



Marie Keating
FOUNDATION

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

ANNUAL REPORT 2012

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

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



A word from Ronan Keating

Looking back over the years since we set up the Marie Keating Foundation in our mothers name, we were just a normal family who wanted to do something to help prevent others going through what we went through and wow! I have to take my hat off to all at the foundation for the massive amount of effort and heart that they put in everyday to help us fulfil our dream of making cancer less frightening by enlightening and working towards a world free from the fear of cancer. Over the past 11 years the foundation has grown from strength to strength and we have broadened our scope on the cancers that we provide information on. In our experience it appears that people who think they might have cancer are genuinely scared to seek a diagnosis. Understandably, they are fearful of a positive test result and in keeping with normal human thinking, they convince themselves that their outcome is poor. This is so not the case and the more we can do to promote cancer awareness in Ireland the better. Our schools programme is one that I am particularly proud of as it is reaching students and educating them of the importance of being cancer aware and

of understanding cancer. This programme was launched by the minister for education and rolled out in 2007 I would like to thank Marks & Spencer for their support in helping to extend this programme as they have supported many of our programmes over the past 11 years without their help we simply couldn't survive.

We are now looking to the future and continuing our work in the area of cancer awareness, information and education through our mobile units, our schools programme, our workplace talks and our wellness days. We are committed to our comfort fund, as well as our hospital oncology waiting room refurbishment programme.



Ronan Keating



A word from the Chairman

The need to build cancer awareness among the public is as great as ever, with an increase expected to one in three cancer cases by 2020 (National Cancer Registry). At the Marie Keating Foundation we focus on two key messages: The role of lifestyle choices in avoiding cancer and the importance of early detection.

Despite the growing need for our work, in common with all charities, we have found fundraising very challenging in recent years. As a board, our focus has been on ensuring that the resources remain available to fund the essential and unique services we deliver. These services are delivered by our team of nurses through our mobile units, workplace and community talks and through our SPHE-focused cancer awareness programme in secondary schools. We also continue to prioritise our Comfort Fund, which makes relatively small but important grants to cancer patients.

We have worked very hard to keep our overheads and administration costs as low as possible and have had tough decisions to make to support this direction. I would like to thank my colleagues on the board of the Foundation and the Keating family for their heartfelt commitment to fulfilling our mission and for their willing response to all of the extra demands placed on them in recent years.

We are fortunate to have some excellent partners and supporters, who make our continued existence possible. I would again 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. There are many other partners and individuals to whom we are very grateful – we appreciate all of you very much.

Finally, my sincere thanks to Linda Keating, Director of Fundraising, and to Geraldine Gleeson, Director of Services and to their dedicated teams. Everyone at the Foundation has shown even more commitment in recent years in the best possible spirit.



Michael Dwyer
Chairman

our **objectives**
for **2012**

Objectives for 2012

	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 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

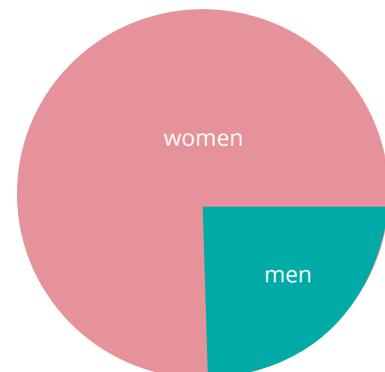


The Marie Keating Foundation has three purpose built Mobile Information Units which travel around the Eastern, Western and Southern regions of Ireland. There is a nurse on board each Unit who is available to provide cancer information to the general public free of charge in an informal and non-intrusive 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. We also have health promotion teaching aids, such as tar-in-a-jar, a smokelyzer which measures the damage that smoking can do to the lungs, fat lumps and alcohol measurements. All of these items are used in our discussions on cancer/healthy living.

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 another extremely busy year which saw a marked increase in the demand on our services including requests for visits by our Mobile Information Units. We rolled out our annual health information campaigns nationally with extra emphasis placed on targeting typically harder to reach groups.

During 2012 our nurses visited 448 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 2012 our nurses referred 371 people for further medical advice.



Total number of people who used the mobile unit service in 2012 = 16,333

Total number of women = 11,484

Total number of men = 4,849

Total number of locations visited = 448

Total number of GP referrals made = 371

Nursing Services Department

review of 2012 - Geraldine Gleeson Nurse Manager

Workplaces, Health Promotion Programme



We delivered 92 Health Promotion Programmes during 2012. Among those workplaces we partnered with were Marks & Spencer, Liberty Insurance, Vodafone Ireland, Covidien Services, Organic Lens Manufacturing, Pfizer

Nutritionals, Glaxo Smith Kline, Abbott Vascular, Alcon, EMC, Pepsico, Proctor & Gamble, GE Healthcare.

"Just want to thank the Foundation for the great service, the feedback from the staff was very good and everyone found the sessions very informative & helpful"

Liberty Insurance, Cavan: 2/4/2012

"Having the mobile unit on-site was a huge success. The feedback has been very positive. Thank you so much and we will certainly be contacting you again"

GE Healthcare: 18/5/2012

"As always, the service was fantastic, informative, practical and helpful"

Proctor & Gamble, Nenagh: 30/10/2012

During 2012 we brought our service to 92 workplaces/corporate venues nationwide.



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 Atlas which details the geographical variation in cancer risk in Ireland and the socio economic and demographic effects on cancer risk.

Intellectual Disabilities

Our work with providing a breast awareness programme to women with intellectual disability is ongoing. This work has now been endorsed by the National Federation of Voluntary Bodies and we are very proud to be submitting a project for the Crystal Clear Awards which will be judged early in 2013. The project is in the category of Best Health Promotion Project and is entitled The Marie Keating Breast Health Awareness Programme for Women with Intellectual Disabilities.

Nursing Services Department

review of 2012 - Geraldine Gleeson Nurse Manager

Traveller Groups

We have formed a close working relationship with many traveller groups around the country and during 2012 we ran two Wellness mornings for Pavee Point in their premises in North Great Charles Street, Dublin. During these mornings, groups of men and women attended a cancer information talk by a Marie Keating Foundation nurse, as well as a talk on healthy living and nutrition provided by well known nutritionist, Aveen Bannon.

"There were 18 Traveller women present, 4 had basic reading skills. This was the first time the women would have attended a session like this, and overall found it very helpful"

Co Cavan Travellers Primary Health Care Team:
2/5/2012

Men's Shed Groups

Men's Shed Groups are developing all around the country, as a means of support to men who find themselves either unemployed, retired or living in isolated areas. These Men's Shed groups are proving to be very successful in supporting the needs of men, and we are delighted to have formed links with many of these groups, and our nurses have gone out to speak to many of them.

"Excellent job, well done. Speaker made a somewhat reluctant group of men at ease, did not dwell on delicate matters but emphasised the important issues, and left an enlightened audience. There

Youthreach

was plenty of discussion when the nurse left"

Clane Men's Shed : 20/3/2012

Youthreach is a programme directed at unemployed early school leavers aged between fifteen and twenty years. The centre's are generally in disadvantaged areas. Our nurses provide health information talks to these groups nationwide, with a particular focus on smoking and sun safety.

"The learners found the session to be very relevant and informative. We would happily recommend the service to all youth groups/schools"

Youthreach Cootehill: 20/5/2012

"The service was excellent and exceeded our expectations. We have a challenging cohort of students and I commend the nurse for her patience, kindness and direct manner in delivering today's service"

Youthreach, Macroom: 9/10/2012

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

Youthreach, Mahon: 1/5/2012

Community Work

During 2012 we developed our relationship with community groups, making a total of 194 visits to communities. We have established a strong working relationship through a network of 110 Family Resource Centres, in rural areas scattered

Nursing Services Department

review of 2012 - Geraldine Gleeson Nurse Manager

Development of the Service

all over Ireland. We are continuing to give 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 health matters.

“From your initial letter to us, we have had nothing but positive reaction, obliging and accommodating conversation and a very worthwhile and informative visit”

Limerick Active Retirement Association:
30/11/2012

“The nurse spoke in simple language, we could understand all she was saying. All questions were answered. There were plenty of information leaflets to take home”

Rochfordbridge Active Retirement Association:
21/11/2012

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.

Overall visits to each of the categories

Community Groups	194
Health Events	49
Workplaces	92
Colleges	82
Hospitals	31
Total visits 2012	448

Nursing Services Department

review of 2012 - Geraldine Gleeson Nurse Manager

Schools/Colleges

Continuing our commitment to education, we took part in the Young Scientist Exhibition, and we continue to support 3rd level Colleges, Universities, Institutes of Education & Community Colleges – visiting a total of 82 during 2012. We are on the list of health providers for almost all colleges and are annually invited to participate in their Health & Wellness Weeks.

We also took part in the Young Social Innovators Exhibition in May. This provides us with a wonderful opportunity to link in with second level students, and to provide them with our information. Our nurse spoke with more than 300 students during this event. May is the start of our annual Sun campaign, and attending this event gave us the opportunity to educate young people about the increasing risk of skin cancer and the damage that can be caused by use of sunbeds.

Ask the nurse- development of this service

Ask the nurse is a website 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. Questions can be anything from information on cancer risk reduction to a side effect of treatment or sometimes just a request for emotional support if a family member or friend has a diagnosis of cancer.

Comments from our nurses

“Our service continues to be invaluable to the people we visit. Whether it be a Corporate visit, Community group, School or Shopping Centre we still get a welcome and positive feedback.

I continue to enjoy and get a lot of satisfaction out of the work we do. In spite of the amount of information available online, through the media etc, from the numbers who visit our unit and stands and presentations it is apparent we still have a vital role in continuing to increase awareness of cancer and in encouraging people to reduce their risk of developing the disease by choosing and maintaining a healthy diet and lifestyle.

I look forward to another busy and fulfilling year.

Phil Keating ,Community Information Nurse in the West.

“My experience as a community information nurse for the past 6 years has been very interesting and worthwhile. The health promotion aspect of the job is wonderful as we actively encourage people to improve their health by promoting healthy lifestyles. Promoting awareness on all different types of cancer through this health promotion model is successful as we give information in an understandable and accessible manner.

Each day can bring a different setting e.g. a corporate venue, school, active retirement group or a parent and toddler group. The feedback we receive is fantastic and it can be wonderful to think we can have a positive impact on people's lives. Because we have time to talk to people and discuss their concerns,

Nursing Services Department

review of 2012 - Geraldine Gleeson Nurse Manager

it can give them confidence to visit their GP for further investigations or to access appropriate services. "

Pauline O'Connor, Community Information Nurse in the West.

My work with the Marie Keating Foundation is varied and interesting. We provide information for all sections of society and in the past year have targeted many community groups such as Men's Sheds, Family Resource Centres, Traveller Centres and Youthreach groups. The response was positive with good numbers attending and return visits requested.

The information we provide is around cancer, it is straightforward and accessible, reminding people that early detection is key, and our motto is to 'Enlighten not Frighten'. We provide information on other services such as cancer support services and a lot of the information now is around lifestyle, the choices we make and how that can affect our risks of developing many cancers, we have teaching aids to help get this message across.

The service is free and delivered by qualified, registered nurses who receive training regularly to insure the information is up to date and relevant.

Maeve O' Sullivan, Community Information Nurse in the South.

Every day the work is different, the environment varies from one day to the next – a Company Boardroom, an Information Stand at the National Ploughing Championships, a community hall in the heart of Dublin or a visit to a remote rural area, to name but a few examples. When I am working in the mobile information unit I never know who will come through the door. The people I meet are from all backgrounds and range in age from 15 to 90+.

I enjoy the challenge of presenting cancer information in a way that makes it accessible to whoever I meet. I feel great satisfaction when someone says they plan to make healthier lifestyle choices e.g. quitting smoking. Many people comment on how valuable they feel the service is because it brings information to where they are, in work or in the community,. People are pleased that the service is anonymous, and feel confident because they can discuss their concerns with a registered nurse.

Ursula Clancy, Community Information Nurse in the East.

Health Education & Awareness

Campaigns - Sue Hayden Communications Manager

Annual Men's Health Campaign - Get Men Talking



In 2012 the Foundation ran its 8th 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. On the 7th of March, we held our men's health lunch in Fallon and Byrne restaurant, proudly supported by Astellas. Ronan Keating, Dr Mark Rowe and Gavin Teehan, our survivor ambassador were our guests of honour on the day. 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 46 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 1500 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.

Our survivor ambassador, who was diagnosed and subsequently successfully treated for testicular cancer featured on Q102 with Geraldine Gleeson Nurse Manager to discuss the campaign and reinforce the importance of early detection. Our survivor ambassador also did national press interviews which resulted in extensive features and again, more traffic to the website.



Health Education & Awareness

Campaigns - Sue Hayden Communications Manager

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 5037 new information packs which contained cervical cancer information leaflets including a Myths and Facts flyer and bookmark 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.*

We launched our campaign with a photocall featuring TV3's Anna Daly and our Director of Fundraising Linda Keating on May 9th.

Dr Sharon Moss, Consultant Gynaecologist at the Beacon Clinic, and a survivor ambassador featured on TV3's Ireland AM programme to talk about cervical cancer, the HPV vaccine and the importance of having regular smear tests.

Geraldine Gleeson, Nurse Manager did regional radio interviews to highlight the importance of availing of the vaccine.

Our radio partner Dublin's Q102 aired our cervical cancer advertisement for the duration of the campaign. The call to action was to log onto mariekeating.ie and tellher.ie or to call the Foundation directly for information and advice. We also publicised the Cervical Check contact information through our campaign.

Health Education & Awareness

Campaigns - Sue Hayden Communications Manager

Skin Cancer Awareness Campaign



This campaign aims to highlight the risks involved when in the sun and the fact that exposure to the sun means the risk of skin cancer. Throughout the months of July and August, we targeted all practice and public health nurses, construction workers, farmers, and child care facilities around the country.

Meteorologist and RTE weather presenter Jean Byrne helped to launch our month-long sun awareness campaign entitled Sun Safety. 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 (4462 handed out in total) detailing how to be safe in the sun with an interesting and informative Sun Safe; The Burning Questions tips sheet and handy bookmark.

Q102 ran an ad campaign encouraging people to be safe in the sun and information on our free sun safe information packs.

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 eleventh year was once again proudly supported by Marks & Spencer.

The theme of the campaign this year was "Look After Your Girls" to follow on from the success of the 2011 campaign. JC Decaux came on board again this year to provide an outdoor advertising campaign with street sites around the country and Luas stop sites.

A full colour supplement was distributed with the Mail on Sunday at the beginning of October featuring articles on the Foundation's breast cancer awareness initiatives and services

Health Education & Awareness Campaigns - Sue Hayden Communications Manager

Breast Cancer Awareness Month

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 6980 packs handed out nationwide.

The eighth 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 1st 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 10th of October, our annual breast cancer awareness lunch, which was proudly supported by Ballygowan took place in L'Ecrivain restaurant. Guest speakers included Norah Casey and Yvonne Joye breast cancer survivor turned author. The guest list was comprised of women who work in the sector, women who have survived breast cancer and industry professionals such as HR Managers and Occupational Health managers.



Health Education & Awareness

Campaigns - Sue Hayden Communications Manager

Breast Cancer Awareness Month



Health Education & Awareness

Campaigns - Sue Hayden Communications Manager

Some of our Corporate Partners for 2012



Health Education & awareness

campaigns - Sue Hayden Communications Manager

Some of our Corporate
Partners for 2012

EUROCYCLES™



Irish Daily Mail



THE
BURLINGTON®
HOTEL

Pentel

DOROTHY PERKINS

Arnotts
— EST. 1843 —

newstalk.
106-108 fm

our support
services

Support Services

New Beginnings



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.

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 2013.

Comfort Fund

The Foundation manages a national Comfort Fund for people experiencing financial difficulty as a result of a cancer diagnosis. The health care professional directly involved in the patients care 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. 2012 saw the Foundation invest €39,000 in its Comfort Fund, helping over 130 cancer patients during the year.

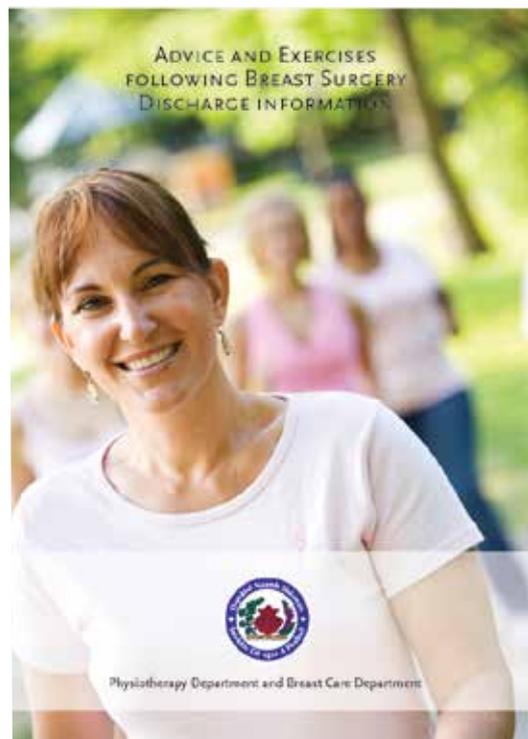


Support Services

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 way to understand manner".



Fundraising

Fundraising

Highlights - Linda Keating Director of Fundraising

Think Pink

Our 7th annual Think Pink Campaign took place during the month of February. This fundraising initiative encouraged people to take part by wearing something pink and making a donation to the Foundation. Schools, colleges and businesses nationwide choose to Think Pink throughout the month.



Valentine Ball

Our Valentine Ball was hosted at the Finnstown House Hotel on 11th February. Our MC for the evening was Q102's Scott Williams and a packed room danced into the early hours of the morning to The Big Chill. The event was again a great success for the Foundation.



The Ladies Basketball League

We must thank the ladies league of basketball for supporting the Foundation again this year with teams and spectators turning out in pink in aid of the Foundation.

The Beauty Industry of Ireland

The Beauty Industry of Ireland supported the Foundation again this year by sponsoring a stand for us at the beauty show in the RDS on March 11th and 12th. Many beauty salons around the country also hosted events throughout the year for us.

Fundraising Highlights

- Linda Keating Director of Fundraising

Mothers Day Lunch

Kinnity Castle and Aghadoe Heights again hosted Mothers day lunches in 2012 in aid of the foundation, we are very grateful to them for their continued support.

The Great Ireland Run

In 2012, the tenth Great Ireland Run took place on Sunday April 15th 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. The event went out live on RTE 2 television. Team Marie Keating had over 300 participants.



Athy Golf Club

Athy Golf Club ran their second golf outing for the Foundation. It is so wonderful to see people coming together as a club, put on such a great event and to raise over €8,000 in just one round of golf, that is really incredible.

Ronnie Whelan Golf

Ronnie Whelan has for many years been a great supporter of the Foundation. He again hosted the "Ronnie Whelan Golf Classic" at the K-Club in support of Myasthenia Gravis and the Marie Keating Foundation, two charities close to Ronnie's heart. As is par for the course Ronnie had many celebrity friends join him to help raise much needed funds for both charities.



Run Kildare

The third annual Run Kildare took place again this year on the Curragh. This event has grown significantly on the running calendar of Ireland and we are thrilled to be chosen again as one of their three charities.



Fundraising Highlights

- Linda Keating Director of Fundraising

Women's Mini Marathon



The Women's Mini Marathon is an important event on our calendar. This is a wonderful way for women to get together and enjoy a fabulous day out, all while raising funds for the Foundation. Every year we invite new members to join team Marie Keating and we also look forward to seeing and catching up with our long-time supporters. Over 700 women took part in aid of the Foundation in 2012.

Howth Ladies Lunch

The Howth Ladies committee, Wini, Suzy, Jennifer, Sharon, Lisa and Andrina organised the first Howth Ladies Lunch in aid of the Marie Keating Foundation at Aqua restaurant in Howth. This event saw over 120 women turn out for an afternoon of entertainment with the wonderful 98FM's Siobhan O'Connor as MC to the singing waiters, spot prizes, raffles and fabulous food. This is we hope the first of many new wonderfully uplifting events for the foundation.



Martin Earley Tour of Kildare



The Marie Keating Foundation in association with Naas Cycling Club were delighted to host the eleventh Tour of Kildare cycle which took place on Sunday August 12th. 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 just 26 cyclists taking part and has grown steadily over the years with over 600 signing up this year.

Fundraising Highlights - Linda Keating Director of Fundraising

Go Ahead Walk for Life



2012 saw the second Go Ahead Walk for Life take place in the Phoenix Park on Sunday 7th October. The Lord Mayor of Dublin Naoise Ó Muirí acted as official starter and launched the balloon release. The participants were entertained by the Lucan Gospel Choir. It was a wonderfully uplifting and also an emotional day for all.

M&S Bike 400

The challenge saw 650 members of Marks and Spencer staff from all regions around the UK and Ireland come together for this challenge. In teams of four the cyclists took to the Prodrive racing track to compete in a 400 mile cycle in a 24 hour period. Thanks to the enthusiasm of the staff who took part, the support of their colleagues in all M&S stores and of course, M&S customers, this challenge proved to be a huge success.



Fundraising

Highlights - Linda Keating Director of Fundraising

Celebrity golf Classic Sponsored by Marks & Spencer

Now one of Ireland's most prestigious golf events, "The annual Marie Keating Foundation Golf Classic" sponsored by Marks & Spencer took place on August 27th on the fabulous K-Club's Palmer Course, home to the 2006 Ryder Cup. As usual, a host of celebrities turned out in support of the foundation for this event and played a round of golf with our supporters including representatives from our corporate partners.



Newstalk Christmas Lunch



2012 saw the inaugural Newstalk Christmas Lunch with over 250 people attending in aid of the Marie Keating Foundation, what a great way for companies to say thank you to their staff and clients while supporting the Foundation.

Guests were greeted with a champagne reception and enjoyed Christmas carols sung by the Lucan Gospel Choir. Our MC on the day was Newstalk's Norah Casey and guests were entertained during lunch by comedian Alan Shortt.

Tour de Force

Over 60 members of An Garda Síochána took up the challenge to cycle 500km through Italy in aid of the Marie Keating Foundation raising €50,000.00 in the process. What a challenge this was with many steep climbing hills, the great scenery made up for the pain!

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

**report &
financial statements**
for year **2012**

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Directors & other information

Board of Directors

Gerard Keating
Ronan Keating
Ray McDermott
Michael Dwyer
Therese Rochford
Leo Kearns

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Chartered Accountants
& Registered Auditors
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Harcourt Road
Dublin 2

Bankers

AIB Bank
22/26 Main Street
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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 2012.

1. Principal Activities and Review of the Organisation

2012 was another year of energetic focus by the Foundation on its mission “to make cancer less frightening by enlightening”.

Fundraising from a cash-strapped public in Ireland has become very difficult for charities and the Marie Keating Foundation is no exception. The Foundation’s response has been twofold - a focus on key corporate partnerships to protect revenue and a driving of cost-efficiencies in administration, in particular, in order to protect services as much as possible. Rigorous cost management was a feature of 2012 and will continue.

In the context of these challenges, the directors are satisfied with the outcome for the year. The directors are also satisfied that the appropriate strategy is in place to safeguard the Foundation and the services it offers for the years ahead.

During 2012 we completed 448 community & workplace visits, and saw 16,333 people. 371 people were referred to their GPs as a result.

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 €39,146.

Overall, the Foundation recorded a deficit before depreciation of €6,353. After charging depreciation of €86,985, the net deficit was €93,338.

The like-for-like decrease in income of 13% reflects the pressures of the economy.

Overheads were well managed at €99,244 or 6.7% of turnover and total expenditure was down 13% on a like-for-like basis.

Cost of charitable activities amounted to €1,100,167 or 75% of turnover.

The foundation is fortunate to have several key corporate partners, most notably Marks and Spencer, which is an important contributor to funds raised. Other partnerships such as Cancer Research UK and The Irish Daily Mail Group continue to play an important role.

At board level, Mary Murray, William Walsh, Lucy Cronin and Jacqueline Conlon resigned as directors after many years of very committed service. The directors thank these individuals again for their contributions and commitment.

Directors & other information

Report of the Directors

1. Principal Activities and Review of the Organisation (continued)

The strategic review completed in 2012 by the board has assured a focus on the core awareness and community information services offered by the Foundation as well as a continued commitment to the Foundation's Comfort Fund, assisting patients or the families of patients with small grants during treatment.

The board also implemented a reserves policy, recognising the seasonality of the Foundation's income and the need to maintain 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 2012 resulting in revenues of €1,454,768 (€1,080,268 in cash and €374,500 in media services in kind). The company has incurred a deficit for the year of €93,338.

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

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

Directors & other information

Report of the Directors

Leo Kearns was appointed as a director of the company on 10 September 2012.

William Walsh resigned as a director of the company on 10 September 2012.

Lucy Cronin resigned as a director of the company on 10 September 2012

Jacqueline Conlon resigned as director of the company on 5 November 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, 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
30 September 2013

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 Financial Reporting Council 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 2012

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

30 September 2013

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 2012 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 including the accounting standards issued by the Financial

Reporting Council 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 2012 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.

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

Directors & other information

Report of the Independent Auditors

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 2012 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 2012 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

30 September 2013

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 Financial Reporting Council.

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 income 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 2012 €	31 December 2011 €
Income		1,454,768	1,667,273
Cost of generating funds		<348,842>	<450,399>
Cost of charitable activities		<1,100,167>	<1,200,529>
Overhead expenses		<99,244>	<126,456>
Operating Deficit	1	<93,485>	<110,111>
Interest receivable		147	238
Net Deficit for the Year	8	<93,338>	<109,873>

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 2012

	Notes	31 December 2012 €	31 December 2011 €
Fixed Sssets			
Tangible assets	4	35,113	122,098
Current Assets			
Debtors	5	171,122	249,289
Stocks	6	34,187	31,986
Cash at bank		288,457	251,651
		493,766	532,926
Creditors			
Amounts falling due within one year	7	<43,384>	<76,191>
		450,382	456,735
Net Current Assets			
		485,495	578,833
Total Assets Less Current Liabilities			
		485,495	578,833
Funded by			
Unrestricted reserves	8	485,495	578,833

On Behalf of the Board

Michael Dwyer
Gerard Keating

Cash Flow Statement

	Notes	31 December 2012 €	31 December 2011 €
Net Cash <outflow>/inflow from operating activities			
Net deficit		<93,338>	<109,873>
Depreciation		86,985	122,524
Movement in stock		<2,201>	<1,986>
Movement in debtors		78,167	<115,619>
Movement in creditors		<32,807>	<130,833>
Net Cash inflow/<outflow> from operating activities		36,806	<235,787>
Increase/<decrease> in cash in the year		36,806	<235,787>
Net Funds at the beginning of the year		251,651	487,438
Net Funds at the end of the year	10	288,457	251,651

On Behalf of the Board

Michael Dwyer

Gerard Keating

Notes to the financial statements

1. Operating Deficit

Operating deficit is stated after charging:

	2012 €	2011 €
Depreciation	86,985	122,524
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, 266 and 609 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 employed by the company during the year was 20 (2011: 22) analysed as follows:

	2012 No.	2011 No.
Administration	9	10
Operational	11	12
	20	22

The company's employment costs comprises of:

	2012 €	2011 €
Wages and salaries	538,290	591,079
Social welfare costs	49,611	56,347
Pension costs	2,190	2,070
	590,091	649,496

Notes to the financial statements

	Leasehold Buildings €	Fixtures & fittings €	Mobile units €	Computer equipment €	Motor vehicles €	Total €
4. Tangible Assets						
Cost						
At 31 December 2011						
and 31 December 2012	81,878	5,400	421,857	68,316	38,750	616,201
Accumulated Depreciation						
At 31 December 2011	39,220	3,588	346,810	68,316	36,169	494,103
Charge for year	8,257	1,100	75,047	-	2,581	86,985
At 31 December 2012	47,477	4,688	421,857	68,316	38,750	581,088
Net Book Amount						
At 31 December 2011	42,658	1,812	75,047	-	2,581	122,098
At 31 December 2012	34,401	712	-	-	-	35,113

5. Debtors

Amounts falling due within one year

	2012 €	2011 €
Debtors	156,024	235,387
Prepayments	15,098	13,902
	171,122	249,289

6. Stock

	2012 €	2011 €
Promotional stock	34,187	31,986

7. Creditors

Amounts falling due within one year

	2012 €	2011 €
Creditors and accruals	29,636	59,765
Paye/prsi	13,748	16,426
	43,384	76,191

Notes to the financial statements

	2012 €	2011 €
8. Unrestricted Reserves		
At the beginning of the year	578,833	688,706
Deficit for the year	<93,338>	<109,873>
At the end of the year	485,495	578,833

The board has implemented a reserves policy, recognising the seasonality of the Foundation's income and the need to maintain 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:

	2012 €	2011 €
Expiring:		
Within one year	-	-
Within one and two years	1,612	1,613
After five years	31,980	31,980
	33,592	33,593
10. Analysis of changes in net funds		
Opening Balance	Cashflows	Closing Balance
€	€	€
Cash at bank	251,651	36,806
		288,457

Notes to the financial statements

11. Related Party Transactions

During the year, an amount of €7,380 (2011: €14,520) was incurred with 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 30 September 2013.

