



WE WON'T GIVE UP
UNTIL CANCER DOES

Review of Operations 2013

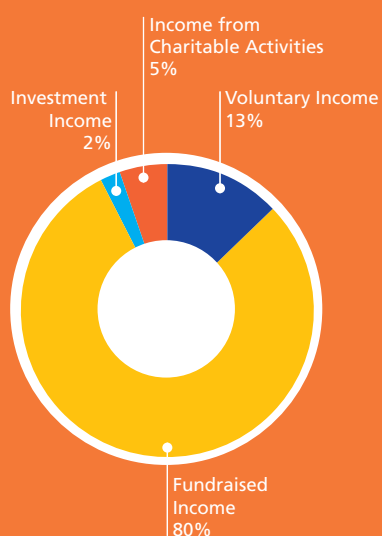




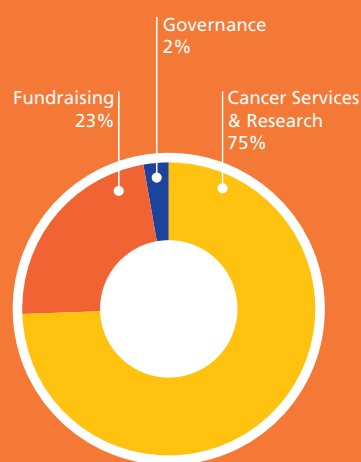
MAKING AN IMPACT

FINANCIAL HIGHLIGHTS

INCOME



EXPENDITURE



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CONTENTS

Foreword	2
Chief Executive's Review	3
Part 1	
Making a Difference	6
Goal One	
Reduce the Risk of Cancer	9
Goal Two	
Improve Lives	13
Goal Three	
Lead Excellent Collaborative Research	17
Goal Four	
Inform and Influence Public Policy	21
Part 2	
Making it Possible	26
Principal Corporate Partners 2013	32
Friends of the Society	36

FOREWORD



In August 2013, we launched the first of our Collaborative Cancer Research Centres – BREAST-PREDICT – which brings together Ireland’s leading breast cancer researchers in a five-year collaborative effort aimed at improving breast cancer treatment.

In our strategy statement *Towards a Future without Cancer*, the Irish Cancer Society set out our vision of a future without cancer. It is an audacious, ambitious and challenging vision, and one that we will pursue relentlessly. In other words ***We Won’t Give Up Until Cancer Does.***

We are working on three fronts to realise that vision. First, we fund ground-breaking, world-class research into the nature, causes, treatment and cure of cancer – we have invested over €33 million into cancer research over the past 50 years. Second, we put considerable effort into education and awareness-raising campaigns to help people reduce their risk of cancer. And third, we help to improve the lives of people with cancer and their families by providing a range of supports and services.

Our work is made possible by donations from members of the public – almost all of our funding comes from individuals, and voluntary groups and companies around the country and who raise funds in a wide variety of creative and fun ways. For their tireless efforts, we are extremely grateful, and we thank them on our own behalf and on behalf of the many, many people whose lives have been made better as a result.

Recent events have triggered a decline in public confidence in the charities sector. The actions and attitudes of a small number of individuals and organisations have brought the entire sector into disrepute, despite the fact that the vast majority of charitable bodies – the Irish Cancer Society among them – are well managed, conscientiously governed, and open and transparent about their affairs. The Society’s accounts are audited and published every year, and full details are made public on the Society’s website. The Irish Cancer Society has consistently lobbied the Government

to implement the Charities Act without delay and to appoint a Charities Regulator, so that shoddy and opaque practices in the sector can be stopped, and public confidence restored. In the meantime, the Society, along with other responsible charities, has signed up to a strict voluntary Code of Practice.

I would like to extend heartfelt thanks for the advice and support of my fellow Board members during the year, and for the excellent work of the Chief Executive and his staff, as outlined in this document.

Professor John Kennedy
Chairman

Since we embarked on this annual review, I regret that our esteemed colleague Professor John Fitzpatrick, Head of Research, passed away suddenly on Wednesday May 14 2014. John was a tremendous colleague and truly innovative in the realm of cancer research in Ireland. His contribution to the Society was outstanding and he will be sorely missed.

Ar dheis Dé go raibh a anam dílis.

CHIEF EXECUTIVE'S REVIEW



2013 was a landmark year for the Irish Cancer Society as we celebrated our 50th anniversary and started the implementation of our new strategy *Towards a Future without Cancer*.

Each year in Ireland, over 30,000 people are diagnosed with cancer. The good news is that because of cancer research into better treatments, more and more of those diagnosed with cancer will be restored to full health. However, the numbers being diagnosed continue to rise, and are expected to reach 42,000 by 2020, on the one hand because people are living longer, but on the other because they adopt unhealthy lifestyles. Our commitment in the Irish Cancer Society is that all of those who are diagnosed with cancer get world-class care, information, treatment and support, and that we continue to promote healthier lifestyles and public policies that reduce risk.

Our wide range of services for cancer patients and their families significantly enhances their lives. In 2013, our Night Nurse service provided 7,772 nights of care to 1,869 patients. Our cancer

information service reached over 225,000 people through our Daffodil Centres, our freephone National Cancer Helpline, a number of online and social media channels, and a range of widely distributed printed materials. We also provided financial support to 1,836 patients to help them pay for 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 2013, in our Care to Drive scheme, a total of 870 volunteers transported 687 patients to hospital appointments. In our Survivors Supporting Survivors initiative, some 132 volunteer cancer survivors provided emotional and practical support to over 1,000 newly diagnosed patients.

On the research side, we launched our first Collaborative Cancer Research Centre – BREAST-PREDICT – which brings together Ireland's leading breast cancer researchers in a five-year collaborative effort to discover better treatments for breast cancer. The Centre will see an investment by the Society of €7.5 million over the next five years. This is the first of five such Centres that the Society is committed to establishing in the coming years.

Throughout 2013, the Irish Cancer Society continued to lobby at national and European levels for policies that would reduce the uptake of smoking by young people and encourage existing smokers to quit, and the Government has taken a number of policy measures in response. The Society welcomes the new Tobacco Strategy published by the Minister for Health, entitled Tobacco Free Ireland, with the ambitious target of having Ireland smoke-free by 2025. 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.

I want to thank everyone who contributed to our successful operation in 2013, whether as individual donors, as volunteers involved in the hundreds – or even thousands – of fundraising campaigns and events, or as hardworking volunteers in our offices and shops. Thank you one and all! This document summarises the main achievements of the Society over the year. It is in two main parts:

- **Part 1** describes the activities of the Society and the impact they are having in pursuit of the four goals set out in our Strategy *Towards a Future without Cancer*;
- **Part 2** gives some highlights from the fundraising activities undertaken by individuals and organisations throughout the country in 2013.

This document is published alongside the Society's Annual Directors' Report and Financial Statements, which contains full details of income and expenditure.

Throughout the year I enjoyed the continuous support of the Society's Chairman, Prof. John Kennedy, and the Board, and I thank them for it. I would also like to thank the staff of the Society for their deep commitment to the vision of the Society and for their hard work.

John McCormack
CEO

The following is an extract from the statutory accounts 2013

SUMMARY INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 DECEMBER 2013

	2013	2012
	Total	Total
	€'000	€'000
INCOMING RESOURCES:		
Generating Funds:		
Voluntary income	2,620	3,027
Activities for generating funds	16,110	17,319
Investment Income	449	475
Charitable Activities	1,046	703
Total Incoming Resources	20,225	21,524
RESOURCES EXPENDED:		
Charitable Activities	16,024	14,980
Generating Funds	4,882	4,482
Governance Costs	550	554
Total Resources Expended	21,456	20,016
Net (Outgoing) / Incoming resources before transfers	(1,231)	1,508
Transfers across funds	-	-
Net (Outgoing) / Incoming resources after transfers	(1,231)	1,508
Actuarial gain/(loss) on defined benefit pension scheme	1,716	(3,990)
Net movement in funds for the year	485	(2,482)
Funds brought forward	13,764	16,246
Funds carried forward	14,249	13,764

BALANCE SHEET AS AT 31 DECEMBER 2013

	2013	2012
	€'000	€'000
FIXED ASSETS		
Tangible assets	10,966	11,282
Financial assets	1	1
	10,967	11,283
CURRENT ASSETS		
Investments	5,326	5,036
Stocks	167	249
Debtors	1,237	952
Cash at bank and in hand	9,485	10,191
	16,215	16,428
CREDITORS: (Amounts falling due within one year)	(8,291)	(6,410)
NET CURRENT ASSETS	7,924	10,018
TOTAL ASSETS LESS CURRENT LIABILITIES	18,891	21,301
CREDITORS: (Amounts falling due after more than one year)		
Long term liabilities	(2,045)	(3,073)
NET ASSETS EXCLUDING PENSION LIABILITY	16,846	18,228
Pension liability	(2,597)	(4,464)
NET ASSETS	14,249	13,764
FUNDS:		
Resources retained - designated	2,122	2,349
Resources retained - restricted	2,709	2,064
Resources retained - unrestricted	9,418	9,351
TOTAL FUNDS	14,249	13,764

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



PART 1: MAKING A





In our Strategy Statement 2013-2017, we set out four goals, and for each we articulated a broad strategy and a number of specific targets. Our focus was, and continues to be, on the impact of our work, rather than on the activities themselves. We want to make a difference – we are determined to make a difference – and we are committed to demonstrating the difference to all our stakeholders – those who use our services, those who administer and deliver them, and those whose fund-raising efforts make them possible.

In this section of our Review, we look at the four goals and the progress made in 2013 towards achieving them.

DIFFERENCE





Irish Cancer Society
Thank You!

Irish Cancer Society
Go GIRLS!

Irish Cancer Society
Thank You!

THE IRISH CANCER SOCIETY WILL CONCENTRATE ON **FOUR STRATEGIC GOALS**

ONE

REDUCE THE RISK OF CANCER

In our Strategy Statement, we outlined our intention to develop and deliver evidence-based, high-impact cancer risk reduction programmes targeted at individuals, specific communities and the population as a whole.

"COMMITTED TO GROWING PARTNERSHIPS AND COLLABORATIONS"

One example of our work in this respect is the *Strides for Life* programme. *Strides for Life* is a 15-week walking programme for cancer survivors currently being provided by eleven cancer support centres affiliated to the Irish Cancer Society.

The programme aims to bring the participants to a level of fitness that reduces their risk of recurrence and improves their health and quality of life. The programme is individualised for each participant's fitness level and their own personal schedule.

Recent research has shown that exercising at moderate intensity for two to three hours a week reduces the risk of bowel, endometrial, breast and possibly prostate cancer recurrence by as much as 50 per cent.

In the Strategy Statement, we also indicated that we would develop 'Cancer Action Communities' as ground-up, collaborative projects for specific high-risk communities. *Our Fit for Life and Work* programme, rolled out in 2013, addresses this objective. It seeks to build the capacity of the community service providers, by equipping trainers from within their organisations to educate their client groups – unemployed men and women – in healthy lifestyles and cancer awareness. The programme was piloted with the North Wall Community Development Project, and the intention is to further develop the programme over the coming years.

In a third strand under this goal, we committed to growing partnerships and collaborations with other groups and organisations to ensure that our message about cancer risk reduction reaches as many people as possible.

Our SunSmart: Fun in the Sun project is a partnership between the Irish Cancer Society and the GAA, in which GAA Cúl Camp coaches are trained to teach children attending their summer camps on how to protect skin from the sun. The initiative is supported by a resource pack which contains information and fun activities that can be used to encourage children to take care of their skin when outdoors. The project began in 2011, and in 2013, 108 trained coaches delivered the programme to 20,000 children in seven counties.

The Society maintains strong links with the Association of European Cancer Leagues, and in 2013 we hosted the Official Conference for the European Week Against Cancer, the aim of which was to spread the word about how cancer can be prevented and to promote the European Code Against Cancer.

The two-day conference brought together international experts and policy-makers to present key policy actions relating to cancer prevention, in particular tobacco, alcohol, nutrition and physical activity.

Last, but by no means least, in pursuit of this goal, we promised to work to reduce the number of people starting to smoke and to help existing smokers to quit. The *We Can Quit* programme was developed out of an action research study that aimed to design and implement an innovative smoking cessation model and evaluate its effectiveness.

The study set out to evaluate the feasibility and short term impact of a community-based smoking cessation support programme targeted specifically at women living in disadvantaged areas.

The model that was developed will be delivered in partnership with local community and voluntary organisations in 2014.



Since 2011, the Society has been working with young people across Ireland to raise awareness of the impacts on health of smoking, with the aim of discouraging young people from taking up the habit and encouraging smokers to quit. The X-HALE Youth Awards were initiated in 2011, and have since gone from strength to strength.

The project has worked with 57 youth services, organisations, clubs and Youthreach Centres in 19 counties, and has provided these organisations with over €100,000 in grants. Funding was provided to 7 groups in 2011, 14 in 2012, and 31 in 2013, mainly to support the making of films to enter into the X-HALE Short Film Competition and Festival. An estimated 2,000 young people are involved directly in X-HALE.

The competition attracted 38 films which were made available online for public voting. It was very successful – collectively, the films achieved some 50,000 views, and the winning film, *Cigarettes are manky*, received almost 10,000 views and was mentioned on breakingnews.ie.

The X-HALE Film Fest was held in the Lighthouse cinema in July and was attended by over 270 young people and youth workers. We screened all 38 entries to the competition and awarded prizes to seven youth groups.

The programme has been positively evaluated, with participants more aware, when compared to their peers, of the negative effects of cigarettes and of the factors which can influence teenagers to start smoking. A module of the programme, *XHALE Now!*, has been developed for the SPHE curriculum and will be launched to support teachers in secondary schools, and youth workers, in Autumn 2014.

50,000

Collective views for the X-HALE Short film Competition



THE IRISH CANCER SOCIETY WILL CONCENTRATE ON **FOUR STRATEGIC GOALS**

TWO

IMPROVE LIVES

In our Strategy Statement, we undertook to assess the effectiveness of our information, support and community services, and to continually develop our services to meet identified needs.

"DELIVERING RELEVANT INFORMATION ON CANCER TREATMENT AND CARE"



Throughout the year, we worked closely with fund-raising groups to ensure that the effort, enthusiasm and commitment of our volunteers was complemented by public information and awareness raising campaigns.

We ran specific campaigns and provided specialist information support to events relating to lung, breast, prostate, mouth, head and neck, and skin cancers.

Our information services for people with cancer and their relatives and friends are delivered primarily through our Daffodil Centres, in ten locations nationwide. The Centres are staffed by specialist nurses and trained volunteers, who provide both practical information and emotional support. Three of these Centres were opened in 2013 – in Cork University Hospital, in Waterford Regional Hospital and in Letterkenny Shopping Centre (temporarily, due to flooding at Letterkenny General Hospital) – and we also carried out the initial planning for two more – in St. Vincent's (Dublin) and Limerick – which will open in 2014, bringing the total to twelve. In 2013, the Centres dealt with queries from over 35,000 people, and we expect to deal with over 50,000 in 2014.

Almost half of the people who visited the Daffodil Centres in 2013 were experiencing or recovering from cancer, and one-third had a family member with cancer. The vast majority reported that they were able to find the information they were looking for easily, that it was of a high quality, and that it was easy to understand. 93% of those who spoke with a nurse reported feeling very much better after the consultation and 81% reported that they had confidence in the information and advice they received.

In the Strategy Statement, we committed to ensuring that appropriate and relevant information on cancer treatment and care is made available to anyone who needs it, in order to help them to make informed decisions. We promised to highlight gaps in post-treatment care and support, and to identify the most effective ways of filling them. We also identified the need for, and value of, easy and equitable access to psycho-oncology services.

Daffodil Centres

- Beaumont Hospital, Dublin
- Bon Secours Hospital, Cork
- Cork University Hospital
- Hermitage Medical Clinic, Dublin
- Letterkenny Shopping Centre
(Letterkenny General Hospital from May 2014)
- Mater Misericordiae University Hospital
- St James's Hospital, Dublin
- Tallaght Hospital, Dublin
- University Hospital Galway
- Waterford Regional Hospital

35,000

queries to our Daffodil Centres in 2013.

In pursuit of these objectives, in 2013 we took a *Care, Advice, Support & Education (CASE)* initiative in support of prostate cancer patients.

International studies have demonstrated the beneficial role played by nurses in providing psychosocial, supportive and clinical care to cancer patients. In Ireland, however, such services have been well developed only for patients with breast cancer.

Growing numbers of men are being diagnosed and treated for prostate cancer, but there is insufficient capacity to provide follow-up care. The Society's *Prostate Cancer Specialist Nurse Initiative* is a three-year programme piloting the provision of a prostate cancer specialist nurse to provide quality-of-life follow-up care, in partnership with clinicians and others in the public health care system.

The pilot programme in St. James Hospital (Dublin) and University Hospital Galway provides specialist nursing follow-up to prostate cancer treatment, alongside consultant-led clinical follow-up. The goal is to reduce the long-term impact of treatment by providing patients who are experiencing unwanted side-effects with care, advice, support and education.

The *Night Nursing* service provided by the Irish Cancer Society is for people who are very seriously ill with cancer, and who are approaching the end of their cancer journey. In this situation, most people want to spend time at home rather than in hospital, and a qualified nurse comes to the home at night to support 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.

In 2013, we also continued to provide the freefone *National Cancer Helpline (1800 200 700)*. Of the 15,000 people who called the helpline, 33% were cancer patients, 30% had a family member with cancer, and 12% were recovering from cancer.

In a survey of helpline users, 80% reported feeling very much better after contacting the helpline; over 90% indicated that the nurse who spoke to them understood their problem and was helpful and supportive; and 71% reported that they were less anxious about cancer after contacting the Society's helpline.

Users of the Irish Cancer Society's website (www.cancer.ie) were similarly satisfied with the information provided. 84% of respondents who were experiencing or recovering from cancer reported that the information on the website was relevant to their information needs.

The table below summarises some of the other activities carried out in 2013 in pursuit of the *Improving Lives* objective. In summary, our information services were used by 47,526 people in 2013, an increase of 40% on the previous year. In addition, some 177,000 items of literature were distributed to 600 organisations during 2013 and there were over 1.5 million views of almost 30,000 social media interactions.

47,526

people used our cancer information services in 2013.

Table 1. Improving Lives in numbers

Financial Aid	1,836 Grants	€1,182,744
Travel to Care	939 Grants	€307,853
National Cancer Helpline	Calls	15,034
	Social media Interactions	29,816
	Social media views	1,587,148
Daffodil Centres	Enquirers	10,712
	Browsers	13,074
	Awareness stands	11,530
	Volunteers	160
	Pre-chemotherapy education sessions	124
Night Nursing	Cases	1,869
	Nights of Care	7,772
Care to Drive	Bookings	6,080
	Patients	687
	Drivers	870
Survivors Supporting Survivors	Peer Volunteers	132
National Affiliation Programme	Affiliated Centres	49
	Meeting Attendances	334



THE IRISH CANCER SOCIETY WILL CONCENTRATE ON **FOUR STRATEGIC GOALS**

THREE

LEAD EXCELLENT COLLABORATIVE RESEARCH

Our Strategy Statement set out the ambitious objective of establishing and funding up to five Collaborative Cancer Research Centres by 2017.

"...IDENTIFYING THE NEED & BUILDING THE NATIONAL RESEARCH CAPACITY"

In August 2013, we launched the first of these Collaborative Cancer Research Centres – BREAST-PREDICT – which brings together Ireland's leading breast cancer researchers in a five-year collaborative effort aimed at improving breast cancer treatment.

The Centre will see an investment by the Society of €7.5 million over the next five years.

BREAST-PREDICT brings together over 50 leading Irish and world experts in breast cancer research, who will work towards a common research goal. This 'virtual' Centre will provide centralised access to resources and technical expertise and will lead to an integrated breast cancer database. The ultimate goal is precision therapy – that is, more accurate and personalised approaches to treatment.

Our research goal also identified the need to build the national research capacity in the areas of survivorship and health inequalities in cancer, having recognised the need for research to inform the Society's programmes and direction. We have also committed to supporting clinician scientists and the career development of junior cancer researchers.

The Society's Research Scholarship and Fellowship programmes are designed to support excellent early-stage cancer researchers and to provide them with the necessary training and skills to develop independent research careers in their chosen area of cancer research. The Scholarship and Fellowship research projects span a wide range of cancer

types and research areas, and investigate a number of potentially important topics, such as developing innovative technologies to increase the length of time that chemotherapy can act inside cancer cells, discovering novel druggable cancer targets, and using imaging techniques to better diagnose certain cancers.

"Glioblastoma multiforme (GBM) is a highly aggressive brain cancer due to the numbers of 'pumps' on the cancer cells' surface that rapidly remove the chemotherapy, not allowing it enough time to act. My research aims to target these pumps, and give the chemotherapy a longer time to do its work."

Dr Amanda Tivnan

Royal College of Surgeons in Ireland
Irish Cancer Society Research Fellow

Every year, with the Irish Cancer Society Researcher of the Year Award, the Society honours a researcher who has made a substantial contribution in their field of cancer research. At the second annual *Celebration of Research* event in March 2013, Dr Stephen Maher from Celbridge, Co. Kildare was announced as the Irish Cancer Society's Researcher of the Year 2012 for his work on oesophageal cancer. His research found microRNA-31 to be a predictive biomarker of response to radiation

treatment, and a novel therapeutic agent with which to enhance the efficacy of radiotherapy.

"The Irish Cancer Society has been extremely supportive of my research project. It's my hope that this research, in addition to the research projects shared by the other Society Scholars and Fellows, will help change the lives of cancer patients for the better in Ireland."

Dr Stephen Maher

The other two finalists for the *Researcher of the Year* award were Dr Carol Stone, for her advanced cancer research at Our Lady's Hospice and Care Services entitled, 'Recognising the risk of falling in patients with advanced cancer', and Dr Eva Szegezdi, a Research Fellow currently funded by the Irish Cancer Society, at NUI Galway, for her research entitled, 'Blazing a new TRAIL in cancer therapy.' Dr Stone's study has led to the development of fall-prevention policies for cancer patients and further research in this area. Dr Szegezdi's study modified the structure of the TRAIL protein and generated a version of TRAIL that possesses a much higher tumour-killing activity and, as a result of mathematical modelling, identified potential therapeutics with high and specific tumouricidal activity.



In June 2013, at a ceremony in Trinity College Dublin, the first three Irish Cancer Society Research Scholars were conferred with PhDs. They had been awarded Research Scholarships by the Irish Cancer Society in 2009, and had achieved remarkable results, helping to break new ground in oesophageal, cervical and psycho-oncology research.

Dr Claire Donohoe's research showed for the first time that there is a clear association between obesity and oesophageal cancer.

"The Irish Cancer Society is unique in funding medical researchers like me, who look at in-depth research questions to the benefit of patients. I am very thankful for their ongoing support of this study, which I hope will lead to better care for patients."

– **Dr Claire Donohoe**
Irish Cancer Society Research Scholar

Dr Maria Pertl's study investigated the causes of cancer-related fatigue and assessed the effectiveness of self-help intervention for sufferers based on cognitive behavioural therapy (CBT) techniques.

Dr Christine White's research revealed that women who smoke are at greater risk of acquiring a Human Papillomavirus (HPV) infection, the main cause of cervical cancer.

"Our study highlights the harmful effects of tobacco smoke on women's health. We know that women who smoke have fewer immune cells in the cervix and our results have shown that these women are more susceptible to picking up a HPV infection, and find it harder to fight it off, putting them at a higher risk of getting cervical cancer. The funding from the Irish Cancer Society has been central to our work, and we are very thankful for their support and for the opportunity to bring these important findings to light."

– **Dr Christine White**,
Irish Cancer Society Research Scholar

In 2013, we hosted our first ever Cancer Survivorship Research Day, which was attended by more than 90 researchers and healthcare professionals from across the country. We also awarded our first *Cancer Survivorship Research Project*, which is jointly funded by the Health Research Board. The project that was awarded funding is run by Prof. Pamela Gallagher, School of Nursing and Human Sciences, DCU. It aims to improve quality of life and reduce distress in people who have completed primary treatment for head and neck cancer.

€7.5
million

The amount of money the Irish Cancer Society will invest over the next five years in BREAST-PREDICT



THE IRISH CANCER SOCIETY WILL CONCENTRATE ON **FOUR STRATEGIC GOALS**

FOUR

INFORM AND INFLUENCE PUBLIC POLICY

Our Strategy Statement recognises the unique role played by the Irish Cancer Society in informing and influencing public opinion and public policy. In it, we undertook to use our influence to hold the State to account in relation to its commitments under the current National Cancer Strategy and the annual National Cancer Control Programme plans.



"PROMOTING A REDUCTION IN HEALTH INEQUALITIES"

The Irish Cancer Society welcomed the introduction of BowelScreen, and in 2009 we committed €1 million to the development and rollout of the programme.

The current age range for screening is 60 to 69, and the Society is committed to ensuring an extension of the programme to the 55 to 74 age group as soon as resources allow. We continue to lobby the HSE and the Department of Health on this extension.

The delivery of a national bowel cancer screening programme must not negatively impact symptomatic services. A colonoscopy is the best way of diagnosing bowel cancer, and we are concerned that distinction is being made between 'urgent' and 'non-urgent' cases – many 'non-urgent' referrals do not have obvious symptoms and some people without these symptoms can end up being diagnosed with advanced cancer. In response to our concerns about the unacceptably long waiting periods for colonoscopies, the HSE announced a targeted waiting list initiative in September.

There is a commitment in the Programme for Government to extend the age range for breast cancer screening to women aged 65 to 69. However, the HSE and the Department

of Health have yet to announce such an extension, and the Irish Cancer Society in 2013 launched an advocacy campaign aimed at seeking its inclusion in the HSE Service Plan. We asked our trained advocates to become involved in the community, ensuring that Oireachtas members understood the importance of the extension.

In 2013, the Department of Health published the Public Health (Sunbeds) Bill. This was the culmination of a campaign begun in 2009 by the Irish Cancer Society highlighting the lack of regulation in the tanning industry. The Society carried out an extensive advocacy campaign to remind Deputies and Senators of the fact that this is a lifesaving piece of legislation. We asked supporters to sign a petition on our website aimed at public representatives.

The Irish Cancer Society still has concerns that the Bill does not go far enough. It does not prohibit people with Type 1 and Type 2 skin – the fairest skin types – from using sunbeds, as is the case in Australia.



One of the Society's objectives set out in our Strategy is to make sure that the link between health inequalities and cancer risk is well understood. In September 2013, Prof. Sir Michael Marmot, an international expert on inequalities in health, delivered our annual Charles Cully Memorial Lecture. He highlighted the fact that economic and social inequalities cause stark differences in the incidence of cancer. Factors such as level of education, income, employment and living conditions can all influence cancer risk and survival. We used the lecture as an opportunity to hold a roundtable meeting with key stakeholders to discuss how health inequalities may be reduced, and developed an advocacy plan which will see the Society taking a lead role in promoting a reduction in health inequalities.



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sunbeds, as is the case in Australia.

One of our main concerns is to reduce the prevalence of smoking in Ireland, and we will continue to advocate for urgent and coordinated action in this regard. In 2013 the Irish Cancer Society's campaign made some significant gains. The Minister for Health published a new Tobacco Strategy, entitled *Tobacco Free Ireland*, with the ambitious target of having Ireland smoke-free by 2025.

We support this strategy and continue to campaign to have it implemented in full. One of its targets is the introduction of plain, or standardised packaging, of cigarettes. Plain packaging would remove colourful branding from packs, increase the size of health warnings and ensure all packs would be a dull, drab colour. Plain packaging will reduce the appeal of smoking to young people, encourage current smokers to quit, and stop smokers believing that some cigarettes are less harmful than others.

The Irish Cancer Society has taken a lead position in driving forward this legislation with strong media work and, together with the Irish Heart Foundation, commissioning key research on the response of Irish teens to plain packs. We are also working to coordinate a group of children's charities in an alliance to support the measure.

Following our work to highlight the increasing rate of lung cancer among women, and the fact that deaths from lung cancer now exceed deaths from breast cancer in Ireland, the Society is developing a dedicated community support model – *We Can Quit* – to encourage women smokers to quit. The project is currently being rolled out in two Dublin communities.

In advance of the 2014 Budget, in December 2013, the Irish Cancer Society worked with the Irish Heart Foundation to make a pre-budget submission with a number of recommendations relating to the pricing and taxation of tobacco, and calling for Government commitment to a comprehensive anti-smuggling strategy.





PART 2: MAKING IT





Donations to the Irish Cancer Society make a huge difference to the 30,000 people who are diagnosed with cancer every year, to those being treated for cancer, to those who have had it in the past, and to their families and friends. The services that we provide, the research that we support, and the information campaigns that we run are possible only through the generosity, energy and commitment of an army of volunteers and donors around the country.

Thanks to their help, we are the largest voluntary funder of cancer research in Ireland; we provide a free cancer information service staffed by qualified cancer nurses; we train volunteers who have been treated for cancer to support those who are newly diagnosed; we provide lifestyle advice to patients, to help them lessen their risk of recurrence; and we provide night nursing services in support of patients and their families.

POSSIBLE





To benefit
**Irish
Cancer
Society**



"HEADING TOWARDS A FUTURE WITHOUT CANCER"

Funds for our work are raised in many, many ways, by volunteers working alone or in organisations large and small, volunteers who use all sorts of imaginative means to encourage their families and friends to open their wallets, purses and hearts to share our vision – the vision of a future without cancer.

To describe all the fund-raising activities undertaken on our behalf would require a book many times the size of this one – the examples in this section are intended to give a flavour of the range of these activities. But our deepest thanks are extended to each and every person throughout Ireland and abroad who volunteered or contributed in 2013 so that we were able to support, care, research and campaign, and to make progress towards a future without cancer: thank you, one and all!

Daffodil Day continues to be our major fundraising campaign. 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. Over 5,000 people and 390 companies registered with the Society as volunteers for Daffodil Day 2013. The day, 22nd March, however, turned out wet, windy and bitterly cold, and this made outdoor activities less attractive, with fewer people on the streets. Nevertheless,

our smiling volunteers braved the elements and the public responded. Between the fundraising activities on the day and a follow-up campaign, Daffodil Day realised over €2.5 million in funds for the Society.

Our corporate partners contribute hugely to the success of Daffodil Day. In 2013, a large number of companies and public sector organisations, with the dedicated involvement of their employees, raised funds and generated cancer awareness in a wide variety of creative and fun ways.

Shave or Dye

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. Shave or Dye 2013 will be remembered for setting a world record for the largest gathering of people with Mohican hairstyles – 257 people, aged



Dell – our sponsor for Daffodil Day

Dell was once again our main corporate sponsor for Daffodil Day 2013, 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 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 drive 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.

from 2 to 62 (!) had their heads shaved live on the station's Ray D'Arcy Show. This was the fourth year of the campaign, which to date has raised over €6 million for the Irish Cancer Society.

Trek4Life in 2013 took 20 trekkers on a challenging trip up Mount Kilimanjaro in Tanzania, the highest mountain in Africa and the highest free-standing mountain in the world. A second trek was made with 38 hikers along the last 116 kilometres of the famous Camino to Santiago de Compostela in Spain. These campaigns raised €171,211 in sponsorship for cancer research.

Colour Dash is a campaign, sponsored by Crown Paints, that we ran for the first time in 2013. In it, the 1,800 participants (of all shapes, sizes and speeds) started a 5km run wearing a white t-shirt, which was transformed into a vibrant work of art, as the runners were showered with coloured powder paint at intervals over the course. This fun event raised €98,758 for the Society.

Fashion Targets Breast Cancer had its 8th year in 2013. The iconic FTBC Target T-shirt, designed by Ralph Lauren and endorsed by supermodel Karolina Kurkova, went on sale at Brown Thomas and BT2 stores in April. Net proceeds from the sale of the T-shirt, which retails for €30, go to the Irish Cancer Society and Europa Donna Ireland.

The **Great Limerick Run** which took place over the May bank holiday weekend chose the Irish Cancer Society as its official charity partner and raised over €15,000 for the Society's work.

The **Pink Ribbon Walks** in aid of the Irish Cancer Society's Action Breast Cancer took place in Kinsale on Sunday March 3rd, in Killaloe on June 9th and in Kells on September 9th. Walkers and runners wore a Pink Ribbon Walk t-shirt and the towns went pink for the weekend, with flags, bunting made from old bras dyed pink, balloons and special window displays to show support for the event and raise breast cancer awareness. Together, these events raised €217,000 for the Irish Cancer Society.



"Our smiling volunteers braved the elements and the public responded. Between the fundraising activities on the day and a follow-up campaign, Daffodil Day realised over €2.5 million"

The national **Relay For Life** programme continued to grow in 2013. Ten communities – in UCD, UCC, Trinity College, Kilkenny, Carlow, Donegal, Kildare, Tipperary and Achill – took on the challenge to celebrate the lives of cancer survivors, to remember the lives of those whom we have lost to the disease, and to fight back against cancer by educating their communities about cancer-smart lifestyles, the work of the Irish Cancer Society, and cancer research breakthroughs. Almost €700,000 was raised in these efforts.

Some individuals made superhuman effort. For example, Aidan Murphy and Paul Quinn cycled 15,000km from Dublin to Sydney over seven months, and raised over €13,000 for the Irish Cancer Society. Eamonn and Ros Crotty and their committee organised the annual Great Island **10 Mile Road Race**. In 2013, 720 runners and 200 walkers took part in the event, with local legend Sonia O'Sullivan leading the race. This event has raised over €100,000 for the Society, with special emphasis on palliative care.

In 2013, an inspiring group of 47 women, calling themselves the **Rainbow Runners** raced to the finish line at the Flora Women's Mini Marathon and raised almost €30,000 for Irish Cancer Society research. Their contribution will go towards the Irish Cancer Society's total €33 million investment in cancer research over the past 50 years.

Our corporate partners and friends also contributed hugely to fundraising. Many of them supported us by taking part in Shave or Dye or Daffodil Day; others organised other events within their organisations.

A special thank you goes to **Dell**, our Daffodil Day sponsors, and to **Today FM** for rolling out another amazing Shave or Dye campaign.

Thanks also to **Airtricity**, **Ulster Bank** and **Citibank** for donating their time in our warehouse and helping us to send out our Daffodil Day orders to our supporters around the country, to the staff of **Bank of America**, **Merrill Lynch** and the **Ernst & Young** offices in Dublin, Limerick, Cork, and Waterford who sold daffodils and treats to staff, to the staff of **Microsoft BIOS** who helped out with Dublin city centre street sales

on Daffodil Day this year, to the staff at **Toni & Guy** who, with the help of **Dundrum Town Centre**, gave two of our volunteers a makeover, to the staff of **DHL**, who brightened up their sorting floor by dressing up a mannequin in a DHL uniform, complemented by beautiful silk daffodils, to raise cancer awareness and much-needed funds, and to the **Insurance Institute of Ireland** which raised €12,000 for the Society at its annual networking Gala.

Over 225 **Centra** retailers from all over the country participated in **Centra Pink Walks** in support of the Irish Cancer Society's Action Breast Cancer Programme, raising over €225,000.

The Society has been **Boots** Charity of the Year Partner since 2012, and the staff from 74 Boots Stores, located nationwide, took part in our key fundraising campaigns throughout 2013, such as Shave or Dye, Daffodil Day, Get the Girls and Movember, as well as participating in the **10km Night Walk for Nurses**. In the first twelve months of the partnership, Boots employees raised over €186,000 for the Society.

The Smurfit Kappa Group Fundraising Challenge involved 17 staff taking on the challenge of running the length of the Wicklow Way (129 km) in just 72 hours. The whole company was involved in providing additional support for the runners on the final day. Over €100,000 was raised by this event.

Retail outlets

The Society has a network of 20 shops nationwide. The newest shop, in Galway, opened in May and sells a range of clothes, books, shoes, bric-a-brac and household items. Including the sale of Irish Cancer Society branded Christmas cards, the retail network made a net profit in excess of €1m in 2013. As well as generating income for the Society's programmes, the shops play an important role in Ireland's Green agenda, re-using or recycling more than 2,700 tons of clothes or textiles every year. This operation is supported by an outstanding team of more than 600 volunteers, some of whom have been involved for almost 25 years.

2013 was another year of growth for our regular givers – over 2,000 people signed up to donate regularly by direct debit to Irish Cancer Society.

We greatly appreciate the commitment this represents, as it allows us to plan ahead and predict future income. For the most part, people choose this way of supporting the Society in response to a personal visit from 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 to ensure they are well versed in the Society's work. Each fundraiser is clearly identifiable, with branded jackets and photo ID, and they are not allowed to accept donations in cash, both for their own protection and to assure donors that they are legitimate.

We benefit hugely from monies received from individuals and organisations who make one-off donations. Many people also remember the work of the Irish Cancer Society when drawing up their wills, and in 2013, we received €1.8 million in such gifts.

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, raised some €156,000 in 2013.

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.

€98,758

The amount raised by **Colour Dash** event

€171,211

The amount raised by **Trek4Life** event

€186,000

The amount raised by **Boots Employees**

PRINCIPAL CORPORATE PARTNERS 2013

123.ie	ATC Automation	Chanel
747 Travel	Atos IT Solutions and Services Ltd	Charles Hughes Ltd. Portwest House
A & L Goodbody	Aviation Selection Consultants	Cisco Capital
A.W. Ennis	Avoca Handweavers	Citco
AA Ireland	AWAS	Citigroup
Abbott	AXA Insurance	Clancourt Management
ACC Bank	Ballou Limited	Comgest Asset Mangement International Limited
Accenture	Bank of America/Merrill Lynch	Commission For Energy Regulation
ACE European Group	Bank of Mellon NY	Communicate Research Ltd
ACE Global Group	Barclay Chemicals Manufacturing Ltd	Competition Authority
Acenden Limited	Barry's Tea	Cook Ireland Ltd.
Achill Pharmacy	Bayer	Coras Iompair Éireann
Acumen & Trust	Beechpark Services	Cosmetique Active Ireland Ltd.
Adecco	Behaviour & Attitudes	Coty Ireland Limited
Aecom Design Build Ireland	Belfius Bank	Country Life Stores
Aeon Property Consultants	Biomnis Ireland	Covidien
Aer Arann	Bizquip	CPL Resources
Aero Engines Ireland Limited	Blackrock Investment Management Firm	CPM
AIB	BMW	CRE
AIG	BNP Paribas	CRH plc
Aimro	Boots	Cross Refrigeration (Ireland)
Airtricity	Bootstrap Limited	Crowe Horwath
Alcatel Lucent Technologies	Bord Gáis	Crown Paints
Alkermes Pharma (Elan)	Boston Scientific Ireland	Crystal Holidays
Amazon	Bristol Myers Squibb	Cube Printing Limited
Amgen Limited	British Embassy	Curves
Ammado.com	Brown Thomas Group	Cylon Controls
Ams Medical Systems Ireland Ltd	BSH Home Appliances Ltd	Daniel O'Mahony and Co Ltd
An Post	BT Ireland	David Gillespie & Co
Analog Devices	Burgess Galvin & Co Ltd	Dell
Aol Global Operations Ltd	Burke Shipping Group	Dennison Trailers
APCOA Parking Ireland	Bus Éireann	Department of Agriculture, Food & the Marine
Apple Computers	C&D Foods Ltd.	Department of Children and Youth Affairs
Aramark Ireland	Calor Gas	Department of Education
Ardagh PLC	Campion Insurance Ltd	Department of Fisheries
Aria Assistance	Capita	Department of Social Protection
Army - Collins Barracks	Carlton Screen Advertising	Derchil Cosihomes
Arthur Cox	CBRE	Deutsche Bank Ireland
Artisan Marble & Travertine Ltd.	Centra	DFDS Logistics
Ascend	Central Bank of Ireland	DHL Express (Ireland) Ltd
Ashfield Healthcare	Central Statistics Office	DJF Engineering Services Ltd
Aspen Pharma Trading Limited	Certus	DNB

Dortek	Finning UK Ltd	Imtech
DP Lenticular Ltd	Finol Oils Limited	Independent Irish Health Foods Ltd.
DPD Ireland	First Solutions Limited	Industrial Packaging
Dromone Engineering Ltd	FISC Ireland	Inglot Ireland Ltd
DTZ	Fitzwilliam Place Management Ltd	Inland Fisheries Ireland
Dublin Gazette Newspapers	Fitzwilton Limited	Insurance Institute of Ireland
Duggan Steel Group	Flexsource Solutions	Invesco
Dulux Paints	Flynn and O'Flaherty	Ipsos MRBI
EA Bioware	FMI	Ire-Wel Pallets Limited
EAP Consultants	Focus Promotions	Irish Bank Resolution Corporation
Eason and Son Limited	Foffit	Irish Cement Ltd
Easy Trip	Fota Island Resort	Irish Farmers Journal
Ebay Inc	Fyffes PLC	Irish International Group
EGB Ireland Ltd	Gam	Irish League of Credit Unions
Ei Electronics	Gap	Irish Payroll Association
Eircom	GE Capital	Irish School of Motoring
Eirgrid	General Atlantic Corporation	Irish Stock Exchange
Eli Lilly & Co Ireland	General Logistics Systems	iSite
Embellish	Gerson Lehrman Group	ISS Facility Services
EMC Ireland	GHD	ITG
Emkar Freight Ltd	Glanbia	Ivor Fitzpatrick and Company
Endress & Hauser	GlaxoSmithKline	James McMahon Ltd
Energie Fitness	Global Partnerships	Janssen
Enersol	GloHealth	Java Clinical Research
Ennis PKR Ltd	GLS	JCDecaux
Enterprise System Partners Limited	Google Ireland	John J Galvin & Son Ltd
Environmental Protection Agency	Gourmet to Go	Johnson & Johnson
Environmental Risk Solutions	Graphic Display Systems	Johnson Bros
Ernst & Young	Greenfield Foods Limited	Johnston Publishing (NI)
ERSI Ireland	Grosvenor Cleaning Services Limited	JP Morgan
ESB	Group Buying Organisation	Junction 14 Mayfield
ESI Technologies	Hallmark	Karen Hickey, Inspire Fitness
ESM Digital Solutions	Harvey Nash Ireland	KBC Asset Management
Esso	Harvey Norman	KCC Architectural
Eurest Compass Catering	Helsinn Birex Pharmaceuticals Ltd	Keepers & Procedures Ireland
Eurofund	Hickeys Fabric Shop	Kerry Biofuels
Euromedic	Hodson Bay Hotel	Keypoint Abrasives Ltd
European Refreshments Ltd	Hoey's DIY	Kilroys Solicitors
Eurostyle Limited	Homecare Medical Supplies Ltd	Kirby Group
Event Strategies Ltd	Horse Racing Ireland	Knowledge Systems & Research
EW Technologies	HRM Recruitment Group	Kora Healthcare
Expert Hardware	HSBC	Kostal Ireland IT Department
Fáilte Ireland	HSE	KPMG
FBD Insurance	I P S I	Ladbrokes (Ireland) Limited
Fehily Timoney & Company Ltd	IBM	Laya Healthcare
Fexco	IBOA	Leo Pharma
Fineos Corporation Ltd	ICT Services	LinkedIn
Fingal Aviation Services Ltd	IFG	LK Shields Solicitors
Finglas Miha Bodytec	IFTA	Londis

Magee Clothing Ltd.	Noonan	Rabodirect
Magellan Aviation Group	Northern Trust	Rational FT Services Ireland Ltd
Magnet Networks Ltd	Novartis Ireland Ltd	RCI Call Centre
Mainstream Renewable Power Ltd	Nutricia Advanced Medical Nutrition	Realex Payments
Market Cross Shopping Centre	O2	Recorded Artists Actors Performers
Marriott International	Obelisk Group	Redtree Recruitment
Marriott Vacation Club International	Obus	Rehabcare
Marsh Ireland	O'Carroll Engineering	Reliance Precision Limited
Matheson Solicitors	O'Connor Autotours Ltd.	Renaissance Products
Matrox Europe Ltd	Omnipay	Renaissance Services of Europe
Maurice Johnson & Partners	O'Neill Strategic Property Advice	Research In Motion UK Ltd
McCardle Engineering	Openet	Revenue Commissioners
Meaghers Pharmacy	OpenJaw	RGA International Reinsurance Co Ltd
Meaghers Wholesale	Orafol	Roadbridge Ltd.
Meaneys Centra Supermarket	ORC International	Roadtrain Warehousing & Distribution
Meath County Council	Originate Create	Roche
Megazyme International Ireland	Origo	Royal London Plus
Menapia Properties	Osg	RR Donnelley
Merc Partners	Ovelle & Elave Skincare	RSA
Mercer	P & G Manufacturing	RTE
Merck Millipore	P Mac Ltd	Saint-Gobain
Merriman Hotel Group	P Plunkett Ltd	Salesforce
Merrion Hotel	Paddy Power	Salon Services
Merry Mullen Chartered Accountants	Panda.ie	Sam Mccauley Chemists
Metlife	Paul O'Connell & Associates	Sanmina SCI
Michael Beatty and Company Limited	Pavement Management Services	Sanofi Aventis
Michael Moore Car Sales	Peevers Slye Cotter	Scotch Hall Shopping Centre
Microsoft Ireland	Penneys	Senator Windows
Millward Brown Ims	Pershing	Sendmode
Mitsubishi Motors Ireland	Pexus	Servier (Ireland)
Monaghan Cashmeres	PILZ Ireland Industrial Automation	SI Edwards
Morgan Stanley Fund Services (Ireland) Limited	Pioneer Investments Management Limited	Simultrans Ltd
Move Me Ireland Zumba Fitness	Platinum Paper Ltd	Skillpages
MPAR Limited	PM Group	Skoda Ireland
MRBI	Port of Cork Company	Smurfit Kappa Group
MSD	Prestigious Textiles	Sodexo Ireland Ltd
Mundipharma Pharmaceuticals Ltd	PriceWaterhouseCoopers	Softco Ltd
Murex Advanced Technologies	Proctor & Gamble	SoftTrace LTD
Musgrave Wholesale Partners	Prometric Ireland	Solas Geal Distribution
Mycold Limited	Public Service Executive Union	Somers Dublin Limited
Mylan Ireland Limited	PwC	Sony Ireland
National Chemical Company	QAD Ireland Limited	South East Bic
National Transport Authority	QAD Ireland Limited	South Tipperary VEC
Netgear International Limited	PWC	Specsavers
New Balance Athletic Shoes (UK) Limited	QAD Ireland Limited	Spillane Sand and Gravel
New Ireland Assurance Co	Quality Freight Ltd	Spraoi Linn
Next PLC	Quintiles Ireland Ltd	St James's Place International
Noonan		

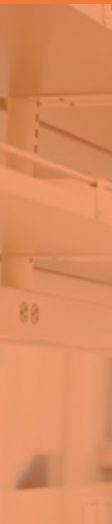
Standard Life	Ulster Bank
State Street Alternative Investment Solutions	Ultimate Windows Ltd
Sterval	Unipharm Group
Structured Finance Management Corporate Services Ireland Limited (SFMCSI),	Unitedhealth Group
Stryker Ireland Ltd	Universal Music Ireland
Sungard	Upfront Analytics Ltd
Sutton Pharmaceutical Engineering	UPMC
Symantec Limited	VCE Technology Solutions Limited
Tab Financial Services	Vizeum Ireland
TATA Consultancy Services	Vodafone Ireland
Teagasc	Volkswagen Group
Team Actimel	Volvo Car Ireland Limited
Technically Write IT	Vow
Ted Baker	Water Technology Ltd
Tedcastle Lubricants	Wavin Ireland
Tekelek Europe Ltd	Wells Fargo Bank International
Teradata	Westwood Club
Teschem Engineering Ltd	Whitechapel Film Productions Limited
Tesco Ireland	William Grant & Sons Irish Brands Limited
The Body Shop	Willis
The Institute of Bankers in Ireland	WM Cyril McGuinness Ltd
The Irish Daily Star	Wood Industries (Rathdrum) Limited
The Irish Sun	Wyeth Nutritionals Ireland
The KCR House	Xerox Europe Limited
The Nielsen Company	Xilinx
The Pensions Board	Zuma Fitness
The Source Software	Zurich Ireland
Thermodial	
ThermoSafe Brands	
Thomas Cox	
Thomson Airways	
Thornton & Partners Loss Adjusters	
TK Maxx - Drogheda location	
TNT Express	
Today FM	
Toni & Guy	
Topaz Energy Ltd	
Total Produce	
Tradecraft Building Products Limited	
Trader Media Group	
Trident Cleaners	
TTM Ennis	
TV3	
Twitter	
Tynagh Energy Limited	
UBS Investment Bank	

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	Survivors Supporting Survivors	Mr K. Wylie



THE VISION OF A FUTURE CANCER WITHOUT



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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