Because I need more than medicine
Our Impact in 2018
Our core purpose
To bring health and enrichment to every life affected by cancer

Our vision
To reach more people with our Bristol Whole Life Approach
Penny Brohn UK is the UK’s longest standing charity asserting that to live well, people affected by cancer need more than medicine. The charity has enabled thousands of people to live well with cancer through its whole person approach. Our Bristol Whole Life Approach offers people personalised care from the point of their cancer diagnosis into treatment and throughout their survivorship. Our approach works alongside standard medical treatment to achieve the best health and wellbeing by supporting the psychological, emotional, spiritual and physical needs of people affected by cancer through a range of free educational and hands-on Living Well services.

Cancer changes everything - for the person diagnosed and for all those who love them. We want and need doctors to provide us with exceptional medical care. But people need more than medicine alone. To truly live well with cancer, people need to feel empowered to reclaim control of their health, to recover what it was that made them feel whole in the first place, and to rediscover the joy of living.

For almost 40 years we have been working compassionately alongside people with cancer, placing them at the heart of all we do. Their voice informs our new five year strategy and is driven by three key strategic themes:

**Our Bristol Whole Life Approach:**

- **Mind**
- **Body**
- **Emotions**
- **Spirit**

- **Whole Person**
- **Mindset**
- **Communication**
- **Emotional**
- **Physical**
- **Spiritual**

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**Reaching more people with cancer**

Our National Centre is the only residential cancer retreat in the UK and we have been reaching out beyond these walls. 70% of our clients report a clinically significant improvement in their main cancer related concern. We want to offer the Bristol Whole Life Approach free to every person affected by cancer. This year we have extended our nationwide accessibility again and are working towards becoming relevant to the broadest range of society.

**Advocating an integrative approach for people with cancer**

We champion the unmet holistic needs of our clients by raising awareness that people with cancer need more than medicine and calling for a more integrative approach to cancer care. People do not know where or how to get support to live well with their cancer nor are they always encouraged to do so. They need to do more than just survive. We offer people a place to share their experience with others and give them a voice into their cancer care to regain some control of their life.

**Academy providing education and excellence**

Our Academy plays a significant role in publishing data which influences our partners’ agendas and educates clients and healthcare practitioners to understand the benefits of integrating conventional medicine with living well practices. In addition, we carefully ensure all our practitioners have appropriate accreditation.
It has been a busy year across the organisation featuring some stand out achievements such as: opening new Living Well services in Liverpool, Cambridge, Ayrshire, Windsor and Bournemouth; reaching more deeply into communities with 23% of people attending our Living Well courses in our regions from black, Asian or mixed ethnicity populations and launching the ‘Because I need more than medicine’ campaign to advocate for clients’ unmet holistic needs. Pleasingly this has been achieved alongside a 5% increase in visits (total 13,427) across the services programme.

Our achievements are, of course, a testament to the dedication of our incredible staff team who have supported an increase of 14% new registrations through our service programme this year; the unfailing generosity of Walk the Walk and other funders, and over 11,500 hours of work from our superb volunteers including our dedicated Trustee group. We believe that this commitment, combined with our clients’ willingness to tell their inspirational stories, ensures that our charity is in a strong position to realise our strategy as we look to our future.

Francesca Barnes Chair, Penny Brohn UK
Eight months after attending the Approach course I hit a low. I attended the Treatment Support Clinic, hearing other people’s stories showed me that how I was feeling was normal. Penny Brohn UK has given me the tools I need to fall back on, should I feel overwhelmed or stressed. I pick up the indicators a lot earlier and know how to deal with it, before it takes over.

Joanna

Joanna was a leading project manager in an arts and health consultancy when she was unexpectedly diagnosed with breast cancer following a random mammogram. The support she found at Penny Brohn UK would end up changing her life completely.

I was diagnosed with breast cancer at the age of 49. There wasn’t a single part of me that considered that there could be a problem, not even when I received a letter asking me to come back for further tests. I felt fine, hadn’t been ill for years...

I came on a Living Well course after my first operation. It was a real eye-opener. I realised that I had been living a one-track lifestyle of work and stress. I wasn’t doing what I needed to do to relax, I wasn’t eating properly, I wasn’t exercising or sleeping well.

Since then I’ve used many of the Living Well services at Penny Brohn UK including the Approach. Talking about my fears about working and fitting in looking after myself with Dr Zolman really changed things for me. She encouraged me to play more – play with exercise, music, art and writing. Together we mapped out an action plan which I still have on my wall and often refer to today.

Since my diagnosis, operation and treatment I have started a new career, my husband has left his job and we are in a completely different financial state of being, but we’ve never been happier.
Reaching more people with cancer

What we want to achieve by 2023

We will increase the number of people from all backgrounds who can access the Bristol Whole Life Approach.

Every two minutes someone in the UK is diagnosed with cancer. The national incidence rate for all cancers combined has increased by 13% since the early 1990s. Currently an estimated 2.5 million people are living with cancer. Macmillan predicts that within the next 20 years, one in two of us will be directly impacted by the disease. We want everyone with cancer to have the opportunity to access our Living Well services no matter who you are and whatever your circumstances.

Our reach in 2018:

- 13,519 registered clients (+14%)
- 3,391 first time visits (+14%)
- 13,427 total number of visits (+5%)
- 2,796 through community outreach (+21%)
Increased nationwide access to our services

We have reached more people this year than ever before. Our service programme is comprehensive and of high quality. Since 2010 we have been able to offer all services free of charge. We are delighted to have significantly improved the number of people who are accessing services across the portfolio. Whilst we did not reach the ambitious 10% increase in visits, we did experience a 5% uplift to 13,427. Pleasingly, we also increased our overall registrations by 14% to over 13,000.

Increased free access at the National Centre

This year we aimed to significantly increase the residential programme to meet the growing demand for our services; keep waiting times to a minimum and, in particular, respond to client feedback by offering some specialist courses such as Living Well for young adults with breast cancer. We witnessed a 7% increase: 477 more visits in the number of clients attending our residential courses versus 2017.

Utilisation is strong and stable at 76% compared to 75% last year and overall capacity increased by 8% across the full portfolio of courses in 2018.

Invested in digital activity to increase our engagement and reach

We deliberately invested in a strategy to increase digital content to encourage engagement and sharing and to drive audiences to our website. This strategy saw total website traffic increase by 13% on 2017 with website sessions averaging 10,882 per month with around 75% of these from new users. Brand awareness across all our social media platforms regularly reached over 145,000 users per month with engaged users averaging 5,379 per month compared to 3,087 in 2017.

Increased geographic access through like-minded partnerships

We have managed to extend our geographic reach, beyond the National Centre in Bristol, through partnership working. This year we successfully opened two new wellbeing suites within the GenesisCare Diagnostic and Treatment Centres in Windsor and Cambridge. We are currently operating from eight of these specialist oncology centres across the UK. We have also launched new partnerships with Liverpool Cancer Help Centre, known as Sunflowers, in Liverpool and Wessex Cancer Trust in Bournemouth to offer Living Well courses in the community.

We now partner with 28 organisations: 16 third sector organisations, three private companies and nine NHS Trusts. These partnerships include Macmillan, CancerWise, Marie Curie, The National Centre for Integrative Medicine (NCIM), The Mulberry Centre, Olive Tree Cancer Centre, the Bristol Haematology and Oncology Centre and Dumfries House in Ayrshire.

Through our partnership approach we aim to add value by finding cost effective new ways to increase service capacity to help more people live well with cancer.
Improved inclusion

We have been steadily broadening our demographic reach to support a more diverse range of people and reach into communities who do not feel our services are culturally aligned to their living well needs.

We are pleased that our regional work has been proven to reach more deeply into communities with 23% of people who attend our non-residential Living Well courses from black, Asian or mixed ethnicity compared to 10% at the National Centre. We have been partnering with Macmillan in Staffordshire which targets Health and Wellbeing for diverse groups and working specifically with a Walsall BAME group. We have presented at the Cancer Awareness conference organised by Meet and Mingle, a voluntary, non-profit charity organisation, in Slough. This organisation helps to empower women affected by cancer and support them during their experience.

We understand that there is a gap in our understanding of how Living Well services can be offered in a way that is empathetic and relevant to different communities. We intend to tackle this and, in particular, try to address some of the demographic health inequalities in Bristol by embedding Community Engagement Facilitators into the city to explore ways of increasing access to our services.

2018 Performance

<table>
<thead>
<tr>
<th>KPI</th>
<th>2018 Target</th>
<th>2018 Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase the access to our free services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• The number of registrations</td>
<td>13,432</td>
<td>13,519</td>
</tr>
<tr>
<td>• The number of new clients</td>
<td>2,600</td>
<td>2,752</td>
</tr>
<tr>
<td>• The number of visits to free services</td>
<td>14,156</td>
<td>13,427</td>
</tr>
<tr>
<td>• The number of people who visit our website</td>
<td>120,000</td>
<td>130,585</td>
</tr>
</tbody>
</table>

Access to our free services by maintaining our residential programme by:

1. New registrations up by 15%
2. New clients up by 3,000
3. Provide over 14,000 places for free services
4. Reach over 140,000 people through our website

Access to our free services by maintaining our non-residential Living Well programme by:

1. New registrations up by 15%
2. New clients up by 3,000
3. Provide over 14,000 places for free services
4. Reach over 140,000 people through our website

Seek out compatible partners where we can add value to their offering.

The demand from our existing partners is also increasing and we fully expect to see the opening of four additional Wellbeing suites at GenesisCare centres in 2019. We will continue to be open to and actively explore new ways of working and hope to secure a further five new partnerships next year with like-minded organisations where we can further extend service capacity to help more people with cancer.

Focus on engagement with hard to engage groups beyond the National Centre through non-residential Living Well services.

We are recruiting Community Engagement Facilitators to work with these communities at a grass roots level. These new roles are designed to understand community attitudes to cancer, review what is already in place and explore how we can work alongside to help. This is expanding on our current outreach work at the Bristol Haematology and Oncology Centre.

Innovate by piloting a Penny Brohn destination on the high street.

We believe that a community presence will help us to reach more people. We aim to build visibility within communities by creating a high street destination offering Living Well services and self-management resources such as nutrition advice, books and food, alongside the more traditional donated goods shop model and coffee shop. We intend to take extended space to offer services such as complementary therapy and group work for people with cancer as well as those in a close supporting role. The aim is to create a self-sustaining model funded directly from any surplus made by the shop. We anticipate the pilot venue will launch in Bristol or Bath in 2019 with the view that, if successful, we will have a replicable, sustainable and scalable model for our future.

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Advocating an integrative approach for people with cancer

What we want to achieve by 2023

At Penny Brohn UK, we will not allow cancer to stand in the way of making every life as good as it can be.

By championing an integrative approach to living well with cancer, we provide a vital platform for people to find their voice to help shape their own cancer experience. In a meta-study examining unmet needs in newly diagnosed cancer patients the authors found that up to 93% of participants had unmet holistic needs1. We believe that people do not know where or how to get support to live well with cancer and that they are not always encouraged to do so. It remains highly unlikely that the NHS alone will be able to address this issue.

We aim to promote and strengthen client voice by proving that people do experience a clinically significant improvement in their concerns and wellbeing by engaging with living well practices.

Our clients in 2018:

80% are making positive lifestyle changes
70% have a clinically significant improvement in their main cancer concern
86% have an improved ability to self-manage their health
48% experience a clinically meaningful improvement in their activation to health
23,400 nourishing, healthy meals to clients and supporters


I credit the NHS with saving my life and Penny Brohn with showing me how to live it.”
Jennie
Prevalence of long-term psychological distress in cancer patients ranges from 20-66% and many physical and social needs remain unrecognised and unaddressed.

Because I need more than medicine

We have launched the ‘Because I need more than medicine’ campaign to recognise and increase awareness of people’s unmet holistic needs and to champion a more integrated approach to cancer care.

If we are to truly champion the holistic needs of people with cancer, break down barriers and give them a voice that effects real change at the very heart of the healthcare establishment, we need to speak in a way that is relevant, clear and evidence based.

We have identified a number of barriers that get in the way of this ambition. One of these barriers is language. We were aware that some of our language and terminology was hard to understand and as a result was possibly not connecting with people outside our core client base.

The landscape is changing as more people are living with cancer than ever before. As a result, the narrative is also changing – the lexicon still includes death and dying but now includes living well and to do this we need more than medicine. We are moving into language that speaks to survivorship and living life to the full. About believing that a cancer diagnosis doesn’t define you and that you can find a way to live well despite the psychological and emotional challenges that come with living with an uncertain future.

We believe that ‘Because I need more than medicine’ provides a platform for communication and stimulus for dialogue that demands better integrated support for people with cancer. Using this campaign to amplify their voice and as a basis for our advocacy work we believe we will see increased engagement to create a growing movement that supports the need for more than medicine and, crucially, recognises Penny Brohn UK as the go-to organisation for Living Well services for people with cancer. Through increased engagement and collaboration we will provide a blueprint for more integrated cancer care which helps alleviate the growing burden upon the NHS.

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A skilled Research and Evaluation team has been transformational in enabling us to measure, evaluate and evidence the impact and effectiveness of our work. This evidence provides strong argument for the effectiveness and impact of our services to support people to live well with cancer.
We can confidently report that our clients say2:

- 80% are making positive lifestyle changes
- 70% are showing clinically significant improvement in their main cancer related concern
- 86% have an improved ability to self-manage their health
- 48% experience a clinically meaningful improvement in their activation to health.

This should enable and empower individuals to have more open discussions with their loved ones and healthcare teams about living well strategies.

We are internationally recognised specialists in the use of an evaluation tool called MYCaW (Measure Yourself Concerns and Wellbeing). The evaluation allows us to comprehensively understand the concerns that people with cancer have and how they can be reduced to allow them to thrive. We believe that we strengthen our clients’ voice by publishing information and gaining credibility with healthcare professionals about the importance of our Living Well services.

In addition, robust evidence of the benefits of our approach is key for healthcare organisations and service providers considering partnering with us. It has also proved instrumental in convincing potential funding partners of the efficacy of investing in Penny Brohn UK.

This year we have achieved a series of key publications in peer reviewed journals and evaluation reports which have added value to the body of evidence we are building to underpin our work.

More than ever this year we have listened and responded to our clients’ feedback through the development of a clear CQI process. Responding to feedback we aim to introduce new specialist services including:

- The introduction of services specifically for people with advanced disease including provision to help people prepare for dying well; tailored courses as well as community groups and psychological support.
- The introduction of bereavement services; one-to-one and group psychological support for the families of loved ones left behind.
- Improved access to residential programmes at the weekend and specialist Living Well courses for young women, under 40s and people with advanced cancers.

We have run some of our existing services specifically for people with advanced disease and introduced new staff training and services to enable us to help people prepare for dying as well as possible such as Dying Matters workshops and client talks and discussions with inspirational writers and speakers. The bereavement service is in the design phase as we collaborate with clients and supporters to ensure it meets their needs. We support many people through their grief on a one-to-one basis.

Demand for new specialist and residential weekend courses has been slower than anticipated but those who have benefited from the services have given good feedback. We will continue to offer and test a limited weekend programme next year.

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<table>
<thead>
<tr>
<th></th>
<th>2018 Target</th>
<th>2018 Result</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Utilisation:</strong></td>
<td>75%</td>
<td>76%</td>
</tr>
<tr>
<td>Using ‘Because I need more than medicine’ to drive awareness and utilisation of services.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Making a difference to lived experience:</strong></td>
<td>70%</td>
<td>70%</td>
</tr>
<tr>
<td>Demonstrating that living well practices make a clinically significant difference to the concerns of people with cancer.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Listening and responding to clients:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Through a process of Continuous Quality Improvement (CQI).</td>
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</table>

**Our aims for 2019**

1. **Wider dissemination of the “Because I need more than medicine” campaign**
   
   To increase awareness of the unmet needs of cancer patients and improve advocacy from healthcare professionals for our integrative approach. We will be investing in the campaign locally and nationally.

2. **Continued pursuit of advocacy**
   
   Through vital research and evaluation which enables us to evidence the effectiveness and impact of our services. Importantly, to publish credible information and data which strengthens our clients’ voices.

3. **Further respond to client feedback by launching a new Reconnect service which enables them to check back in; to re-learn and reconnect with the Bristol Whole Life Approach**
   
   We will work with clients on techniques to reconnect into specific areas of our approach that will reboot their wellbeing. For clients living with cancer it will be a useful refresher as well as an opportunity to speak with others in a similar situation about how they are feeling and how they are coping with their diagnosis.

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“I have experienced moments of abject terror and moments of profound sadness, but this journey has also shown me the depths of my own courage. It has helped me to see the world through new eyes and with a renewed sense of what is really important in life. I now feel more positive about my health, and my life in general, than I did before the cancer, but this journey has been far from easy, and I honestly feel that the support, advice and knowledge provided by Penny Brohn UK has been instrumental in getting me to this point.”

Anna
What we want to achieve by 2023

We are fusing scientific knowledge with practice to deliver the best possible living well with cancer education for our clients. Our Bristol Whole Life Approach is underpinned by compelling evidence that demonstrates the positive impact of an integrated approach for cancer patients.

We aim to influence the healthcare agenda by encouraging clinicians and practitioners to understand the benefits of integrating conventional medicine with living well practices.

We delivered in 2018:

£10.8m potential saving to wider health economy
As evidenced in an independent economic evaluation of our Living Well course
Showing a saving of £13-14,000 per patient

Showing a saving of £13-14,000 per patient

As evidenced in an independent economic evaluation of our Living Well course

£10.8m potential saving to wider health economy

Accreditation and Continuous Professional Development

We currently have accreditation through the Open College Network (OCN) which enables us to deliver high quality internal qualifications that meet the needs of learners and employers. To maintain quality and ensure excellence we delivered four Continuous Professional Development events for our internal facilitator teams.

However, we are also working towards becoming an awarding body regulated by Ofqual in order to establish Penny Brohn Academy as the leading organisation for training and education for Living Well services for people with cancer. The preparation time needed to fulfil all the necessary requirements to achieve this aim is extensive and we predict that it may be 2020 before this ambition is fully realised.

Educating healthcare professionals and practitioners

In line with our plan we are raising awareness of the Bristol Whole Life Approach and have trained over 220 healthcare professionals and practitioners in its benefits, including:

- Delivering a Living Well roadshow at the Britain Against Cancer Conference
- Hosting international visitors from the Institute for Educational Therapy in Japan
- Designing induction and development days for colleagues including Macmillan Support Workers, GenesisCare teams and Cancer Nurse Specialists from Bath and Weston Hospitals
- Delivering a joint clinician open day in partnership with the National Centre for Integrated Medicine for 80 delegates entitled ‘New Ways Forward in Cancer Care’
- Hosting five, fourth year, medical students from the University of Bristol. The students undertook a one month placement at Penny Brohn UK to learn more about how integrative approaches to illness, health and wellbeing like our Bristol Whole Life Approach can help people with cancer.

Excitingly, we have pioneered a new way of partnering with a charity in Liverpool called Sunflowers. We recognised an opportunity to help them broaden their own Living Well services for people with cancer, beyond complementary therapy, by educating their staff to deliver our Bristol Whole Life Approach through the Living Well course.

For the first time we have accredited facilitators in another cancer charity to run services on our behalf. They delivered the first course in November 2018 and we are very excited by the prospect of working with them and other similar charities in the future.

2018 Performance

<table>
<thead>
<tr>
<th></th>
<th>2018 Target</th>
<th>2018 Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>To increase the number of facilitators accredited through Open College Network (OCN) able to deliver our Bristol Whole Life Approach</td>
<td>25%</td>
<td>21%</td>
</tr>
<tr>
<td>Educating healthcare professionals and practitioners about the benefits of using our Living Well services alongside conventional medicine</td>
<td>200</td>
<td>220</td>
</tr>
</tbody>
</table>
Our aims for 2019

1. **Recruit additional staff into Academy**
   To move forward the application process with Ofqual. Whilst we do not expect to be applying in 2019, we will ensure we have reviewed and improved the necessary processes to successfully attain awarding body status.

2. **Deliver a Penny Brohn UK conference for 100+ delegates in November**
   To enable clients and healthcare professionals to engage, exchange and learn together how to offer people more than medicine.

3. **Report on the effectiveness of the Sunflowers partnerships**
   And establish one new pilot of charity partnership working, in a different geographical location, to compare and contrast the findings.

4. **Set up the Penny Brohn UK Scientific Advisory Panel**
   To make sure we have external ratification of information and an understanding of what is on the horizon.
What we want to achieve by 2023

Our staff and volunteers are the lifeblood of the organisation and we will invest in resources to enable them to deliver their work positively.

Ensuring we have a healthy financial position enables us to invest in capability, engagement and technology.

We achieved in 2018:

- 10,000 sponsored miles walked, run and cycled
- 11,500+ hours volunteering saving £90k in salaries
- £416k generated through partnerships with GenesisCare, Macmillan and University of Bristol
- £4.70 raised from every £1.00 spent
What we did in 2018

Finance

Penny Brohn UK receives very little statutory funding, relying overwhelmingly on voluntary income and commercial revenue generated through our National Centre venue and facilities.

Given the challenging economic landscape and political uncertainty, we were delighted to deliver a small surplus. This will be the third consecutive year that we have produced a surplus and we believe the charity has a sustainable foundation from which to invest in its future.

Despite income from fundraising falling short of its ambitious target, underlying performance (excluding legacies) grew 7% year on year. We continue to deploy a diversified income strategy to ensure our funding platform is sustainable. We were particularly pleased with the growth in community and events income and improved engagement with philanthropic donors.

We struggled to recruit and retain staff this year which hampered our partnership efforts with corporates and delayed some trust applications. We believe that restructuring the team to underpin capacity and effectiveness should resolve this issue for 2019.

Pleasingly, we have also been able to improve income generation from the National Centre by offering meeting and conference facilities. We are attracting and hosting synergistic organisations and have seen a 39% year on year increase in value of room bookings and catering income, to £202k. Importantly many customers have made repeat bookings for 2019 and we have high expectations of further growth in 2019 and beyond.

Staff engagement

Staff attrition has mostly fallen in line with target this year and we have improved engagement with our teams. We held an organisational staff day in July which was well attended and, for the first time, included all National Centre staff, contractors and remote workers. Our agenda included topics such as the therapeutic use of nature, creative discussions about the challenges and optimism for the charity’s future and group activities like practising Tai Chi together.

The feedback from the staff team has been positive. It was a vital reminder of how tough it is for our staff who deal with client loss as part of their working life. It is important that we acknowledge regularly the extraordinary work carried out by our staff teams.
Working with volunteers

Our 180 volunteers contributed 11,500 hours of vital support saving the charity approximately £90,000 in staff wages. We thank them for their invaluable contribution. Many of our volunteers live with or support others living with cancer. Volunteers are embedded across the organisation working on our Helpline; in the shop; fundraising; maintenance; finance and administration. Our gardens are kept beautiful and affordable through a committed group of garden volunteers and our drivers make it possible for those without transport to access our services.

In 2018, the aim was to broaden the skill set across the charity and introduce specialist skills; in particular, we have successfully managed to find volunteers with marketing and health and safety skills.

In a new initiative we are piloting a creative-arts based service to provide more tailored therapy through a new partnership with the University of South Wales. We will be hosting a final year student studying a Masters in Art Psychotherapy who will volunteer her time to provide one to one art therapy as well as regular group sessions. Following a review of this pilot we are hoping to be able to support additional students from the Music Therapy Masters and Counselling courses.

<table>
<thead>
<tr>
<th>2018 Performance</th>
<th>2018 Target</th>
<th>2018 Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income growth in line with budget</td>
<td>£3.247 million</td>
<td>£3.062 million</td>
</tr>
<tr>
<td>(fundraising, National Centre income and contractual income)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintain expertise by improving staff engagement and limiting attrition rates to 25% turnover</td>
<td>25%</td>
<td>26%</td>
</tr>
<tr>
<td>Broadening volunteer skill set to provide expert assistance in key departments across the charity</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Thank you

All that we have achieved this year would not have been possible without the fantastic support, commitment and generosity of our supporters.

Thank you to each and every one of our supporters:

- Walk the Walk, for their extraordinarily generous support and funding and all the Walk the Walk walkers who give so much of their time and energy to support cancer charities
- Our supporters and donors who give up their time and money to contribute so generously to our fundraising
- Our partners for their belief and commitment to helping people live well
- Our dedicated, loyal and committed staff and volunteers.

And, to all those using our services, who generously let us into their lives and who continue to inspire us on a daily basis.

We would like to thank:

Every single supporter who left a gift in their Will or in memory of a loved one. Our participants in the Bristol 10k, Bath and Bristol Half Marathon, Cabot Circus abseil, London to Paris cycle ride, London Marathon and other sporting and challenge events. To our loyal event committee members for supporting another superb Ladies Long Table Lunch with entrepeneur, Jacqueline Gold who was awarded the third annual Jackie Collins Inspirational Award and, a wonderful afternoon tea at The Ned in London to specifically raise funds for our vital Living Well services in the capital. To those who have hired our venue and bought tickets for fundraising events including 400 guests at our Christmas Concert in the Clifton College Chapel in Bristol and 200 guests at the Royal Afternoon Tea celebration.


And, finally, a huge thanks to all those individuals who have made our events such a success by giving their time to host, entertain, and make us laugh. And, every single supporter who has offered prizes for the many auctions and raffles throughout the year.

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Conclusion

This year has seen significant progress across each strand of our strategy. This has only been possible because of the enthusiasm and energy from our dedicated staff, volunteers and supporters. The vitality of our work is affirmed every day in our clients’ inspirational stories.

We help our clients to express their fears and concerns. And, importantly, we listen and respond in a way that helps them to regain some control of their life and to live well with cancer.

We believe our ‘Because I need more than medicine’ campaign is a critical step in enabling their voices to influence the way in which cancer is viewed by the wider community and in the healthcare services offered.

Looking forward

Penny Brohn UK has been providing a vital solution to meeting the holistic needs of people with cancer for almost 40 years. With advances in medical treatment we are now twice as likely to live for at least 10 years following a cancer diagnosis than we were in the 1970s when Penny Brohn UK was founded.

Today, the challenge for many is not dying, but living well. Our position, at the forefront of the movement asserting that to live well people affected by cancer need more than medicine, means that we have a responsibility to get the Bristol Whole Life Approach into the hands of as many people as possible.

Demand for our services is rising and this reflects the significant increase in people receiving a cancer diagnosis. We are finding ourselves progressively more pressured to meet the needs of the growing number of people wanting to access our services. However, we believe our financial position is sustainable and can make investment next year to rise to the challenge.

We are excited by our new initiatives: new roles to help more people in our communities; working with more like-minded partners; co-designing services with clients; innovating to test our presence on the high-street and better technology to improve working practices and communications. We are ready to truly champion the holistic needs of people with cancer, break down barriers and give them a voice that effects real change at the very heart of the healthcare establishment: to help even more people live well with cancer.

Laura Kerby, CEO, Penny Brohn UK

Income and expenditure in 2018

Our incoming resources were £3.06 million and we made sure that 76p of every £1 raised was used to help people live well with cancer.

Laura Kerby, CEO, Penny Brohn UK
Penny Brohn UK is the leading charity in the UK specialising in an integrated and whole person approach to cancer support. We recognise that to live well with cancer people need more than medicine.

Our Bristol Whole Life Approach shows that there is more to health than simply what is going on in our body and to be resilient and to function as well as we can, we need to pay attention to our mental, emotional and spiritual wellbeing as well as our physical health.

For more information about our services please:

Call our Helpline: 0303 3000 118
Email us at: helpline@pennybrohn.org.uk
Write to: Penny Brohn UK
Chapel Pill Lane
Bristol, BS20 0HH
Visit our website at: www.pennybrohn.org.uk

Penny Brohn UK is the trading name of Penny Brohn Cancer Care, a registered charity (no. 284881) and company registered in England (no.1635916)