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Welcome from the Chairman of the Board of Directors

In 1995, when Maggie Keswick Jencks drew up her blueprint for a Cancer Caring Centre, her vision was simple: a beautiful place full of light and open space, with a big kitchen table at its heart. A place where people with cancer, their families and friends could find the emotional, social and practical support they need. Maggie did not live to see that first Centre open, but her vision lives on in the rapidly expanding network of Centres that bear her name.

As more people live longer with cancer, so the need for Maggie's grows. The Board have adopted a new plan to double the number of Maggie's Centres from 15 to 30 and increase the number of visits each year to 300,000. This plan will only be brought to fruition with the help of our many friends, supporters and volunteers.

This planned growth builds upon our successes over the last 17 years, and particularly, in 2012 when Maggie's Centres received a remarkable 15% more visits than in 2011. The 125,000 visits to our 15 Centres (including our Online Centre) included 13,000 people newly diagnosed with cancer and 12,000 of their family and friends, who experienced the support available at a Maggie's Centre for the first time.

2012 was also another good year for Maggie's financially; we raised £15.7million of which £13.4 million was income and £2.3million was new pledges, which will be redeemed as new Centres are constructed. Our pledge bank now totals £8.4

Maggie's vision was of a Centre where people with cancer, their families and friends could find practical, emotional and social support. The growth of our organisation is built on that vision and upon the hope that one day everyone with cancer will have access to the support they need.

A handwritten signature in black ink, appearing to read 'Nigel Cayzer', is set against a light grey rectangular background.

Nigel Cayzer

partnerships - where we launched a joint 'cancer in the workplace' initiative - as well as in individual giving and legacies. The market for cycling, running and hiking events remains competitive, so we did well to achieve an increase on the previous year's income from these. We also invested in our online fundraising platform and the infrastructure required to support effective fundraising across our network of Centres. As noted above, the £5.0million of campaign income allowed us to agree to start building new Centres in Newcastle, Aberdeen, Oxford and Lanarkshire.

4. [To increase the awareness of our existence amongst the general public and demonstrate the value of our activities to our stakeholders](#)

We continued to develop awareness and understanding of Maggie's amongst the general public as an expert and leader in cancer care. Media support is an important aspect of building awareness in a cost effective way and we developed our relationships with the key media partners that work with us. A review of our marketing and communications identified opportunities to further increase awareness and understanding to support our programme and fundraising activities and we will be investing in these opportunities in 2013.

5. [To recruit, retain and develop teams of suitably skilled and motivated staff, who consider themselves to be valued and well managed](#)

During 2012, we increased the number of staff, to almost 150, to meet the requirements of our Centres for expert staff and of our fundraising and administrative operations for skilled and motivated individuals. Importantly, we strengthened our senior management team with the recruitment of an Operations Director and Property Director. We also invested in the induction of new staff and development of our existing staff.

Our plans for the future

Having witnessed the positive impact our Centres have had for people with cancer over the last three years, during 2012 we developed our plans to support more people in the future. In doing so, we considered the key challenges in cancer care and support and consulted with people who use our Centres and our key stakeholders.

Challenges

The key future challenges in cancer care and support include:

2. [Evidence-based cancer support](#)

Everything we do is evidence based. This means that our programme of support has been developed based on what has been shown in the UK and internationally, both in research literature and clinically, to be effective in supporting people with cancer.

3. [The design of our buildings](#)

Great architecture is central to the care Maggie's offers; and to achieve that, we work with great architects.

4. [Our culture](#)

Maggie's is founded on an approach that is tailored to the individual, that enables people to thrive and that is contemporary and modern.

I am delighted that Maggie's also continues to have a unique relationship with the NHS. The strength of this relationship with people responsible for cancer care at NHS Trusts and at national level has been critical to our success so far. We are proud that our Centres are located in the grounds of NHS hospitals and are focused on ensuring that our programme complements the clinical care provided by the NHS.

[Our ambition for the future](#)

It is our ambition that Maggie's will:

double the number of Maggie's Centres open to support people with cancer; and
treble the number of new people we support each year.

In the UK, this ambition will mean that there will be a Maggie's Centre open at major cancer hospitals, which are accessible to around half of people in the UK (with nearly 50% coverage in England, 100% in Scotland and over 70% in Wales). Our Online Centre will be available and accessible to more people. Internationally, we will pilot Centres in partnership with hospitals and funders.

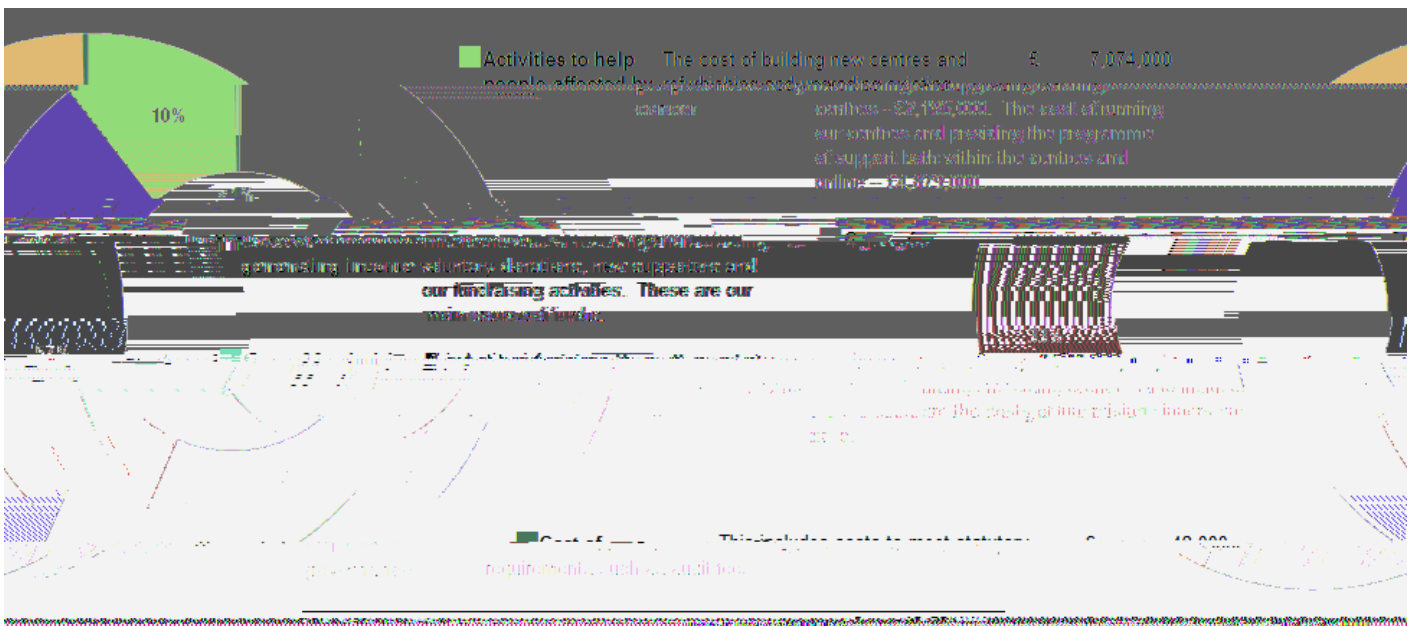
We aim to be recognised internationally as a leading provider of individually-tailored cancer support delivered by professional experts, through a network of inspiring places and based on a world-class, evidenced-based programme, which is valued by the people it supports.

Financial Highlights

How we raised our money in 2012



How we spent our money in 2012



Directors' Report

Introduction

The Directors are pleased to present their Report and Financial Statements for the year ended 31 December 2012.

Maggie Keswick Jencks Cancer Caring Centres Trust (referred to as Maggie's or the charity) is constituted as a company limited by guarantee, registration number SC162451. Maggie's is registered with the Office of the Scottish Charity Regulator under registration number SC024414.

The Directors of the charity are its trustees for the purpose of charity law but throughout the report are collectively referred to as Directors. Details of the Directors and Officers during the year are set out at the end of the Directors' Report.

At the end of 2012 the general reserve fund stood at £2.2 million. |

- (f) To initiate training programmes for individuals concerned with the care and psychological and physical well-being of cancer patients.
- (g) To publish and distribute the results of research into the care and psychological and physical well-being of cancer patients.

In so far as the Directors are aware:

There is no relevant audit information of which the

Independent Auditors' Report (cont'd)

Matters on which we are required to report by exception

CONSOLIDATED BALANCE SHEET

AS AT 31 DECEMBER 2012

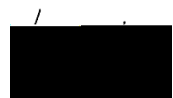
	Notes	2012 £'000	2012 £'000	2011 £'000	2011 £'000
Fixed assets					
Tangible assets	7		20,702		19,184
Current assets					
Debtors	8	1,649		1,317	
Cash at bank		7,569		6,464	
		-----		-----	
		9,218		7,781	
		-----		-----	
Current liabilities					
Creditors	9	1,134		1,210	
		-----		-----	
Net current assets			8,084		6,571
			-----		-----
Total assets less current liabilities			28,786		25,755
			=====		=====
Funds					
Endowment Fund	11		250		250
Restricted Funds	11		20,505		17,496
Unrestricted Funds:					
Designated capital asset fund	11		4,734		4,649
Designated new Centres development fund	11		1,119		1,206
General fund	11		2,178		2,154
			-----		-----
			28,786		25,755
			=====		=====

Approved by the Board of Directors and signed on its behalf by:



.....
Nigel Cayzer

Director



.....
Laura Lee

Director

10 June 2013

Company Number: SC162451

The notes starting on page 19 form part of these financial statements.

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NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2012

1. Accounting policies

Accounting convention

The financial statements are prepared under the historical cost convention and comply in every material respect with the Statement of Recommended Practice – Accounting and Reporting by Charities (SORP 2005) issued in March 2005 and with applicable United Kingdom Accounting Standards, the Companies Act 2006, the Charities and Trustees Investment (Scotland) Act 2005 and the Charity Accounts (Scotland) Regulations 2006 (as amended).

Consolidation

These consolidated financial statements comprise the financial statements of Maggie Keswick Jencks Cancer Caring Centres Trust, Maggie's Trading Limited and the Mary Wallace Foundation. The dormant charities noted in note 12 have not been consolidated on the basis of materiality.

Going Concern

These financial statements have been prepared on a going concern basis. The directors have assessed the Company's ability to continue as a going concern and have reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future. Thus they continue to adopt the going concern basis of accounting in preparing these financial statements.

Donations and grants

Donations and grants are recognised in the year in which they are received or receivable, whichever is the earlier, unless they related to a future time period in which case they are deferred.

Legacies

Legacies are credited to the Statement of Financial Activities as soon as the conditions for receipt have been met and there is reasonable assurance and accuracy in respect of the amounts receivable.

Bank interest

Interest on deposits is dealt with on an accruals basis.

THE MAGGIE KESWICK JENCKS CANCER CARING CENTRES TRUST
(Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2012 (CONT'D)

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THE MAGGIE KESWICK JENCKS CANCER CARING CENTRES TRUST
(Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2012 (CONT'D)

	2012 Number	2011 Number
£ 60,000 - £69,999	5	4
£ 70,000 - £79,999	3	2
£ 80,000 - £89,999	-	1
£90,000 - £109,999	1	-
£110,000 - £119,999	1	2
£120,000-£129,999	1	-
	=====	=====

These employees have retirement benefits accruing under a defined contribution scheme. Contributions totalling £65,082 were made in the year (2011: £50,161).

	2012 Number	2011 Number
Number of employees with retirement benefits accruing under:-		
Defined contribution schemes	82	75
	=====	=====
NHS Superannuation scheme	31	32
	=====	=====

6. Taxation

The company is a registered charity and enjoys the tax advantages commensurate with that status.

7. Fixed Assets- Group and Company

	Freehold Land & Buildings £'000	Tenants Improve- ments £'000	Office Furniture and Fittings £'000	Equipment & Computer Software £'000	Total £'000
Cost					
At 1 January 2012	2,180	18,190	771	667	21,808
Additions	-	2,018	76	101	2,195
	-----	-----	-----	-----	-----
At 31 December 2012	2,180	20,208	847	768	24,003
	-----	-----	-----	-----	-----
Depreciation					
At 1 January 2011	43	1,500	500	581	2,624
Charge for year	44	462	99	72	677
	-----	-----	-----	-----	-----
At 31 December 2012	87	1,962	599	653	3,301
	-----	-----	-----	-----	-----
Net book value					
At 31 December 2012	2,093	18,246	248	115	20,702
	=====	=====	=====	=====	=====
At 31 December 2011	2,137	16,690	271	86	19,184
	=====	=====	=====	=====	=====

8. Debtors

	Group		Company	
	2012 £'000	2011 £'000	2012 £'000	2011 £'000
Other debtors and prepayments	1,649	1,317	1,637	1,317
	=====	=====	=====	=====

Debtors include accrued legacy income, grants, gift aid and bank interest receivable at 31 December 2012.

9. Creditors

Group Company

THE MAGGIE KESWICK JENCKS CANCER CARING CENTRES TRUST
(Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2012 (CONT'D)

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	2012 £'000	2011 £'000	2012 £'000	2011 £'000
Amounts due to subsidiary undertaking	-	-	62	-
Other taxes and social security costs	197	196	197	196
Other creditors	710	906	636	906
Accruals	22	21	22	21
Deferred income	205	87	205	87
	-----	-----	-----	-----
	1,134	1,210	1,122	1,210
	=====		=====	=====
	=====			

Other creditors include amounts outstanding including retentions for construction work completed during the year

THE MAGGIE KESWICK JENCKS CANCER CARING CENTRES TRUST
(Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2012 (CONT'D)

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11. Movement in funds

		At 1 January 2012 £'000	Incoming resources £'000	Outgoing resources £'000	Transfers £'000	At 31 December 2012 £'000
Endowment fund:						
Blakenham Fund	(i)	250	2	-	(2)	250
		=====	=====	=====	=====	=====
Restricted funds:						
Centres capital funds:	(ii)					
Operational Centres		13,507	-	(578)	-	12,929
Centres under development:		3,478	4,545	(1,019)	-	7,004
Restricted revenue funds:	(iii)					
Centre programme funds		442	810	(722)	-	530
Big Lottery Fund for Maggie's London		-	79	(79)	-	-
Big Lottery Fund for Maggie's Lanarkshire		34	103	(137)	-	-
Big Lottery Fund for Maggie's Oxford		2	163	(151)	-	14
Fundraising and publicity funds		33	-	(5)	-	28
		-----	-----	-----	-----	-----
Total restricted funds		17,496	5,700	(2,691)	-	20,505
		=====	=====	=====	=====	=====
Unrestricted funds:						
Designated funds:						
Capital asset fund	(iv)	4,649	-	-	85	4,734
New Centres Development Fund:	(v)	1,206	423	(10)	(500)	1,119
General fund	(vi)	2,154	7,234	(7,627)	417	2,178
		-----	-----	-----	-----	-----
Total unrestricted funds		8,009	7,657	(7,637)	2	8,031
		=====	=====	=====	=====	=====
Total funds		25,755	13,359	(10,328)	-	28,786
		=====	=====	=====	=====	=====

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2012 (CONT'D)

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release from the New Centres Development Fund following successful completion of the fundraising campaign.

12. Subsidiary Companies

The Maggie Keswick Jencks Cancer Caring Centres Trust has the following subsidiary companies with the same charitable objects as the Trust, both are registered in Scotland:

THE MAGGIE KESWICK JENCKS CANCER CARING CENTRES TRUST
(Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS

