



Marie Keating
FOUNDATION

body **lifestyle** male & female
help support **cancer**
enlighten awareness

ANNUAL REPORT 2011

making **cancer**
less **frightening**, by
enlightening

body **lifestyle** male & female
help support cancer
enlighten awareness

Contents

A word from the Chief Executive Officer	1
A word from our Chairman	3
Objectives for 2011	6
Health Education & Awareness Programmes	7
Nursing Services Department Review 2011	8
Health Education & Awareness Campaigns	13
Fundraising	26
Report & Financial Statements for 2011	32
Accounts	41



A word from our Chief Executive Officer

Together with our Board, it gives me great pleasure to present our Annual Report for 2011. Our overall vision of having a world free from the fear of cancer remains and our approach to our work remains solidly committed to "making cancer less frightening by enlightening". This approach underpins everything we do, from our work in health promotion, emphasising the importance of early detection in fighting cancer to providing advice and support to those affected by the disease through their cancer journey.

The Board appointed a new Chairman in 2011. Michael Dwyer, CEO of Pigsback.com and Empathy Marketing assumed the role in March 2011 and along with the appointment of Therese Rochford as Company Secretary in June the Foundation undertook the process of a strategic review in reassessing how our organisation might develop in changing times and with new opportunities.

Over seventeen thousand people are diagnosed with cancer each year in Ireland and while survival rates are steadily increasing due to earlier detection and better treatments, sadly some eight thousand people die from this disease annually. We are therefore, very conscious that there is still so much more work to do. We aim to target our work more effectively to the groups and areas where our help is most needed. We aim to build on our public awareness campaigns in making them more accessible to young people through the use of social media. We plan to meet the very practical needs of those families who require our assistance as they face their cancer journey. We aim to build on the successful piloting of our "New Beginnings" programme for cancer survivors in rebuilding their lives following treatment. We plan to continue to invest in education as it improves the outcome for patients and their families.

The Foundation is privileged to work with the public who both give and raise funds on our behalf, our loyal and committed corporate supporters who align their support to our work, those who work in the health and social service sector who refer their patients to us for help and support. They rightly expect that our fundraising, education and support functions operate at the highest level of effectiveness and value for money.

We were delighted to dedicate support to research in 2011 with a three year commitment to Trinity College, Dublin as part of their work in improving earlier diagnosis and treatments for breast cancer patients. We hope that this initiative will make a difference to the lives of those women and their families affected by the disease in the coming years.

The Foundation has grown very rapidly since its inception in 2001 – with 2011 being our tenth year anniversary. As a relatively young organisation it was important for us to review our structure, governance and modus operanda in order to fulfil our mission in the most professional way. Under the stewardship of Michael Dwyer, we are now better organised to meet the challenges of the future, building on our corporate support and fundraising initiatives while ensuring that our fundraising and marketing costs are maintained at the lowest level possible. Our achievements in this area are significantly attributed to our corporate partners who provide us with "in kind" donations in the areas of marketing, media and publicity which is of enormous benefit to us in promoting our work nationally.

Our organisation is only able to deliver on its mission thanks to our greatest asset, our loyal and passionate supporters, both large and small, collective and individual across the country. I would specifically like to mention the enormous and enduring support we have received from Marks & Spencer since our inception. In 2011 they raised the bar to a new level with two hundred and sixty seven thousand euro raised for the Foundation through the 5 Peaks Challenge Event. This event saw thirty four members of M&S staff undertake a gruelling mountain climb tackling five mountains in forty eight hours.

I would like to thank every one of our supporters who helped us achieve our goals during the year as we move into the second decade of the Foundation's work.



Lillian Mc Govern



A word from the Chairman

It was my privilege to join the Board in March, 2011 and to assume the role of Chairman in June, 2011. I would firstly to express sincere thanks on behalf of the Board and the Foundation, to the outgoing chairman, David Hall, for many years of dedicated service to the Foundation. Additionally, I would like to welcome Therese Rochford, who also joined the Board in 2011, as a director and as secretary. Through its corporate governance policies the Foundation is committed to regular board member rotation.

Throughout 2011, I observed the Foundation energetically fulfilling its objectives of heightening cancer awareness through community visits and public awareness campaigns. The Foundation's nurses reached a record number of over 19,000 men and women, as part of our educational work, through visits to workplaces, communities, schools and colleges across the country. Indeed our dedicated nurses worked in every county in the Republic of Ireland to reinforce the key messages of the importance of a healthy lifestyle and of early detection.

According to the National Cancer Registry, there is an expected increase in cancer cases to one in three by 2020. This underpins the huge need for awareness and education in preventing cancer and in reducing mortality rates through early detection.

The Foundation relies entirely on public and corporate funding for its survival. In these difficult economic times, raising funds is obviously an increasing challenge. We are fortunate to have several key corporate partners. In this regard, I would like to pay particular tribute to the team at Marks & Spencer, who very generously support the Foundation and its work. I would also like to thank our key media partner, the Irish Daily Mail Group. I cannot mention all of our corporate partners, but suffice to say that they each play a very important and much appreciated role in funding the Foundation's work. We are very grateful to them all.

Our fundraising team organised many events during the year. These were enthusiastically supported by many hundreds of people in many different ways.

We are very grateful to every member of the public who has contributed financially to the Foundation or who assisted in any way with our fundraising efforts.

During 2011 the Board initiated and completed a strategic review and a review of governance best practice to ensure that the Foundation is as effective as possible and that it remains ahead of the most exacting standards in governance. Both reviews were very positive and resulted in a continuous and very clear direction for the Foundation.

On behalf of the Board of the Foundation, I would like to acknowledge the commitment and dedication of our CEO, Lillian McGovern and of the entire team. They all work tirelessly to meet our objectives in the most effective and cost-efficient manner possible.

This report is a record of another important year of energy and focus in serving our mission to "make cancer less frightening by enlightening". It is also an important expression of thanks to all of our supporters.



Michael Dwyer

our **objectives** for 2011

Objectives for 2011

	STATUS
Continue to honour the Foundation's ethos of " <i>making cancer less frightening by enlightening</i> " through Education and Awareness Programmes	Achieved
Run extensive and comprehensive Public Awareness Campaign's around four key areas <ul style="list-style-type: none"> • Breast Cancer • Men's Health • Cervical Cancer • Skin Cancer 	Achieved
Further build on the reach and scope of our National Comfort Fund	Achieved
Significantly raise the level of communications activity rolled out and increase the media presence of the Foundation and its work	Achieved
Further increase the online presence of the Foundation through social media and online social marketing and information campaigns	Achieved
Organise and run an extensive calendar of highly successful fundraising events	Achieved
Continue to work in partnership with Cancer Research UK, strengthening this already hugely beneficial relationship	Achieved

Health Education & awareness programmes

Mobile Information Unit Service

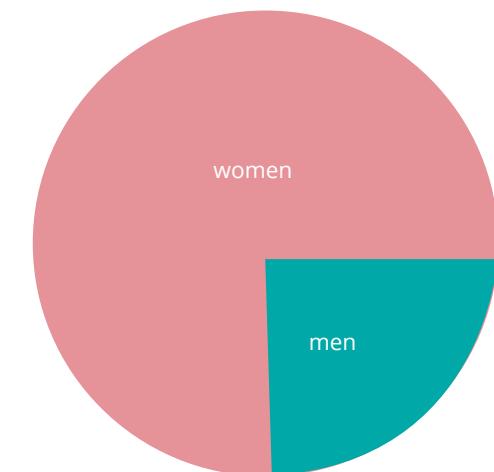


The Marie Keating Foundation has three purpose built Mobile Information Units which travel around the Eastern, Western and Southern regions of Ireland. There is a nurse on board each Unit who is available to provide cancer information to the general public free of charge in an informal and non-intrusive way. We can facilitate confidential one to one consultations and information presentations. Each unit is stocked with take home information leaflets on Bowel, Lung, Mouth, Skin, Testicular, Prostate, Cervical, Ovarian and Breast cancer. This is an information based service, we do not provide screening.

Travelling the country since 2001, the mobile information units aim to raise awareness of how people can reduce their risk of cancer and spot signs and symptoms at an early stage as well as providing support to help people make positive changes to their lifestyle. We have had an extremely busy year which saw a marked increase in the demand on our services including requests for visits by our Mobile Information Units and applications for assistance from our Comfort

Fund. We rolled out our annual health information campaigns nationally with extra emphasis placed on targeting typically harder to reach groups.

During 2011 nurses visited 558 venues including corporate workplaces, community groups and resource centres. Over nineteen thousand men and women availed of this service in order to better educate themselves on cancer prevention and very importantly, early detection. Our nurses distributed information and advice on all of the key cancers through both larger scale presentations to various groups and through one to one confidential consultations. During the year, our nurses referred 358 people for further medical advice.



Total number of people who used the mobile unit service in 2011 = 19,175

Total number of women = 14,139

Total number of men = 5,036

Total number of GP referrals made = 358

Total number of locations visited = 558

Nursing Services Department

review of 2011 - Geraldine Gleeson Nurse Manager

Development in the West



In March 2011, as part of our men's health awareness campaign our nurses were delighted to work for a week with the Irish Defence Forces. We visited the barracks in Donegal, Athlone and Galway.

In April 2011 the Western mobile unit made a three day visit to Donegal. The trip was carefully planned to incorporate areas of high cancer incidence and lower socio economic areas. The initiative proved to be most successful, visiting more remote areas such as Ardara, Killybegs, Dunfanaghy, Downings and Raphoe.

"Donegal is an area which is not well served by information to our communities because of our remoteness. We're delighted that the Marie Keating Foundation mobile unit is here today"

Downstrands Family Resource Centre April 2011.

Development in the Kerry area

As part of service development the Foundation extended its community information service into the Kerry area during 2011. Our locally based nurse worked extensively throughout the region covering remote areas such as Ballybunion, Killorglin, Ballyduff and Ballyheigue, bringing our health awareness message to the people of Kerry.

"It is great to see that the Kerry people haven't been forgotten about, thanks for coming today. The nurse gave me some information about bowel cancer which runs in my family, I am going to the doctor to get myself checked out, I didn't know it could be hereditary."

Participant, Castlemaine Family Resource Centre, August 2011.



Workplaces, Health Promotion Programme:

We delivered 87 Health Promotion Programmes during 2011. Among those workplaces we partnered with were: Eircom, CIE, Pioneer Investments, Gerard Laboratories, Ballina

Nursing Services Department

review of 2011 - Geraldine Gleeson Nurse Manager

Beverages, DHL Ltd., Janssen Pharmaceuticals, Pfizer Ltd., Rigney Dolphin Ltd., Pepsi Cola, GE Capital, Celestica Ltd., Harmac Ltd., Abbott Ireland.

"The advisory service provided by the Marie Keating Foundation was very good and I got great feedback from staff. They found the nurse approachable and information very helpful. It is a credit to the Foundation that they are able to provide an excellent service free of charge."

Health Promotion Officer, Xerox Europe Ltd.:
4/11/2011.

Special Clinics

'Hard to reach' groups

We are very keen that the harder to reach groups are included as part of our nationwide service and to this end we have specific targets to meet regarding lower socio economic groups and those living in socially deprived areas. We work with the National Cancer Registry whose Cancer Atlas details the geographical variation in cancer risk in Ireland and the socio economic and demographic effects on cancer risk.

Intellectual Disabilities

We formed a partnership with KARE, an organisation that provides support to people with intellectual disability and their families during 2011 to provide an information and education programme for women on breast health and awareness. The success of this initiative has led to the development of a *Train the Trainers*



programme, where nurses and carers are trained by a Marie Keating Foundation nurse to provide this education at their own place of work. We are now seeking formal endorsement for this work with the National Federation of Voluntary Bodies.

"Working with the Marie Keating Foundation on this project has been a big step in making health literacy more accessible to women with Intellectual Disability. Geraldine and Ursula's passion and commitment to it has been unsurpassed. Together with Marianne Murphy (of the Brothers of Charity, Roscommon) we have developed a program to be proud of and one that is unique in its approach to giving women more control over their health. It is a project I am proud to be associated with and I would like to thank the Foundation and Geraldine for this wonderful opportunity"

Frieda Bent, teacher in KARE, August 2011.

Nursing Services Department

review of 2011 - Geraldine Gleeson Nurse Manager

Youthreach

Youthreach is a programme directed at unemployed early school leavers aged between fifteen and twenty years. The centres are generally in disadvantaged areas. During 2011, our nurses provided health information talks to these groups nationwide, with a particular focus on smoking and sun safety.

"Very sensitively done and we would welcome you back"

East Clare Youthreach – 18/12/2011.

"This is the first time the service has been to our centre. We found it very beneficial and are delighted with the information received, also with the literature for references purposes."

Youthreach, Mahon, Cork – 10/11/2011.

Wellness days

The Foundation worked in partnership with Minister Frances Fitzgerald during Breast Cancer Awareness Month in 2011. A number of Wellness days were held in locations around West Dublin with over 1,000 women attending in total. The breast health and awareness information was delivered as part of a healthy living message with talks by a life coach and a nutritionist.

"I was delighted to work with the Marie Keating Foundation on a series of public health awareness initiatives run in October 2010 and 2011 to mark breast cancer awareness month. The feel good events were an opportunity to have a fun morning about

a serious issue and thanks to the commitment and dedication of the Marie Keating Foundation staff who worked with us on this project, we succeeded in publicising the Foundation's October message. Close to a 1,000 women attended our events and we reached many more through our leaflet drops and the subsequent publicity in the local newspapers. Feedback from the events was overwhelmingly positive and people were delighted to have such expert advice on hand from nurses Geraldine and Patricia, both of whom were particularly helpful during the campaigns. It was great to be able to get so many women together to hear the Marie Keating Foundation's October message first hand and to drill home the importance of being breast aware. It was a real pleasure working with the staff of the Marie Keating Foundation and I look forward to continuing to support your fantastic organisation in any way that I can"

Frances Fitzgerald T.D., Minister for Children and Youth Affairs.



Nursing Services Department

review of 2011 - Geraldine Gleeson Nurse Manager

Community work

During 2011 we built a strong relationship with community groups, making a total of 275 visits to communities. We have established a strong working relationship through a network of 110 Family Resource Centres, in rural areas scattered all over Ireland. We gave 57 talks to Active Retirement Groups – based on the fact that their members are in the age group 55+, the active retirement groups represent a large percentage of many communities and we find they are very interested in aging healthily.

"The service was excellent & very well planned, the nurse's knowledge & presentation skills were great."
Spafield Family Resource Centre: 31/5/2011.

"This is an excellent programme. It gives great information on being aware of different cancers, diagnosis and taking the fear out of cancer. It is very well presented."

Barna Active Retirement Association: 26/5/2011.

How the service is evaluated

Quality assurance is a key component of our work. All of our service users are asked to complete an evaluation form following a nurse presentation. We are currently working with University College Dublin on a strategy to develop an evaluation tool for our mobile units.

We speak to every client before a nurse visit regarding their specific needs and workplace

environment and endeavour to provide an excellent service every time. This is measured on the basis of verbal and written feedback.

Professional development of our nurses

As health information provision is the core service and cornerstone of the work that the Foundation undertakes, we are committed to investing in the training and professional development of our nurses. Learning and ongoing education is key in keeping our service current and relevant. All of our nurses attended an international cancer conference and we held regular in-house training throughout the year.

Overall visits to each of the categories

Community Groups :	275
Health Events:	110
Workplaces:	90
Colleges:	53
Hospitals:	30
Total visits 2011	558

Schools/Colleges

Continuing our commitment to education, we took part in the Young Scientist Exhibition, in January 2011, we continued to support 3rd level Colleges, Universities, Institutes of Education & Community Colleges – visiting a total of 53 during 2011. We are on the list of health providers for almost all

Nursing Services Department

review of 2011 - Geraldine Gleeson Nurse Manager

colleges and we are annually invited to participate in their Health & Wellness Weeks.

Ask the Nurse

Established in 2011, 'Ask the Nurse' is a web based information and support service which is provided by the Nurse Manager. It is a completely confidential service. Any member of the public can email a question directly to the nurse and it is answered within forty eight hours.

Feedback from our nurses

"I have been working as a community information nurse for the past ten years. I still find the days out on the Unit as interesting and varied as when I first started. People now know what we do and questions that used to start with "what do you do?" have now become "can you tell me?" From focusing mainly on breast cancer we now have a comprehensive range of information on many cancers. From rarely having a male client we now welcome both men and women regularly onto the units. Our role continues to be that of providing awareness around cancer and reducing risks and this message is received positively wherever we go.

I remember in particular one lady who stepped on board the unit during the summer. She had just been to the hospital to get the results of a breast biopsy and was totally unprepared for the news that she had received, it was positive. She was on her way home, still shell shocked at the news. She wanted to tell her teenage children but her husband wanted to protect them. While I couldn't tell them what to do

I encouraged them to talk about it and after about half an hour they had decided that they would get the children together for a special tea that evening and explain to them what was happening. I told them how to access further information and told them of local support groups. They left the Unit looking a lot more relaxed. This is one example of the service that we provide alongside routine awareness and for me it reinforces the need for continuing our service to people and communities"

Phil Keating Community Information Nurse in the West.

"I came back to work today following a two week break and I can honestly say I didn't mind coming back one bit as I feel so lucky to have a job that I love. I think that what we do is unique and to be able to bring information to where people are, in their own environment, whether it be a workplace, school, college or community group is fantastic. Information and education is given in a very relaxed atmosphere, there is no need for an appointment and it is totally anonymous."

Ursula Clancy Community information Nurse in the East.

"Every day is different, people have access to information given by a professional for free. We cover a large area and often bring our service to small isolated country areas. Some service user's want information, some need to be reassured, some are advised to visit their GP, and some just want a listening ear to recount their experience of cancer."

Maeve O Sullivan Community Information Nurse in the South.

Health Education & awareness campaigns

- Sue Hayden Communications Manager

Annual Men's Health Campaign - Get Men Talking



In 2011 the Foundation ran its 7th annual men's health awareness month, titled 'Get Men Talking'. The campaign is designed to tackle the stigma that is still associated with talking about conditions such as testicular and prostate cancer and give men a voice when it comes to their experience of male cancers. Throughout March, the Foundation focuses on the importance of being vigilant about men's health issues and reducing the risk of developing cancer through positive lifestyle choices.

In 2010, the Foundation launched an interactive website called GetMenTalking.ie which proved to be an effective communications tool, especially with men who are otherwise unlikely to initially speak directly to a medical professional about any concerns they have about their health.

In 2011, we expanded the reach of the website by publicising it through the Foundation's main website, social media and a national PR campaign. A national ad campaign was rolled out on RTÉ 2fm

voiced by GAA pundit Marty Morrissey. A regional ad was aired on radio Nova as it has a slightly male skew. Both ad campaigns featured a call to action which invited listeners to Ask the Nurse on the GetMenTalking.ie website and engage in interactive communication with a target audience which can sometimes prove difficult to reach.

Our survivor ambassador, who was diagnosed and subsequently successfully treated for testicular cancer, appeared on Ireland AM on TV3 with Maeve O'Sullivan (Foundation nurse) to discuss the campaign and reinforce the importance of speaking up if health concerns arise. Our survivor ambassador also did national press interviews which resulted in extensive features and again, more traffic to the website.

On the 7th of March, we held our men's health lunch in Marco Pierre White restaurant, proudly supported by Astellas. GAA President Christy Cooney was our guest of honour and spoke about the importance of using the extensive reach of



RTÉ's Health of the Nation presenter Dr Mark Hamilton was on hand to lend his support by launching the Foundation's 'Get Men Talking' annual men's health campaign.

Health Education & awareness campaigns

- Sue Hayden Communications Manager

Annual Men's Health Campaign - Get Men Talking



Pictured with Ms Lillian McGovern, CEO of the Marie Keating Foundation at the annual Marie Keating Foundation Get Men Talking Men's Health Lunch, which was proudly supported by Astellas, are (l-r) Prof John Reynolds, GAA President Christy Cooney, Rory Duffy, Denis Darcy and Dr Alan Smith.

the GAA as a communications channel and Prof John Reynolds, **Prof of Surgery and Head of Department, TCD**, spoke about current trends in male cancer instances in Ireland. The event was extremely well attended by health sector professionals, health media, corporate supporters and cancer survivors.

Throughout March, the Foundation's nurses focused on delivering simple key messages in relation to men's health issues. The Units visited 73 communities, men's groups and workplaces educating the public about the importance of early detection and the benefits of talking more openly about health issues. Over 6,000 'new look' information packs were distributed all over Ireland. The packs included information leaflets on male

cancer and tips on early detection and positive lifestyle choices which can help to ward off some cancers affecting men.

Cervical Cancer Awareness Month

The Foundation partnered with Sanofi Pasteur MSD on this health information initiative and actively endorsed the HPV vaccination programme which is now available to all secondary school girls in Ireland when they are in first year. Our dedicated team of nurses distributed 8,675 new information packs which contained cervical cancer information leaflets including a Myths and Facts flyer and bookmark



Gillian and Aisling Quinn kindly launched our national campaign which also alerted the public to the fact that pearl bracelets were being sold through Marks & Spencer throughout May in aid of the Foundation- the pearl is the international symbol for cervical cancer.

Health Education & awareness campaigns

- Sue Hayden Communications Manager

Cervical Cancer Awareness Month

which were developed in partnership with the company to dispel the myths about HPV, screening and vaccination. A website developed by Sanofi Pasteur MSD, www.tellher.ie, was referenced on all print materials along with the www.mariekeating.ie website and contact information.

Through its Mobile Information Unit service and media campaign, the Foundation appealed to women from all over Ireland to speak to the women in their lives about Cervical Cancer and the importance of screening and vaccination, the message was simple – Tell her, it could save her life.

Dr Sharon Moss, Consultant Gynaecologist at the Beacon Clinic, came on board as our medical ambassador for the campaign and did a live interview piece on TV3's Ireland AM with our survivor ambassador who is still undergoing treatment for cervical cancer. Dr Moss also did regional radio interviews which focused on the myths and facts angle of the campaign. The call to action was to log onto mariekeating.ie / tellher.ie or to call the Foundation directly for information and advice. We also publicised the Cervical Check contact information through our campaign. A national radio ad campaign ran on RTÉ Radio 1 and 2FM over a two week period during May.

At the end of May, the Foundation welcomed an announcement by Health Minister James Reilly that a catch-up programme would be introduced for older students. The Foundation's CEO was quoted in the national media the following day further positioning the Foundation as advocates

for the vaccination programme and as a leading voice in the area of cancer information and prevention in Ireland.



Skin Cancer Awareness Campaign

This campaign aims to highlight the risks involved when in the sun and the fact that exposure to the sun, however strong, can increase the risk of skin cancer. Throughout the months of July and August, we targeted all practice and public health nurses,

Health Education & awareness campaigns

- Sue Hayden Communications Manager

Skin Cancer Awareness Campaign

construction workers, farmers, and child care facilities around the country.

Meteorologist and RTÉ weather presenter Jean Byrne helped to launch our month-long skin cancer awareness campaign entitled Sun Safety-The Burning Questions which was supported by RoC. The campaign launch garnered national print coverage and regional coverage was also achieved.

Our community information service engaged in a "Roadshow" visiting airports, ferry terminals and hospitals carrying our sun safe message. Our eye catching yellow information packs were widely available (6,824 handed out in total) detailing how to be safe in the sun with an interesting and informative Sun Safety - The Burning Questions tips sheet and handy bookmark.

We placed a full page feature with the Irish Independent which was based on an interview with Dr Patrick Ormond which focused on the need to be aware of the potential risks associated with sun exposure.

A RoC hamper was presented to every audience member of RTÉ's Late Late Show on the last programme of the season and the presenter, Ryan Tubridy, explained the work undertaken by the Foundation during the summer months to educate the public about Skin Cancer.



Jean Byrne is pictured with Lillian McGovern at the launch of our annual Sun Safety campaign.

Blue September

September 2011 saw the Foundation partner with the Mater Foundation, the Mercy University Hospital Foundation and Cancer Care West for an initiative called Blue September. In essence the campaign was designed to be a fun way to deliver a serious message; it is time that men 'face' up to cancer. The basis of the campaign was to recruit well known personalities who were willing to lend their voice to the Blue September cause by recording a short clip of them discussing the issue which would then be posted to the dedicated BlueSeptember.ie website.

Health Education & awareness campaigns - Sue Hayden Communications Manager



Other activity included a Dail Day, Dip in the Nip, Comedy Night and partnering with the Kilmacud 7's event.

Breast Cancer Awareness Month

In October, the Foundation called on people across Ireland to learn about breast cancer and then to talk to the women in their lives about it. The annual campaign, now in its tenth year was once again proudly supported by Marks & Spencer.

A Look after your girls radio ad was created by Leo Burnett which saw the agency's team develop a new creative for this important campaign. The end result was the **Look after your girls, talk to your friends about breast cancer** creative which proved to be a highly effective approach to this vital



Micheal Sheridan, Mary Moorhead, and Taoiseach Enda Kenny, Lillian McGovern and Richie Flaherty pictured at the Blue September Dail Day



information and awareness drive. JC Decaux came on board to provide 30 48 sheet sites and 10 Luas pod advertising sites, free of charge. A Look after your girls radio ad was created by Leo Burnett and aired on RTÉ radio 1, 2fm and Lyric radio throughout October, the ad was extremely well received.

Dublin born singing sensation Imelda May was on hand to launch the campaign through a national photocall which she did with her mother who has herself survived breast cancer. Blanket national press coverage was achieved through this

Health Education & awareness campaigns

- Sue Hayden Communications Manager

Breast Cancer Awareness Month



photocall and awareness levels of the Foundation's breast cancer campaign were extremely high.

A full colour supplement was distributed with the Mail on Sunday on the 2nd October featuring articles on the Foundation's breast cancer awareness initiatives and services along with articles on how our corporate partners supported our work throughout the year.

The Foundation's Mobile Information Units were extremely busy during the entire month as the nursing staff worked hard to bring our free and confidential breast cancer information service into hundreds of communities and workplaces. Free breast cancer information packs featuring our *Look after your girls, talk to your friends about breast cancer* messaging were also available with over 8,000 handed out nationwide.

The seventh Survive & Thrive fashion show certainly lived up to the usual high expectations held for it. Broadcaster Claire Byrne was the MC for the evening which took place in the Conrad hotel on the 10th of October. A total of 16 Super Model survivors (mostly nominated by their breast care nurse) and ten models from Assets model agency, took part in this year's show which was once again proudly supported by Marks & Spencer and Arnotts.

On the 13th of October, our annual breast cancer awareness lunch, which was proudly supported by GSK, took place in Fallon & Byrne restaurant. Guest speakers included Minister Francis Fitzgerald, Cathy McCarthy; a breast cancer survivor turned author and Ursula Courtney, cancer care consultant. The guestlist was comprised of women who work in the sector, women who have survived breast cancer and industry professionals such as HR Managers and Occupation Health managers.

Health Education & awareness campaigns

- Sue Hayden Communications Manager

Some of our Corporate Partners for 2011



Irish Daily Mail **The IRISH Mail**
ON SUNDAY



Harvey Norman



SWORDS PAVILIONS
THINK BIGGER



DOROTHY PERKINS



coast

our support **services**

Support Services

New Beginnings



In light of the huge demand for the New Beginnings pilot, we hope to roll out our New Beginnings course to other communities around Ireland in the future.

Comfort Fund

The Foundation manages a national Comfort Fund for people experiencing financial difficulty as a result of a cancer diagnosis. A hospital oncology social worker may apply for help from the Foundation's Comfort Fund on behalf of a patient and the assistance, if granted, is provided in a very confidential and discreet way. Living with a cancer diagnosis is a stressful time and we believe that it is important for us to help people through their cancer journey as much as possible, the Comfort Fund is an important part of our service. 2011 saw the Foundation invest €90,000 in its Comfort Fund, helping over 180 cancer patients during the year.

In November 2011, we piloted a support service called New Beginnings. The content of the programme was based on programmes by the Wellness Community (U.S.A.) and the course was facilitated for the Marie Keating Foundation by Ursula Courtney.

The aim of the course was to explore ways of adapting to life changes after cancer treatment. Coming to terms with the new normal can be exhausting for both cancer survivors and their significant others and this course helps you make that transition as easily as possible. Each evening had a specific theme with expert speakers covering topics such as diet, exercise, fatigue etc. More work will be done to develop this programme in 2012.



Support Services

Advice and Exercises following Breast Surgery

The staff at St James's Hospital identified the need for a booklet which outlines the type of exercises which women should do after having breast surgery. We were more than happy to partner with them by coordinating the design and production of the booklet.

Elizabeth Sunderland, Senior Physiotherapist Oncology / Haematology at St James's Hospital said 'The booklet is a fantastic asset to our physiotherapy breast care service in St James's Hospital and is now provided to all patients who undergo breast surgery. The booklet gives information and education to our service users on post operative exercises, lymphoedema risks and its prevention and the importance of physical activity post operatively. I feel that this booklet has been hugely helpful to both myself as a physiotherapist and to all our patients in the giving of information in a concise and easy to understand manner.'



Fundraising

Fundraising highlights - Linda Keating Director of Fundraising



Our 6th annual Think Pink Campaign was launched by Apprentice winner Michelle Massey and took place between the 14th and 20th of February. This fundraising initiative was proudly supported by

Ballygowan and encouraged people to take part by wearing something pink and making a donation to the Foundation. Schools, colleges and businesses nationwide choosing to Think Pink in February.



The Great Ireland Run

In 2011, the ninth Great Ireland Run took place on Sunday April 10th in the Phoenix Park, Dublin. The Run is the largest mixed 10k race in Ireland and is preceded by the Junior Great Ireland Run for participants between the ages of 8 and 15. RTÉ Two television broadcasted the Run through a special live programme.

RTÉ Television Fair City stars Alan Devine, Aoibheann McCaul, Sam O'Mahony and Aisling O'Neill came together to promote the importance of the Run in raising money for charities, particularly the Run's two nominated charities, the Foundation and Our Lady's Hospice & Care Services.

Fundraising highlights

- Linda Keating Director of Fundraising

Grant from Newman's Own Foundation



Robert Forester of the Newman's Own Foundation, Pat Kenny, Linda Keating and Sue Hayden pictured at the cheque presentation on 5th May.

Women's Mini Marathon



Long time Marie Keating Foundation ambassador, Glenda Gilson, was joined by Teresa Byrne, who has survived breast cancer, to launch the Foundation's Women's Mini

In 2011, the Foundation received a €35,000 grant from Newman's Own Foundation. The grant was announced by Robert Forrester, president of Newman's Own Foundation, at an event in The Westbury Hotel, Dublin on the 5th of May 2011.

Speaking at the cheque presentation, Robert Forrester said "We recognise the needs of communities, especially during these difficult economic times Paul Newman was committed to helping make the world a better place. He believed in sharing his good fortune with those in need. We are proud to be able to continue his philanthropic legacy today and to assist the work of the Marie Keating Foundation."

Marathon campaign. Marks & Spencer supported the campaign by providing Marie Keating Foundation pink t-shirts for all 657 women who chose to run in aid of the Foundation.

The Women's Mini Marathon is an important event on our calendar and is a wonderful way for our supporters to get together for a very enjoyable day out, all while raising funds for the Foundation. Every year we recruit new members to team Marie Keating and we also look forward to seeing long-time supporters who come back year after year.



Fundraising highlights

- Linda Keating Director of Fundraising

M&S 5 Peaks Challenge



The challenge saw 7 members of the M&S Ireland management team and 27 of their senior M&S UK colleagues climb the 5 highest peaks in Scotland (Ben Nevis), England (Scafell Pike), Wales (Snowdon), Northern Ireland (Slieve Donard) and the Republic of Ireland (Carrauntoohil, Co Kerry) in 48 hours. The team climbed over 60km in total from Thursday 30th June to Saturday 2nd July raising funds for the Marie Keating Foundation in the Republic of Ireland, Action Cancer in Northern Ireland and Breakthrough Breast Cancer in the UK. Thanks to the enthusiasm of the staff who took part, the support of their colleagues in M&S stores nationwide and of course, M&S customers.



Martin Earley Tour of Kildare

The Marie Keating Foundation in association with Naas Cycling Club was delighted to host the tenth Tour of Kildare cycle which took place on Sunday 14th August. Once again the Foundation was proud to have Martin Earley, Tour de France and Giro d'Italia stage winner to front the event. The Tour of Kildare started in 2002 with about 20 cyclists taking part but has grown steadily over the years with 550 signing up in 2011.

Fundraising highlights

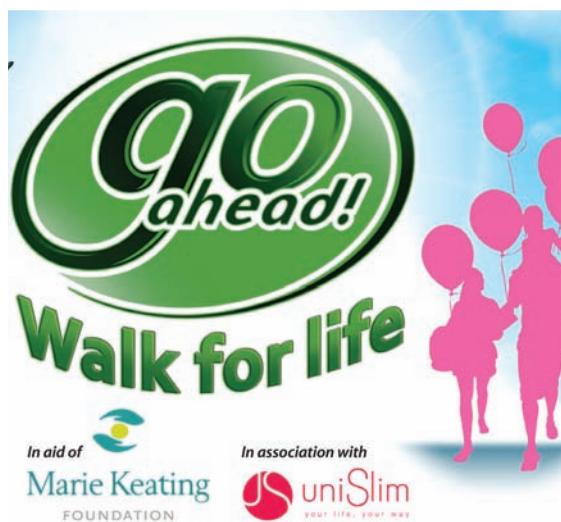
- Linda Keating Director of Fundraising

Celebrity Golf Classic



The annual Marie Keating Foundation golf event, one of the most prestigious Irish charity golf events, took place on the 29th of August at the fabulous K Club Palmer Course, home to the 2006

Ryder Cup. As usual, a host of celebrities attended the event and played a round of golf with guests which included representatives on behalf of some of our corporate partners.



Go Ahead! Walk for Life

2011 saw the inaugural Go Ahead! Walk for Life take place in the Phoenix Park on Sunday the 2nd of October. This new event, kindly supported by United Biscuits, was really well attended and we plan to build on the success of the first event over the coming years.

**report &
financial statements
for year 2011**

Contents Report & financial statements 2011

Directors and other information

Report of the directors

Statement of directors' responsibilities

Report of the independent auditors

Accounting policies

Statement of financial activities

Balance sheet

Cash flow statement

Notes to the financial statements

Directors & other information

Board of Directors

Lucy Cronin
Gerard Keating
Ronan Keating
Ray McDermott
William Walshe
Jacqueline Conlon
Michael Dwyer
Therese Rochford

Secretary and Registered Office

Gerard Keating
Unit 9
Millbank Business Park
Lower Road
Lucan
Co. Dublin

Charity number

CHY 12916

Auditors

Mazars
Chartered Accountants
& Registered Auditors
Harcourt Centre
Block 3
Harcourt Road
Dublin 2

Bankers

AIB Bank
22/26 Main Street
Swords
Co. Dublin

Directors & other information

Report of the Directors

The directors present their report together with the audited financial statements for the year ended 31 December 2011.

1. Principal activities and review of the organisation

The Marie Keating Foundation is now 10 years in existence and it continues to serve its mission "to make cancer less frightening by enlightening" with great energy and focus. The Foundation is a relatively small charity and raises 100% of its funds from private sources, through corporate and individual donations and through events run by the Foundation's team and by third parties. There is obviously a significant stress on fundraising in the current environment, felt particularly by the smaller charities. In that context, the directors are satisfied with the outcome for the year and with the actions afoot to prepare for possible further difficult years.

In 2011, the Foundation's mobile units have visited 481 communities and 73 workplaces to deliver cancer awareness messages. These resulted in 19,175 individual interactions and 375 GP visit recommendations.

The Foundation also bolstered its Public Awareness campaigns with four key campaigns raising public awareness of the risk factors associated with each of the key cancers, breast, cervical, skin as well as a general men's health campaign.

Spend on the Comfort Fund, which issues small grants to cancer patients, was €86,000.

Overall, the Foundation recorded a surplus before depreciation of €12,413. After charging depreciation of €122,524, the net deficit was €109,873.

The like-for-like decrease in income of 5% reflects the pressures of the economy.

Overheads were well managed at €126,456 or 7.5% of turnover and total expenditure was down 7% on a like-for-like basis.

Cost of charitable activities amounted to €1,200,529 or 72% of turnover.

The foundation is fortunate to have several key corporate partners such as Marks and Spencer, Ballygowan and the Irish Daily Mail Group. These play a critical role in funding the Foundation. Its association with Cancer Research UK is also one that benefits the Foundation significantly.

At board level, 2011 was a year of change in the Foundation with a new Chairman in Michael Dwyer and a new Secretary and Director in Therese Rochford. David Hall resigned as Chairman and Director after many years of very committed service and since the year-end Mary Murray has also resigned as a director. The directors thank David and Mary again for their contributions and commitment.

Directors & other information

Report of the Directors

1. Principal activities and review of the organisation (continued)

In 2011 the Board initiated and has since completed a strategic review as well as a review of governance best practice to ensure that the Foundation always remains ahead of the most exacting standards in governance. Both reviews were very positive and resulted in a continuous clear direction for the Foundation.

In the course of the year, the board also agreed a reserves policy, recognising the seasonality of the Foundation's income and the need to enter a new year with adequate cash balances to guarantee continuity of services. Approximately 70% of the Foundation's income occurs in the second half of the year, resulting in reserves reaching their low point at mid-year. The reserves policy adopted focuses on net liquid assets. This excludes fixed assets (e.g. mobile units) and stock. It requires that the net current assets of the Foundation (excluding stock) at year-end be a minimum of four months' average expenditure.

2. Review of operations

The challenging financial environment continued through 2011 resulting in revenues of €1,667,273 (€1,407,273 in cash and €260,000 in media services in kind). The company has incurred a deficit for the year of €109,873.

3. Reserves policy

The Board has set out a formal reserves policy for the Foundation in association with its advisers. The policy seeks to optimise services to the public while ensuring that the Foundation maintains its reserves at an adequate level to ensure continuity of services throughout the current difficult environmental conditions.

4. Risks and uncertainties

The Board dealt with any major risk as presented during the year and recognises the need for continuously updating and strengthening processes for risk management. External risks to funding are monitored and reviewed on a regular basis. Internal risks are minimised by the implementation of procedures for authorisation of all transactions and projects and by timely reporting at Board level. All procedures are periodically reviewed to ensure that they are relevant to the charity's needs.

5. Subsequent events since the year end

There have been no significant events affecting the company since the year end.

6. Directors and secretary and their interests

Michael Dwyer was appointed as a director of the company on 28 March 2011.

Directors & other information

Report of the Directors

Therese Rochford was appointed as a director of the company on 30 May 2011.

David Hall resigned as a director of the company on 19 December 2011.

Mary Murray resigned as a director of the company on 22 March 2012.

7. Books and records

The directors are responsible for ensuring that proper books and accounting records, as outlined in Section 202 of the Companies Act 1990, are kept by the company. The directors have appointed appropriate accounting personnel in order to ensure compliance with those requirements. The books and accounting records of the company are maintained at Unit 9, Millbank Business Park, Lower Road, Lucan, Co. Dublin.

8. Auditors

Mazars, Chartered Accountants and Registered Auditors, who were appointed during the year in place of PricewaterhouseCoopers, Chartered Accountants, have expressed their willingness to be re-appointed in accordance with Section 160(2) of the Companies Act 1963.

On behalf of the Board

Michael Dwyer

Gerard Keating

25 June 2012

Directors & other information

Statement of Directors' responsibilities

The directors are responsible for preparing the annual report and the financial statements in accordance with applicable Irish law and Generally Accepted Accounting Practice in Ireland, including the accounting standards issued by the Accounting Standards Board and published by the Institute of Chartered Accountants in Ireland.

Company law requires the directors to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing those financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors confirm that they have complied with the above requirements in preparing the financial statements. The directors are responsible for keeping proper books of account which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Acts 1963 to 1983 and 1990 to 2009

as applicable to companies limited by guarantee and not having a share capital. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in the Republic of Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

On behalf of the Board
Michael Dwyer
Gerard Keating
25 June 2012

Directors & other information

Report of the Independent Auditors

To the shareholders of
MARIE KEATING FOUNDATION LIMITED.

We have audited the financial statements of Marie Keating Foundation Limited for the year ended 31, December 2011 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and the related notes. These financial statements, on pages 9 to 17, have been prepared under the historical cost convention and the accounting policies set out on pages 9 and 10.

This report is made solely to the company's members, as a body, in accordance with Section 193 of the Companies Act, 1990. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of Directors and Auditors

As described in the Statement of Directors' Responsibilities the company's directors are responsible for preparing the financial statements in accordance with applicable law and Generally Accepted Accounting Practice in Ireland.

Accepted Accounting Practice in Ireland including the accounting standards issued by the Accounting Standards Board and published by the Institute of Chartered Accountants in Ireland.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view in accordance with Generally Accepted Accounting Practice in Ireland and are properly prepared in accordance with the Companies Acts, 1963 to 1983 and 1990 to 2009 as applicable to companies limited by guarantee and not having a share capital. We also report to you whether in our opinion: proper books of account have been kept by the company; and whether the information given in the directors' report is consistent with the financial statements. In addition, we state whether we have obtained all the information and explanations necessary for the purposes of our audit, and whether the financial statements are in agreement with the books of account.

We also report to you if, in our opinion, any information specified by law regarding directors' remuneration and directors' transactions is not disclosed and, where practicable, include such information in our report.

Directors & other information

Report of the Independent Auditors

We read the directors' report and consider the implications for our report if we become aware of any apparent misstatements within it.

Basis of audit opinion

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the directors in the preparation of the financial statements, and of whether the accounting policies are appropriate to the company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

Opinion

In our opinion the financial statements:

- give a true and fair view, in accordance with Generally Accepted Accounting Practice in Ireland, of the state of the company's affairs as at 31 December 2011 and of its net deficit and cash flow for the year then ended; and
- have been properly prepared in accordance with the requirements of the Companies Acts, 1963 to 1983 and 1990 to 2009 as applicable to companies limited by guarantee and not having a share capital.

We have obtained all the information and explanations which we consider necessary for the purposes of our audit. In our opinion proper books of account have been kept by the company. The financial statements are in agreement with the books of account.

In our opinion the information given in the directors' report is consistent with the financial statements.

Mairéad Divilly
For and on behalf of Mazars
Chartered Accountants & Registered Auditors
Harcourt Centre
Block 3
Harcourt Road
Dublin 2
25 June 2012

Directors & other Information

Accounting Policies

The significant accounting policies adopted by the company are as follows:

A) Basis of preparation

The financial statements have been prepared under the historical cost convention and in accordance with accounting standards generally accepted in Ireland comprising the Companies Acts, 1963 to 1983 and 1990 to 2009. Accounting standards generally accepted in Ireland in preparing financial statements are those published by the Institute of Chartered Accountants in Ireland and issued by the Accounting Standards Board.

B) Recognition of income

Income is derived from donations, grant support and from a number of fund raising activities. Funds collected for the company to which it is legally entitled, but which have not been received by the year end have been recognised on an accruals basis. All other income is recognised on a cash receipts basis.

C) Media services in kind

Media services in kind are recognised and included in revenue and expenditure in the year in which they are received. Media services in kind have been included in the financial statements at a value deemed appropriate for these services.

D) Tangible fixed assets

Tangible fixed assets are stated at historical cost less depreciation. Depreciation on tangible fixed assets is calculated to write off their cost less residual value, over their estimated useful lives by equal annual instalments.

The estimated useful lives of tangible fixed assets by reference to which depreciation has been calculated are as follows:

Fixtures and fittings 5 years
Computer equipment 5 years
Mobile units 5 years
Motor vehicle 5 years
Leasehold improvements 10 years

E) Stock

Stock is stated at the lower of cost and net realisable value. Cost represents invoiced value. Net realisable value comprises the actual or estimated selling price less all costs to be incurred in selling and distribution.

F) Operating leases

The annual rentals under operating leases are charged to the profit and loss account as incurred.

Statement of financial activities

	Notes	31 December 2011 €	31 December 2010 €
Income		1,667,273	1,746,289
Cost of generating funds		<450,399>	<694,584>
Cost of charitable activities		<1,200,529>	<1,109,663>
Overhead expenses		<126,456>	<109,781>
Operating deficit	1	<110,111>	<167,739>
Interest receivable		238	167
Net deficit for the year	8	<109,873>	<167,572>

A statement of total recognised gains and losses has not been prepared as there were no gains or losses for the year or the preceding year other than as stated above. All income is in respect of continuing operations and relates to unrestricted activities.

On behalf of the Board

Michael Dwyer

Gerard Keating

Balance Sheet

as at 31st December 2011

	Notes	31 December 2011 €	31 December 2010 €
Fixed Assets			
Tangible Assets	4	122,098	244,622
Current Assets			
Debtors	5	249,289	133,670
Stocks	6	31,986	30,000
Cash at Bank		251,651	487,438
		532,926	651,108
Creditors			
Amounts Falling Due Within One Year	7	<76,191>	<207,024>
Net Current Assets		456,735	444,084
Total assets less current liabilities		578,833	688,706
Funded By			
Unrestricted Reserves	8	578,833	688,706

On behalf of the board

Michael Dwyer
Gerard Keating

Cash Flow Statement

	Notes	31 December 2011 €	31 December 2010 €
Net cash <outflow>/inflow from operating activities			
Net deficit		<109,873>	<167,572>
Depreciation		122,524	109,586
Movement in stock		<1,986>	-
Movement in debtors		<115,619>	118,236
Movement in creditors		<130,833>	<1,123>
Net cash <outflow>/inflow from operating activities		<235,787>	59,127
Capital expenditure		-	<11,208>
<Decrease>/increase in cash in the year		<235,787>	47,919
Net funds at the beginning of the year		487,438	439,519
Net funds at the end of the year	10	251,651	487,438

On behalf of the Board

Michael Dwyer
Gerard Keating

Notes to the financial statements

1. Operating deficit

Operating deficit is stated after charging:

	2011 €	2010 €
Depreciation	122,524	109,586
Directors' remuneration	-	-
Auditors' remuneration	3,000	3,000

2. Taxation status

Marie Keating Foundation Limited is a charity, which subject to the provisions of Sections 207, 609 and 266 of the Taxes Consolidation Act, 1997, is exempt from income tax, corporation tax, capital gains tax and deposit interest retention tax.

3. Employees and remuneration

The average number of persons, including directors, employed by the company during the year was 22 (2010: 23) analysed as follows:

	2011 No.	2010 No.
Administration	10	10
Operational	12	13
	22	23

The company's employment costs for all employees comprises:

	2011 €	2010 €
Wages and salaries	591,079	578,073
Social welfare costs	56,347	56,396
Pension costs	2,070	1,820
	649,496	636,289

Notes to the financial statements

	Leasehold Buildings	Fixtures & fittings	Mobile units	Computer equipment	Motor vehicles	Total
	€	€	€	€	€	€
4. Tangible assets						
Cost						
At 31 December 2010 and 31 December 2011	81,878	5,400	421,857	68,316	38,750	616,201
Accumulated Depreciation						
At 31 December 2010	11,736	2,568	262,438	66,420	28,417	371,579
Charge for year	27,484	1,020	84,372	1,896	7,752	122,524
At 31 December 2011	39,220	3,588	346,810	68,316	36,169	494,103
Net Book Amount						
At 31 December 2010	70,142	2,832	159,419	1,896	10,333	244,622
At 31 December 2011	42,658	1,812	75,047	-	2,581	122,098
5. Debtors						
Amounts falling due within one year						
Debtors	2011 € 235,387					2010 € 118,836
Prepayments	13,902					14,834
	249,289					133,670
6. Stock						
Promotional stock	2011 € 31,986					2010 € 30,000
7. Creditors						
Amounts falling due within one year						
Creditors and accruals	2011 € 59,765					2010 € 190,960
Paye/prsi	16,426					16,064
	76,191					207,024

Notes to the financial statements

8. Unrestricted Reserves

	2011 €	2010 €
At the beginning of the year	688,706	856,278
Deficit for the year	<109,873>	<167,572>
At the end of the year	578,833	688,706

In the course of the year, the board agreed a reserves policy, recognising the seasonality of the Foundation's income and the need to enter a new year with adequate cash balances to guarantee continuity of services. Approximately 70% of the Foundation's income occurs in the second half of the year, resulting in reserves reaching their low point at mid-year. The reserves policy adopted focuses on net liquid assets. This excludes fixed assets (e.g. mobile units) and stock. It requires that the net current assets of the Foundation (excluding stock) at year-end be a minimum of four months' average expenditure.

9. Operating lease commitments

The company's operating lease commitments under non-cancellable operating leases are as follows:

Expiring:	2011 €	2010 €
Within one year	-	393
Within one and two years	2,823	-
After five years	151,530	194,003
	154,353	194,396

10. Analysis of changes In net funds

	Opening Balance €	Cashflows €	Closing Balance €
Cash at bank	487,438	<235,787>	251,651

Notes to the financial statements

11. Related party transactions

During the year an amount of €14,520 (2010: €23,232) was paid to GK Events Management Limited, a company related by virtue of commonality of directors and shareholders.

12. Share capital

The company does not have a share capital and is a company limited by guarantee.

13. Comparatives

Certain prior year figures have been regrouped or reclassified in the current year for the purposes of comparability and consistency.

14. Approval of financial statements

The financial statements were approved by the directors on 25 June 2012.

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