



**Irish
Cancer
Society**

*Review of
Operations
2014*



**WE WON'T GIVE UP
UNTIL CANCER DOES**

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Professor John Kennedy

Chairman

A future without cancer remains the overriding vision towards which the Irish Cancer Society strives. We know this is not something we can achieve overnight, and we know that it will take the dedicated work and commitment of countless researchers, doctors, nurses, care-givers, advocates and cancer survivors.

But we pledge to pursue that challenging vision with all the resources we can draw on – from research science to persuasive advocacy, and from compassionate care for individuals to society-wide campaigns against the causes of cancer.

We know that there is no single ‘cure’ for cancer and no single way of working with people who have cancer. Our effort is to work on a broad range of fronts, and to achieve incremental and measurable improvements from year to year. We do this by supporting world-class research into the nature, causes and potential cures for cancer. But we also support research into ways to deliver care in better, more effective and more compassionate ways.

Education and advocacy also have very important roles to play in helping us meet the challenges we face – and this includes raising awareness of the benefits of not smoking, of reducing our consumption of alcohol, and of living a more active and healthy lifestyle. It also involves tireless lobbying on issues of concern to us, such as the regulation of sunbeds and measures (such as plain packaging) to make smoking less attractive to young people.

Our tireless fundraisers have once again delivered the goods in 2014, raising funds in countless imaginative and colourful ways – getting their friends, families and work colleagues involved, and doing so in ways that have a huge impact on how we get our message out to the wider community.



The money we raise through such fundraising activities makes an enormous difference to the lives of so many people living with cancer, to the ongoing research effort to defeat cancer, and to supporting our focused advocacy and wider community-based communication activities. And to all those who made donations, large and small, individual and corporate, we extend a big **thank you**.

Our volunteers have shown enormous generosity of spirit in the way they bring such energy, enthusiasm and compassion to their work, and we thank them profoundly for the difference they make.

I would like to extend my sincere thanks and appreciation to my fellow Board members for their continuing advice and support throughout the year. I would also like to thank our Chief Executive Officer, John McCormack, and his staff for the excellent contribution they made and continue to make towards the furthering of our strategic goals. Details of their strong achievements in 2014 are set out in this review.

Eric Webb, one of the founding members of the Irish Cancer Society, sadly passed away on Thursday, 12 February 2015.

Eric visited the Society's offices in September 2014 and was deeply impressed by how much the Society has achieved since its early days. He left with a great sense of achievement.

Eric was a remarkable individual and a great supporter of ours – he will be very much missed.

Ar dheis Dé go raibh a anam dílis.

Professor John Kennedy
Chairman

John Mc Cormack

Chief Executive Officer

One in every three people in Ireland experiences cancer at some stage in their lives, and the Irish Cancer Society is doing everything it can to fight cancer – to bring compassionate care to those affected by cancer, to communicate the importance of risk reduction to wide audiences, to support excellence in cancer research, and to lobby effectively for legislative and other changes.

Since our foundation over fifty years ago, the Irish Cancer Society has been to the forefront in funding the research that is essential to the effort to defeat the disease. The researchers we fund are working hard to prevent cancer developing in the first place, and where it does occur to detect it earlier and to deliver more effective treatment. Since it was established in 2013 as the first of our proposed collaborative cancer research centres, BREAST-PREDICT has made strong progress across a range of activities – with positive results published in top-tier journals, productive collaborations between institutions and industry, and focused research on resistance to Her-2 targeted therapies.

Another key part of what we do is to offer support, care, advice and counselling to those living with cancer and their families. We work to improve quality of life and to help people cope with the distress and fear that come with a diagnosis of cancer. Between them, our freefone **National Cancer Helpline** and our Daffodil Centres handled over 55,000 queries in 2014 – including queries from patients, family members, and people recovering from cancer. Irish Cancer Society Night Nurses provided 7,800 nights of care to 1,934 patients.

Informing and influencing public debate and public policy remains at the heart of what we do. Throughout 2014 we lobbied on issues such as sun-bed regulation and plain packaging for tobacco products. We initiated an advocacy campaign to encourage the Government to deliver on its commitment to extend Breastcheck to women in the 65–69 age range, and are pleased to report that budgetary provision for this has been included in the HSE estimates for 2015. We have also sought to draw attention to the 'health gap' that sees people living in poorer areas at greater risk of getting and dying from cancer.

Education and communication with the whole of Irish society are also central to our efforts to reduce the risk of cancer, and we continued this work on



a number of fronts in 2014 – including campaigns and initiatives on skin cancer prevention, on giving up smoking, and on the value of general fitness and wellbeing in the fight against cancer. We also published and widely distributed the leaflet **12 Ways to reduce your cancer risk** based on the European Code against Cancer.

I wish to extend our heartfelt thanks to all of our individual and corporate donors, to our volunteers who worked so hard in our offices and shops, and to all the people who took part in the myriad of imaginative fundraising schemes around the country.

This review sets out our achievements in 2014 against the four strategic goals in our **Strategy Statement 2013–2017**:

- Reducing the risk of cancer
- Improving lives
- Leading excellent collaborative research
- Informing and influencing public policy

This review also describes the work of our Cancer Information Services and gives a brief review of the fundraising activities that happened in 2014. In tandem with this review we publish the Society's Annual Directors' Report and Financial Statements, which contains full details of income and expenditure for the year.

I would like to thank the Society's Chairman, Professor John Kennedy, for his strong continuing support in 2014. I would also like to share my deep appreciation of the hard work and commitment that all our staff have shown throughout the year.

John McCormack
CEO



Our knowledge about cancer has increased by leaps and bounds in recent years, and more effective treatments are coming on-stream all the time. There is, however, always a time lag between the discovery of an effective treatment and when it can be used in a clinical setting.

That means that the best way to cure cancer is not to get it in the first place – in other words, to do everything we can to reduce the levels of risk we expose ourselves to.

Smoking remains the single biggest cause of preventable death in Ireland, and we are focused very strongly on doing everything we can to reduce the take-up of smoking in Ireland – this includes campaigns to help individual smokers to quit, as well as a broader policy campaign on tobacco plain packaging.



Working to REDUCE RISK





WORKING TO REDUCE RISK



Be physical in everyday life

Limit the time you spend sitting and aim for at least 30 minutes of moderate physical activity a day.

1

Get screened regularly

Screening is checking for cancer or conditions that may lead to cancer in people that may have no symptoms. Take part in organised cancer screening programmes for bowel cancer (men and women, breast cancer (women) and cervical cancer (women).

2

Have a healthy diet

Eat fruit, vegetables, whole grains and pulses. Limit foods high in sugar, salt and fat. Avoid processed meat and limit red meat.

3

Protect yourself from the sun

Skin cancer is the most common cancer in Ireland with over 10,000 new cases diagnosed in 2012. Be SunSmart: protect your skin when outdoors (sunscreen is not enough) and avoid sunbeds.

4

5



WAYS TO REDUCE YOUR RISK OF CANCER



8

8 *Advice for women*

Breastfeeding is proven to reduce the risk of cancer. HRT is a hormonal drug for menopausal symptoms which increases risk of certain cancers. Limit HRT.



7

7 *Avoid Alcohol*

Drinking alcohol can cause at least seven types of cancer. Cutting back - or even better - avoiding alcohol altogether will reduce your risk.



6

6 *Be a healthy weight*

As the amount of fat in the body increases, so does the chance of developing certain cancers. Take action to have a healthy body weight by being physically active and eating a healthy diet.

5 *Do not smoke / Avoid second hand smoke*

One in three of all cancers is related to smoking. Cut out the cigarettes and cut your cancer risk. Keep your home and workplace smoke free. Second-hand smoke increases risk of lung cancer and heart disease in non-smokers.

Over
€115,000
 provided for
X-HALE



We Can Quit – supporting women living in disadvantaged areas to stop smoking

One in three of all cancers is related to smoking, and half of all smokers die from smoking-related diseases. These facts alone are reason enough to focus very firmly on persuading smokers to quit – and that's just what the **We Can Quit** programme is all about. Focused on women living in disadvantaged areas of Dublin, and supported by the HSE's Health Promotion and Improvement Service and by both the Blanchardstown and Northside Area Partnerships, this is a community-based programme that offers women who want to quit a friendly supportive environment.

We Can Quit incorporates a tailored **Train the Trainer** programme with a gender dimension, and was developed and delivered in line with the HSE's national smoking cessation standards. Community Partnership staff and HSE primary care social workers were among those who took part and co-delivered programmes to thirty-nine participants from March to July 2014.

The **We Can Quit** model is particularly valuable for the way it offers the participating women the opportunity to develop skills, build confidence and share experiences with each other within a group environment. Weekly phone calls, access to free combination nicotine replacement therapy (NRT) and



motivational support from pharmacy staff all contributed to the community support factor.

The results of the **We Can Quit** pilot study indicate good potential in reaching out to our target population. Around two thirds of participants had one or more indicators of low socio-economic status, just over half held GMS cards and almost two-thirds reported having one or more medical conditions. The programme achieved a retention rate of 74 per cent and high satisfaction levels (93 per cent). Research to test the success of the model is under way and the Irish Cancer Society will continue to work with our community partners, targeting 100 women in 2015.

X-HALE

Currently about 12 per cent of young people in Ireland are smokers, and Irish teens begin smoking at an earlier age than in most other European countries. **X-HALE** (which stands for **X'ing out Harmful and Lethal Effects**) is part of the Irish Cancer Society's effort to get the message across to young people of just how harmful smoking is. It does this by tapping in to the imagination and creativity of young people, and by getting them to deliver their own messages on smoking in film, music, dance and song.

Since 2011, the Society has engaged through **X-HALE** with 90 youth organisations, including over 200 youth leaders and 2,300 young people, with the aim of preventing young people from starting to smoke in the first place and encouraging those who already have to quit. To date we have provided funding of over €115,000 to youth organisations and Youthreach Centres, and we also provided training support to give them the skills to create and promote youth-centred, culturally appropriate short films.

WORKING TO REDUCE RISK



These two-minute films highlight issues such as the health effects of smoking, the influence of peer pressure on smoking behaviour, the influence of the tobacco industry as well as the local and global impacts of tobacco use.

The **X-HALE** Short Film Awards Ceremony was held at Dublin's Lighthouse Cinema in July 2014 and was attended by over 230 young people and youth workers. All 47 entries to the competition were screened and prizes were awarded to 13 youth groups or Youthreach centres. The films were made available online for public voting, achieving over 21,000 views, and the winning film was Nicotine Nation from Macroom Youthreach. In recognition of its work X-HALE won the Best Use of Social Media award at the Irish Healthcare Awards, November 2014.

Another aspect of **X-HALE** 2014 was the delivery of the **X-HALE** Training Resource, a smoking prevention and education resource for formal and non-formal education settings. Up to 60 youth workers and teachers were trained in the delivery of this resource, and this training will continue in 2015.

SunSmart campaign 2014

Skin cancer continues to be the most common cancer in this country. Most cases are caused by UV radiation and are preventable, but despite this over 10,000 new cases were diagnosed in Ireland in 2011 alone. The introduction of sunbed legislation in 2014 makes it illegal to allow people under 18 years of age to use a sunbed and will help to protect this vulnerable group from their carcinogenic effects. However our work is far from done! We can't stop until people from all age groups and with all skin types realise the importance of protecting their skin when out and about in Ireland.

Our **SunSmart** campaign 2014 saw us build on previous campaigns, with a focus on:

- **Children** through sporting organisations

- **Young people** through social media activities
- **The general population** through ongoing media activities
- **Particular at-risk groups** through targeted activities with prisoners and the Traveller community.

Our website provides a 'go-to place' for tips on how to reduce your risk and how to spot skin cancer early. It also provides the UV Index from April to September – a useful tool which acts as a reminder that whatever the weather, from April to September, UV levels in this country can be high enough to damage skin.

To make a real difference, the next step is to work with other organisations (public and private) in the development of a Skin Cancer Prevention Action Plan for Ireland. This work commenced in 2014 and will continue into 2015 and beyond. We believe this will bring us closer to a future where fewer people will get skin cancer and those who do will spot it early.

WORKING TO REDUCE RISK

UV Index

The UV (ultraviolet) index is a standard measurement of the strength of the sun's ultraviolet radiation at a particular place and time. UV radiation is likely to be at its strongest from 11AM to 3PM, between April and September.

Low Risk		Medium Risk			High Risk		Very High Risk		Extreme Risk	
1	2	3	4	5	6	7	8	9	10	11+



PREVENT Volunteer Programme – Cork

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

In 2014, 19 **PREVENT** volunteers were active across Cork City and County, providing awareness raising events to encourage people to find out more about the information services of the Irish Cancer Society. They reached out to several community organisations including Men's Sheds, Traveller projects, community health projects and active retirement groups. They were also involved in supporting community events such as the Innishannon Steam Rally, the Redhead Convention and Relay for Life.



Since October 2014 volunteers have supported 23 events and talks, bringing the messages that healthy lifestyle choices can help reduce the risk of cancer by up to 50 per cent and that early detection can help save lives.

PREVENT volunteers receive a programme of training to build the skills and knowledge they need to deliver events and they also 'shadow' experienced staff and volunteers at events. The programme is coordinated at a local level by a Community Health Promotion Officer whose role is to recruit and train, to provide support and supervision, to manage events, and to develop the PREVENT programme in the region.

PREVENT is being piloted as a gateway programme to connect community groups and organisations with the Irish Cancer Society's cancer information services and supports.



Community Health and Wellbeing Programme – fit for work, fit for life

As part of our strategy to build community-led cancer action projects in community settings, the Irish Cancer Society has been working in partnership with community organisations to raise cancer prevention awareness. We have developed a collaboration with Dublin's North Wall Community Development Project to explore more holistic ways to build healthy communities, and also, through nationally accredited employability skills training programmes, to support men and women who are seeking work.

As part of the programme, we developed a community health module, called **Fit for Work and Life**. This was based firmly on the needs of participants and was designed to build their understanding of the importance of health and keeping well. The programme also aimed to empower participants to make changes to sustain them in a work environment, to share their knowledge on healthy living and disease prevention with friends, neighbours and colleagues, and also to know where to go to access quality cancer information and support. Topics covered in the programme included physical activity, smoking, healthy eating, alcohol, food and alcohol marketing and labelling, the importance of being a healthy weight, and staying safe in the sun.

Bord Gáis kindly provided funding to develop and expand the programme, and in May 2014, a Train the Trainer programme engaged 10 unemployed people to become **Fit for Work and Life** community trainers.

They were upskilled in Training and Delivery methods (QQI Level 6) by the Irish Institute of Training and Development so that they could deliver **Fit for Work and Life** programmes to other participants in the North Wall community. Six community trainers volunteered to deliver two 8-week programmes to 36 new participants, all of whom reported high satisfaction levels with the information content and delivery of the programme. The majority expressed their intention to continue to make healthy lifestyle changes as a result of the programme. A formal presentation of certificates was hosted by the Lord Mayor of Dublin, Christie Burke, in December.

The Irish Cancer Society will provide training, resources and ongoing mentoring and support for the community trainers. The North Wall CDP continues to recruit participants and builds links with local groups and organisations who are interested in taking part in four more programmes in 2015. We are currently working with the Education and Training Board to seek accreditation for the **Fit for Work and Life** programme to further enhance its appeal and to strengthen its potential for wider delivery in partnership with other communities across Ireland.

healthy lifestyle
choices can
Reduce the
risk of cancer
by
up to **50%**



↓
**Working
to**

Even as cancer treatments become more effective and the outlook for people diagnosed with cancer becomes better than ever, we need to face the fact that living with cancer can be a distressing and unsettling experience, for both patients and their families. We need to provide practical and emotional support where we can. And for those who have survived cancer, we need to help them cope with the changes that cancer has brought to their lives and their expectations.

↓
IMPROV



WORKING TO IMPROVE LIVES



WE LIVE

Irish Cancer Society Night Nursing

The Irish Cancer Society provides a night nursing service for cancer patients who require end-of-life care in their own homes. We are able to fill close to 96 per cent of requests received. In 2014, 7,800 nights of care were provided by the Society to 1,934 patients, and there are currently 195 night nurses employed by the Society.

For those nearing end of life, it is vital that the night nursing staff have the skills to anticipate, assess and respond to the patient's palliative care needs. The Irish Cancer Society provides ongoing education and training to the night nurses in order to maintain this high standard of care. The patient and their family must at all times remain central to the care they will receive with the night nurse. This means providing a service that is trustworthy, safe, reliable and meets the needs of the patient and family.

195
night nurses
employed
by the society

The Night Nursing service ensures that patients can remain in the familiar surroundings of their own homes, with their families and loved ones, for the last days and weeks of their lives. It is the only service in Ireland providing palliative nursing care at night to cancer patients, and it is funded entirely by voluntary donations.

'From the moment you came into our home we knew we were in the "best hands". We knew that he knew he was feeling safe and minded. You made his very difficult journey easier for him and for us to accept. It was a privilege to have met you, and the special care and kindness and warmth you exuded overwhelmed us.'

7,800
nights of
care
provided

Survivorship programmes

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

Our Survivorship programmes include:

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

Sharon was just 36 years old when she was diagnosed with breast cancer. While she was undergoing chemotherapy she was referred to a Survivors Supporting Survivors volunteer - 'a wonderful lady, a lifesaver - we just had one conversation but she was so understanding - she told me that she had made it through and that I could too. At the time I had lots of support but that call, from someone with a similar cancer, really made a difference - it was key. I knew then I wanted to give something back.'

over
€1.5m
paid in
grants
to patients





Care to Drive

Care to Drive is an Irish Cancer Society service that provides transport for cancer patients to and from their hospital chemotherapy treatments. Patients must be attending one of the hospitals participating in the Care to Drive scheme and must be referred by the hospital to the service. Since the programme began in 2008, more than 2,000 people around Ireland have been clients of Care to Drive.

Sixteen hospitals around Ireland currently participate in the Care to Drive programme, and more are due to come on stream in 2015. By the end of 2014, we had over 1,000 volunteer drivers.

Hospitals participating in the Care to Drive service 2014

- St. Vincent's University Hospital, Dublin 4
- Sligo General Hospital
- St. James' Hospital, Dublin 8
- Letterkenny General Hospital
- Mater Misericordiae University Hospital, Dublin 7
- Portiuncula Hospital, Ballinasloe
- University Hospital Limerick
- Tallaght Hospital, Dublin 24
- Connolly Hospital, Dublin 15
- Midlands Regional Hospital, Tullamore
- University Hospital Waterford
- Cork University Hospital
- Mercy University Hospital, Cork
- Kerry General Hospital, Tralee
- Galway University Hospital
- St. Luke's Hospital, Dublin 6

Travel2Care scheme

The Travel2Care scheme provides funds to enable patients to travel to one of the eight designated cancer care centres or to an approved satellite centre. The scheme is designed to help those in financial difficulty to meet the cost burden of travelling for appointments.

The Society administers the scheme on behalf of the National Cancer Control Programme. Grants totalling more than €290,000 were made available to almost 900 patients in 2014.

Financial aid

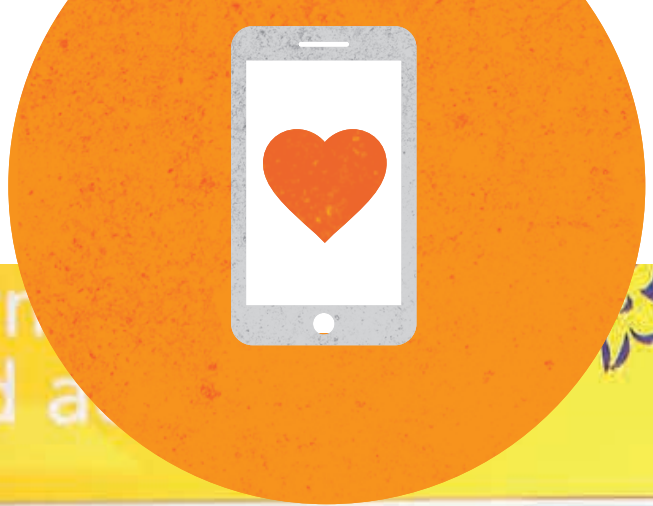
Apart from the distress and fear that come with a diagnosis of cancer, for many people there can also be a great financial burden. In recognition of this, the Irish Cancer Society has a hardship fund that seeks to help patients and their families to cope with financial difficulties that come about as a direct result of their illness.

In 2014, over €1.5 million was paid in grants to 2,369 patients – these payments covered costs for items such as heating and fuel, home help, respite care and child care. Applications for funding are reviewed individually, and a decision is made based on the information provided. Most recipients receive between €350 and €500.



	2013	2014	% increase
No. of clients	687	915	+33%
No. of bookings	6,080	8,266	+36%
No. of volunteers	870	937	+7%
No. of km.	675,801	901,388	+33%

Care to drive: 2013–2014

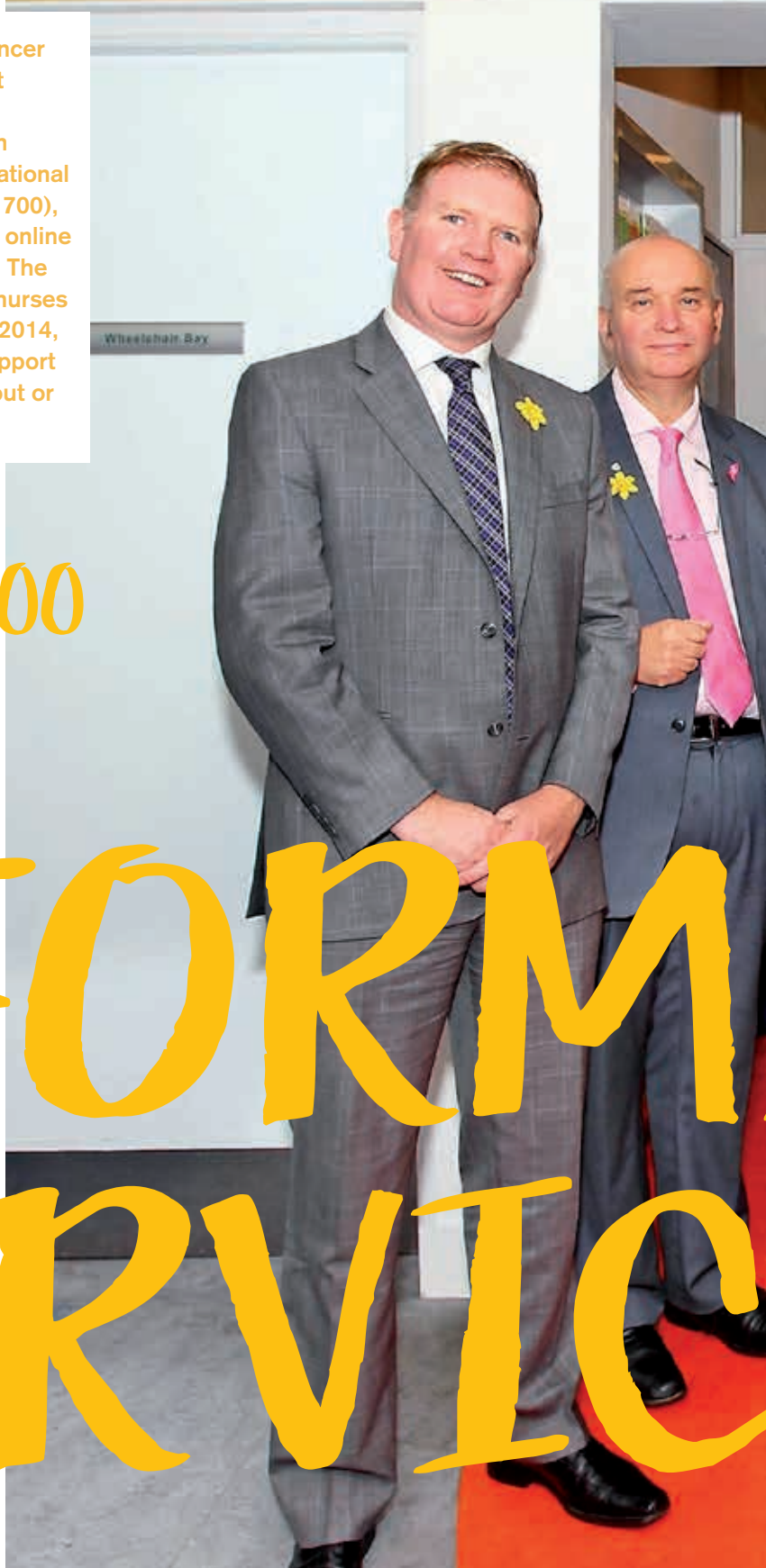


Delivering information relevant to cancer treatment and care is central to what the Irish Cancer Society does as an organisation. The Cancer Information Services (CIS) are made up of the National Cancer Helpline (Freefone 1800 200 700), our Daffodil Centres and our various online services – website and social media. The CIS are staffed by specialist cancer nurses and form a core part of our work. In 2014, our CIS provided information and support to almost 75,000 people worried about or affected by cancer.

freephone

1800 200 700

Cancer
INFORM
SERVICE



Irish Cancer Society Daffodil Centre

CANCER INFORMATION SERVICES



ATTENTION
SERVICES



Helpline Partnership Standard

The Cancer Information Services (CIS), including our National Cancer Helpline (Freefone 1800 200 700), and our various online services, have once again been successful in achieving the Helpline Partnership Standard for 2015–2017. This is an internationally recognised 'stamp of approval', granted in recognition of the way our CIS manage enquiries and deal with the enquiring public:

- Staff are adequately and appropriately trained
- Enquiries are dealt with following strict policies and procedures
- The services are monitored by an objective external body.

Achieving this standard is a significant achievement and reflects our ongoing commitment to delivering world-class cancer services in Ireland. The CIS chose voluntarily to undergo the accreditation and worked diligently to develop policies, best practice and guidelines.

The assessment was conducted by Head of Services in the Helpline Partnership and comprised:

- A review of documentary evidence and a follow-up telephone interview
- Sample contacts to the helpline
- An assessment visit which included observation of contacts being handled by helpline workers
- Telephone interviews with commissioners/funders, key individuals responsible for information/marketing and the delivery partner

The CIS was adjudged to have achieved outstanding results across the range of assessment criteria.

Engaging with social media

Social media is a diverse and rapidly evolving cluster of technologies that creates online communal spaces where groups of people can interact, discuss, publish and exchange information. The Cancer Information Service (CIS) began engaging with the general public through social media (Facebook and Twitter) in 2011. Since then the Society has carried out ongoing analysis and audit to assess:

- Whether or not social media is an appropriate forum for delivering cancer information
- The response to the posts generated by CIS.

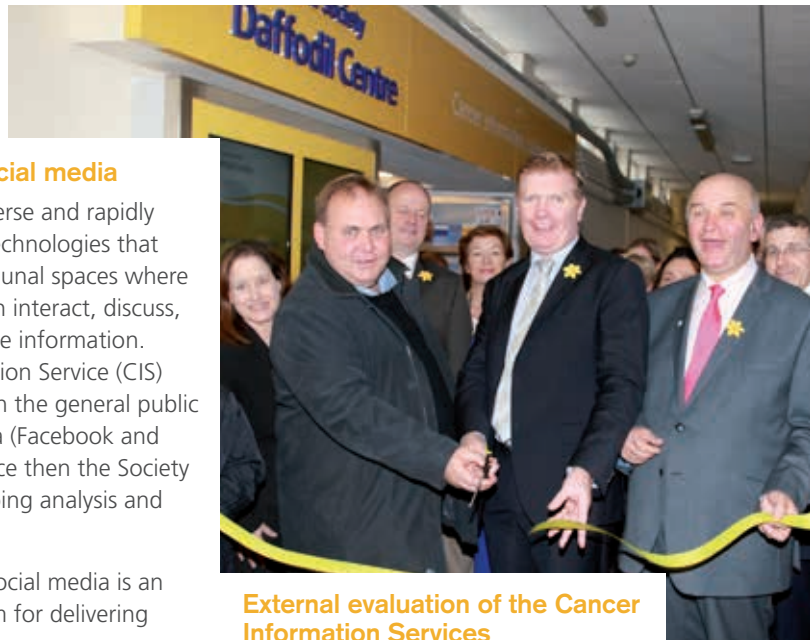
Social media encourages dialogue, so it was important to also consider qualitative data when measuring the impact of our posts. Responses to our posts by the general public, cancer patients, their family and friends have been predominantly positive and reassured us that we are sharing information that is of interest and value to our followers.

Figures to date reveal a significant increase in our audience interaction during 2014, and our audit confirms the success of our engagement with social media as an appropriate forum to deliver cancer information. The CIS will continue to use social media to deliver cancer information, to engage with the general public, to promote cancer awareness, and to support patients and their families and friends.

'Great idea yet again. Loved the last one as it was so informative and I learned a few things. Keep up the great work and thank you.'

'You guys rock! Thanks for being there.'

'Got my answer - thank you very much - had app scheduled with doc, but feel somewhat assured. X'



External evaluation of the Cancer Information Services

With cancer numbers expected to grow to 40,000 cases per year by 2020, the demand for expert information, support and advice is set to grow. Access to the most up to date, clear and reliable information helps to reduce anxiety and allows patients to make informed decisions with regards to their treatment and care. With this in mind the Irish Cancer Society commissioned Jonathan Drennan, Professor of Healthcare Research at the University of Southampton to carry out an in-depth evaluation of its CIS.

The report evaluated the impact of the CIS and identified how the service can grow and adapt to meet the needs of those affected by cancer. Among the key findings of the report were that:

- Approximately 40 per cent of all those who contact the CIS have cancer or are recovering from cancer
- Just under 40 per cent of all those who contact the CIS do so on behalf of a family member or friend who has been diagnosed
- Over 70 per cent of all contacts are from women
- The CIS needs to engage better with men, older people and the less well educated
- Health care professionals have a high awareness of the Irish Cancer Society and its services, but are slow to recommend the CIS to their patients.

Focus on Daffodil Centres

The Daffodil Centres’ aim is to provide a wide range of in-person information to anyone affected by or concerned about cancer and to help them cope with the impact cancer is having on their lives. The Centres are managed by nurses with specialist cancer experience, and staffed by nurses and trained volunteers who provide practical information and emotional support, and accompany people to appointments or treatment as necessary.

Daffodil Centres are open to everyone and no referral or appointment is necessary – cancer patients (in-patients and out-patients), family members and the general public are all welcome. In 2014, they dealt with queries from over 40,000 people. Staff are trained to listen, and to provide information and advice in clear and easy-to-understand language.

Types of queries

The queries dealt with at Daffodil Centres cover all types of cancer and all types of treatments and services available, including:

- Tests and investigations to diagnose cancer
- Cancer prevention and health promotion
- Screening and early detection of cancer
- Cancer treatment including surgery, radiotherapy, chemotherapy, hormone therapy and new therapies
- Side effects of treatments
- Emotional support through listening
- Local cancer support services
- End-of-life services
- Life after cancer treatment
- Financial and practical supports
- Participation in clinical trials

New Daffodil Centres in 2014

Two entirely new Daffodil Centres were opened in 2014 (at St Vincent’s University Hospital, Dublin and University Hospital Limerick) and two more centres were relocated to more suitable accommodation (at Letterkenny General Hospital and the Mater Misericordiae University Hospital in Dublin).

Opening a new centre involves considerable planning and discussion with the hosting hospital on issues such as exact components of the partnership with the hospital and also on location and design. And we also need to recruit nurses and to recruit and train volunteer staff.

Daffodil Centre locations

University Hospital Galway

Beaumont Hospital

Mater Misericordiae University Hospital *relocated in 2014*

Bon Secours Hospital, Cork

St James’s Hospital

Tallaght Hospital

Hermitage Medical Clinic

Cork University Hospital

University Hospital Waterford

Letterkenny General Hospital *relocated in 2014*

St Vincent’s University Hospital *new in 2014*

University Hospital Limerick *new in 2014*

Reasons for **visiting** the Daffodil Centres



	Number	%
Emotional support	7371	54%
Cancer treatments and side effects	4645	34%
Irish Cancer Society services	3675	27%
Talking about cancer: personal/family, children & friends	3233	24%
Cancer prevention	3015	22%
Practical support and advice (equipment/childcare/travel)	2602	19%
Tests and investigations	2379	17%
Local cancer support services	2072	15%
Symptoms and warning signs	1940	14%
Hospital and community health services	1667	12%
Financial/entitlements	1609	12%
Prognosis	1299	9%
Family history/inherited cancer risk	1129	8%



Half of all patients diagnosed with cancer now are likely to survive for at least ten years, and cancer survival has more than doubled in the last forty years. Many factors contribute to these improvements – particularly the reduction in the number of people who smoke and earlier detection. But we also must acknowledge the huge advances that have come about in how we treat cancer now, and these advances are the fruits of arduous and painstaking research by dedicated scientists and clinicians.

The Irish Cancer Society is the largest voluntary funder of cancer research in Ireland, and we are proud to have been associated with many of the research-led achievements of the past decades.

Research into the causes of cancer...

- into how it can be prevented
- into more effective and targeted treatments
- into the lived experience of cancer patients and survivors.



Supporting RESEARCH





SUPPORTING RESEARCH

RESEARCH



Achievements of BREAST-PREDICT

BREAST-PREDICT, the Irish Cancer Society's first Collaborative Cancer Research Centre (CCRC), commenced operations in October 2013 and since then it has made great strides with a number of exciting new discoveries.

Our findings suggest that aspirin could play a role in
Reducing
mortality
from breast cancer



Of particular note is one discovery which sheds light on how aspirin could reduce deaths from breast cancer. The research, which analysed data from 2,796 women with stage I-III breast cancer, found that women who had been prescribed aspirin regularly before being diagnosed with breast cancer, were less likely to have cancer that spread to the lymph-nodes than women who had not been prescribed aspirin. Women who had been prescribed aspirin were also less likely to die from their breast cancer.

The **BREAST-PREDICT** team is now looking to determine how and why this is the case. To help answer these questions, the team initiated a national clinical study in 2014 with a view to gathering information on aspirin usage from almost 3,000 breast cancer patients around the country. Patients participating in this study will be asked to answer some questions on their recent exposure to aspirin. Scientists will also carry out laboratory-based studies on samples from consenting patients, and hope to unravel the mechanisms by which aspirin acts to reduce spread of breast cancer.

'Our findings suggest that aspirin could play a role in reducing mortality from breast cancer by preventing the cancer spreading to nearby lymph nodes.'

Dr Ian Barron | BREAST-PREDICT Funded Investigator

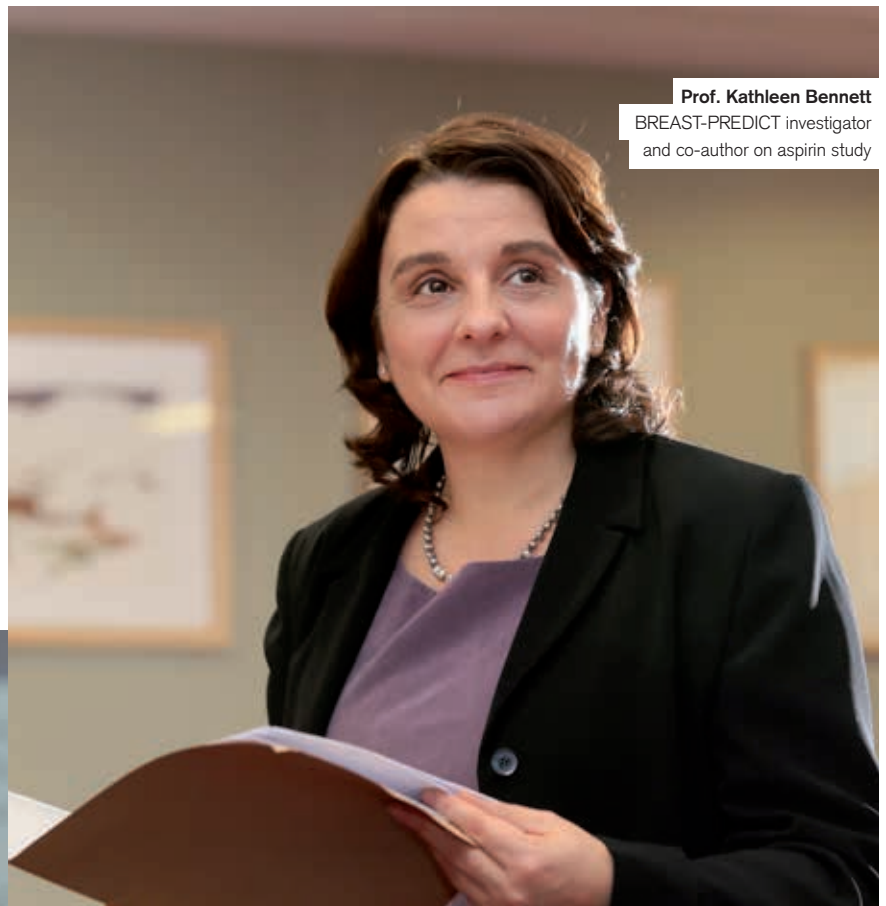
In addition to a number of key research discoveries, the **BREAST-PREDICT** team's achievements in their first year included:

- Recruitment of 36 talented researchers, including PhD students, research nurses, research assistants and postdoctoral researchers, to perform research within the CCRC
- Raising an additional €4 million in research funding from other funding agencies for research which will complement BREAST-PREDICT's current activities
- Enrolment of 390 new patients across three clinical trials through the national clinical trials organisation, ICORG.

over
€30 million
spent on
Research
since 1963

St Luke's Award

The St Luke's Young Investigators Award is a prestigious award for young researchers who are in their early years of research in the fields of clinical, basic or translational oncology. The award is supported by the Royal Academy of Medicine in Ireland and St Luke's Radiation Oncology Network, Dublin. In 2014, the Irish Cancer Society was delighted that all four finalists for the Award were Irish Cancer Society-funded researchers – with total research grants from the Society of over €850,000. Each of the finalists (Dr Anne Marie Byrne, Dr Britta Stordal, Dr Maria Principe and Dr Antoinette Perry) delivered presentations of their research before a selection panel. And the winner was... Dr Maria Principe, whose research explores novel therapies for castrate-resistant prostate cancer.



Prof. Kathleen Bennett
BREAST-PREDICT investigator
and co-author on aspirin study



Dr Maria Principe
Irish Cancer Society Research Fellow
University College Dublin



'I am delighted to win the 11th St Luke's Young Investigators Award for my research that looks at the treatment of castrate-resistant prostate cancer (CRPC), which, despite the emergence of new treatments, is still challenging to treat.'

Dr Maria Principe | Irish Cancer Society Research Fellow, University College Dublin



Innovative prostate cancer research programmes

Early in 2014, the Irish Cancer Society, in collaboration with the Movember Foundation, announced the award of two innovative prostate cancer research programmes, iPROSPECT and IPCOR, both of which have the potential to realise breakthroughs and transform current prostate cancer care.

Irish Programme for Stratified Prostate Cancer Therapy (iPROSPECT)

The first award was granted to the **Irish Programme for Stratified Prostate Cancer Therapy (iPROSPECT)** led by Dr Ray McDermott. The iPROSPECT programme is worth €745,140 over two years and consists of three connected and supported projects. These mutually supporting projects have the common aim of transforming current practice into a more individual and personalised treatment leading to improved outcomes for patients with metastatic prostate cancer.

The investigators leading the three projects in iPROSPECT are Dr Sharon Glynn (NUI Galway), Professor Stephen Finn (Trinity College Dublin) and Dr Antoinette Perry (Trinity College Dublin).

'This success demonstrates the productive interaction of scientists and clinicians across different institutions to develop research proposals that will impact on patient outcomes.'

Dr Ray McDermott | Consultant Medical Oncologist and Lead Investigator of iPROSPECT programme.

Irish Prostate Cancer Outcomes Research (IPCOR)

The second prostate cancer award was given for a clinically-led project called the Irish Prostate Cancer Outcomes Research (IPCOR) project. IPCOR will see an investment by the Society and Movember of €1.75 million over the next five years. The project is coordinated by Molecular Medicine Ireland and led by consultant urologist Dr David Galvin. It aims to collect clinical data and quality of life information from men in Ireland who have been newly diagnosed with prostate cancer, and from this it will create an enhanced registry of information for prostate cancer patients in Ireland. The registry will generate robust data on clinical outcomes for men with prostate cancer and will assess the consistency and quality of prostate cancer care. By providing evidence-based data and recommendations to clinicians, hospitals and decision-makers, the registry will ultimately lead to improvements in patient experiences and maximise quality of life for men diagnosed with prostate cancer in Ireland.

'An important element of this study is that the results will be benchmarked against other similar international studies such as in the UK and Australia. Furthermore, the results will be used to provide evidence-based recommendations to clinicians, hospitals and decision-makers as well as to the NCCP (National Cancer Control Programme).'

Dr David Galvin | Consultant Urologist and Lead Investigator of IPCOR project





Dr Mark Ferguson (SFI), the late Prof. John Fitzpatrick and John McCormack at the announcement of the funding partnership between SFI and Irish Cancer Society

Collaborations

One of the Irish Cancer Society's core principles and a key goal in our strategy is to support collaborative research that has the capacity to generate a greater and more meaningful impact for cancer patients, at a more rapid rate.

Among the organisations with whom we established and developed collaborative ventures in 2014 were Science Foundation Ireland, the All Ireland Institute of Hospice and Palliative Care (AIHPC) and the International Agency for Research on Cancer (IARC).

Research on unmet medical needs – with Science Foundation Ireland

A significant step forward in our collaborative efforts was made in April 2014 through a funding partnership with Science Foundation Ireland (SFI), the largest funder of research in Ireland. The partnership with SFI aimed to support the establishment of a new Collaborative Cancer Research Centre (CCRC) focused on unmet medical needs in the area of cancer in Ireland. The ultimate aim of this collaborative initiative with SFI is to consolidate cancer research activities across higher education institutions and teaching hospitals, and to bring together translational, clinical and population health researchers focused on cancer with researchers from other disciplines and to develop a truly inter-disciplinary approach to cancer research. We expect to announce funding awards under this initiative early in 2015.

Research on social and practical supports at end of life – with AIHPC

In collaboration with the All Ireland Institute of Hospice and Palliative Care (AIHPC), the Irish Cancer Society awarded Dr Kathleen McLoughlin a research fellowship for a study to investigate social and practical supports for people at the end of life and for their families and care-givers. Dr McLoughlin's research aims to explore the relationship between the quality of a person's life at the end of life and their social network to see how this affects where a person dies, their use of health services and their overall well-being. It is expected that this research will give valuable information on how best to progress palliative care research in Ireland. The value of the fellowship is €161,000.



Research on Irish dietary habits and cancer risk – with IARC

The Society has a long-standing partnership with IARC, the specialised cancer agency of the World Health Organization (WHO) whose objective is to promote international collaboration in cancer research. In 2014, an IARC – Ireland Postdoctoral Fellowship for Training in Cancer Research was awarded to Irish researcher Dr Amy Mullee, enabling her to gain valuable research expertise in IARC headquarters in Lyon for a period of 2 years. Dr Mullee's research in IARC is aimed at researching connections between Irish dietary habits and cancer risk. Upon completion of the training fellowship, Dr Mullee will return to Ireland to continue this important work in the National Nutrition Surveillance Centre based in UCD.

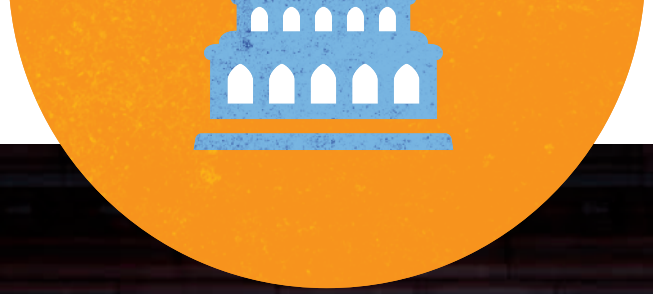
'The IARC - Ireland Postdoctoral Fellowship for Training in Cancer Research directly supports cancer research programmes contributing to the identification of the causes of cancer so that preventive measures may be adopted and the burden of disease reduced. Within the framework of the IARC Education and Training mission, the partnership contributes to building a new generation of cancer researchers in Ireland.'

Dr Anouk Berger
Educating and Training Officer, IARC




SUPPORTING RESEARCH





Advocacy and PUBLIC POLICY



From smoking to sunbeds, from the availability of early screening and detection to the provision of end-of-life care, so many of the issues surrounding cancer are matters of public policy and debate. We unapologetically take it upon ourselves to speak up for people living with cancer and their friends, families and care-givers – seeking stronger action on risk factors such as smoking, highlighting health inequalities, lobbying on medical cards, and generally holding the Government to account in relation to its commitments and obligations.





ADVOCACY AND PUBLIC POLICY





BreastCheck extension

During 2014 the Society ran a grassroots advocacy campaign urging the Government to keep its promise to extend BreastCheck, the free national breast cancer screening service, to women aged 65–69. The Government had committed itself to this in its 2011 *Programme for Government*, but had not yet delivered on that commitment. One in 10 incidences of breast cancer occur in women aged 65–69 years old, and women aged 60–69 have the second highest risk of dying from breast cancer. That is why it is so important that women aged 65–69 are screened.

The Society asked our supporters to join our campaign on a number of fronts: over 2,500 people signed our petition for the BreastCheck extension, while hundreds more emailed or wrote to their TDs, and the Society gathered with supporters at Leinster House on 30 September 2014 to demand that the Government keep its promise.

The campaign worked and the Government did listen; in October 2014 it was announced that the extension would go ahead in 2015. It has since emerged, however, that only a small cohort of women, perhaps as few as a thousand, will be screened in 2015, while the full roll-out of the extension to the 65–69 age group will not be complete until 2021. It is very disappointing that the full roll-out will take so long.

We understand that there are legitimate reasons why the roll-out will be so slow, but we think there are ways in which it could be accelerated. The additional eligible population is 100,000, which is an increase of 40 per cent on the current numbers. In order to cater for these increased numbers more mobile units will need to be deployed, and more radiologists will need to be recruited.

We know that screening does save lives and is one of the strongest aids we can use to reduce the high breast cancer death rate in Ireland. Cancer detected early offers the best chances for successful treatment and cure. During 2015 the Society will be working to ensure that the extension is rolled out fully sooner than 2021 and the women of Ireland get the screening service they deserve.

Sunbed legislation

The Public Health (Sunbeds) Act 2014 was signed into law in July 2014, a piece of legislation that we believe is life-saving and that is the culmination of a campaign begun by the Irish Cancer Society in 2009. The main thrust of the Act is that under-18s may not use sunbeds in a sunbed premises.

During the campaign we petitioned Government to enact this important public health legislation, and raised awareness among the public of the dangers of sunbed use and of how important it was to regulate them. We also expressed some concerns that the legislation did not go far enough and we drafted amendments that would place greater restrictions on people with very fair skin using sunbeds. Even though the Government did not accept our amendments, we will continue to urge that people with the fairest skin types are prohibited from using sunbeds, as in Australia.

The second phase of the legislation, to be enacted in 2015, will bring in the following measures:

- Sunbed operators must provide customers with information about the health risks of sunbeds
- Sunbed customers must wear protective eyewear
- Sunbed operators are restricted from certain marketing practices, including 'happy hours', 'two for one', 'free sunbed minutes'
- Operators must display warning signs on the ban to under-18s.

Last year the Society ran a social media poster campaign aimed at young women, warning them of the dangers of sunbed use. This campaign will be run again in 2015, and the Society will also run a secret shopper survey to ensure that the new rules are being followed by sunbed operators.

2,500
signatures for a
Breast-
Check
age extension

'Health and Wealth: The Cancer Gap'

If you live in a poor area you have a higher chance of getting and dying from cancer, and the Irish Cancer Society is committed to raising awareness of the link between health inequalities and cancer risk in its 2013–2017 Strategy.

In 2014 we held a major conference on health inequalities around our annual Charles Cully lecture entitled 'Health and Wealth: The Cancer Gap'. Renowned health inequalities authors Professor Kate Pickett and Professor Richard Wilkinson, who wrote the international best seller *The Spirit Level: Why More Equal Societies Almost Always Do Better*, were our keynote speakers, and received our Charles Cully medal.

The conference outlined new evidence which showed that you are twice or even three times as likely to die from cancer if you live in the most disadvantaged areas. Dr Edel McGinnity, a GP from Mulhuddart Co. Dublin, spoke to the conference about the health inequalities that poorer cancer patients face, such as fewer primary care resources and longer waiting times for diagnostic tests. The conference and the new evidence that it presented attracted wide media attention and placed the issue of health inequalities in the public eye.

In 2014 the Society also set up an Expert Panel on Health Inequalities to help us take a lead role in promoting a reduction in health inequalities. The Society is serious about tackling the cancer rate and in order to do this the cancer divide needs to be closed. The Society will continue to raise awareness of the issue at a political, societal and community level, as well as commissioning research and gathering new evidence on the scale of health inequalities.

The Irish Cancer Society has begun a campaign to ensure the link between health inequalities and cancer is recognised in the new ten-year *National Cancer Strategy*, which will be published in 2016.



Plain packaging of tobacco

Reducing the smoking rate in Ireland continues to be one of our main targets, and one way we believe this can be achieved is by eliminating brand distinctions in tobacco packaging.

In early 2014 the Government paved the way for the introduction of tobacco plain packaging legislation, and hearings were held on it at the Joint Oireachtas Committee on Health and Children.

The Society and the Irish Heart Foundation appeared at the hearings, and outlined research commissioned by them showing that tobacco branding appealed to teenagers. The Society also worked with members of the Committee to brief them on the benefits of plain packs, and their success in reducing the smoking rate in Australia.

The Committee's final report gave unequivocal support for plain packaging, and in June the Government published the Public Health (Standardised Packaging of Tobacco) Bill. The Society produced a number of amendments which sought to strengthen the legislation.

Packaging is the last great marketing tool of the tobacco industry and 'plain' packaging would reduce the appeal of smoking to young people. The Irish Cancer Society has been leading the way in driving forward the legislation in the face of massive opposition from the powerful tobacco industry.

In order to counter the tobacco industry opposition, the Society, with the Irish Heart Foundation, coordinated a group of ten Irish health and children's charities to have a united voice supporting the legislation. The Society was also to the forefront in a media campaign to challenge the mistruths and legal threats being put about by the tobacco industry.

Their core argument is that plain packaging would breach their intellectual property rights and that they would be entitled to damages for any such breach. The Society's legal advice is that this argument does not stand up, that the legislation will not breach tobacco companies' property rights or entitle them to any damages, and that the legislation is a proportionate response to a massive public health issue.

The Society maintains a relationship with partner organisations in Australia and this culminated in the visit to Dublin of Mike Daube, Professor of Health Policy at Curtin University. The Society arranged for Professor Daube to brief Irish politicians and media. He described the results of plain packaging in Australia as the 'best I have seen in my 40-year career in public health'.



The Irish Cancer Society's work is almost entirely funded by voluntary donations, and none of its work would be possible without the generosity and commitment of our amazing supporters – individuals, community groups and commercial companies.

And in 2014 they worked harder than ever, with imaginative and colourful fundraising ideas. They cut their hair, they grew their hair, they cycled the length of Ireland, walked in circles, played hurling, drove tractors, danced at the ball, climbed mountains, covered themselves in paint, baked cakes, sang songs and drank tea (lots of it). They included well-known sport stars and celebrities, but mostly they were 'ordinary' people doing extraordinary things in bringing the fight to cancer. In the pages that follow we would like to share just some of the highlights from 2014.



Fundraising HIGHLIGHTS



HIGHLIGHTS 2014

[DONATE](#)



Our fantastic supporters

Direct debit donations

More than 5,000 people made a commitment to support us by a regular direct debit. This is particularly welcome because it is regular and allows us to plan ahead based on projected income. We are deeply appreciative of this support.

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

One-off donations and wills

We also benefit hugely from one-off donations from organisations and individuals, including the many people who remember us in their wills, and in 2014, we received €1.59 million in this way.

€1.59_m
*one-off legacy
 donations
 received*

Daffodil Day: turning Ireland yellow

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

In 2014, Daffodil Day took place on 28 March, and for the fourth year in a row our major corporate sponsor was Dell, whose staff helped us in so many ways – giving their time, energy and considerable expertise.

Dell – Our main corporate sponsor

Dell was once again our main corporate sponsor for Daffodil Day 2014, and, as in previous years, they delivered tremendous support, both on the day itself and in the months leading up to it.

Over 2,000 Dell employees volunteered their time before, during and after Daffodil Day. Dell employees help in our warehouse, making sure thousands of our supporters receive their Daffodil Day merchandise. On Daffodil Day itself, Dell employees hit the streets in Dublin, Limerick and Cork, taking part in street sales, collecting funds and selling merchandise from 8am to 7pm. They also helped us to set up our Gardens of Hope in Dublin, 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.

Besides volunteering their time, Dell employees also volunteered their skills. They supported our social media activities and consumer marketing, and enhanced the Irish Cancer Society's App for Daffodil Day, which they were involved in first developing. The Daffodil Day App shows the locations in Ireland where a supporter can buy a daffodil silk.

On Daffodil Day itself, all three Dell campuses turned yellow to help drive awareness, and they held a variety of employee fundraising activities, ranging from cake sales to abseiling to giant Connect Four competitions. Apart from their contribution to the national effort – which was critical to its success – Dell employees raised over €60,000 on Daffodil Day.

On Daffodil Day thousands of volunteers throughout the country get involved in a huge variety of fundraising events. You'll see them on the streets, in workplaces, in homes and businesses, and in shopping centres – you probably can't miss them. And in the days and weeks around Daffodil Day, there are coffee mornings, cake sales and sponsorship events all working towards the same end – to raise money to help fund the Society's free nationwide services to those affected by cancer.



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

In 2014 Daffodil Day brought in over €4 million, and we use that money provide information, care and support to those with, and affected by, cancer in Ireland. The money we raise on Daffodil Day is especially important to enable us to provide the Irish Cancer Society Night Nursing.

Garden of Hope

In 2014 our Garden of Hope was planted in the beautiful Iveagh Gardens in central Dublin. Many of our supporters choose to dedicate a symbolic daffodil to be planted in the Garden of Hope 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.

The Garden of Hope was planted on Daffodil Day 2014 (28 March), raising an incredible €211,000.



Pink Ribbon Walks

In 2009 a group of women in Kells, Co. Meath had an idea for a sponsored walk in aid of Action Breast Cancer. Five years on, and the Pink Ribbon Walks have become a national movement that has helped build strong communities to fight breast cancer. In 2014, the Pink Ribbon Walks took place in four fabulous locations:

- Kenmare hosted its first walk on 18 May
- Kinsale's walk took place on 2 March
- Killaloe's walk took place on 8 June
- The Boyne Valley Walk took place on 5 October.

Towns were painted pink for each walk with flags, ribbons and bunting made with dyed pink bras, and local shops and businesses created imaginative pink window displays. There were record numbers of men and women participating in the events in 2014 and a total of €224,139 was raised. That pushes the total amount raised since the Pink Ribbon Walks were first started to over the €1,000,000 mark, and this was celebrated by a special photo call with Majella O'Donnell in October. The money raised played a vital role in helping to fund BREAST-PREDICT, our recently established Collaborative Cancer Research Centre.

Shave or Dye: breaking world records every year

In 2014, Today FM's Shave or Dye broke the world record for the most heads shaved simultaneously – 179, easily beating the previous record of 77 set in New South Wales in 2013. That was not a first, however, as Shave or Dye had previously broken a number of other world records:

- **2012** The biggest gathering of mohicans – **257**
- **2011** The most heads dyed by one hairdresser in 24 hours – **62 heads**
- **2011** The most heads shaved by 10 barbers in 1 hour – **315**
- **2010** The most heads shaved by 1 barber in 1 hour – **60 heads**

In case you haven't noticed, Shave or Dye involves thousands of people shaving or dyeing their hair and getting their friends and family to sponsor them in support of the Irish Cancer Society. First into the barber's chair are Today FM staff and presenters, and in 2014 they were joined by over 7,000 people in a truly national campaign involving people of all ages.

Shave or Dye started in 2010 and since then it has fundraised over €7.5million that we have used to fund vital services such as Care to Drive, Cancer Information Services, Daffodil Centres, Night Nursing, Financial Aid and Cancer Research.



Relay for Life

Relay For Life is a 24-hour walking relay during which community and family groups come together to celebrate the lives of cancer survivors, to remember those who have died, and to raise money for the fight against cancer and to fund vital research and services of the Irish Cancer Society. Each 'team' has at least one member walking throughout the 24-hour period, and relays take place in an atmosphere of fun and entertainment that brings communities together, united in the fight against cancer.

In 2014 we saw an increase in the number of Relay For Life events taking place across the country. New recruits included NUI Maynooth, Oughterard, Edenderry, Ballyfermot and Dún Laoghaire, while Dundalk made a welcome return after a year's break. There were also events in UCD, UCC, TCD, Kilkenny, Carlow, Donegal, Kildare and Achill. It was also a special year for three of our Relay for Life cancer survivors (Noelle Clancy, Siubhan Gillespie, and Yvonne Jones) who became Global Heroes of Hope, inspiring hope, courage and determination in their communities in the face of cancer.

Trek4Life

The Trek4Life programme involves participants travelling to different parts of the world and taking part in treks to raise funds for cancer research. Each trek has a fundraising target which the participants much reach in order to take part in these challenges.

Our main trek in 2014 went to Little Tibet just outside Dharamsala to the foothills of the Himalayas, where our trekkers immersed themselves in the culture and traditions of this unique and fascinating part of India. Other trekkers climbed the mighty Kilimanjaro (Africa's highest mountain) and some trekked the Grand Canyon.

In total, Trek4Life raised €121,376 earmarked for cancer research.

I left my cancer on Kilimanjaro

To most of us, climbing Africa's highest mountain might be one of the greatest challenges we could set ourselves in life. June Petrie, however, had already overcome the even greater challenges of meeting and beating cancer – twice.

June reached the summit in October 2014 – "... I got to the summit and I just cried. It was amazing. It was a moment for me. I left my cancer on Kilimanjaro. It was great." June didn't just climb the mountain for herself, though, because in doing so she raised over €8,000 for the Irish Cancer Society. It was her inspiring way of saying thank you to everyone who had helped and supported her along the way.

€121,376
raised by
Trek4Life

Shave or Dye started in 2010 and since then has fundraised over €7.5million for the Irish Cancer Society

Marathons

Every year thousands of people take up the challenge to run the 26.2 miles of a city marathon, and in doing so make a valuable contribution to charity. In 2014, over 800 people took up that challenge to help raise funds for the Irish Cancer

Society. They ran in Dublin, in New York, in London, in Cork, and in Dingle. And in doing so they raised €355,565 for cancer research and services (€193,615 from Irish marathons and €161,950 from the overseas marathons).

Why I run and my experience of the London City Marathon

I always enjoyed running for fun and did distances of between four and six miles. It was when my precious mum was diagnosed and subsequently died from bowel cancer in October '08 that I threw myself into more serious running. I found through running I was better able to cope with my grief and deep sadness. I decided then that I would like to run a marathon and in doing so raise money for the Irish Cancer Society. I also felt this was a positive way of coping with my grief. I ran my first marathon in Dublin in October '09 and have since gone on to run five Dublin marathons.

An opportunity then arose for me to broaden my horizons and run the London City marathon which I did in April of this year. In doing so I raised more money for the Irish Cancer Society. In total, so far through my marathons I have raised almost €25,000 and this just confirms people's generosity, which never fails to amaze me.

It's hard to describe just how much I enjoyed the whole experience of the London marathon. The support was just so amazing and I felt I was smiling both inside and out for the entire amazing run around the historic and beautiful sights of London. I'm smiling to myself as I'm writing this and remembering one of the most amazing runs of my life, a truly unforgettable experience. An experience that will stay with me forever and will always make me smile when I think of it.

I plan to continue running marathons and raising money for the Irish Cancer Society as long as I can and in memory of my mum who will always be in my heart.

Kate O'Kelly, Blackrock, Dublin.
June 2014.



Colour Dash

As the name suggests, each Colour Dash is a colourful and fun event where participants dressed in white t-shirts run in a 5km race, and in the course of the race they are 'showered' (literally) with powder paint of different colours – each colour representing a different cancer. By the time they get to the finishing line, participants are multi-coloured and smiling.

In 2014, the second year of Colour Dash, more than 5,000 people from all over Ireland took part in Colour Dash events in Dublin's Phoenix Park, the University of Limerick and Ballincollig Regional Park in Cork, in the process raising €170,602 for the Irish Cancer Society. Colour Dash was sponsored by Crown Paints.

'I decided to take part in the ICS Colour Dash in Cork because it is only 5k and is a great way to make the public aware of the work the Irish Cancer Society do and the need they have for funds.'

Gary McBride | Cork

'When I saw the Colour Dash advertised for Dublin, I was hoping it would come to Limerick. It's for a fantastic cause and, after the last kilometre, I'll be sprayed with pink paint to represent breast cancer, which is especially poignant for me.'

Melanie Hunt | breast cancer survivor



Movember: hair-raising fundraising

Movember: the only month of the year when it's actually okay to grow a moustache. Every year, thousands of men do (we call them Mo Bros), and they're encouraged and supported by thousands of women (the Mo Sistas).

The aim of Movember is to raise awareness of men's health issues, particularly in relation to prostate cancer. Effectively, the participating men 'donate' their faces for the 30 days of November and ask their friends, families and colleagues to sponsor them. They become walking billboards and help to prompt conversations about men's health wherever they go.

Movember is not just for men, though, and the Mo Sistas play a vital role in the success of Movember by signing up at Movember.com and helping to raise funds – essentially, Mo Sistas do everything the Mo Bros do ... without the Mo. At the end of the month,

Mo Bros and Mo Sistas celebrate their Movember journey by throwing their own Movember parties or attending one of the official gala parties held around the world.

Just under 12,000 Irish Mo Bros and Mo Sisters registered in 2014, raising €1,271,766 for the Irish Cancer Society.

A total of
€1,271,766
 raised by
Movember

Centra

The Centra retail group was involved in a range of colourful (but mostly pink!) initiatives that altogether raised over €750,000 for the Irish Cancer Society in 2014. This is the fifth year of Centra's support, and to date the campaign has raised over €2million.

Highlights

Let's Walk

Over 250 Centra retailers rallied their local towns and villages to come together for Centra's 'Let's Walk' initiative, raising over €215,000. Over 7,500 participants collectively walked through villages, towns and cities around Ireland to help drive awareness of breast cancer and raise badly needed funds.

Hi-vis vests

As well as the walks, Centra sold nearly 44,000 of their limited edition pink reflective vest and 1,100 of their Action Breast Cancer Rose Gift Boxes raising €74,200. The pink hi-viz vest sold out everywhere, and was particularly popular with walkers, runners and cyclists – perfect for dark winter mornings and evenings.

Paint it pink

Centra also supported the Society's 'Paint it Pink' campaign, in which people were encouraged to turn something pink for the charity – we saw lots of pink nails, pink hair, pink cars, and even some pink dogs, all doing their bit for Breast Cancer Support, and raising €445,800 in total.

'I was diagnosed with triple negative breast cancer in 2010. Luckily I got it early and am back at work now and living a normal life. Fundraising like this helps women like me all over the country and I encourage everyone to get involved with the Irish Cancer Society this year so we can raise even more money for such an important cause.'

Jeanette Prunty | breast cancer survivor

'Each year our Centra campaign for the Irish Cancer Society's Action Breast Cancer programme goes from strength to strength and most importantly the money raised continues to increase. We are extremely grateful to all our customers in local communities throughout the country who continue to show their support year on year whether it be through the walks or purchasing our pink product. Without the support of our customers and the efforts made by our Centra retailers the campaign would not be as successful as it is today.'

Martin Kelleher | Managing Director of Centra

'Centra have been supporting the Society for the last five years and we sincerely appreciate the work of all the Centra stores and employees across Ireland. Each year they sell pink products, organise the pink walks and help to raise awareness of breast cancer in their communities. Breast cancer is one of the most common cancers in women in Ireland and we would not be able to provide the free nationwide support services that we do without the considerable support that Centra offer us.'

John McCormack | CEO, Irish Cancer Society

Over
€2m
raised by
Centra

Boots

The Society's partnership with Boots enjoyed another successful year in 2014. The aim of the partnership is to support people living with cancer in Ireland, and to increase awareness, promote prevention and raise vital funds for Irish Cancer Society Night Nursing.

Boots stores are major supporters of our cancer awareness campaigns throughout the year. Over 76,000 leaflets have been distributed through their stores to staff and customers. Boots have become an excellent source of cancer information and advice, including signs and symptoms and lifestyle advice.

Boots staff have continued to enthusiastically fundraise for our Night Nursing programme and raised over €222,500 in 2014. Boots supported all of our major fundraising campaigns by turning blue for Shave or Dye, selling daffodil silks on Daffodil Day, selling pink ribbons for Paint it Pink, and growing moustaches for Movember.

Boots major fundraising event each year is their Annual Boots Night Walk for Night Nursing – a 10km walk starting at the same time a night nurse arrives at a cancer patient's home. All stores participated and recruited customers to take part in the walks which took place in numerous locations nationwide.

Summary Income and Expenditure Account

for the year ending 31 December 2014

The following is an extract from the statutory accounts 2014

	2014	2013
	Total	Total
	€'000	€'000
Generating Funds:		
Voluntary income	2,500	2,620
Activities for generating funds	16,478	16,110
Investment Income	540	449
Charitable Activities	1,039	1,046
Total Incoming Resources	20,557	20,225
RESOURCES EXPENDED:		
Charitable Activities	14,542	16,024
Generating Funds	5,145	4,882
Governance Costs	511	550
Total Resources Expended	20,198	21,456
Net (Outgoing)/Incoming resources before transfers	359	(1,231)
Transfers across funds	-	-
Net Incoming/(Outgoing) resources after transfers	359	(1,231)
Actuarial (loss)/gain on defined benefit pension scheme	(2,070)	1,716
Net movement in funds for the year	(1,711)	485
Funds brought forward	14,249	13,764
Funds carried forward	12,538	14,249

Balance Sheet

as at 31 December 2014

	2014	2013
	€'000	€'000
FIXED ASSETS		
Tangible assets	10,611	10,966
Financial assets	1	1
	10,612	10,967
CURRENT ASSETS		
Investments	5,772	5,326
Stocks	184	167
Debtors	826	1,237
Cash at bank and in hand	6,380	9,485
	13,162	16,215
CREDITORS: (Amounts falling due within one year)	(5,605)	(8,291)
NET CURRENT ASSETS	7,557	7,924
TOTAL ASSETS LESS CURRENT LIABILITIES	18,169	18,891
CREDITORS: (Amounts falling due after more than one year)		
Long term liabilities	(1,205)	(2,045)
NET ASSETS EXCLUDING PENSION LIABILITY	16,964	16,846
Pension liability	(4,426)	(2,597)
NET ASSETS	12,538	14,249
FUNDS:		
Resources retained - designated	857	2,122
Resources retained - restricted	2,286	2,709
Resources retained - unrestricted	9,395	9,418
TOTAL FUNDS	12,538	14,249

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

Principal Corporate SUPPORTERS 2014 and corporate employee fundraising

123.ie	Arkphire	Cameron International Corporation
3V	Arthur Cox	Cameron Ireland
98FM	AspiraCon	Canada Life Group Services
A&L Goodbody	Aspire Technologies	Capita Assets Services
ABB	Astellas Pharma Company	Capita Life & Pensions
Abbott	Athlone Laboratories	Cara Partners
Abtran	Aughinish Alumina	Carat Ireland
ACC Bank	Augustus Cullen Law	Caremark
ACCA Ireland	Autodesk Foundation	Carlson Wagonlit Travel
Accenture	Autolaunch	Carraigbui Engineering
ACE European Group	AV Pound & Co	Carroll Cuisine
ACE Global	AvantCard	Cashel Credit Union
Actavis	Avaya International Sales	Cashman Steel Co
The Adrian Dunne Pharmacy Group	AVIVA	Cavan Credit Union
Aer Arann	AWAS	Celestica Ireland
Aercap Ireland	AXA Insurance	Centra
Ahern's Pharmacy	Ballygowan	Central Bank of Ireland
AIB	Bank of America/Merrill Lynch	Certus
AirSpeed Telecom	Bank of Ireland	CG Power Systems Ireland
Airtricity	Bank of Mellon New York	Chanel
Alchemist Earth	Banta Global Turnkey	Charities Aid Foundation
Alcon Ireland	Barclays	Charities Trust
ALDI	Barry's Tea	Charles River Laboratories
Alexion	Bayer	Charleville Credit Union
Alkermes	BB's Coffee and Muffins	Chartered Corporate Services
AllCare Pharmacy	Behaviour & Attitudes	Chemistry
Allianz	Beta Layout	CHEP Ireland
ALPHA Wireless	BioMarin International	Cisco Capital
Amazon	BlackRock	Citco
Ambit Financial Services	Blue Asset Management	Citigroup
Ammado	Blue Nile Jewellery	Civil Public & Services Union
Ammeon	Boots	Civil Service Credit Union
An Post	Bootstrap	Clancourt Management
Analog Devices	BorgWarner BERU Systems Ireland	Clancy Construction
Andrews Construction	Boston Scientific	Coca-Cola
Anord Controls Systems	Boyne Valley Group	Cois Sionna Credit Union
AOL Global Operations	Brinks (Ireland) Ireland	Comgest Asset Management International
Apollo Aviation Management	Bristol-Myers Squibb	Commission for Energy Regulation
Arachas Corporate Brokers	Brown Thomas Group	Compass Group Ireland
Aramark	BSH Home Appliances	Computershare Ireland
ArcRoyal	BT Ireland	Conduit Ireland
Ardagh	Lafferty Project Managers/Architects	Conference Partners
Aria Assistance	ByrneWallace	Construction Workers' Pension Scheme

Contract People	Digiweb	European Refreshments
Cook Ireland	Dillon Eustace	Expeditors
Corás Iompair Éireann	DIMA	Experis
Corby Rock Mill	Dimpco	Expert Hardware
Core Media	DJF Engineering Services	Exterion Media
Core Software	Donabate Pharmacy	EZ Living Furniture
CoreHR	Donegal County Council	Fáilte Ireland
Cork County Council	DPD Ireland	RSM Farrell Grant Sparks & Co
Chartered Accountants Ireland Cork Society	DropBox	FBD Holdings
Cornmarket	DS Consulting	FCm Travel Solutions
Corporate Catering Services	Dublin Chamber of Commerce	FDT Consulting Engineers & Project Managers
Corr's Pharmacy	Dublin City Council	Ferrybank Motors
Cosmetique Active Ireland	Dublin Port Company	FEXCO
Covance	Duggan Steel Group	FIMAK Group
Covidien	Dungannon Window Company	Fineos Corporation
CPM	Dunmanway Credit Union	Fingal County Council
Creative Labs Ireland	Dunnes Stores	First Ireland Spirits Co
Credit Union Bishopstown Cork	Dunnhumby	FISC Ireland
CRH	EAP Consultants	Fishers
Crowe Horwath	East Point Coffee Bar	Fitzwilliam Place (Management)
Crown Paints	Easy Match	FMS-WM Service Company
Crystal Holidays	EBS	Focus Security
Curves	Eaton	Food Safety Authority of Ireland
Custodian Ireland	Ecclesiastical Insurance	Forest Laboratories Ireland
Custom House Fund Services (Ireland)	Edenderry Credit Union	Forfás
CWPS	Edinburgh Woollen Mills	FR Kelly
DAC Beachcroft	EGB Ireland	Friends First
Dairygold Co-Operative Society	Ei Electronics	FTI Consulting
Datalex	EIQA	Gallagher & Co. Bistro & Coffee House
Datapac	Eircom Phonewatch	Galway City Council
Dedsert	Eirflowers	GAM Fund Management
Dell	Eirgrid	Gas Networks Ireland
Deloitte	Eishtec	GE Capital
Damovo Ireland	Elements Communications	Gem Pack Foods
Dennison Trailers	Eli Lilly	Gem Plastics
Department of Agriculture, Food & the Marine	EMC Ireland	General Monitors Ireland
Department of Arts, Heritage & the Gaeltacht	Enterasys Networks	Generali International
Department of Education & Skills	Ergo	Genzyme Ireland
Department of Justice & Equality	Erin Horticulture	Glanbia
Department of Public Expenditure & Reform	Ernst & Young	GlaxoSmithKline
Department of Social Protection	Errigal Contracts	GlobalGiving
DePuy Ireland	ESB	Global Teamwork
Deutsche Bank Ireland	ESI Technologies Group	GOFFS
DHL Express (Ireland)	Esmark Finch	Goldman Sachs
Diageo	Esso	Goodman Medical Ireland
	eTrawler	Google Ireland
	Euromedic	Gowan Distributors
	European Commission	

GR-NEAM	International Living Daily	Lanesboro/Ballyleague Credit Union
GrabOne Ireland	Intrinsic Management	LeasePlan Fleet Management Services (Ireland)
Grand Canal Hotel	Intro	Leo Pharma
Graphology Ireland	Invesco	Liberty Insurance
Greenfield Foods	Investec Ireland	Life Pharmacy
Greenfield Mushrooms	Involve	Limerick Chamber
Greenstar	Ip Activation	LinkedIn
Greyhound Recycling	Ipsen Manufacturing Ireland	Lionbridge
GTS Group Dublin	Ipsos MRBI	Lisheen Mine
H&K International	Irish Blood Transfusion Service	Lites Group
Hailo Ireland	Irish Cement	LK Bennett
Hallmark	Irish Distillers Pernod Ricard	Londis
Hanley Controls (Clonmel)	Irish Homecare Services	Louth and Meath Education & Training Board
Harmac Medical Products.	Irish Life	LYONS Financial Services
J Harris Assemblers	Irish Payroll Association	MAC Alarms
Hasbro Ireland	Irish Recruitment Consultants	Magee
Hayes Solicitors	Irish Stock Exchange	Mallinckrodt Medical
HCL Technologies	Ironshore Europe	Malone Hegarty Solicitors
Health Express Pharmacy	ISS Facility Services	Manna Organic Store
HSE	iStruct	Marketo EMEA
HedgeServ	Janssen-Cilag	Marriott Vacation Club International
Heineken Ireland	JCDecaux	Marsh Ireland
Helix Health Group	Jewson	Mason Technology
Henry Ford & Son	JK Group	Matheson
Herlihy's Supermarket Group	JLT Ireland	Maurice Johnson & Partners
Herman's Hairstyling	John Fitzsimons and Co	Maximum Media
Hertz	Johnson & Johnson Ireland	Maxol Group
Hevac	Johnson Brothers	Mayo County Council
Hewlett-Packard	Johnston Publishing (NI)	Mazars
Hickey's Pharmacy	JP Corry	McDowell Purcell
Houghton Mifflin Harcourt	JP Morgan Administration Services	Meaghers Wholesale
Eurospar	Junction 14 Mayfield	Meath County Council
Horse Racing Ireland	Jury's Inn Group	Medialink Advertising
HubSpot Ireland	K Leisure	Medic Response
Hydraquip	Kane's Autos	Medical Council
IAM Agricultural Machinery	KBC Bank Ireland	MedLab Pathology
IBEC	Keepers & Procedures Ireland	Medserv
IBM	Kerry Group	Menapia Properties
ICDS Recruitment	Kevin Dempsey Distributors	Merc Partners
IDA Ireland	Kilsaran International	Mercer
IFDS Percana Group	Kirby Group Engineering	Mercury Engineering
International Fund Services (Ireland)	Kostal Ireland	Mergon Group
Image Now Films	KPMG	Merrion Fleet
Imtech	Nolan & Associates	Metlife
ING Bank	KTL	Microsoft
Inishowen Engineering	L & P Financial Trustees	Millward Brown
InjuriesBoard.ie	Ladbrokes	Monaghan's Cashmere Store
Insurance Institute of Ireland	Ladies Gaelic Football Association	
Intel Ireland	Lagan Cement	

Morgan Stanley Fund Services (Ireland)	PAFS Ireland	Roadway Signs & Suppliers
MSD	Pair Mobile	Roche
MTIS	Panda Waste	Royal London Plus
Mulcair Credit Union	Parker Autoclave Engineers	RSA Insurance Group
Mundipharma Ireland	Passport Office	RTE
Murray Consultants	Pat The Baker	S3 Group
Tom Murray Pharmacy	Pavement Management Services	Saint-Gobain
Musgrave Group	PayPal	Salesforce
MVCI Services	PCO Manufacturing	Salesforce.Com Foundation
Mycold	Penneys	Sam McCauley Chemists
MyGoodPoints	PepsiCo Ireland	Samsung Electronics (UK)
Mylan	Permanent TSB	Sandisk International
Mylan Ireland	Pershing	SAP SSC (Ireland)
Naas Credit Union	Pexus	Schneider Electric
National Chemical Company	Pfizer	Scotiabank (Ireland)
National Instruments	Pharmagraphics Guy	SEI Investments Global Fund Services
National Safety Authority of Ireland	Pike Insurance Service	Sernon
The National Treatment Purchase Fund	Pilates Plus Dublin	ServiceSource
New Ireland Assurance	Pinewood Healthcare	Servier Laboratories
Next Generation Recruitment	PM Group	SFDC Ireland
Next	PM Murphy	Shanahan Engineering
Nike	Pobal	Shell E & P Ireland
Northbrook Motors	Portal Architects	Sheridan Insurances
Northern Trust	Powercomm Engineering	Sheridan's Cheesemongers
Novartis Ireland	Pramerica Systems Ireland	Sherry McNabola Murray & Co
Novell	Pre-Hospital Emergency Care Council	Shire Pharmaceuticals Ireland.
Nuance Communications Ireland	PrePayPower	Siemens
Nutricia Advanced Medical Nutrition	Prestigious Textiles	Sigma Aldrich Ireland
Nypro Healthcare	PwC	Sigmund Business Centre
O2	Property Registration Authority	SIPTU
Obelisk Group	Propylon	Sisk Healthcare
O'Brien Press	Public Appointments Service	SkillPages
Obus	Pure Telecom	Skoda Ireland
OCB's	QAD Ireland	SKON Design
O'Driscoll O'Neill Insurance	QBE Management (Ireland)	Sky Ireland
Ogier Fiduciary Services	Quality Freight	Social Work Department
O'Mahony's Booksellers	Quintiles Ireland	Solas
OMD Ireland	Radisson Blu Hotels	Solas Geal Distribution
One Direct	Rational FT Services Ireland	South East BIC
One4all	RCI Call Centre.	South Tipperary VEC
Ordinance Coy	Recorded Artists Actors Performers	Specsavers
Organon Ireland	RecruitmentPlus	Spectrum
Origo	REDC	Speed Bumps
ORIX Aviation	Renaissance Services of Europe	Sportsco
OSG	RecruitmentPlus	St Mary's Credit Union Moynalty
Ovelle Pharmaceuticals	Rentokil Initial	Stack's Pharmacy Group
P & C Financial Services	Revenue Commissioners	State Street International
P Mac	RF Property Management	Stewarts Care
Paddy Power	The Riasc Centre	Stillorgan Credit Union

Straight Blast Gym Ireland	Topaz Energy
Structured Finance Management (Ireland)	Total Produce
Stryker Ireland	Touchcom
Studio Wax	Towers Watson
Sumitomo Mitsui Finance Dublin	Tradecraft Building Products
Sungard	TradeWins
Sunway	Transaction Network Services
Supermac's	Translation.ie
Susquehanna Ireland	Travelex Foreign Coin Services
Sustain	Tricel
Swiss Re Services	Trivago
Swords Laboratories	Turmec
Symantec	TV3
Synet Global Solutions	Twitter.
TM Blinds	UBS Fund Services (Ireland)
Tab Financial Services	Ulster Bank Group
Talbot Hotel Carlow	Uniphar
Tallow Area Credit Union	UPC
Taxback.com	UPMC Whitfield Cancer Centre
GHD	VCE
Technically Write IT	VHI Healthcare
Tekelek Europe	Vistatec
Teradata	VMware International
The BuggyMan	Vodafone
The Community Foundation for Ireland	Volkswagen Group
The Concentrate Manufacturing Company of Ireland	VOW Europe
The Disney Store	Walker Recycling Services
The Edinburgh Woollen Mill.	Waterford County Council
The Institute of Bankers in Ireland	Water Technology
The Lawrence Life Assurance Company	Wellman International
The National Lottery	Wells Cargo Logistics
The Office of the Pensions Ombudsman	Wells Fargo Bank International
The Pensions Board Authority	William Fry Solicitors
The Schuh Trust	Win Win
The Shelbourne Hotel	Windsor Motor Group
The Zip Yard	Wm Cyril McGuinness
Thermodial	Wolverhampton Wanderers FC
ThermoSafe Brands	Woodie's
Thomas Sheils Electrical	Workhouse Promotional Services
Thomson Airways	Wraptite Packaging
Thomson Reuters	Xilinx
Thorne Sarsfield	XS Direct
Three Ireland	Yves Rocher Manufacturing
TJX Ireland	Zahra Publishing
TLI Group	Zenith Technologies
Today FM	Zurich Ireland
Tomkins	Zynga Games

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