered by the Society on behalf of the National Cancer Control Programme provided grants totaling €328,000 to patients to assist with the cost of transport to and from their place of treatment.

Highlights



Irish Cancer Society X-Hale Youth Awards 2012 host Lottie Ryan with Kiera Treacy (15), Shauna Murphy (15) and Kiera Morris (15)



Stephen Maher, Irish Cancer Society Researcher of the Year 2012



Emer O'Toole, Daffodil Centre Volunteer and RTE's John Murray at the launch of the Daffodil Centre in Tallaght Hospital



“Ireland has the lowest average age of starting smoking at 16.4 years, compared to an EU average of 17.6 years”

Marion Keegan, lung cancer survivor from Dublin

We also provided a grant to Our Lady's Hospital for Sick Children in Crumlin to fund a play therapy service in paediatric oncology, and a grant to St Francis Hospice to support lymphoedema services.

Survivors Supporting Survivors

The Irish Cancer Society's Survivors Supporting Survivors initiative is a one-to-one programme that links cancer survivors with those who are newly diagnosed, to provide them with emotional and practical support, information and reassurance. In 2012, over 1,000 newly diagnosed patients benefited from the service, provided in the main by over 100 volunteers.

During 2012, Survivors Supporting Survivors also launched a specific programme for men with prostate cancer, with the aim of enhancing their physical and psychosocial well-being and quality of life. Over forty

men attended the programme in Castlebar, Carlow and Ballinasloe, which provided them with an opportunity to:

- Share their experiences and concerns;
- Enhance their understanding of the prostate cancer experience and its consequences;
- Explore their attitudes towards prostate cancer and its consequences; and
- Develop their skills in coping with and surviving prostate cancer.

Advocacy

The Irish Cancer Society against Tobacco

During 2012, the Irish Cancer Society partnered with the Irish Heart Foundation to develop a pre-budget submission calling on the Government

to cut the profits of the tobacco industry. Our research showed that tobacco companies earn higher profits than almost any other industry in the world. Our proposal, if adopted by Government, would position Ireland at the forefront of the fight against smoking and the damage it causes.

We also lobbied for:

- An annual tobacco tax escalator that would be linked to the rate of inflation;
- A comprehensive anti-smuggling strategy to cut the level of illicit trade;
- A mechanism that would calculate the tobacco tax based on the volume of cigarettes sold, not on the price; and
- A higher tax rate on loose tobacco, which would mean it would be less attractive to young people.

The Irish Cancer Society lobbied at a national and European level for the publication of the Tobacco Products Directive so that it could be debated by the Council of Ministers during Ireland's European Union Presidency. In late December 2012 the EU Parliament published the revised Directive and the Minister for Health, Dr James Reilly TD, stated his intention to use the Irish Presidency to vigorously pursue measures to reduce the prevalence of smoking.

The Directive has the potential to move to the next phase of tobacco control, where the marketing power of the tobacco industry is severely curtailed, so that young, impressionable non-smokers are not enticed by efforts to recruit them as lifetime addicts. In Ireland, the tobacco industry has to attract 50 new smokers a day to replace those who have either died or quit. A 2012 Eurobarometer survey on attitudes to tobacco shows that Ireland has the lowest average age of starting smoking at 16.4 years, compared to an EU average of 17.6 years. Implementation of the Directive will help protect these young people and hundreds of thousands like them across Europe. Predictably, it is strongly opposed by the tobacco industry and its front groups.

We also invited a representative of the UK's very successful 'FRESH Smoke Free North East' tobacco-control programme to deliver the annual Charles Cully lecture. In a new initiative, we brought together politicians, policy advisors, civil servants and other stakeholders to learn how the FRESH project has delivered the biggest drop in smoking in England – from 29% in 2005 to 22% in 2009. For this event, the Irish Cancer Society received an Award for Excellence in Public Relations from the Public Relations Consultants Association and the Public Relations Institute of Ireland.

Women and Smoking: Tackling the Crisis

During 2012, the Irish Cancer Society worked to highlight the alarming number of women smoking in Ireland and to seek solutions to what is essentially a crisis. For the first time, more women in Ireland are dying from lung cancer than from breast cancer.

In July, we held the national Women and Smoking: Time to Face the Crisis conference in association with the National Women's Council of Ireland. The conference brought together women's groups, policymakers and health professionals to explore why so many women are smoking and to see what approaches can help them quit. The Irish Cancer Society will be continuing its work in this area by developing a programme to help women – particularly those in disadvantaged communities, where the problem is most acute – to quit smoking.

Bowel Cancer Screening

In September, the Society launched an advocacy campaign relating to bowel cancer screening. The campaign called on Government to make sure that funding was in place for the long-awaited bowel cancer screening programme due to begin by the end of 2012. The campaign also called for the proposed age group for the screening programme to be extended to cover people aged 55 to 74 as soon as possible, as this age group is most at risk of developing bowel cancer.

Oireachtas members were briefed on the importance of bowel cancer screening at an information session held in Leinster House. Members of the public were also asked to email their local TDs highlighting the importance of bowel cancer screening and asking them to support our campaign.

Highlights



Researcher
Naomi Elster



Irish Cancer Society Night Nursing
Conference 2012



CT scan of lung cancer



Irish Cancer Society Research Scholars 2012

Cancer research

The Irish Cancer Society is the largest voluntary funder of cancer research in Ireland. Since 1963, we have provided over €30 million for research into the causes, prevention, diagnosis and treatment of cancer, in universities and hospitals across the country.

Since 1963, we have provided over €30 million for research into the causes, prevention, diagnosis & treatment of cancer

Following this, in November, the Society welcomed the commencement of the BowelScreen programme and the allocation of €4.3 million for it in the HSE Services Plan for 2013. The programme will provide free bowel cancer screening for people aged 60 to 69 and in time, the programme will be made available to the full 55 to 74 year old age group. The Irish Cancer Society conducted its own campaign to help people learn the signs and symptoms of bowel cancer. The €1 million that the Society pledged to the BowelScreen programme in 2009 will be paid over once the roll-out criteria have been achieved.

Advocacy Action Network

In 2012, the Irish Cancer Society developed an advocacy training programme, which gives volunteers the skills and information they need to campaign for policies that will help create a future without cancer. After training, the volunteers become part of a nationwide Advocacy Action Network and have opportunities to campaign for lifesaving policies at a local and national level.

Access to medical cards

The Irish Cancer Society successfully lobbied the Minister of State with Responsibility for Primary Care, Róisín Shortall TD, to provide medical cards

to patients who are terminally ill within 24 hours of application being made to the Local Health Office.

We also secured a commitment from the Minister that the backlog of medical card applications (31,000 at that time) would be cleared in a matter of weeks. We monitored the progress and confirmed that some 5,000 applications were cleared each week.

Access to innovative medicines

The Irish Cancer Society is committed to ensuring that cancer patients have access to the most advanced technologies and medicines available, and that these treatments are reasonably priced. During 2012 we enhanced our relationship with IPPOSI (Irish Platform for Patients' Organisations, Science and Industry), who are working with the National Centre for Pharmacoeconomics (NCPE) to ensure patients' views are incorporated early into the reimbursement decision-making process.

Given the high cost of cancer drugs, the Irish Cancer Society strongly welcomed the additional provision of €17m in the HSE's Services Plan for 2013 to address these increased costs.

The Society's grants include Research Fellowships and Research Scholarships which are funded over three- and four-year periods respectively. In 2012, we invested €2.8 million in cancer research, awarding three new Research Fellowships and five new Research Scholarships to scientists and medical doctors who are dedicated to cancer research. Also, we awarded three new research grants in the area of prostate cancer, two grants



Tanya Dwyer (15) and Arlene Dowling (16) from Newbridge, with their painting submitted as part of the Society's X-Hale youth awards

to support translational research in Ireland and, for the first time, in 2012 we awarded a grant to investigate health inequalities in cancer in Ireland.

Working with the financial backing of the Irish Cancer Society, researchers made over 35 significant discoveries in 2012. These research findings were made in the areas of oesophageal, prostate, brain, breast, lung, ovarian and cervical cancer, leukaemia and multiple myeloma. Some examples of the work we supported are outlined over the next few pages.

New targets for tumour cell survival in lung cancer

In January, research funded by the Irish Cancer Society made an important discovery about lung cancer which has the potential to halt the progression of the disease. The study was carried out by Dr Mary Clare Cathcart, Irish Cancer Society Research Fellow, who is based in Professor Ken O'Byrne's laboratory at St James's Hospital. It is the first to examine the influence of enzymes on lung cancer growth, new blood vessel formation and tumour cell survival. The study demonstrated how two blood clotting enzymes that work in opposing ways are key factors in the development and progression of lung cancer:

- One enzyme (thromboxane synthase) promotes the growth of lung cancer cells and appears to help the tumour develop a rich blood supply, providing it with the nutrients and oxygen necessary to develop and spread quickly.
- The other enzyme (prostacyclin synthase) is a protective enzyme that works to reduce the growth of lung cancer cells.

The research team was able to use the biobank at St James's Hospital to investigate enzymes in lung cancer tissue samples from 204 lung cancer patients. The results showed that the cancer-promoting enzyme, thromboxane synthase, was present in high amounts in patients with adenocarcinoma. It was also higher in

females, and this could be linked to higher oestrogen levels in women.

'Our research has significantly improved our knowledge of the regulatory mechanisms that control the survival of tumour cells in the lungs and we are confident that it will lead to new therapies that target lung cancer and make it controllable in the future.'

Professor Ken O'Byrne

Dr Róisín Dwyer – Researcher of the Year

In March 2012, breast cancer researcher, Dr Róisín Dwyer, was announced as the first *Irish Cancer Society Researcher of the Year* at a special Celebration of Research in Dublin. Dr Dwyer's research investigated the potential of adult stem cells to deliver therapies to breast tumours in a targeted way. The two other finalists in the competition were Dr Aisling Pierce and Dr Yue Fan, who presented important research findings into breast cancer and prostate cancer respectively.

Dr Dwyer, who is a postdoctoral research fellow at NUI Galway, was chosen for her outstanding research, which used mesenchymal stem cells (MSCs) or adult stem cells to deliver anti-cancer drugs directly to tumours, resulting in a significant reduction in tumour growth without any negative side effects. The ability to track MSC migration non-invasively before therapy is a major advantage of this novel approach to breast cancer therapy.

'The Irish Cancer Society has been extremely supportive of my research project from the outset and I'm very grateful for their funding, without which this study would not have been possible. It's my hope that this research, in addition to the research projects shared by the other Society Scholars, will one day help change the lives of cancer patients for the better in Ireland.'

Dr Róisín Dwyer, speaking at the awards ceremony

Highlights



Researcher
Patricia McGowan



Researcher
Claire Ferguson



Dr Róisín Dwyer, 1st Irish Cancer Society,
Researcher of the Year

“The Society has allocated €7.5 million for the establishment of a collaborative cancer research centre”

First blood test to detect bowel cancer

The Irish Cancer Society is supporting research into the development of a blood test to enable early detection of bowel cancer. The research is being carried out by Dr Gregor Kijanka of the Biomedical Diagnostics Institute (BDI) at Dublin City University.

Dr Kijanka has been examining the possibility that the immune system can recognise bowel cancer cells or tumours, and his initial findings show that cell changes that lead to bowel cancer are sometimes detected by the human body, which then makes antibodies to fight against the disease.

While the antibodies are not strong enough to defeat the cancer, their presence is a strong indicator that it is there, and the development of a blood test that can identify these cancer-specific antibodies will help alert clinicians to a potential cancer diagnosis. While bowel cancer is a very serious illness, early diagnosis leads to improved survival.

‘Our goal is to develop a quick non-invasive blood test that would detect bowel cancer earlier in patients, so they are treated faster and remain healthy.’

Dr Gregor Kijanka

Free radicals – a driving force behind leukemia tumour cell survival

Research funded by the Irish Cancer Society at University College Cork is trying to identify the mechanism by which aggressive leukemia cells survive in the body. This has the potential to offer a novel target for future therapies. The research has demonstrated how, in acute myeloid leukemia (AML), a critical oncogene (FLT3) generates reactive

oxygen molecules (free radicals) that promote the survival and aggressive multiplication of the tumour cells.

This significant research is being carried out by Irish Cancer Society Research Scholar Joanna Stanicka under the supervision of Professor Thomas Cotter. The new research findings are an extension of a larger body of work that has been funded by the Irish Cancer Society since the 1990s. The initial phase of the research looked into how the oncogene blocks off the natural process by which cells are killed off, so enabling the cancerous cells to live on almost indefinitely.

AML is a disease that strikes both children and adults and is very difficult to treat. About 80 people are diagnosed with it in Ireland each year.

‘We need to better understand the molecular mechanism of leukemia in order to develop new and better treatments. The Irish Cancer Society funding has been, and continues to be, central to our research at UCC as we search for ways to prevent the oncogene from enhancing the ability of the cancerous tumour to survive in the body, hopefully leading to better treatment strategies for patients in the long-term.’

Professor Thomas Cotter

Ireland’s first Collaborative Cancer Research Centre

The Irish Cancer Society believes that cancer research in Ireland will thrive if there is enhanced collaboration between institutions and between research disciplines. The Society launched a call for applications for the establishment of a Collaborative Cancer Research Centre, to the value of €7.5 million, to get underway in 2013.

The purpose of the Centre will be to strengthen and integrate research disciplines and programmes, and to make the most of the existing capabilities and resources within research institutions in Ireland.



Route66, fundraising for cancer research

The main objectives of the Collaborative Cancer Research Centre include:

- Stimulation of greater collaboration in cancer research across disciplines and institutions;
- Better use of combined expertise across population-based, translational and clinical research;
- Sharing of resources;
- Initiation and development of innovative early-stage clinical studies; and
- Engagement with industry and/or relevant healthcare agencies to speed up the discovery and implementation process.

It is expected the new model will provide a solid foundation for better integration of cancer research and cancer care in Ireland, for the benefit of the public and patients.

In making this substantial financial commitment, the Irish Cancer Society is hoping to encourage groups with a strong research ethos to work together to make a pre-proposal submission for funding. The theme of the research could relate specifically to cancer of a single organ, or to specific mechanisms of disease, or survivorship in cancer.

'The quality of cancer care is dependent on the quality of cancer research ... and the purpose of the Irish Cancer Society's Collaborative Cancer Research Centre is to strengthen and integrate research disciplines and programmes so that the whole is greater than the sum of its parts.'

Professor John Fitzpatrick

Herceptin Resistance

Approximately 20 per cent of breast cancer patients have HER2-positive breast cancer. While many of these patients gain initial benefits from Herceptin treatment, some develop resistance to it over time.

A €230,000 grant from the Irish Cancer Society is funding research that aims to benefit women in this situation.

Dr Patricia McGowan, Irish Cancer Society Research Fellow, and her team at St Vincent's University Hospital are leading research that has discovered a way to change resistant cancer cells so that they respond to treatment.

The approach being taken by Dr McGowan is to use a combination of commercially available drugs to block the specific protein (Notch) that drives the growth of cancer cells and makes the cancer resistant to Herceptin.

The hope is that in cases where women become resistant to Herceptin, it will be possible to reverse the resistance. It also seems likely that Dr McGowan's results also apply to resistance to certain chemotherapies and other drugs.

'The funding from the Irish Cancer Society has been central to our investigation ... without their support we would not have been able to make this exciting discovery.'

Dr Patricia McGowan

RTÉ Newscaster Sharon Ní Bheoláin with bowel cancer survivor and Irish Cancer Society volunteer Art Cosgrove and his four-year old granddaughter, Anna Barry



Friends of the Society 2012

Our friends and supporters

To achieve its mission, the Irish Cancer Society relies on the dedication, help and support of many people.



Volunteers from Dell, lead partner for Daffodil Day, at the national launch of the Irish Cancer Society's 25th Daffodil Day 2012

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In 2012, our corporate partners included:

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Aerospace Software Developments	Capita Life & Pensions	Department of Agriculture, Food & the Marine	FMC International
AIB	Capitol Products	Department of Children and Youth Affairs	FMI
Air Atlanta Aero Engineering	Cara Partners	Department of Environment, Heritage & Local Government	Forfás
Alcon Ireland	Carat Ireland	Department of Social Protection	Four Seasons Hotel Dublin
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Atoria Beauty Therapy	Cisco Systems	Dubco Credit Union	GHD
Augustus Cullen & Son	Citco Global Securities Services	Dublin City Council	Gibney Steel Products
Avaya Sales	Citigroup	Dublin Gazette Newspapers	Give Together Initiative – Bank of Ireland
Aviva	Citrix Systems Ireland	Dublin North East Drugs Task Force	Glanbia
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Events that raised in excess of €20,000 in 2012

Name	Event	County
Mr E & Mrs R Crotty	Great Island Run	Cork
Ms Georgina Reilly	White Collar Boxing Event	Dublin
Mr Norman Egar & Mac Sully	Mac and Norman's Tractor Rally	Kildare
Ms Bernie McGinn	Mad Hatter's Tea Party	Tipperary
Mr Christy Dunne	Mini Triathlon	Dublin
Mrs Geraldine Hegarty	Sponsored Walk	Cork
Mrs Pauline Lowney	Clonakilty Calendar Girls	Cork
Mr Kevin Curran	Betsey Tractor Run	Kerry
Mr Ian Doyle	The Double D Fun Run	Wicklow
Ms Mary Nolan	Moylagh JFK 50-mile Walk	Meath
Mr Ray Nolan	White Collar Boxing Event	Dublin
Mr James Bolger	Hurling for Research	Dublin
Ms Patricia Kelly	Christine O'Reilly Foundation	Dublin
Mr Martin Desmond	Innishannon Steam Rally	Cork

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/>



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