

Annual Report 2014



Marie Keating
FOUNDATION

body **lifestyle** male & female
help support **cancer**
trust **enlighten**
survive health awareness

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A Word From Our Chairperson

It is with great pride that I take over the position of Chairperson of the Marie Keating Foundation from my colleague Michael Dwyer who has successfully steered the Foundation through a difficult time for the charity sector. I take up this position at a very exciting time for the Foundation as new CEO, Liz Yeates, takes the reigns and has already begun to deliver on an ambitious new strategic plan which will see the charity focus on reaching more people in more communities than ever before. The Foundation has a very strong board with former chairperson Michael Dwyer, whose support continues to be invaluable, and new members Michael O'Reilly, Edel Creely and Gary Keating who contribute their varied professional skills and experience making our board very effective and productive.

A strategic review, conducted in June 2014, led the CEO and the Board to agree new objectives for each function, all in line with our overall mission of 'making cancer less frightening by enlightening'. To make this tangible, each function was given specific and measurable targets to meet, and as you will see throughout this report, the team is meeting, and in many cases exceeding, these. The Foundation is focused, professional and effective and will remain so. The fight against cancer is far from over and so the Board continues to set new targets for 2015 and beyond to ensure the Foundation continually strives to be ambitious, dynamic and impactful.

The Foundation has had a growth in income of 10.3% this year, with a final income of €1,118,552. This growth is reflective of the steady economic situation in Ireland, the strong reputation and transparent conduct of the Foundation, and the concerted efforts of the Fundraising team. Because of this growth, we have been able to expand our services in 2015, rolling out our new Survive and Thrive programme for cancer survivors, hosting our first ever ovarian cancer seminar, expanding our schools programme and investing in our mobile information units, which help our nurses reach over 18,000 people a year.

As Chair, I will continue to work with the Board and the staff on ensuring that the Foundation remains as transparent and as accountable as possible. We welcome the appointment of a new charity regulator for all Irish charities. It is vital that all members of the charity sector are held to the same high standards and that these are enforced so that the general public can have the highest levels of trust in the not-for-profit sector. The Foundation is proud to be one of the first charities to meet the criteria in order to be listed on the Charities Registry of the Charities Regularity Authority (CRA Number 20038953). It is important to the Board and to the Foundation that all supporters feel confident that they can continue to believe in the important work the Foundation does to fight cancer.

The Foundation's plans for 2015 include a strong digital campaign to promote awareness of melanoma and other types of skin cancer, building on the success of our award-winning Give you Bra for Breast Cancer Campaign during Breast Cancer Awareness Month and our most active Men's Health Month to date. I look forward to updating you on our progress in our 2015 Annual Report.

In the meantime, please visit the Marie Keating Foundation website or step on board the Foundation's mobile information units to speak with one of our specialist nurses to learn how you can prevent cancer or spot it at its earliest stages. That was the ultimate goal of the Keating family when they set up the Marie Keating Foundation and something that the Foundation staff work tirelessly to achieve every day.



Sincerely,
Therese Rochford



A Word From Ronan Keating

It was in 1996 when I got the phonecall that everyone dreads, to say that my mam had cancer. I remember feeling shocked, scared, angry and confused. It was one of the worst phone calls I have ever received. To hear your mam has 'The Big C' was just unbelievable. You never think it's going to happen to your family. When we heard a year after Mam's death that it could have been avoided just added to the grief. If Mam had been aware of her symptoms or if she had followed up with her doctor, she would probably be alive today. Following Mam's death the one thing my family and I knew for sure was that we had to try to do something to prevent other families going through the pointless devastation that we did.

It is clear today as I write this letter that what the Marie Keating Foundation is achieving is positive and real. By the end of 2014, our team of dedicated nurses have reached over 180,000 men and women nationwide, taking the message directly into the community about the need to be aware of your health and the simple, actionable steps we can all take to reduce our cancer risk. Our nurses are also a reassuring presence in the community, bringing to life our mission of making cancer less frightening by enlightening. Every day our nurses are talking to people about how important it is to go to their GP's and have any lumps, bumps, aches or pains that they may have checked out. They may be nothing but isn't it better to be given that peace of mind, or to get an early diagnosis as soon as possible?

What the amazing and dedicated team at the Foundation achieve would not be possible without the support of our countless supporters and volunteers. Marks & Spencer Ireland has been with us almost from the beginning and this year has been another amazing year where together, we have accomplished so much. Thanks to all the M&S staff and customers for your time, donations and support- we really appreciate everything you do!

We are already looking forward to 2015 and, as patron, I am proud to say that the Foundation is gearing up to reach more people than ever before with its life saving message about cancer prevention and early detection. If you haven't already had the opportunity to get on board one of our mobile information units, read the advice on our website or picked up one of our leaflets, please make this the year to do it. If you have never taken part in one of our walks or runs, if you have not attended one of our fundraising events or given spare change to one of our coin collection boxes around the country, please make this the year that you change that. We can't beat cancer without your help.



Ronan Keating
Marie Keating Foundation Patron

A Word From Our CEO



It gives me great pleasure to present the Marie Keating Foundation's Annual Report for 2014.

Having joined the Foundation in March 2014, I am very proud to be working with a team so committed and driven to achieving the Foundation's mission and to making our vision of 'a world free from the fear of cancer' more of a reality.

One of the first things that struck me when I joined the Foundation was the dedication, commitment and hardworking ethos of our staff. Whilst we are a relatively small team, every staff member who works with the Foundation - either full time or part time - goes above and beyond and collectively we manage to achieve a huge amount each year in providing cancer awareness and support services around Ireland.

Early in 2014, we were able to strengthen our team by appointing a new Director of Nursing Services (Helen Forristal) and new Communications Manager (Cairiona Hennessy) as well as a new addition to our nursing team nurse Maeve Fitzgerald in the Southern region. Together with our Board, the management team undertook a strategic review to re-confirm the core values and vision of the Foundation and also to re-assess how we can achieve greater impact in communities around Ireland whilst also ensuring a stable and more sustainable financial footing for the Foundation.

In developing our strategy for the future, it was vitally important that all stakeholders, staff members and Board are fully bought in to our ambitious goals with a view to further growing and developing the Foundation for the future. We also collectively committed to adhere to the new charity governance codes as early as possible and are now listed on both the new Charities Regulatory Authority Register and on the Governance Code for Community & Voluntary Organisations.

The 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, support and financial assistance to those who are affected by cancer.

Cancer continues to be a major critical illness with over 30,000 people newly diagnosed each year in Ireland. While survival rates are steadily increasing thanks to cancer research, better awareness, earlier detection and improved treatments, sadly some 8,000 Irish people still die from this disease annually. We are thus acutely conscious that there is still so much more work to do. Following each campaign, we evaluate all our work to ensure that we meet or exceed the objectives set and we aim to target our work more effectively to the target audiences and geographical areas where our help is most needed.

Whilst awareness levels of the risk factors related to cancer are increasing all the time, we must continue in our efforts to advocate for a healthy lifestyle through our 'Your Health Your Choice' programme which is mainstreamed into all our campaigns throughout the busy calendar year. Our cervical cancer, skin cancer, breast cancer and men's health awareness campaigns reached a much larger population this year promoting early detection and better awareness of the signs and symptoms of the key cancers affecting men and women.

Having reviewed the access criteria and applications process for the Comfort Fund, in 2014 we were able to grow the number of grants distributed to families who found themselves in financial difficulty as a result of their cancer and we gave out €90,392 in grants to 206 families. Seeing what a big difference this small amount of funding made to people at a very difficult time has encouraged us to further develop the Comfort Fund grant scheme in 2015 so we can support more families in need.

The good news is that there are now over 250,000 cancer survivors in Ireland. In recognition of this we have geared up 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 "Survive & Thrive" programme for cancer survivors in rebuilding their lives following treatment. Through our Schools Cancer Awareness Programme which we re-launched in September 2014 with the Minister for Justice and the Minister for Education, we are continuing to invest in education and improve the

outcomes for young people and their families. In 2014, the Foundation received some National Lottery funding for which we are very grateful. We are privileged to benefit from the public's generosity and are proud to have a number of supporters who both donate funds and raise funds on our behalf. We do our very utmost to ensure that every cent entrusted to us is wisely and efficiently spent. Having revised both our governance standards and our financial Key Performance Indicators, we are now better placed to meet the challenges of the future, building on our corporate support and fundraising initiatives while ensuring that our fundraising and marketing costs are kept to a minimum. In addition to our longstanding corporate partners such as Marks & Spencer Ireland, we have been fortunate to develop a number of new key relationships with some corporates, particularly in the pharmaceutical and retail sectors, who have assisted in supporting our services both directly and by providing 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.

The Foundation 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 like to thank every one of our supporters who have remained loyal to the Foundation and continue to help us achieve our goals through thick and thin.



Liz Yeates
Chief Executive Officer

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Objectives for 2014



Objective



Status



Health Promotion

To visit over 350 locations with Mobile Information Units and/or nursing presentations	420 venues visited
To ensure that over 30% of our target audiences are in disadvantaged settings	32% locations in disadvantaged locations (136 venues)
To include 60 workplace settings in visit locations	109 workplaces visited
To have over 12,000 direct conversations about cancer prevention and detection	16,751 direct conversations about cancer
To re-launch Schools Cancer Awareness programme and train 100 teachers in same	Schools Cancer Awareness Programme re-launched and 120 teachers trained
To convene a Medical Advisory Board to support MKF in its mission	8 experts from oncology & health backgrounds joined our Medical Advisory Board, whose first meeting took place in September 2014

Fundraising

Identify new fundraising streams to ensure continuation of existing core services	A number of new fundraising streams including corporate partnerships and grant funding sources were identified and developed
Put a stop to downward trend of the Foundation's finances	Total income grew by 10.2%
Raise €1m in 2014 and reduce fundraising and governance cost	Total income was €1,118,552. Fundraising and governance cost reduced as a percentage of total income to 17% and 5% respectively

Comfort Fund

Assist families in financial distress as a direct result of cancer. Increase grants given from 97 in 2013 to 200 in 2014, with no individual grant to exceed €1,000	206 Comfort Fund grants distributed in 2014. No grant exceeded €1000. €90,392 distributed in Comfort Fund grants, an increase of 76% on 2013
To continue to build on the strength of existing working relationships with the medical community to ensure the accessibility of Comfort Fund service, assessed by number of medics accessing the service- seek 45% increase	Number of Comfort Fund applications up 69% from 2013 to 206 in 2014



Objective



Status



Communications / Public Awareness Campaigns

To deliver effective, targeted public awareness campaigns around skin cancer, breast cancer and men's health	Effective, targeted public awareness campaigns delivered
Increase awareness of Foundation as key source of information and support in each of these cancers- increase engagement as measured by attendance at events, and information distribution, and media engagement	Attendance at events increased by 5% Information distribution increased by 28% Strong media engagement achieved around core campaigns
To upgrade the MKF website and health information resources to ensure stronger engagement of our supporters	New suite of MKF materials produced- updated to include latest research, new approaches and treatment methods Website upgraded and breadth of content increased
To increase social media engagement by 5%	Social media engagement increased- 8% new facebook fans, 7% new twitter followers

Governance

Complete a review of governance standards at MKF and put in place new policies & procedures to ensure transparency and accountability	Governance review an ongoing project at MKF Board Meetings Chairperson & CEO led a working group focussed on signing up to Governance Code, which has since been obtained
Continue to publish the Foundation's annual accounts on the MKF website	Foundation's annual accounts continue to be available on Foundation's website
Start process of adherence to Governance Code	As a registered charity, the Foundation was invited to complete the registration process with the CRA and are now a registered entity
Register with new Charities Regulatory Authority	The Foundation is now registered: CRA Number 20038953

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Health Promotion

Health Promotion

While many people in Ireland may believe that cancer is down to bad luck, or fate, scientific research shows that our risk actually depends on a combination of our genes, our environment and aspects of our lives, many of which we can control. In Ireland, more than one in three people will develop cancer at some point in their lives.

Every year, more than 30,000 people are diagnosed with the disease. But experts estimate that more than four in ten cancer cases could be prevented by lifestyle changes, such as not smoking, keeping a healthy body weight, getting a moderate amount of exercise and being SunSmart.

That is why the Marie Keating Foundation is passionate about helping people to make positive lifestyle choices that can help them prevent cancer and also learn the signs and symptoms of the disease so that they can detect it at its earliest stages. We truly believe that this is the first line of defence when it comes to beating cancer.

Mobile Information Units and Nursing Team

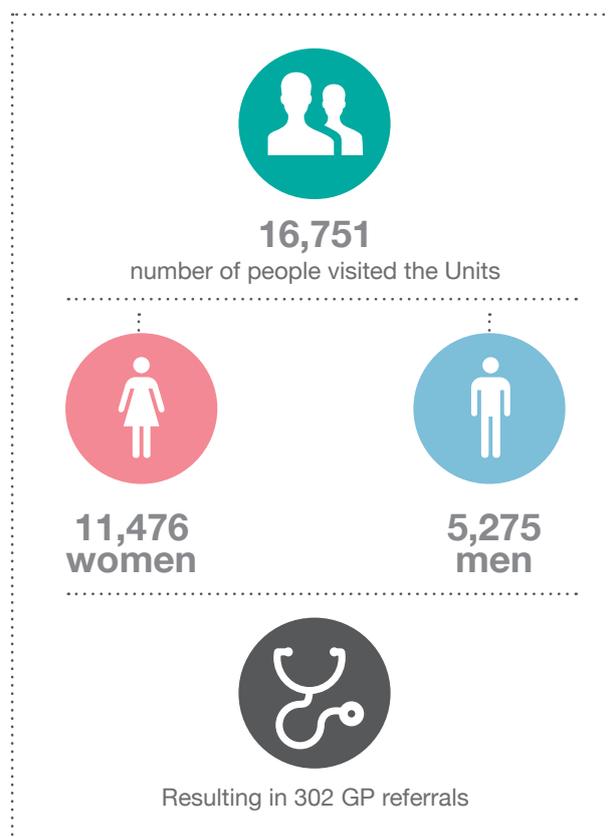
The Marie Keating Foundation has a team of seven specialist nurses that travel nationwide in our three Mobile Information Units to bring our lifesaving message of prevention and early detection to as many people as possible, free of charge. The nurses and units visit community centres, schools, shopping centres and offices to speak to people about how to prevent cancer, spot it and beat it. While their presentations can be tailored to the needs of the audience, the key message is always that the risk of cancer can be reduced through lifestyle changes, and about the importance of early diagnosis.

Members of the public are invited to get on board the Unit to:

- Talk to a registered nurse about how to reduce their risk of cancer, spot cancer early and the importance of screening
- Have a more in-depth chat with one of our nurses in a private consultation area
- Pick up free health information brochures
- Take a Smokerlyzer® test to measure the carbon monoxide levels in their lungs (for smokers)

As well as the Smokelyzer breath testing kits, the Mobile Information Units also have tar-in-a-jar which are used as educational aids for people considering giving up smoking. As part of our Healthy Living Campaign, each unit also has Fat Chunks, alcohol measurements, mouth & skin cancer demonstration models and body fat scales on board, which are used as part of our advisory service on diet/healthy living. The Foundation's nurses can also give advice and information packs on all of the most common cancers affecting men and women in Ireland, including: bowel, breast, cervical, lung, ovarian, prostate, skin and testicular cancers.

Nursing service by numbers in 2014



Location breakdown

	Community groups:	179
	Health Events:	29
	Workplaces:	109
	Schools and colleges:	63
	Hospitals:	40

Workplaces

During 2014, the Marie Keating Foundation made a total of 109 visits to workplaces, and saw a total of 8,065 staff members in these organisations. Among the companies visited were:

- Airtricity
- Abbott
- Abbvie Ireland
- Adobe Systems Software Ltd
- Aer Arann
- AIB
- Astellas
- Bank of Ireland
- Bausch & Lomb
- Bord Na Mona
- Bristol Myers Squibb
- Cuisine De France (ARYZTA)
- DHL Global Forwarding
- Diageo
- Eli Lilly
- Electric Ireland
- Glenpatrick Spring Water
- Harvey Norman
- Irish Stock Exchange
- Janssen Pharmaceutical
- Keelings
- Liberty Insurance
- Mercer
- Microsoft
- MSD
- Newbridge Silverware
- Novartis Ireland Ltd
- Pfizer
- Proctor & Gamble
- PWC
- Reliance Precision
- Roche Products (Irl) Ltd

The Foundation also brought our service to many employees in government departments such as the Department of the Environment and the The Office of the Revenue Commissioners.

Workplace Feedback

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“Staff who went to the mobile unit got very detailed information and all their questions were answered. Delighted with the service.”-Electronic Arts Ireland Ltd, Galway

“Extremely positive feedback. The men were very impressed with the talk. Nurse was confident, well informed and delivered the information in a clear and easily understood manner.” - The Office of the Revenue Commissioners, Clare

“The nurse was brilliant at delivery for the women’s talk-we look forward to her coming back for the men’s talk.” Irish Stock Exchange, Dublin

Schools Cancer Awareness Programme

Each day in Ireland, an average of 82 new cases of cancer are diagnosed and this number is expected to rise by a third by 2020.

This presents a clear challenge to the Marie Keating Foundation, and to all those involved in healthcare and health promotion in Ireland, to help reduce the number of people being diagnosed with cancer by highlighting prevention and also be providing information and support to those already affected by the disease.

The revised Marie Keating School's Cancer Awareness Programme helps to achieve both of these goals. It aims to promote awareness among students at post-primary level about various forms of cancer and to help them understand the importance of detecting cancer at an early stage. By making cancer 'less frightening by enlightening' for students, the programme endeavours to engage students with age-appropriate, interactive and informative material. The eight-module programme is available free of charge for teachers by contacting the Marie Keating Foundation directly and forms part of the suite of supports for post-primary Social Personal and Health Education (SPHE) in-service available to schools from the Professional Development Service for Teachers.

The revised Schools Cancer Awareness Programme was launched in September 2014 with the help of Minister for Education, Jan O'Sullivan, TD, and Minister for Justice and Equality, Frances Fitzgerald, TD, alongside students and teachers from St Kevin's Community College in Clondalkin, Dublin.

Whilst the prevalence of cancer is on the increase, once detected early, the outcomes are also much more positive thanks to new treatments and therapies. The Marie Keating Foundation's schools programme means that we can give young people the information they need to understand cancer and the opportunity to discuss it openly. Up to half of cancers are preventable so the curriculum-linked lesson plans will help students reduce their future risk of developing cancer by advising them on diet and fitness as well as improving their awareness of key symptoms. This important resource can empower our young people and show them that while cancer is a horrible disease, we can all take steps to reduce our risk.

Speaking at the launch, Minister Jan O'Sullivan commented, "The Social, Personal and Health Education programme supports the personal development, health and well-being of young people. The Marie Keating Cancer Awareness Programme exemplifies a holistic vision of health education, which includes the physical, mental, and emotional dimension for each student. I would encourage SPHE teachers nationwide to embrace this programme with 4th, 5th and 6th year students nationwide."

Aisling Sammon, a teacher at St Kevin's Community College, has taught the Cancer Awareness Programme to students. Speaking at the launch, she commented,



Minister Frances Fitzgerald TD with students from St Kevin's Community School, Clondalkin at the launch of the Marie Keating Foundation's School Cancer Awareness Programme

“The Marie Keating programme has been designed to be used within the SPHE curriculum. I found that it provided me with a fantastic resource for dealing with such a sensitive topic that can affect any student at home at any time. It aims to make the students aware of the different types of cancers and the importance of early detection. The Programme helps to dispel the fears that young people may have about the term “cancer” and it underlines the importance of knowing the facts. It also gives students the opportunity to learn more about how to look after themselves and others and to make informed decisions about their own health. As a non-science teacher, it gave me all the resources I needed to talk to students about cancer and really empowered the students. I would highly recommend the programme to other schools.”

Andrew Cunningham, a 5th year student from St Kevin's Community College, who has already completed the Marie Keating Cancer Awareness Programme, said, “Lots of people in our class are affected by cancer, so it was great to learn more about the different types of cancers, the simple things we can do to prevent them and how we can help a family member or a friend if they do get sick. It made cancer seem less frightening because now we understand it more.”

Since the launch of the updated programme, over 120 SPHE teachers were trained as part of the Social Personal & Health Education (SPHE) programme. The Foundation is attending in-service days with some of the regional managers. This gives Marie Keating Foundation the opportunity to meet approximately 20 teachers at one time to demonstrate how we deliver this programme and highlight important issues for teaching and learning in such a sensitive area. This allows the Foundation to provide support to the SPHE teachers going forward. For those who do not feel confident in the initial delivery, the Marie Keating nurses are happy to work together with the teacher to ensure seamless delivery of the Cancer Awareness Programme. Some regional managers have developed confidence over the years and now deliver the training themselves. The Marie Keating nurses also teach in schools themselves particularly in transition year. Testicular cancer is among one of the priorities for young men, along with cervical cancer as a priority for young women. Skin cancer awareness is also highlighted to all students as it is the most common cancer in Ireland for both men and women.

The Cancer Awareness Packs were printed thanks to the generous support of Marks & Spencer Ireland.

Family Resource Centres

The Marie Keating Foundation has continued to develop excellent working relationships with many of the over 100 Family Resource Centres around Ireland. This work aims to provide practical advice and assistance to community groups about cancer prevention and early detection at a local level and plays an important part in our aim to focus on disadvantaged communities.

We keep Family Resource Centres informed of our ongoing campaigns and are regularly invited to meet with and give information talks to the many male and female groups who use these centres, namely Men's Shed groups, Active Retirement groups, Mother and Toddler groups and others.

“This service is very beneficial to the community of Shannon and we hope you will continue to come on an annual basis.”

**Shannon Family Resource Centre,
Shannon, Co Clare**

Hard to Reach Groups

One of the Foundation's goals is to ensure that 30% of our target groups are those harder to reach groups or from lower socio economic areas.

Youthreach Groups

We provide our free service to Youthreach groups. Students in this programme are early school leavers (aged 15-20 years) and the aim of the programme is to provide these young people with the knowledge and skills they need to participate fully in society. The Marie Keating Foundation helps by providing talks to these young men and women on healthy lifestyle choices.

“We were delighted with the service. The presenter was excellent and the students were engaged throughout. We look forward to using the service again.”

**St Joseph's Community College,
Charlestown, Co Mayo**

Traveller Groups

As part of our targeted approach to engage with “hard to reach” groups, the Marie Keating Foundation has continued its work with nine Traveller groups and attended organised events in various parts of Cork, Donegal, Sligo, Galway and Dublin throughout 2014. Our nurses gave information talks to groups of Traveller men and women and spoke with people after the sessions on a one-to-one basis. The Support Workers who work with these groups were delighted with the service we provided, as many in the Traveller community, particularly men, are very reluctant to engage with health services.

The Foundation also started working with Pavee Point on creating information leaflets specifically for the Traveller community, designed to accommodate their health literacy needs.



Maeve O'Sullivan, Community Information Nurse, Marie Keating Foundation, out and about in the community

Comments From Our Nurses

“My role as a community information nurse for the Marie Keating Foundation has been a very happy and positive one. The comments and feedback I have received from the public have given me personal satisfaction and make my job very worthwhile. The aim of ‘making cancer less frightening by enlightening’ and raising awareness of the need for early detection is the message I want to promote every day. Since joining the Foundation, every day is different. Visiting workplaces, colleges, communities and shopping centres makes the work very diverse and interesting. My hope is that the people I speak to will make changes in their lifestyle and that this will have a positive impact on their health. We can all make little changes every day which reduce our chances of getting cancer and so will hopefully lead longer, happier lives.”

Doreen Garvey, Community Information Nurse, Marie Keating Foundation

“I really love my job working as a Community Information Nurse as part of the Marie Keating Foundation’s nursing team. What makes it most

enjoyable is the diversity of the role and meeting the public in so many venues across Munster in our mobile unit from schools through our Schools Cancer Awareness Programme, to colleges and family resource centres to companies, health events and active retirement groups.

I feel we make a real difference in so many communities in both cities and rural areas in providing cancer awareness information, advice on how to reduce your risk and promoting the vital message of early detection. I often find members of the public just want reassurance and encouragement to attend a GP with a concern. This is such an important part of our service as nurses with the Marie Keating Foundation.

The public are so welcoming and grateful for our service everywhere we go. It makes the job so worthwhile and a privilege to be part of this wonderful organisation.”

Maeve Fitzgerald, Community Information Nurse, Marie Keating Foundation

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Public Awareness Campaigns

The Foundation rolls out a number of key information campaigns each year. This year we held:

- Sun Safe Skin Cancer Campaign (summer months)
- Breast Cancer Awareness Campaign (October)
- Men's Health Month (November)

These campaigns are promoted to our stakeholders in a variety of ways to encourage engagement and to ensure that the Foundation's messages of cancer prevention and early detection are amplified.

Skin Cancer Awareness Campaign

The Foundation’s 2014 Skin Cancer Awareness campaign was held during the sunny months of May through August 2014 and focused on key messaging highlighting the risks associated with over-exposure to the sun:

- **facts and figures about skin cancer**
- **the different types of skin cancer**
- **the symptoms of melanoma skin cancer**
- **risk factors and causes of skin cancer**
- **how skin cancer is diagnosed**
- **what prevention methods should people take**
- **how to check your skin and monitor moles and freckles**

Seminar Feedback

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“Congratulations on a great Skin Cancer seminar yesterday. Very informative. I’ll know to be more careful in the sun now!”

“Very pleased to see the fantastic work that the Marie Keating Foundation is doing in the area of skin cancer – and particularly the message to avoid sunbeds.”

“The information given on the dangers of UVA and UVB rays was very useful and it was great to see the audience asking questions as so many people are affected by skin cancer.”

.....

Skin Cancer Seminar

In May 2014, the Foundation held its first ever skin cancer seminar with the proud support of Clarins. The event was promoted through the media, through the Foundation’s social media and invitations to attend were extended to colleagues in the health sector. 34 guests attended. The focus was on the importance of sun safety and the risk factors associated with overexposure to the sun. Speakers Included Dr Patrick Ormond, Consultant Dermatologist; Ms Sinead Lynch, Psychologist; Ms Debbie McVicar, Clarins and Liz Yeates, CEO, Marie Keating Foundation and a skin cancer survivor. Feedback from all in attendance was very positive with many of those commenting on how they appreciated the relevance and practical nature of the advice and information given.

Mobile Information Units

During the summer months, the Mobile Information Units and the Marie Keating Foundation nurses brought their messages about skin cancer to 35 workplaces, 33 pharmacies and 66 community groups, interacting with a total of 5,394 people. Some common themes and questions were identified during these visits:

- What SPF strength should I use?
- How much sunscreen should I use?
- Can you apply it once a day?
- Do the cheaper brands work as well as expensive ones?

- How does sunburn increase your chances of getting cancer?
- Do you need to use a children's SPF on children?
- Do sun creams expire?

The nurses answered all of these questions regularly and these themes have been integrated into the Foundation's health promotion plans for Summer 2015.

In addition to giving presentations and answering questions, the nurses also handed out over 5,000 Skin Cancer Awareness packs which included an A5 SunSmart flyer, a SunSmart bookmark, and a DL information leaflet on skin cancer. Through our partnership with Clarins we were also able to distribute samples of Clarins sun screen to visitors to our units.

Health Promotion

To raise awareness of the number of Irish people affected by skin cancer, a press release highlighting how this was the most common skin cancer was issued, emphasising that the Marie Keating Foundation was offering the public free advice on how to protect themselves over the summer. The press release was issued alongside images of Jean Byrne, meteorologist with RTE, who has been a long-time supporter of the Marie Keating Foundation's skin cancer awareness campaign. The release and images were picked up by both national and regional newspapers and also led to interviews for Foundation representatives on regional radio. In addition, the Foundation also promoted the SunSmart message through radio advertising on Q102. Our partner, the Daily Mail once again supported us with a full page advertorial highlighting the SunSmart code.

Throughout the summer, the Foundation's social media channels focused on skin cancer messages, especially at times when the sunshine was strong.



RTE's Jean Byrne with Helen Forristal, Director of Nursing, Marie Keating Foundation



Skin Cancer Seminar

Men's Health Campaign Get Men Talking

In 2014, the Marie Keating Foundation moved its annual Men's Health Campaign to November to coincide with the popular Movember campaign which puts the public's attention firmly on the issue.

Seminar Feedback

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"Congratulations on a great Get Men Talking event yesterday. Really enjoyed the evening and got a lot out of it."

"Thank you for having me at the Men's Health event last week- it was very worthwhile and informative and has challenged me to take action on my own health. I am fired up to make the changes I need to, to be healthier."

"Thanks for having us at the Get Men Talking event last week. It was really useful and a great event."

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Men's Health Seminar

As part of our campaign activity, we hosted our second annual Get Men Talking Men's seminar at the Aviva Stadium, Dublin which was kindly supported by Astellas Oncology.

The event was open to the general public and promoted through PR, advertising and social media. Invitations were extended to men who had been diagnosed with prostate cancer, and to survivors, as well as to men's groups and support services at a community level. Chris Donoghue, Newstalk presenter, cancer survivor and a member of the Marie Keating Foundation Medical Advisory Board, kindly MC'ed the event. The seminar featured a panel discussion with rugby legend and prostate cancer survivor Tony Ward; Professor John McCaffrey, Consultant Oncologist and Specialist in Prostate and Testicular Cancer and Professor Niall Moyna, School of Health and Human Performance and a member of the Centre for Preventive Medicine in DCU. 'Marathon Man and Iron Man legend' Gerry Duffy gave a special presentation on motivation and encouraged the audience to take control of their own health.

The response to the event was excellent with over 100 guests in attendance. Feedback from all attendees was very positive, with many commenting on how positive, empowering and practical the seminar had been.

Updated men's health information leaflets

Continuing on from the success of the refresh of the Foundation's breast cancer materials, it was decided that the men's health leaflets, to include prostate cancer and testicular cancer, needed to be revised and updated. These new leaflets now include up-to-date statistics as well as the latest advice and research and formed part of the men's health packs that were handed out during the month on the Mobile Information Units, at men's health events and upon request through the website. Also included was a new men's health bookmark which included quick and easy actions all men can take to reduce their cancer risk. A poster along the same theme was also developed and proved very popular with a reprint needed within months.

Mobile Information Unit Service

During Men's Health Month 2014, the Foundation's nurses visited workplaces, community groups and organisations distributing Men's Health Month information packs, focusing on men's health issues where appropriate. These visits included special men's health events in Microsoft, Electric Ireland and the staff of the National Maternity Hospital, Holles Street. The nursing team also visited Men's Shed groups throughout the month.

Health Promotion

The general message for men's health was promoted throughout the month of November through advertising, which included a series of adverts in Tatler Man and digital advertising in Joe.ie which clicked through to the men's health section on the Marie Keating Foundation's website. Social media during the month of November was also focused on men's health, with posts focusing on simple, actionable steps that men can take to reduce their cancer risk, as well as promoting the Get Men Talking seminar.



One of the Marie Keating Foundation's mobile information units

Breast Cancer Awareness Month

While the Marie Keating Foundation is no longer solely focused on breast cancer, Breast Cancer Awareness Month remains a very important event in its calendar. October 2014 was one of the busiest and most successful months in the Foundation’s history, and saw it both continuing with strong traditions and breaking new ground and launch an award-winning campaign, Bras for Breast Cancer.

.....

Our overall Breast Cancer Awareness Month campaign was kindly supported by Roche. Other supporters of different activities included: Marks & Spencer; Harvey Norman; Broderick’s Brothers; Irish Daily Mail and Newstalk. The Marie Keating Foundation is extremely grateful for their support.

.....

The objectives for the Foundation during Breast Cancer Awareness Month were:

- To raise awareness of breast cancer, and its signs and symptoms amongst women throughout Ireland with particular focus on younger women and girls
- To ensure that young women are equipped with the knowledge of how to examine themselves; know when to seek a second opinion; and are aware of the latest statistics about breast cancer in Ireland and treatments available
- To promote the Marie Keating Foundation as an expert organisation in the breast cancer arena and to invite wider female audiences to engage with the Foundation more actively on the topic of breast cancer e.g. by finding out more about breast or other cancers by attending one of our events, by reading our campaign literature and by participating in the Bras for Breast Cancer campaign

- To raise funds to support our work in breast cancer awareness.

Wellness Days

A Breast Cancer Seminar was held at Newman House on October 13th featuring Dr Janice Walshe, oncologist; Marie Murphy, sports specialist; Sinead Lynch, psychologist and Liz Yeates; survivor & MKF Director.

Three further ‘Wellness Mornings’ were held in October around the country, one in Ballyfermot, one in Cork and one in Leitrim. Each of these events provided a great opportunity for anyone affected by breast cancer to come together and approximately 30 women attended each event. Talks on breast cancer awareness were given by a Marie Keating Foundation nurses, and among the additional speakers at the events were Dr Kevina Cardiff, Dietician; Dymphna Watson, Europa Donna Ireland; Doris Rabe, a nutritionist and Yvonne Joy, a breast cancer survivor. The women in attendance were treated to some mini beauty treatments and healthy refreshments were served, making the events both informative and relaxing.

Bras for Breast Cancer

In an innovative addition to our Breast cancer awareness campaign, the Marie Keating Foundation called on women across Ireland to “Give your Bra for Breast Cancer.” The Foundation asked women to donate an unwanted bra in any size, any colour, any style and any condition during October, Breast Cancer Awareness Month. The campaign, which was proudly supported by Roche, saw the Marie Keating Foundation receive €1 for every bra donated throughout the month.

There were drop off points around the country, including shopping centres, Harvey Norman stores, community centres, beauticians and newsagents. The campaign was an ideal way for women to support the fight against breast cancer - while not everyone can spare money, most women have a bra that they do not wear anymore. The donated bras assisted the Marie Keating Foundation to raise funds to continue its important cancer awareness work and support services. The Foundation initially hoped to collect 10,000 donated bras but was overwhelmed with generous support and over 40,000 bras were received from all across the country, and beyond, including the UK and Australia, helping this vital cause and also creating some space in their wardrobe.

The donated bras were sent to students in the Institute of Art, Design and Technology Dun Laoghaire to be created into works of art, as well as being sent to ethical business in Africa. Bras can be difficult to find and expensive to buy in parts of Africa so sending the bras there can help ensure that we are building a better future for everyone.

New breast cancer materials

As part of an overall re-refresh of Marie Keating Foundation printed and digital materials, the breast cancer leaflets and booklets were the first to be updated and revised. With the support of MSD, our Breast Cancer leaflet; Understanding Breast Changes A5 booklet; and Advice and Exercises Following Breast Surgery A5 booklet were revised and updated to reflect the recent practices, research and statistics as well as the new MKF brand guidelines. The new materials were made available as part of information packs and upon request during the month of October and beyond through our Mobile Information Units.

Public Relations Campaign

The public relations (PR) campaign for Breast Cancer Awareness Month was officially launched with a photocall with Domini Kemp, a breast cancer survivor, business woman and celebrity chef, in Marks & Spencer Grafton Street. Domini appeared in the photocall alongside her daughter Lauren. The images were picked up in the MetroHerald and the Daily Mail. The core message of this initial phase was "Look after your girls."

The second phase of the PR campaign was launched a week later to announce the Bras for Breast Cancer campaign, as well as key messages about breast cancer awareness. The press release was issued alongside images of Ronan Keating and Storm Uechtritz with bra props. The release and images were picked up extensively and there were also many feature pieces in broadcast and print titles, including TV3's Ireland Am, Newstalk Breakfast, the Irish Times, and the Irish Independent.

Extensive regional coverage followed from around the country, especially in print. Liz Yeates, CEO, also conducted multiple regional radio interviews, supported by Linda Keating, Director of Fundraising, and Helen Forristal, Director of Nursing Services.

The Bras for Breast Cancer campaign was also extremely popular across MKF social media channels and there was strong engagement with existing supporters, as well as new supporters coming on stream. In all, the PR coverage had a direct advertising value of over €100,000 and a circulation reach of over 3 million. Newstalk came on board as the media partner for the campaign and two separate radio adverts were created, one promoting the bra collection and one promoting breast cancer awareness. In total, 184 adverts ran across the station during October, generating strong awareness.



Ronan and Storm Keating launching Bras for Breast Cancer

body **lifestyle** male & female
help support **cancer**
trust **enlighten**
survive health awareness

Annual Report 2014

Comfort Fund

The Comfort Fund

The Marie Keating Foundation provides financial assistance to people who are currently receiving treatment for any kind of cancer and who, as a result, find themselves in financial difficulty.

A diagnosis of cancer can lead to increased medical costs such as consultant fees and expensive medications, additional expenses from activities such as increased travel to medical appointments that may be some distance from home; increased utility bills due to extra time at home while recovering from treatment and reduction in earnings if a patient and perhaps their family members have to take time off work.

Many people can find themselves overwhelmed by these costs and this adds to the stress associated with their cancer diagnosis. The Marie Keating Foundation hopes to lessen that burden. Each year, the Marie Keating Foundation allocates a specific budget for people who are undergoing treatment for cancer but who are financially struggling. The fund accepts applications on behalf of men, women and children. This fund has been operating successfully since 2004.

The Marie Keating Foundation had a target to increase the number of grants allocated by the Comfort Fund from 97 in 2013 to 200 in 2014. This target was met with 206 individuals and families helped through their cancer journey through Comfort Fund grants. No single grant exceeded €1,000. Grants allocated reached a total of €90,392, a 76% increase on 2013.

The Marie Keating Foundation is committed to continue to build on the strength of existing working relationships with the medical community to ensure the, accessibility of the Comfort Fund service. We have updated the application form and procedure and all Comfort Fund grants are awarded in tandem with health care and social workers.

The number of Comfort Fund grants rose by 69% from 2013 to 206.

The demand for assistance from this service continues to grow year on year and we will endeavour to increase the fund in 2015 in order to meet this demand.



“I want to thank The Marie Keating Foundation for the very generous cheque of €700 I received from the Comfort Fund. I am deeply grateful for this support as I am self-employed and am unable to work at present because of my diagnosis. This money will help me so much towards the bills I have to pay. This is a wonderful foundation and I will never forget your kindness and support. I would like to help fundraise when I am stronger and I will also encourage family and friends to consider supporting the Foundation”

body **lifestyle** male & female
help support **cancer**
trust **enlighten**
survive health awareness

Annual Report 2014

Fundraising Initiatives



A Word From Linda Keating Our Director of Fundraising

Thanks to the help of our many volunteers, corporate supporters and donors, 2014 has been a successful year for the Marie Keating Foundation. We have been so blessed that our supporters have stood by us through what has been a rough number of years for the charity sector. However, thanks to their unwavering support and their belief in our honesty and accountability, in 2014, we were able to not only sustain but increase our level of funding for our Comfort Fund as well as increase the number of people that our nurses were in contact with through our health promotion services. Our successful fundraising efforts mean that we can continue to provide all of our services free of charge which has always been an important part of the Foundation's mission of making cancer less frightening by enlightening.

I have been privileged to be part of the Marie Keating Foundation since we set it up in 1998 and it never ceases to amaze me how many people are willing to get involved in events, run or walk in marathons, take part in bag packs, volunteer for us on their corporate days or hold bake sales in the Foundation's honour. It is directly thanks to your efforts that we are able to provide free nursing advice, increase the reach of our cancer awareness campaigns and educate people around the importance of cancer prevention and early detection. Thank you so much for your efforts and please continue to support us.

Our relationship with Marks & Spencer Ireland is an extremely special one which is now in its 13th year. 2014 was full of some very special memories from the family day and ever-so-slightly competitive football tournament at the Spawell to their berries and water campaign to their in-store bake sales, quiz nights and bikeathons. The Marks and Spencer staff and customers together raised over €207,000 for the Foundation in 2014, enabling us to provide Comfort Fund grants, keep our mobile information units on the road, to produce a revised Schools Cancer Awareness

programme which trained over 120 teachers on the signs, symptoms and prevention measures of the most common cancers in Ireland. When I look at these achievements, 'thank you' doesn't seem adequate but I want all the staff and customers at Marks & Spencer to know how much the Foundation appreciates the much needed support that you give us.

Our other corporate partners have also played a vital role in not only keeping the Foundation going but making it an active voice in the fight against cancer. There are so many I could mention and I hope that each one knows how appreciated and needed they are.

One organisation that I would like to give special mention to is Celebrity Cruises. Thank you for an amazing evening onboard Infinity, which gave us the special opportunity to show our ambassadors and other supporters how grateful we are to them for their unwavering help. We all felt like celebrities onboard your spectacular vessel and it was a very special evening which we all still remember fondly.

As the years roll on, I continue to be humbled and grateful for the support and help that people give to the Marie Keating Foundation. This is not just one person's or one family's mission but now represents a whole community's mission to live in a world free from the fear of cancer. We have made great strides towards this but there is still a lot to achieve and I look forward to working with many of you in the years to come.

God Bless



Linda Keating

Fundraising Events

Survive & Thrive Fashion Show

The annual Survive & Thrive Fashion Show has become one of the highlights on the Marie Keating Foundation's calendar of events. Once again, in October 2014, women going through or who have survived breast cancer were invited to be supermodels for the night.

With their families and friends in the audience, the Survive and Thrive Fashion Show was a heart-warming and inspiring occasion. This was the tenth anniversary of the event and the largest show to date. While it is not a fundraising event, it is without a doubt one of the most rewarding events the Foundation hosts.

Linda Keating, Director of Fundraising at the Foundation, took on the role of MC for the evening and both Liz Yeates, CEO, and Helen Forristal, Director of Nursing Services, spoke at the event. A total of 16 supermodel survivors (mostly nominated by their breast care nurse) and ten volunteer models from Assets model agency sashayed down the runway in the Conrad Hotel, modelling beautiful clothes from the Autumn/Winter collections of Marks & Spencer and Arnotts.

Leading stylist and long-time supporter of the event, Clara Halpin of Arnotts, was on hand once again to ensure that the show went seamlessly. Peter Mark creative director Gary Kavanagh and a team of make-up artists from Arnotts made sure the ladies got the full VIP treatment.



Survive and Thrive super models take to the catwalk

Palmerstown Pink Walk

On October 18 2014, the Palmerstown 5k Walk was held with the support of Minister for Justice Frances Fitzgerald and her colleagues. There was a great crowd in attendance (ca 120); and the music from DJ Gary created a great atmosphere on a rare sunny morning. A biodegradable balloon release in celebration and memory of people touched by breast cancer was organised at the half way point. The participants were invited back to the Palmerstown Community Centre for tea and coffee afterwards. There, Minister Fitzgerald and Liz Yeates, CEO, Marie Keating Foundation, spoke briefly with the crowd about the importance of being breast aware.



Palmerstown Pink walk during breast cancer awareness month

Broderick's Partnership

During October 2014, Dublin confectionary company Broderick's produced Road Rocking Choc Choc Block in special pink packs for Ireland to consume with kind-hearted glee. 10c from every Rocky Road bar and 20c from every Rocky Road Mini-bites Box went to the Marie Keating Foundation to support our work in breast cancer awareness.

Daily Mail Partnership

The Daily Mail have continued to support the Marie Keating Foundation by bringing out a special pink edition of their You magazine which included a four page Marie Keating editorial supplement. This allowed the Foundation to give coverage to supporters and special events. The Daily Mail also generously provided free advertising space for events such as the Walk for Life and Girls Night In which helped to drive registrations and hence fundraising.

Girls' Night In

31 Girls Night In events were held throughout the country as part of the Look After Your Girls initiative. Guests at these events were invited to bring along their bras and in some cases a raffle or other fundraiser was held.

Fundraising Events

Think Pink

Our 9th annual Think Pink campaign took place during February again this year to raise funds for women's cancers. This fundraising initiative encouraged people to take part by wearing something pink and in some cases also hold a colour-themed event such as a pink bake sale, dress-down day or sale of work, with all funds raised coming to the Foundation. Schools, colleges and businesses nationwide took part throughout the month and collectively raised over €39,000.

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 fun and healthy day out, all while raising funds for the Foundation. Every year we invite new members to join Team Marie Keating – proudly supported by Glenisk - and we also look forward to seeing and catching up with our long-time supporters. Over 250 women joined our Ambassador Glenda Gilson and had a great day

Howth Ladies Lunch

The Howth Ladies committee, Wini, Suzy, Jennifer, Sharon, Lisa and Andrina organised the third Howth Ladies Lunch in aid of the Marie Keating Foundation at Sutton Golf Club. This year's event again saw over 100 women attend with the amazing Ed Smith as MC for the event. The afternoon's entertainment consisted of music from Frankly Buble followed by a DJ with spot prizes and raffles. The lunch was a great success and a grand total of €13,700 was raised for the Foundation. The Foundation is very grateful to the Committee for their continued support.



Glenda Gilson, Marie Keating Foundation ambassador, launches Team MKF for the Women's Mini Marathon



The Howth Ladies Lunch Committee

Fundraising Events

Martin Earley Tour of Kildare

The Marie Keating Foundation in association with Naas Cycling Club were delighted to host the thirteenth Tour of Kildare Cycle which took place on Sunday 10 August 2014. Once again the Foundation was proud to have Martin Earley, Tour de France and Giro d'Italia stage winner to front the event. The event continues to appeal to both experienced cyclists and families looking for a fun day out with 110km, 65km and 20km options. 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. The event would not be possible without the continued support of the Naas Cycling Club, Alfie Montague, the Naas Court Hotel, the Frame Shop Naas, the over 60 volunteers who come out to steward the event each year and the members from an Garda Síochána from Naas, all of whom support the event year after year. Over €14,000 was raised, for which the Foundation is extremely grateful.

Celebrity Golf Classic

Now one of Ireland's most prestigious golf events, the annual Marie Keating Foundation Celebrity Golf Classic celebrated its 15th anniversary in 2014 with the kind support of Marks & Spencer on what turned out to be one of the finest days of the summer. As is now tradition, this event took place on the fabulous K-Club's Palmer Course, home to the 2006 Ryder Cup. As is usual, a host of celebrities very kindly 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.



Martin Earley Tour of Kildare

Harvey Norman®

Harvey Norman

This year Harvey Norman raised €38,000 for the Marie Keating Foundation by hosting their annual "Sleep Pink" initiative on a range of beds and bedding in their stores throughout the country. This is the third year that Harvey Norman have supported the Foundation with this unique initiative and the amount raised now totals over €100,000, an incredible amount given that the annual campaign lasts just six weeks from Breast Cancer Awareness Month (October) through to November.

At the end of 2014, Harvey Norman gave the Foundation the amazing news that we are to be their charity partner throughout 2015 so we are looking forward to working with all the team throughout all their stores nationwide to bring awareness of cancer prevention and detection to their customers and staff and hopefully also raising some much needed funds for our services. We are very grateful for their ongoing support.



Ronan Keating tees off at the Marks & Spencer Marie Keating Foundation Celebrity Golf Classic

Fundraising Events

ReMax Walk for Life

2014 marked the fourth annual Walk for Life which took place in Dublin's Phoenix Park. Kindly sponsored by Remax, the walk took place Sunday, 5 October 2014 and was attended by walkers and runners and men, women and children. The participants were entertained by the Lucan Gospel Choir and DJ Gary and each participant was invited to sign a ribbon in memory or celebration of someone affected by cancer. It was a wonderfully uplifting and emotional day for all.



Louise Heraghty launches Remax Walk for Life in aid of the Marie Keating Foundation



Chris Donoghue and Rebecca Meghan at the Newstalk Christmas lunch

Newstalk Christmas Lunch

2014 saw the third Newstalk Christmas Lunch with over 300 people attending in aid of the Marie Keating Foundation. Again we are so grateful to Newstalk for their continued support. 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 Chris Donoghue and guests included Norah Casey, Majella O'Donnell, Lorraine Keane, Anna Daly and Debbie O'Donnell to name but a few. Guests were entertained by The Nualas. The event raised over €20,000. All funds raised were designated to support the Comfort Fund.



Storm Uechtritz launches the Skechers Go Walk shoe in aid of the Marie Keating Foundation

Skechers

In 2014, Skechers Performance partnered with the Marie Keating Foundation to launch the Go Walk shoe. Storm Uechtritz participated in the launch photocall in Skecher's Henry Street store and the partnership received widespread media attention. For each pair sold, €10 was donated to the Foundation to support our breast cancer awareness projects. The partnership was a great success, with €12,000 raised in all, and all pairs of the shoes selling out. The shoes were so popular with Skechers' customers that the partnership will be repeated again to great success in 2015.

Fundraising Events

Thank You to All our Supporters and Volunteers

In addition to our own events, we are so grateful to a huge number of people around the country who organised their own events and took part in treks, marathons, triathlons, walks, coffee mornings, bake sales etc. to raise money in aid of the Marie Keating Foundation. We could not continue without all of your support – thank you from the bottom of our hearts.



Women's Mini Marathon team



Caption: Dr Eva Orsmond and Majella O'Donnell at the Newstalk Christmas Lunch

Fundraising Initiatives



National Coin Box Collection Drive

We continue to invite shops and stores around the country to position a Marie Keating Foundation coin collection box on their counters. We would be delighted to hear from retailers who may be interested in supporting us with this initiative. We have a committed team of volunteers who are managing the collection and delivery of monies raised in an incredibly efficient and pleasant manner.



Wedding Favours

These favours help make a bride and groom's special day truly memorable for everyone. By donating to the Marie Keating Foundation on behalf of guests, couples can thank everyone for celebrating their wedding as well as helping us in our fight against cancer. We have a selection of very attractive items which can be given as small tokens of appreciation to guests.

Corporate Partnerships

As the Marie Keating Foundation receives no governmental funding, we are entirely reliant on the support we receive from the public and from our corporate partners to support our services.

The following are some of our corporate partners who assisted us directly or provided services in kind throughout 2014.



Ambassadors & Patrons

The Marie Keating Foundation is so fortunate to have fantastic support from a number of high profile Ambassadors and Patrons. Thank you to all who supported a wide variety of campaigns and events throughout 2014.



Ambassadors & Patrons



Ambassadors & Patrons



body **lifestyle** male & female
help support **cancer**
trust **enlighten**
survive health awareness

Annual Report 2014

**Report and Financial
Statements
for the year ended
31 December 2014**

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Board Of Directors

Therese Rochford (chairperson)

Michael Dwyer

Michael O'Reilly

Edel Creely

Gary Keating

Secretary and Registered Office

Michael O'Reilly

Unit 9

Millbank Business Park

Lower Road

Lucan

Co. Dublin

Charity Number

CHY 12916 & CRA 20038953

Auditors

Mazars

Chartered Accountants & Registered Auditors

Harcourt Centre

Block 3

Harcourt Road

Dublin 2

Bankers

AIB Bank

22/26 Main Street

Swords

Co. Dublin

Solicitors

Whitney Moore

Wilton Park House

Wilton Place

Dublin 2

Directors and Other Information

Report Of The Directors

The directors present their report together with the audited financial statements for the year ended 31 December 2014.

1. Companies Act 2014

The company is limited by guarantee, not having a share capital. Companies Act 2014 became effective on 1 June 2015. Under the Companies Act 2014, there is a requirement to have the words Company Limited by Guarantee added to the end of the company name unless exemption granted under Section 1180 of the Act. The directors will make a formal decision on the company name within the transitional period as allowed by the Companies Act 2014.

2. Principal Activities And Review Of The Organisation

In 2014, the Directors strengthened the management team appointing a new CEO, Director of Nursing Services and Communications Manager all of whom have brought new expertise and a fresh approach to the Foundation's activities.

As regards fundraising, 2014 showed an improvement in income generated reflecting the modest improvement in the economy, as well as some early success from some new fundraising tactics. The Foundation developed a number of new corporate partnerships, particularly in the pharmaceutical sector reflecting the close alignment of key strategic objectives in the area of health promotion.

Total income for the year amounted to €1,118,552, an increase of 10.3% over prior year which is a tremendous achievement in view of the continued difficulties in the charity sector in general. 2014 saw the Foundation being awarded some National Lottery funding from the Department of Health (€50,000 in support of the mobile outreach service). €15,000 was also awarded in 2014 by the Department of Health and Youth Affairs National Lottery Fund towards the Foundation's Schools Cancer Awareness Programme.

As regards the core mission of the Foundation, "to make cancer less frightening by enlightening", 2014 was another energetic year in pursuit of this goal. During the year, the Foundation's nursing team completed 420 community and workplace visits, reaching a total of 16,751 people around the country, representing an increase of 18% on 2013. 302 people were referred to their GPs as a result of these visits.

The Foundation also promoted five key Public Awareness campaigns raising public awareness of the risk factors, signs and symptoms associated with each of the key cancers. Full blown campaigns were conducted for Breast Cancer; Skin Cancer; Your Health Your Choice general health promotion as well as a Get Men Talking men's health campaign. This year, the Foundation was successful in developing sponsorship partnerships for three of these campaigns (Clarins for Skin Cancer Awareness; Roche Products Ireland Ltd for Breast Cancer and Astellas for Men's Health/Prostate Cancer) and was particularly successful in extending the reach of these campaigns through social media and digital activity as well as through engaging calls to action (e.g. asking the public to donate unwanted bras instead of money during breast cancer awareness month).

Directors and Other Information

2. Principal Activities And Review Of The Organisation (Continued)

The Foundation's School's Cancer Awareness Programme was also relaunched in 2015 by the Minister for Education Jan O'Sullivan and the Minister for Justice Frances Fitzgerald. A new partnership with UCD's School of Nursing and Health Sciences will mean that graduate nurses will assist us in rolling out our School's Programme to more second level pupils as part of the SPHE (Social Personal & Health Education) curriculum.

We increased grants being issued to needy families. A total of €90,392 was distributed to 206 families in need of financial support as they went through their cancer treatment.

The total cost of charitable activities amounted to €885,561 or 79% of total income. Overheads were well managed at €57,527 or 5% of turnover and total expenditure was down 28% on a like-for-like basis.

Overall, the Foundation recorded a deficit before depreciation of €1,112. After charging depreciation of €8,895, the net deficit was €10,007.

The Foundation is very fortunate to have several key corporate partners, most notably Marks and Spencer, which continues its longstanding support and fundraising activities. Other partnerships such as The Irish Daily Mail Group, Harvey Norman, Glenisk, Skechers and Lantz continue to play an important role. In 2014, the Foundation developed a number of new corporate partnerships with the pharmaceutical sector in support of their cancer awareness campaigns.

The strategic review completed in June 2014 by the board and management has set in place key strategic objectives to sustain fundraising growth and to assure a focus on

the core cancer awareness and support services provided throughout Ireland by the Foundation.

In 2014, the Foundation completed all the steps to comply fully with the Governance Code for the Charity Sector. The Foundation is also listed on the new register of the Charities Regulatory Authority.

3. 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.

4. Directors And Their Interests

The company is limited by guarantee and does not have a share capital. Therefore, the directors who served during the year did not have a beneficial interest in the company.

All directors serve in a voluntary capacity.

Directors and Other Information

5. Governance And Committees

In 2014, the Foundation completed all the steps to comply fully with the Governance Code for the Charity Sector. The Foundation is also listed on the new register of the Charities Regulatory Authority.

In adherence to our Board Rotation Policy; two Directors (Ronan Keating and Gerard Keating) stepped down and three new Directors were appointed (Michael O'Reilly; Gary Keating and Edel Creely).

6. Events Subsequent To The Year End

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

7. Future Developments

The development of the organisation's existing activities and achieving the highest standards of corporate governance will be the main areas of attention.

8. Directors

The names of the individuals who are directors at any time during the year ended 31 December 2014 and up to the date of approval of the financial statements are set out below. Unless otherwise indicated, they served as directors for the entire year.

Michael Dwyer

Therese Rochford

Gerard Keating (resigned 15 January 2015)

Ronan Keating (resigned 15 January 2015)

Michael O'Reilly (appointed 30 October 2014)

Edel Creely (appointed 17 November 2014)

Gary Keating (appointed 16 February 2015)

9. Accounting Records

The measures that the directors have taken to secure compliance with the requirements of sections 281 to 285 of the Companies Act 2014 with regard to the keeping of accounting records, are the employment of appropriately qualified accounting personnel and the maintenance of computerised accounting systems. The company's accounting records are maintained at the company's registered office at Unit 9, Millbank Business Park, Lower Road, Lucan, Co. Dublin.

10. Auditors

The auditors, Mazars, Chartered Accountants and Statutory Audit Firm, have expressed their willingness to continue in office in accordance with Section 383(2) of the Companies Act 2014.

On behalf of the Board

Therese Rochford

Michael O'Reilly

31 August 2015

Directors' Responsibilities Statement

The directors are responsible for preparing the Annual Report and the financial statements in accordance with applicable Irish law and regulations.

Irish Company law requires the directors to prepare financial statements for each financial year. Under the law, the directors have elected to prepare the financial statements in accordance with Irish Generally Accepted Accounting Practice ("Irish GAAP"). Under company law, the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date and of the profit or loss of the company for the financial year and otherwise comply with the Companies Act 2014.

In preparing these 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;
- state whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- 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 ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets, liabilities, financial position and profit or loss of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements and director's report comply with the Companies Act 2014 and enable the financial statements to be audited. 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.

Independent Auditor's Report To The Members Of Marie Keating Foundation Limited

We have audited the financial statements of Marie Keating Foundation Limited for the year ended 31 December 2014 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and the related notes. The financial reporting framework that has been applied in their preparation is the Companies Act 2014 and accounting standards issued by the Financial Reporting Council and promulgated by the Institute of Chartered Accountants in Ireland (Generally Accepted Accounting Practice in Ireland).

This report is made solely to the company's members, as a body, in accordance with Section 391 of the Companies Act 2014. 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 explained more fully in the Directors' Responsibilities Statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view and otherwise comply with the Companies Act 2014. Our responsibility is to audit and express an opinion on the financial statements in accordance with the Companies Act 2014 and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the director's report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the assets, liabilities, and financial position of the company as at 31 December 2014 and of its results for the year then ended; and
- have been properly prepared in accordance with Generally Accepted Accounting Practice in Ireland and in particular with the requirements of the Companies Act 2014.

Independent Auditor's Report To The Members Of Marie Keating Foundation Limited

Matters on which we are required to report by the Companies Act 2014

- We have obtained all the information and explanations which we consider necessary for the purposes of our audit.
- In our opinion the accounting records of the company were sufficient to permit the financial statements to be readily and properly audited.
- The financial statements are in agreement with the accounting records.
- In our opinion the information given in the directors' report is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the provisions in the Companies Acts 2014 which require us to report to you if, in our opinion, the disclosures of directors' remuneration and transactions specified by Sections 305 to 312 of the Companies Act 2014 are not made.

Mairéad Divilly
For and on behalf of Mazars
Chartered Accountants & Statutory Audit Firm
Harcourt Centre
Block 3
Harcourt Road
Dublin 2

31 August 2015

Statement Of Financial Activities

	Notes	Unrestricted Funds €	Restricted Funds €	Year ended 31 December 2014	Year ended 31 December 2013
Incoming Resources Donations and sponsorship		981,902	136,650	1,118,552	1,014,196
Cost of generating funds		185,471	-	185,471	332,555
Charitable Activities		748,911	136,650	885,561	789,021
Project and programme costs		57,527	-	57,527	90,620
Overhead expenses		06,438	136,650	943,088	879,641
Total resources expended		991,909	136,650	1,128,559	1,112,353
Net outgoing resources	2	<10,007>	-	<10,007>	<98,157>

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.

Balance Sheet

	Notes	Year ended 31 December 2014	Year ended 31 December 2013
FIXED ASSETS			
Tangible assets	5	24,577	26,144
CURRENT ASSETS			
Debtors	6	278,567	76,242
Stock	7	19,794	22,548
Cash at bank		184,277	351,148
		482,638	449,938
CREDITORS			
Amounts falling due within one year	8	<129,884>	<88,744>
NET CURRENT ASSETS		352,754	361,194
TOTAL ASSETS LESS CURRENT LIABILITIES		377,331	387,338
FUNDED BY:			
Unrestricted funds	9	377,331	387,338

On behalf of the Board

Therese Rochford

Michael O'Reilly

Cash Flow Statement

	Notes	Year ended 31 December 2014	Year ended 31 December 2013
Net cash outflow from operating activities			
Net outgoing resources		<10,007>	<98,157>
Depreciation		8,895	8,969
Movement in stock		2,754	11,639
Movement in debtors		<202,325>	94,880
Movement in creditors		41,140	45,360
Net cash <outflow>/inflow from operating activities		<159,543>	62,691
Capital expenditure		<7,328>	-
<Decrease>/increase in cash in the year	10	<166,871>	62,691
Net funds at the beginning of the year		351,148	288,457
Net funds at the end of the year		184,277	351,148

Notes To The Financial Statements

1. Accounting Policies

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

a) Format of financial statements

Marie Keating Foundation Limited is constituted under Irish company law as a company limited by guarantee and is a registered charity. In prior years, company law scoped out companies not trading for gain for the members from the requirements with regard to formats and content of financial statements which applied to for profit companies thus permitting the adoption of a format appropriate to a charity. Accordingly Marie Keating Foundation Limited has adopted and reported its performance for the financial year in the format of the SORP's statement of financial activities (SOFA).

The Companies Act 2014 became effective in law on 1 June 2015 and from that date applies the format and content of financial statements requirements appropriate for a company trading for the profit of its members to a company that is a not-for-profit organisation such as Marie Keating Foundation Limited.

In order to provide information relevant to understanding the stewardship of the directors and the performance and financial position of the charity, Marie Keating Foundation Limited has prepared its financial statements in accordance with the formats provided for in the Charities SORP.

Had the company format and content of financial statements requirements suitable for a company trading for the profit of its members been presented instead, a profit and loss account with related notes showing items such as turnover and cost of sales would have been reported along with a profit on ordinary activities before taxation.

b) Basis of Accounting

The financial statements have been prepared under the historical cost convention. The financial statements have been prepared in accordance with accounting standards generally accepted in Ireland and Irish statute comprising the Companies Acts 2014 as applied in accordance with the Statement of Recommended Practice (SORP) (revised 2005) 'Accounting and Reporting by Charities' as published by the Charity Commission for England and Wales, who are recognised by the UK Accounting Standards Board (ASB) as the appropriate body to issue SORP's for the charity sector in the UK. Financial reporting in line with SORP is considered best practice for charities in Ireland. As noted above, the directors consider that the adoption of the SORP requirements is the most appropriate accounting to properly reflect and disclose the activities of the organisation.

c) Incoming resources

Voluntary income comprises grants provided for core funding and donations. Such income is recognised on a cash receivable basis.

Incoming resources are analysed as Restricted or Unrestricted. Restricted funds represent income recognised in the financial statements, which is subject to specific conditions imposed by the donors or grant making institutions. Unrestricted funds represent amounts which are expendable at the discretion of the company, in furtherance of the objectives of the charity. Such funds may be held in order to finance working capital or capital investment.

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.

Notes To The Financial Statements

1. Accounting Policies (Continued)

d) Resources expended

All expenditure is charged in the period to which it relates.

e) 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

f) 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.

g) Operating leases

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

Notes To The Financial Statements

2. Net Outgoing Resources	2014	2013
	€	€
Net outgoing resources is stated after charging:		
Depreciation	8,895	8,969
Directors' remuneration	-	-
Auditors' remuneration (net of value added tax)	3,000	3,000

3. Taxation Status Of Company

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.

4. Staff Costs	2014	2013
	€	€
Wages and salaries	423,880	416,384
Social welfare costs	41,780	37,926
Other retirement benefit costs	2,929	1,748
	468,589	456,058

The average monthly number of persons employed by the company during the year was 13 (2013: 12) analysed as follows:

	2014	2013
	No.	No.
Administration	4	5
Operational / Nursing Services	9	7
	13	12

The remuneration paid to the senior management team in respect of qualifying services amounted to €192k (2013: €210k).

The number of employees whose emoluments for the year fall within the following bands are as follows:

	2014	2013
	No.	No.
€50,000 - €60,000	1	2
€60,000 - €70,000	2	1
€70,000 - €80,000	-	-
€80,000 - €90,000	-	-

Emoluments include salaries and employer PRSI costs. No benefit in kind applies within the company.

Notes To The Financial Statements

5. Tangible Assets

	Leasehold Buildings €	Fixtures & fittings €	Mobile units €	Computer equipment €	Motor vehicles €	Total €
Cost						
At 31 December 2013	81,878	5,400	421,857	68,316	38,750	616,201
Additions	-	3,517	-	3,811	-	7,328
Disposals	-	-	-	-	<38,750>	<38,750>
At 31 December 2014	81,878	8,917	421,857	72,127	-	584,779
Accumulated Depreciation						
At 31 December 2013	55,734	5,400	421,857	68,316	38,750	590,057
Charge for year	8,257	342	-	296	-	8,895
Disposals	-	-	-	-	<38,750>	<38,750>
At 31 December 2014	63,991	5,742	421,857	68,612	-	560,202
Net Book Amount						
At 31 December 2013	26,144	-	-	-	-	26,144
At 31 December 2014	17,887	3,175	-	3,515	-	24,577
In respect of prior year:						
Cost						
At 31 December 2012 and At 31 December 2013	81,878	5,400	421,857	68,316	38,750	616,201
Accumulated Depreciation						
At 31 December 2012	47,477	4,688	421,857	68,316	38,750	581,088
Charge for year	8,257	712	-	-	-	8,969
At 31 December 2013	55,734	5,400	421,857	68,316	38,750	590,057
Net Book Amount						
At 31 December 2012	34,401	712	-	-	-	35,113
At 31 December 2013	26,144	-	-	-	-	26,144

Notes To The Financial Statements

6. Debtors	2014	2013
	€	€
Debtors	265,716	62,365
Prepayments	12,851	13,877
	278,567	76,242

All amounts due have been received at the date of signing the financial statements.

7. Stock	2014	2013
	€	€
Promotional stock	19,794	22,548

8. Creditors	2014	2013
	€	€
Amounts falling due within one year		
Trade creditors	38,490	25,142
Accruals	76,668	56,408
Paye/prsi	14,726	7,194
	129,884	88,744

9. Statement Of Funds

	Balance			Balance
	31 December	Incoming	Resources	31 December
Restricted funds	2013	Resources	Expended	2014
Mobile outreach	-	50,000	50,000	-
Breast Cancer Awareness	-	40,000	40,000	-
Schools Cancer Awareness	-	15,000	15,000	-
Survivorship and Wellness	-	22,000	22,000	-
Cancer/Health Awareness	-	9,650	9,650	-
	-	136,650	136,650	-
Unrestricted funds	387,338	981,902	<991,909>	377,331
Total funds	387,338	1,118,552	<1,128,559>	377,331

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.

body **lifestyle** male & female
help support **cancer**
trust **enlighten**
survive health awareness



Marie Keating
FOUNDATION



Marie Keating
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