



Marie Keating

FOUNDATION

ANNUAL REPORT 2015

MAKING CANCER
LESS FRIGHTENING
BY ENLIGHTENING



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LETTER FROM CHAIRPERSON
OF THE BOARD
THERESE ROCHFORD



"THE FOUNDATION IS
COMMITTED TO BEING
OPEN, TRANSPARENT
AND ACCOUNTABLE "

The Out the Other Side
exhibition in St Stephens Green
Park in October 2015

On behalf of the Board, I am proud to present the 2015 Annual Report for the Marie Keating Foundation.

The Foundation has always placed a very strong emphasis on governance and transparency. It has always had its annual accounts independently audited and made them publicly available. We understand that when a donation is made, we are being entrusted to use funds responsibly in the fight against cancer. The Marie Keating Foundation takes this responsibility seriously. The Foundation Board and staff are committed to being open, transparent and accountable.

The Board and senior management team work together to ensure that all funds are spent wisely and with maximum impact. Every programme and service is reviewed to ensure it is measurable, accountable and effective. This annual report contains a full review of the programmes and services run by the Foundation during 2015, as well as a breakdown of how donations were spent, overheads, CEO and senior management salaries, and a list of board members.

Raising awareness of all cancers, not just breast cancer

One thing I hope that you will take from this annual report is the enormous impact that the Marie Keating Foundation has on a relatively small budget of €1,327,782. The Foundation's nurses directly spoke to over 22,750 people, its Comfort Fund helped over 345 families in their darkest hour, its Schools Cancer Awareness Programme has trained over 110 teachers from schools nationwide and its awareness programmes touched hundreds of thousands of people on skin cancer, men's health and breast cancer to name but some. All this is achieved by a small team, including our full and part-time nurses and our cancer programme and services staff based in our office in Dublin. Each team member is extremely committed and works above and beyond to ensure that cancer services and programmes are provided to the highest standards. On behalf of the Board, I would like to thank them for their commitment and hard work.

Reaching marginalised communities

Those from the most deprived communities in Ireland are twice as likely to be diagnosed and die from cancer as those who are the least deprived. There are a number of reasons for this, but often the people in these communities have the greatest difficulties in accessing healthcare. They may be less likely to

attend a GP if they notice something amiss or have no GP in the first instance. Late diagnosis can lead to late treatment and to worse outcomes. That is why 30% of the Marie Keating Foundation's health promotion outreach is targeted to disadvantaged groups, including early school leavers, the homeless, and travellers. By providing free and confidential advice within the community, the Marie Keating Foundation is hoping to improve health literacy, awareness and uptake of healthy lifestyle choices and participation in screening services.

School's Cancer Awareness Programme

As Chairperson another aspect of the Foundation's work which I am particularly proud of is the Schools Cancer Awareness Programme. This 8 module programme was developed in conjunction with the Department of Education and is delivered as part of Social, Personal and Health Education (SPHE) course to 4th, 5th and 6th year secondary school students. As the old adage goes, prevention is better than cure and teaching our young people about how they can be healthier and that cancer can, in many cases, be prevented through healthy lifestyle choices is vital to helping them enjoy a long life. It is also helping teachers to cope with the increasing number of students who are affected by this terrible disease every year.

Accountability and Trust

As I write this, the charity sector in Ireland continues to be hit with more scandals. I hope that you will take the time to read this report and see that the Marie Keating Foundation is continuing to act in a responsible, accountable manner and is worthy of your trust. The services this charity is providing are crucial to so many families as they journey through a difficult time and I and all the Board members are proud to be associated with this. The Marie Keating Foundation is one of many charities that fills a gap that are not provided by public services. However, without support the Foundation cannot continue so please, continue to give generously, attend our events, donate your loose change, follow us on social media, volunteer your time or engage with us in whatever way you can.

Yours sincerely,

Therese Rochford
Chairperson of the Board

A LETTER FROM OUR PATRON RONAN KEATING



Welcome to the 2015 Annual Report for the Marie Keating Foundation. As Patron of the Foundation and one of Marie's five children, it gives me great pride to present this report to you. You will see that the Foundation's small but mighty team have accomplished a tremendous amount over the year, with the vital help of corporate and individual supporters and our dynamic volunteers.

My family and I often talk about how our mam would still be here today if she had only gone to the doctor earlier. The form of breast cancer that took Mam's life when she was only 51 was very curable. She has missed many birthdays, weddings, and simple family dinners because she was not aware of the signs and symptoms of cancer.

That is one of the reasons that our mobile information units and nursing team is so core to the mission of the Marie Keating Foundation. In 2015, our nurses spoke directly to 22,798 people about cancer prevention and early detection. Our nurses talk to people in schools, colleges, shopping centres, community halls and workplaces about how to reduce their risk of cancer through lifestyle change, about the importance of early diagnosis and about the need to go to the GP promptly if they notice any worrying changes in their body. Rates of cancer in Ireland are on the increase. In fact, by 2040

the number of people here with cancer is predicted to double. This means that our nursing services will be more essential than ever and I hope that you will continue to support their vital work.

At the Foundation, we want to make cancer less frightening by enlightening. The only way to do this is by talking about it. While almost everyone knows someone who has had cancer, many people do not know that there are simple steps that we can all take right now to help reduce our risk of getting this disease or to catch it at its earliest stages when the chances of survival are best. Throughout 2015, the Foundation's cancer awareness programmes have had a clear focus on this message, from Your Health: Your Choice in January to our skin cancer campaign in the summer through to breast cancer and Get Men Talking awareness campaigns in the autumn and winter.

None of the Marie Keating Foundation's work would be possible without the support of many people, communities, companies and organisations. While I cannot thank them all here, I would like to give special thanks to Marks & Spencer Ireland for their enduring friendship and support. I am also extremely appreciative of the volunteers who give up their valuable time and energy to help the Foundation. Without you, it simply would not be possible for the Foundation to achieve its mission, so thank you. Finally, I would also like to express my appreciation to my sister, Linda, who works tirelessly in our mother's name and of whom the whole family is very proud.

If you have not had a chance to engage with the Marie Keating Foundation yet, I hope you will do so this year. Visit our website, step on board one of our mobile information units or attend one of our events. This is a fantastic charity that deserves your support and can also support you if you are in need.

Yours sincerely,

Ronan Keating
Charity Patron

“AT THE FOUNDATION, WE WANT TO MAKE CANCER LESS FRIGHTENING BY ENLIGHTENING. THE ONLY WAY TO DO THIS IS BY TALKING ABOUT IT.”

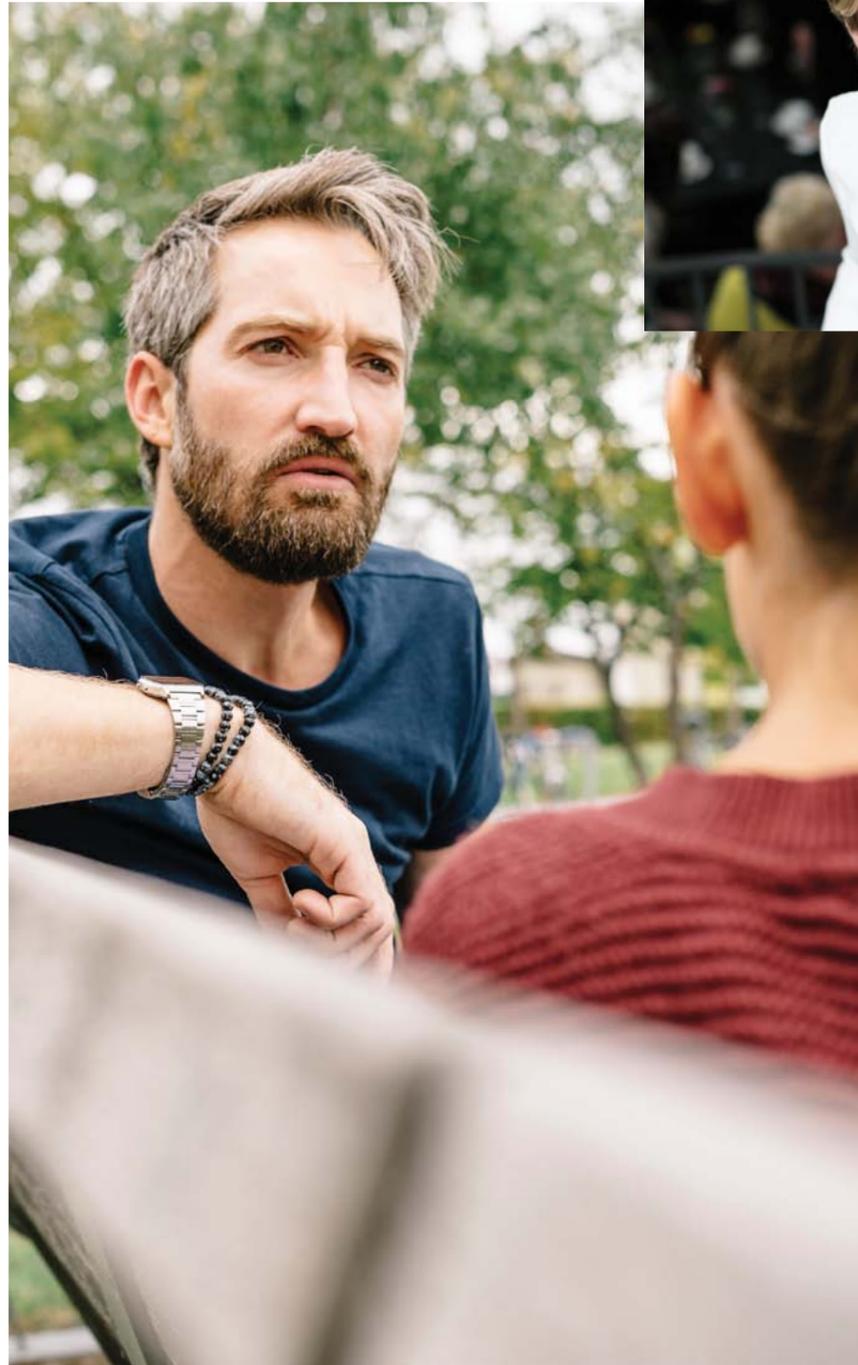


Then Minister for Education, Jan O'Sullivan, talks with a student from St Kevins Community College about the Marie Keating Foundation's Schools Cancer Awareness Programme



Ronan and Storm Keating are pictured helping to promote the Foundation's breast cancer awareness campaign in October 2015.

A LETTER FROM OUR CHIEF EXECUTIVE OFFICER LIZ YEATES



**“EDUCATION
AND RAISING
AWARENESS
REMAINS A KEY
FOCUS IN OUR
EFFORTS TO
REDUCE THE RISK
OF CANCER.”**

Together with our Board, it gives me great pleasure to present the Marie Keating Foundation’s Annual Report for 2015. Looking back on all that we have achieved, I am very proud to be working with a team so committed and driven to achieving our vision of a world free from the fear of cancer.

Every year in Ireland, 37,000 people are faced with the reality of a cancer diagnosis and one in every three people in Ireland experiences cancer at some stage in their lives. The Marie Keating Foundation is doing everything it can to prevent cancer; to support those who are affected by cancer, and to ‘make cancer less frightening by enlightening.’ This approach underpins everything we do, from our work in health promotion and cancer prevention - emphasising the importance of a healthy lifestyle and early detection in fighting cancer - to providing advice, support and financial assistance to those affected by the disease throughout their cancer journey.

Increasingly we are targeting our work more effectively to the groups and areas where our help is most needed. Given our specific focus on underserved communities, we have also sought to draw attention to the ‘health gap’ that sees people living in poorer areas at greater risk of getting and dying from cancer. Education and raising awareness remains a key focus in our efforts to reduce the risk of cancer, and we continued this work on a number of fronts in 2015 particularly through our Your Health: Your Choice campaign focussing on skin cancer prevention, on giving up smoking, on diet and nutrition and on the value of physical exercise and wellbeing in the fight against cancer

In 2015 we made our public awareness campaigns more accessible and relevant to a wider audience. We made particularly strong use of social media through our Spot The Difference skin cancer campaign. This initiative as well as Give Your Bra for Breast Cancer; Get Men Talking and Your Health Your Choice campaigns all raised awareness of different key health messages through a range of different media and other channels reaching an ever growing audience. We were delighted that our Give Your Bra for Breast Campaign won two Irish Healthcare awards and was also awarded the most Innovative Fundraising Campaign at the National Awards for Excellence in Fundraising.

Through our Comfort Fund we did our best to meet the very practical needs of more than 340 families who required financial assistance as they faced their cancer journey. We further developed our “Survive & Thrive” programme for cancer survivors assisting over 450 cancer survivors in rebuilding their lives following treatment. Working with experts and facilitators, we ran a series of programmes and seminars in a variety of locations across the country throughout the year.

I wish to extend our heartfelt thanks to all of our loyal individual and corporate supporters and donors, to our volunteers who worked so hard at our various events and activities throughout the year, and to all those who took part in the many imaginative fundraising events around the country.

Our supporters and our staff rightly expect that our fundraising, nursing services and support functions operate at the highest level of effectiveness and value for money and that the Foundation is run with the strongest governance. We are pleased that the Foundation also completed a further governance review in 2014 and is now listed on the Governance Code for the Community and Voluntary Sector.

This Annual Report sets out our achievements in 2015 as well as Foundation’s Annual Directors’ Report and Financial Statements, which contain full details of income and expenditure for the year. For the first time, we have issued our 2015 annual accounts in line with the Statement Of Recommended Practice (SORP) which is considered the best practice for charities in Ireland.

I would personally like to thank our Chairperson, Therese Rochford, for her commitment, drive and enduring support in 2015 and to our Board members who work so hard behind the scenes and give up so much of their personal time and effort in supporting the Foundation’s work on a voluntary basis. I would also like to share my deep appreciation of the hard work and loyalty that our staff have shown throughout the busy year. It never ceases to amaze me how such a small team can achieve so much.

Liz Yeates, Chief Executive Officer

WHAT DID WE ACHIEVE IN 2015?

OBJECTIVE:



STATUS:



COMMUNITY INFORMATION SERVICE AND HEALTH PROMOTION

Visit over 440 locations with Mobile Information Units and/or nursing presentations – an increase of 5% from 2014	447 locations visited
Ensure that 30% or more of visited audiences are from marginalised communities	31% of audiences visited were from marginalised communities
Include 65 workplace settings in visit locations	104 workplaces visited by nursing team
Have over 18,500 direct conversations about cancer prevention and early detection with the general public – increase of 10% from 2014	22,798 direct conversations held with the general public
Train 100 teachers in the Schools Cancer Awareness Programme	113 teachers trained from schools nationwide

PUBLIC AWARENESS CAMPAIGNS

Deliver effective, targeted public awareness campaigns around healthy lifestyle choices, skin cancer, breast cancer and men's health	Effective, targeted campaigns delivered in each area
Integrate digital tools into awareness campaigns	Digital tools utilised more throughout campaigns, especially skin cancer campaign
Continue to expand on cancer information available on Foundation's website	Information available on website expanded to include testicular cancer, skin cancer, prostate cancer, cervical cancer and a more extensive section on breast cancer
Increase social media following and engagement	Social media following increased by 10% on both facebook and twitter and engagement on health information increased through use of videos and infographics. Example- over 122,000 people viewed a video on social media re skin cancer prevention and early detection

“THIS YEAR WE’VE HAD 22,798 DIRECT CONVERSATIONS WITH THE GENERAL PUBLIC ABOUT CANCER PREVENTION AND EARLY DETECTION”

Phil Keating, a Marie Keating Foundation community nurse, speaks at a work place about how to reduce cancer risk as part of the Your Health: Your Choice campaign



OBJECTIVE:



STATUS:



COMFORT FUND

Assist families in financial distress as a direct result of cancer. Increase number of grants by 150%	345 Comfort Fund grants given in 2015 totalling €144,842. Number of grants given was increased by 167%.
Ensure close monitoring of grant approval and optimise grant allocation	Grant approval process streamlined. No. of grants increased whilst maintaining average grant value.
Seek to diversify base of grant applications to ensure broad national base	Grant applications received from 25 counties and distributed throughout whole country.

SURVIVE & THRIVE

Launch comprehensive Survive & Thrive programme to support 400 cancer survivors in its first year	450 cancer survivors attended Survive & Thrive programmes & seminars
Run 3 x 5 week programmes in Cork, Dublin and Galway	3 programmes run in Cork, Dublin and Galway and attended by over 60 male and female cancer survivors
Hold 10 x 1 day Survive & Thrive seminars in Cork, Dublin, Galway, Letterkenny, Limerick and Waterford	10 x 1 day Survive & Thrive seminars held as planned and attended by over 390 male and female cancer survivors

FUNDRAISING

Grow annual income by 10%	Annual income grew by 18.7% to €1,327,782
Continue to diversify fundraising base and identify new fundraising streams to ensure continuation of core services	A number of new corporate partnerships & new fundraising campaigns were developed, broadening our fundraising base
Increase number of educational grants by 15% for cancer awareness campaigns and services	€153,560 received in educational grants for promotion of key cancer awareness campaigns on breast cancer, skin cancer, men's health and Schools Cancer Awareness Programme
Aim to achieve best in class in Fundraising practice	Won Most Innovative Fundraising Award at National Fundraising Awards in May 2015 for Bras for Breast Cancer Campaign

450 CANCER SURVIVORS ATTENDED SURVIVE & THRIVE PROGRAMMES AND SEMINARS



OBJECTIVE:



STATUS:



GOVERNANCE

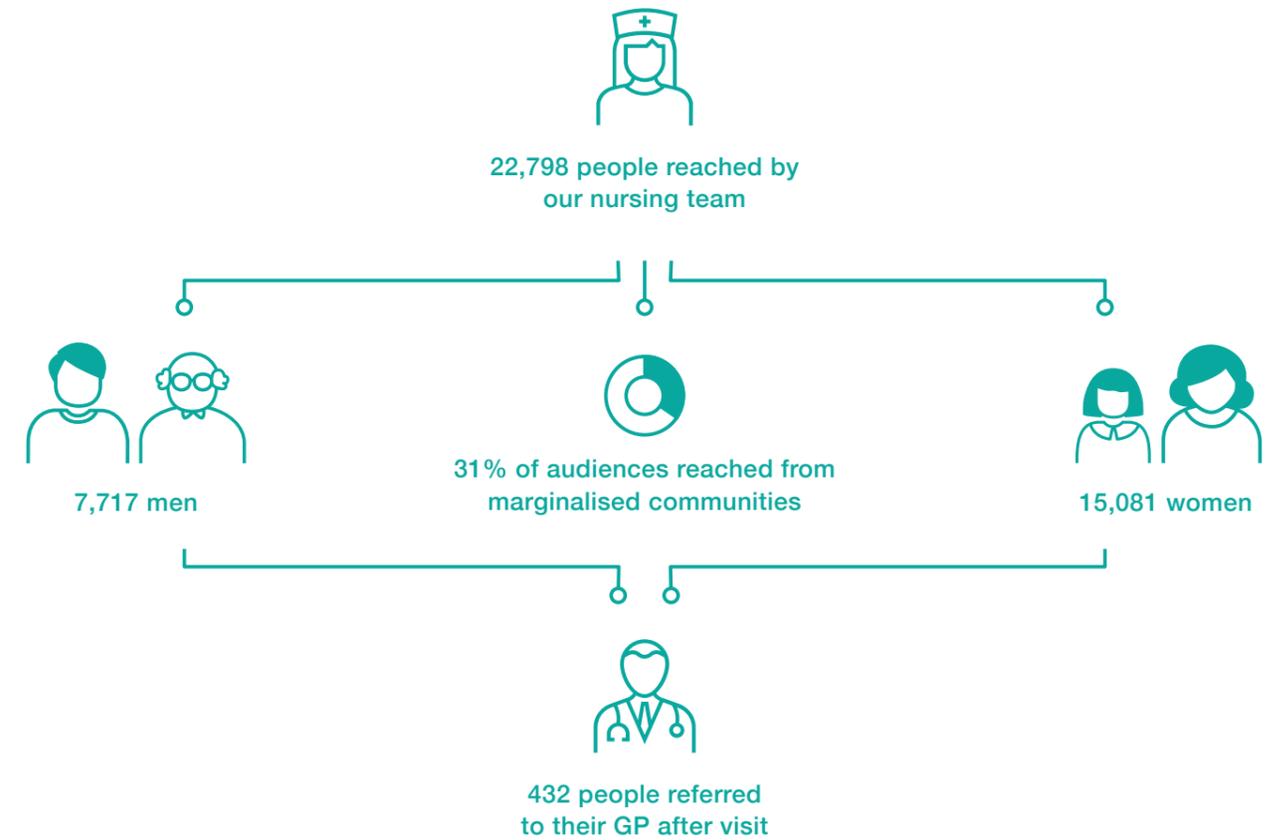
Continue to abide by ICTR Guiding Principles for Fundraising	All fundraising processes and procedures are in line with the Fundraising Principals
Complete the journey to adhere fully to the Governance Code for the Community and Voluntary Sector	In the course of 2015 the Marie Keating Foundation was deemed to be in full compliance with the Governance Code and was also one of the first to complete the registration process with the Charities Regulatory Authority
Have financial accounts independently audited and make them publically available	Accounts were independently audited by Mazars. Audited accounts for the last three years are available on the Foundation's website- mariekeating.ie
Meet requirements of SORP accounting standards	2015 accounts have been issued in line with SORP – best in class accounting standard for charities in Ireland

COMMUNITY INFORMATION SERVICE AND HEALTH PROMOTION



A THIRD OF US WILL HEAR THE WORDS 'YOU HAVE CANCER' AT SOME POINT IN OUR LIVES.

Our three mobile information units and seven nurses travel to every part of the country and give presentations about cancer and how to help prevent it



A third of us will hear the words 'you have cancer' at some point in our lives. This is a scary statistic that will make most of us pause to think. Given this reality, preventing cancer continues to be the core mission of the Marie Keating Foundation.

The Marie Keating Foundation was initially centred around just one mobile information unit and one nurse. It has now grown much beyond that but our team of seven part-time nurses and three mobile information units continue to be central to everything that we do. They travel to every part of the Republic of Ireland and have given presentations about all types of cancer at all types of events and locations, including schools, shopping centres, offices, sport centres, community halls, homeless shelters, hospitals, gardening centres and farming festivals.

In 2015, the Marie Keating Foundation nurses had direct conversations with 22,798 members of public about ways to reduce their risk of cancer through lifestyle changes, and about the importance of early diagnosis and going to the GP promptly if they notice something amiss. The Marie Keating Foundation nurses gave general presentations about healthy lifestyle choices that can help reduce your risk of cancer as part of our Your Health: Your Choice campaign, and

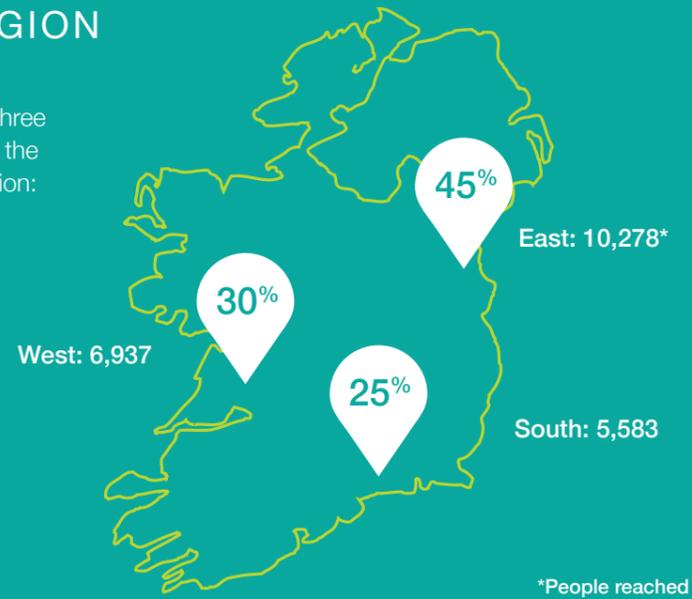
also gave bespoke presentations about particular types of cancer such as skin cancer, breast cancer, prostate cancer, testicular cancer and cervical cancer.

The Marie Keating Foundation nurses and mobile units went directly into local community settings to speak to people about:

- o **Knowing your body** – getting to know your body and what is normal for you means it is easier to spot any unusual changes. A change will not usually turn out to be cancer, but if it is something serious, talking to your GP about it early can make all the difference
- o **Living a healthy life** –four in ten cancers in Ireland could be prevented through healthy lifestyle choices. Being smoke free, drinking less alcohol, eating healthily, watching your weight, being active and being SunSmart can all help to lower the risk of cancer.
- o **Making a positive change** – The Marie Keating Foundation nurses distribute MKF resources (brochures; leaflets; infographics; bookmarks, videos, etc.) and signpost people to information, support and services in their local area.

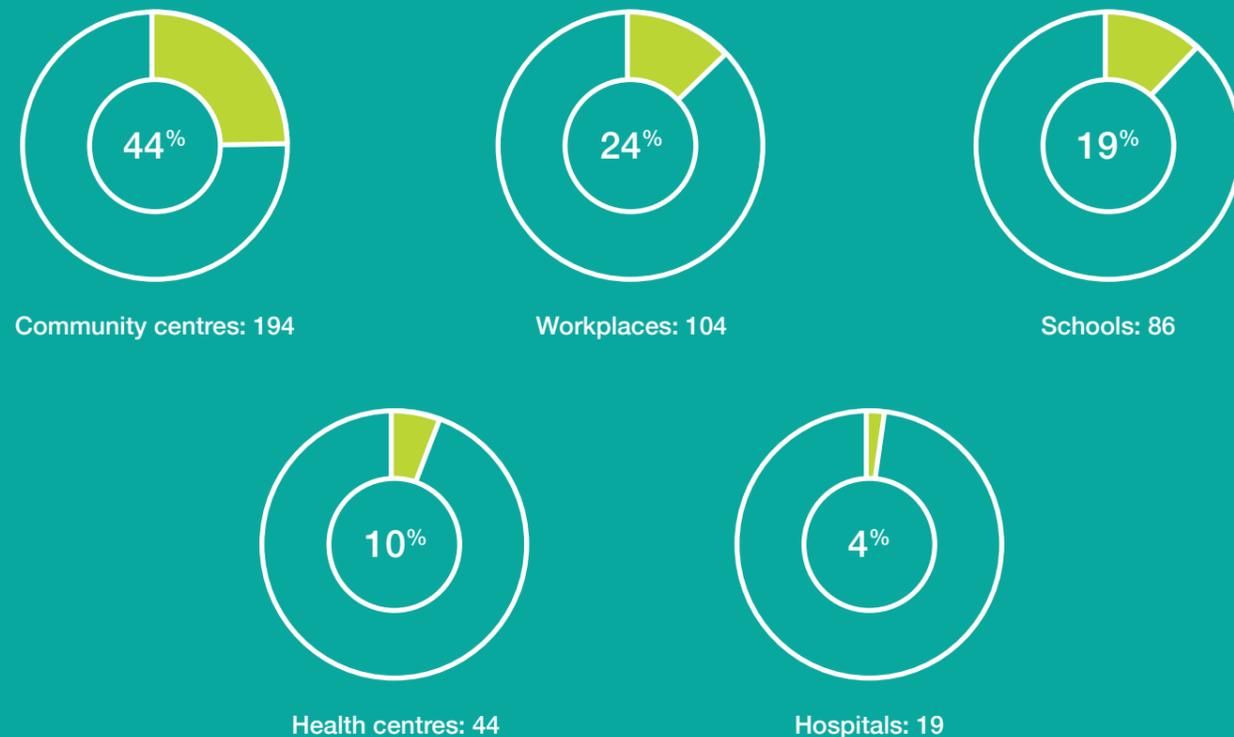
NURSING ACTIVITY BY REGION

The three mobile information units are split across three regions of the Republic of Ireland. The chart shows the activity of the nursing team and mobile units by region:



NURSING VISITS BY LOCATION TYPE

The Marie Keating Foundation nursing team visited 447 locations nationwide during 2015. Here is a breakdown of the location types:



REACHING MARGINALISED COMMUNITIES

People from the most disadvantaged communities in Ireland have a significantly lower chance of surviving cancer after five years according to research from the National Cancer Register. Those from the most deprived communities are twice as likely to be diagnosed and die from cancer as those who are least deprived. As a result, the Marie Keating Foundation ensures that 30% of its nursing resources are directed towards disadvantaged communities. In 2015, over 31% of visits were held in marginalised communities, including e.g. Pavee Point; Shannon Family Resource Centre, Co Clare; and Men's Sheds groups in Cavan, Meath and Leitrim.

Family Resource Centres

The Marie Keating Foundation has an excellent working relationships with many of the over 100 Family Resource Centres around Ireland. Through our relationship with the centres, we aim to provide practical advice and assistance to community groups about cancer prevention and early detection at a local level. In 2015, the Foundation nurses visited 21 family resource centres, speaking to 549 people about cancer prevention and early detection.

"Overall the Marie Keating Foundation visit to Focus Family Resource Centre in October 2015 was very beneficial, for both men and the wider community, especially as it is a rural community. The men are definitely more aware of their health and are now more vigilant about looking after changes in their body, especially when it comes to skin cancer."

Angela McKenna, Focus Family Resource Centre, Killeshandra.

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 2015. 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. In 2015, the Foundation nurses attended three traveller group events. The support workers who work with these groups were very positive about the service the Marie Keating Foundation provided, as many in the Traveller community, particularly men, are often very reluctant to engage with health services. The Marie Keating Foundation has identified this as an area for concentration and is part of the Foundation's education programme for 2016.

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

"It was great to work in partnership with the Marie Keating Foundation on the new breast cancer awareness leaflet."

Maria Daly, former Joint co-ordinator, Pavee Point Primary Health Care for Traveller's project

Youthreach

The Marie Keating Foundation provides 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. The Foundation's nurses attended six Youthreach events in 2015. These visits are usually every two years. This is another area that has been identified for further concentration and is part of the education programme for 2016.

"Thank you for the cancer information day. The feedback from all five groups (50 students) who participated was very positive. You made a real difference."

Rosemary Cooney from Clonmel Youth Training Enterprise, Clonmel

A VIEW FROM THE FRONTLINE
 FEEDBACK FROM PAT MCCARTHY,
 A MARIE KEATING FOUNDATION NURSE



“WE CAN BRING THE UNITS DIRECTLY INTO THE COMMUNITY SO PEOPLE DO NOT HAVE TO COME TO US.”

“IT IS A PLEASURE TO MEET MEMBERS OF THE GENERAL PUBLIC AND ASSIST THEM IN SOME MEANINGFUL WAY.”

I have been involved as a community nurse for the Marie Keating Foundation since 2002. I have always been motivated by the Foundation’s core mission of increasing cancer awareness amongst the general public, in particular to people who might have concerns about cancer or might be unlikely to speak to a GP about their health.

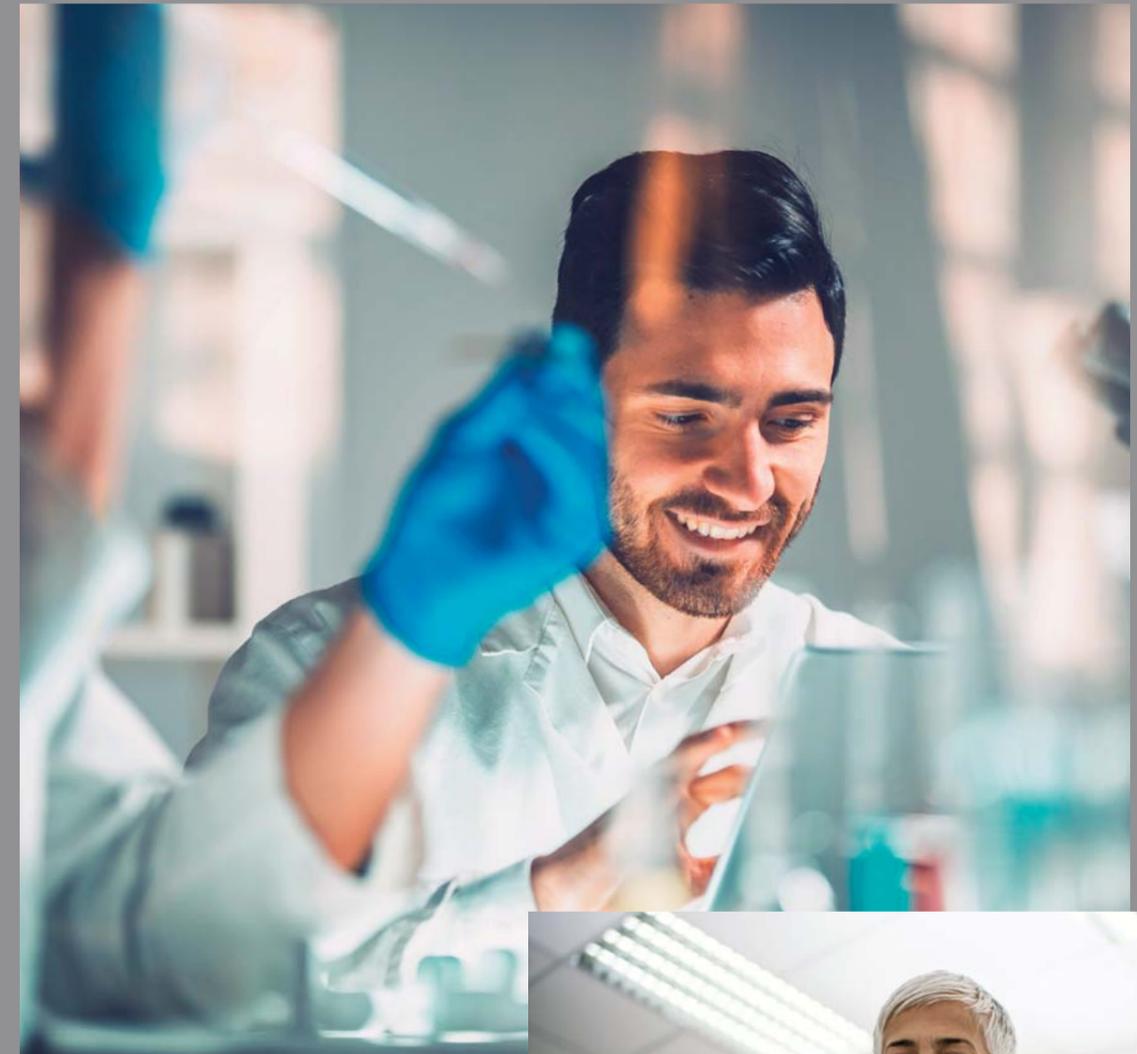
The Marie Keating Foundation’s mobile information units are a pleasure to work on. They help us to deliver help where it is most needed. We can bring the Units directly into the community so people do not have to come to us. We specifically target a third of our time and energy at those most in need and those most likely to benefit from preventative advice. It is a pleasure to work in the Mobile Information Unit and meet members of the general public and assist them in some meaningful way. Many people we meet have concerns about cancer that they might have had on their mind for quite some time but never mentioned to anyone. It affects so many people and we are often asked questions about how people can prevent the disease or help a loved one who is already going through it. I find that some people, especially at vulnerable times in their lives, get very concerned at the thought of the word ‘cancer.’ We always stress that many cancers can be prevented through a healthy lifestyle. In addition, early

detection is key to survival. We emphasise that if you are worried about something, it’s important not to be scared but to visit your doctor and talk about it together. A lot of cancers are now very treatable. There are over 121,000 cancer survivors in Ireland.

One of my favourite campaigns to work on is “Your Health Your Choice.” It is very reassuring to explain to people who are worried about cancer that they can take practical steps to help reduce their cancer risk. We can all start somewhere, even if it means walking for ten minutes after dinner or cutting back on fizzy drinks.

The Marie Keating Foundation, like all progressive organisations is evolving constantly to keep pace with the latest medical breakthroughs in cancer treatment and prevention. The Foundation is always looking for newer and better ways to communicate with the public about cancer and this is helping all the nurses reach more and more people every year.

I really enjoy being a community nurse for the Marie Keating Foundation and look forward to being part of this dynamic team into the future. I hope in some way I may be able to bring comfort and reassurance to somebody who may need the services we offer, during a time of stress and concerns in their lives.



“THE MARIE KEATING FOUNDATION IS EVOLVING CONSTANTLY TO KEEP PACE WITH THE LATEST MEDICAL BREAKTHROUGHS IN CANCER TREATMENT AND PREVENTION.”

SCHOOL'S CANCER AWARENESS PROGRAMME

- ▶ Over 100 people a day diagnosed with cancer in Ireland
- ▶ Number of people affected expected to double by 2040
- ▶ School's Cancer Awareness Programme highlights cancer prevention
- ▶ Programme also provides information and support to those already affected by cancer
- ▶ In 2015, the Marie Keating Foundation visited 86 secondary schools and trained 113 SPHE teachers

Every 15 minutes more than one person in Ireland is diagnosed with cancer. This means that by the end of 2016, more than 40,000 people will be diagnosed with the disease and their partners, children, friends and parents will also be deeply affected.

Even starker than these statistics is the fact that the number of people affected by cancer in Ireland is expected to double by 2040. 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 by providing information and support to those already affected by the disease.

The Foundation's School's Cancer Awareness Programme helps to achieve both of these goals. It aims to promote awareness among students in secondary schools and Youthreach programmes 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.

In 2015, 113 teachers were trained directly in the delivery of the programme. These teachers come from schools nationwide and together, reach over 25,000 students. 86 Schools were visited directly by our nurses to deliver the programme.

Whilst the prevalence of cancer is on the increase, early detection and continued improvements in treatments mean that cancer survival levels continue to improve. 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. Four in ten cancers in Ireland could be prevented through healthy lifestyle choices. The curriculum-linked lesson plans help students reduce their future risk of developing cancer by advising them on diet and fitness, not smoking and being SunSmart as well as improving their awareness of key symptoms for cancer such as irregular lumps and bumps, changes to the skin, and coughs or unexplained changes to bowel habits that do not go away. 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.

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

"The Marie Keating programme has been designed to be used within the SPHE curriculum. I found the programme easily adaptable, flexible, well planned and that it lends itself to creativity and group work. It also works very well for teachers who feel that cancer is a sensitive subject and helps to teach young boys about testicular cancer free from awkwardness by using the tools presented, for example through poems and case studies. The Marie Keating Foundation is also very supportive to SPHE teachers who want to reinforce all the messages that it provides and are willing to support individual teachers if they are in need of support and learning. It aims to make the students aware of the



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

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."

Since the launch of the updated programme, the 230 teachers directly trained by the Marie Keating Foundation were, for the most part, reached through the Foundation's attendance at the SPHE in-service days with some of the regional managers. This gave the Marie Keating Foundation the opportunity to meet approximately 20 teachers at one time to demonstrate how to deliver this programme and

highlight important issues for teaching and learning in such a sensitive area. Where SPHE teachers have needed support, the Foundation's nurses have attended their schools or provided help by phone and email. For those who do not feel confident in the initial delivery, the Marie Keating nurses have worked with them to ensure seamless delivery of the Cancer Awareness Programme. Some regional managers have developed confidence since the launch and now deliver the training themselves which has further broadened the footprint of the programme.

The Marie Keating nurses also teach in schools themselves, particularly in transition year. Testicular cancer is among one of the priorities when speaking to groups of young men, while cervical cancer is a priority when speaking to groups of 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.

PUBLIC AWARENESS CAMPAIGNS



▶ YOUR HEALTH: YOUR CHOICE CAMPAIGN URGES PEOPLE TO TAKE ACTION

▶ EXERCISE, KEEP A HEALTHY WEIGHT, DON'T SMOKE AND REDUCE ALCOHOL INTAKE



▶ 37,000 CASES OF CANCER DIAGNOSED IN IRELAND EACH YEAR

▶ 4 IN 10 CASES OF CANCER PREVENTABLE THROUGH LIFESTYLE CHANGE

Your Health: Your Choice

Over 37,000 cases of cancer are diagnosed in Ireland every year. However, research suggests that 4 in every 10 cancers could be prevented through lifestyle changes. That is why the Marie Keating Foundation has run a Your Health: Your Choice campaign since 2013, focusing on the simple, actionable steps that people can take to reduce their risk of many types of cancer.

In 2015, the Marie Keating Foundation started the year by issuing a press release to all national and regional media with its 10 top tips for reducing cancer risk. Ranging from watching your weight to wearing adequate sun screen to reducing the amount of alcohol you drink, the lifestyle tips can help a person prevent some of the most common cancers affecting Irish men and women such as breast cancer, bowel cancer, lung

cancer and skin cancer. The press release resulted in coverage in five national titles, was picked up widely by regional press, and resulted in 10 regional radio interviews which were conducted by Helen Forristal, Director of Nursing Services. The Marie Keating Foundation nursing team also used the Your Health: Your Choice top tips in a revised presentation in their community information service and health promotion visits to integrate the key messages across all the Foundation's touch points.

To back up the key messages of the campaign, new banner stands were created for the nursing team to communicate the simple steps through Plain English and eye-catching icons that those with low health-literacy would be able to understand at a glance.



▶ +330 CASES OF OVARIAN CANCER DIAGNOSED IN IRELAND ANNUALLY

▶ 6TH MOST COMMON CANCER IN WOMEN

▶ MARIE KEATING FOUNDATION JOINED WITH OTHER CHARITIES TO RAISE AWARENESS

▶ EARLY DETECTION OFFERS THE BEST CHANCE OF SURVIVAL

World Ovarian Cancer Day

Over 330 cases of ovarian cancer are diagnosed in Ireland annually, making it the sixth most common cancer in women. Four out of five cases are diagnosed in women over 50 years of age. Early detection offers the best chance of survival. However, symptoms can be vague and non-specific in the early stages, meaning that ovarian cancer is often diagnosed at a later stage.

In 2015, for the first time, the Marie Keating Foundation joined forces with Supporting Ovarian Cancer Knowledge (SOCK), Ovacare, the Emer Casey Foundation and Innovation – the Irish National Network for Ovarian Cancer Collaboration to hold an event to mark World Ovarian Cancer Day which took place on 8 May 2015. The four organisations came together to hold a free seminar for women affected by the

disease covering the symptoms, screening, treatment and latest research. The speakers who generously gave up their time for the event included Dr Noreen Gleeson, Consultant Gynaecological Oncologist & Pelvic Surgeon, St. James Hospital; Prof John O' Leary, Centre for Health Sciences, Trinity Centre; Dr Roshni Kalachand, SpR, Medical Oncology, Beaumont Hospital and Anne Murphy, an ovarian cancer survivor who spoke on behalf of Ovacare. Over 55 women attended the event in House, Leeson Street, to learn more about this disease which is often referred to as a 'silent killer.'



Skin cancer awareness
Spot the Difference

Skin cancer is the most common cancer in Ireland. Each year, around 10,000 cases are diagnosed and the number of cases is rising each year. Melanoma is the most deadly form of skin cancer. According to the National Cancer Registry, each year more than 850 new cases of melanoma are reported. Many Irish people have many of the risk factors for skin cancer, including fair skin and freckles and research shows that many of us do not know how to be SunSmart.

With the kind support of MSD, the Marie Keating Foundation launched the Spot the Difference campaign in May 2015. This was the most ambitious skin cancer campaign that the Foundation has ever run, and comprised of a new microsite, www.spottedifference.ie; a new infographic which advised people how to check their moles for any worrying changes using the ABCDE system and how to be SunSmart; and a new video which featured people affected by melanoma talking about their experience. The Spot the Difference video was viewed 122,507 times by the end of the summer, with 16,732 people visiting the campaign website.

The launch of the digital materials was complemented by a PR campaign. Media coverage included interviews with Ireland AM, the Daily Mail and the Irish Independent as well as widespread regional coverage.

- ▶ SKIN CANCER IS THE MOST COMMON CANCER IN IRELAND
- ▶ CAMPAIGN FOCUSED ON MELANOMA – THE MOST DEADLY TYPE
- ▶ SPOT THE DIFFERENCE VIDEO VIEWED 122,507 TIMES
- ▶ 16,732 PEOPLE VISITED SPOT THE DIFFERENCE WEBSITE

A free skin cancer awareness seminar was held in Dublin in May 2015, with Dr Patrick Ormond, Consultant Dermatologist, St James's Hospital Dublin and Dr Barbara Mc Grogan, Research Scientist, National Cancer Control Programme giving the key note addresses.

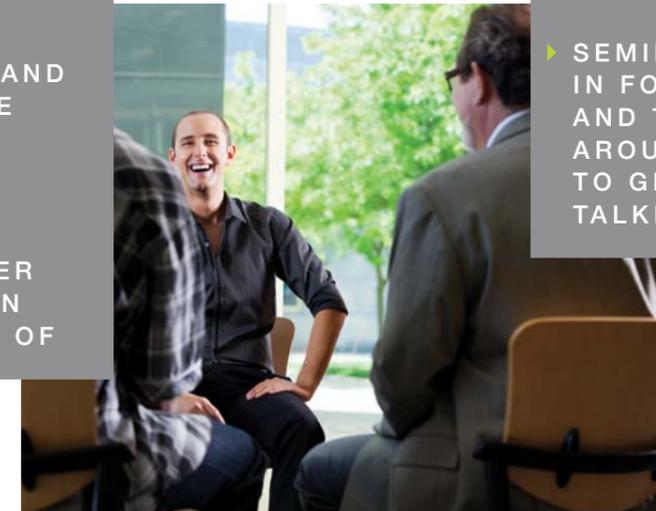
The Marie Keating Foundation nursing team were also integral to the campaign, spreading awareness of skin cancer prevention and early detection throughout communities nationwide. Through the educational grant from MSD, 5,000 copies of the Spot the Difference infographic poster were printed and handed out at workplaces, schools and community centres, and a further 1,362 copies were downloaded from the website.

The Marie Keating Foundation was pleased to work with Dr Patrick Ormond, Consultant Dermatologist and St James Hospital, and his colleague Stephanie Menzies, Specialist Registrar, who together with the Foundation, used the Spot the Difference Research to create a poster for presentation at the British Association of Dermatology meeting in 2016. The manuscript was later accepted for publication in the Irish Journal of Medical Science.

“I GOT A LOT OUT OF THIS EVENING. MY ONLY SUGGESTION WOULD BE THAT THIS KIND OF SEMINAR IS HELD A LOT MORE FREQUENTLY SO THAT MORE MEN WOULD OPEN UP AND CHAT.”

- ▶ OVER 10,000 IRISH MEN DIAGNOSED WITH CANCER EACH YEAR
- ▶ 1 IN 7 MEN IN IRELAND DEVELOP PROSTATE CANCER
- ▶ COLON CANCER, LUNG CANCER AND TESTICULAR CANCER ALSO CANCERS MEN SHOULD BE AWARE OF

Men's Health
Get Men Talking



In November 2015, the Marie Keating Foundation promoted our annual Get Men Talking campaign to raise awareness of men's cancers and their signs and symptoms amongst men and their families nationwide. Thanks to the kind support of Astellas Oncology, the 2015 campaign was the most extensive men's health campaign run by the Foundation to date. While in previous years the Foundation has hosted a single men's health seminar, this year an ambitious plan saw us host four seminars for men affected by cancer or those interested in their health in Dublin, Letterkenny, Limerick and Waterford. Over 200 men attended the meetings and heard addresses from speakers such as Sean Boylan, Dr Noel Mc Caffrey, Dr John Mc Caffrey and other specialist urologists, oncologists, dieticians and psychologists. In addition, a five-week Survive & Thrive cancer survivorship programme for men was held during this time in Galway.

Feedback from the meetings was extremely positive. Each event included a talk from a local oncology or urology consultant who gave advice about surviving and thriving after men's cancers, a Clinical Nurse Specialist in prostate cancer, a local cancer survivor who spoke about being diagnosed with and being treated for cancer and a local mindfulness expert who led the men through a session of mindfulness to end the seminar

- ▶ HOWEVER, THESE CANCERS CAN BE PREVENTED OR CAUGHT EARLY WHEN CHANCES OF SURVIVAL ARE HIGH
- ▶ SEMINARS HELD IN FOUR CITIES AND TOWNS AROUND IRELAND TO GET MEN TALKING

on a positive note. For many of the men that attended, it was their first interaction with the Marie Keating Foundation and, for some, their first time to speak openly about their health with other men.

During the month of November, the Marie Keating Foundation nurses and mobile units were also busy visiting workplaces, community centres, gyms and other locations nationwide, giving presentations on men's health. They spoke directly with over 1,000 men during the month and handed out over 5,000 men's health information packs. The Marie Keating Foundation website was updated with more extensive content on prostate and testicular cancer.

“THE SURVIVOR'S TALK WAS BOTH INTERESTING AND AMUSING. GOOD TO HEAR FROM SOMEONE WHO HAD BEEN THROUGH IT.”

“I WOULDN'T CHANGE A THING – I THOUGHT IT WAS EXCELLENT.”



“ONE OF THE KEY OBJECTIVES FOR THE FOUNDATION DURING OCTOBER IS TO RAISE AWARENESS OF THE SIGNS AND SYMPTOMS OF BREAST CANCER”

Panty Bliss helps the Marie Keating launch Give Your Bra for Breast Cancer

Breast Cancer Awareness

Marie Keating passed away from breast cancer in 1998 because she did not go to the doctor about changes she had noticed in her breasts until it was too late. One of the reasons that the Foundation was established in her name was to promote awareness of breast cancer and the necessity for women to be aware of the signs and symptoms of this common disease. As such, each October, Breast Cancer Awareness Month, the Foundation devotes itself to furthering this mission.

In 2015, we had three objectives:

- To raise awareness of breast cancer, its signs and symptoms amongst women throughout Ireland
- To invite the public to donate a bra as part of the Bras for Breast Cancer Campaign as a fun and engaging call to action
- 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

The Marie Keating Foundation was grateful for the kind support of Roche Products Ireland Ltd for much of our Breast Cancer Awareness Month activities. One of the key objectives for the Foundation during October is to raise awareness of breast cancer, and its signs and symptoms amongst women throughout Ireland. With Roche's support, the Foundation was able to create a new microsite to host breast cancer awareness and fundraising information, a new breast cancer awareness video, infographic poster, flyer and bookmark. 10,000 breast cancer awareness packs

were handed out by the nursing team during the month and the information materials continue to be used on a daily basis.

For the second year running, during October, the Foundation also ran the Give Your Bra for Breast Cancer campaign, whereby Roche kindly donated €1 for every bra collected in whatever size, shape, colour or condition. Over 230 locations nationwide served as bra drop off points, including M&S; Harvey Norman and Sam McCauley Chemists. 45,000 bras were collected in total which were sent to support people affected by severe poverty in the developing world. Around 3,000 of the bras were sent to the National College of Art and Design and the Rediscovery Centre to be 'upcycled' into a bra hammock- or 'brammock' which featured in the Marie Keating Foundation and Roche's garden in Bloom 2016.

The 2015 breast cancer awareness month campaign led to social media activity for the Foundation that reached an audience of over 580,000 people and media coverage that had a direct advertising value of over €425,000 including coverage in the Irish Independent, Irish Times, the Mirror, the Sun, Irish Examiner and a special pink edition of You magazine in the Irish Daily Mail. RTE's Afternoon Show also devoted a special edition to celebrating cancer survivors in partnership with the Marie Keating Foundation. Newstalk also supported the campaign by providing advertising that helped spread the word about both the Bras for Breast Cancer campaign and the importance of breast cancer awareness.



Ashley Coffey, who is featured in the Out the Other Side exhibition, pictured with her son. The exhibition celebrated the fact that there are over 28,000 breast cancer survivors in Ireland today.

- ▶ EVERY YEAR, AROUND 2,600 WOMEN ARE DIAGNOSED WITH BREAST CANCER
- ▶ 680 WOMEN DIE FROM THE DISEASE ANNUALLY IN IRELAND
- ▶ SURVIVAL RATES ARE IMPROVING THANKS TO EARLY DETECTION AND ADVANCES IN TREATMENT
- ▶ 10,000 BREAST CANCER AWARENESS PACKS WERE HANDED OUT OVER THE MONTH OF OCTOBER
- ▶ GIVE YOUR BRA FOR BREAST CANCER CAMPAIGN COLLECTED 45,000 BRAS FROM WOMEN NATIONWIDE

THE COMFORT FUND



"CANCER PATIENTS AND THEIR FAMILIES FACE A FINANCIAL CRISIS WHILE THEY ARE GOING THROUGH THEIR TREATMENT."

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

Recent research from the Irish Cancer Society showed cancer patients and their families face a financial crisis while they are going through their treatment. 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 when a patient and perhaps their family members have to take time off work.

The average extra spend per month for a cancer patient is €862, even for patients with a medical card or private health insurance. Those who cannot work, work less or lose income as a result of having cancer face an income drop averaging €1,400 a month, or €16,750 per year.

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. This fund has been in existence since 2004 and accepts applications on behalf of men, women and

children from all around the country. In 2015 alone, the Marie Keating Foundation's Comfort Fund helped over 340 families through their cancer journey.

How the Comfort Fund works

The Marie Keating Foundation works in partnership with health care professionals, mainly Medical Social Workers (MSWs) and Clinical Nurse Specialists (CNSs). Applications are submitted on behalf of and with the consent of patients who feel that they are in exceptional need of financial assistance. All applications to the Comfort Fund must be submitted by a healthcare professional. The Marie Keating Foundation does not accept applications directly from patients.

Each application is assessed on its own merit and any assistance given is managed in a confidential and empathetic manner. Applications are reviewed within 14 days by the Director of Nursing Services and another member of the Senior Management Team. In 2015, Comfort Fund grants were given to assist with

- Medical costs
- Transport costs
- Household bills
- Childcare expenses

There are certain criteria that need to be met before an application is considered. For example, the financial distress must be a result of a cancer diagnosis and treatment period, the immediate financial needs must be demonstrable and identified, for example by the presentation of an outstanding utility bill, and applications must be made by a healthcare professional directly involved in the patient's care. The Comfort Fund only provides "once off" assistance.

A Comfort Fund recipient

JIMMY DUNNE'S STORY

In 2014, Sean Dunne, a plasterer from Rathdowney, County Laois, began to feel pain in his chest. When it did not go away after a few weeks, Sean went to see his GP. After a chest X-ray showed a cloud on his lung, Sean was diagnosed with lung cancer. He and his family were devastated. Because he lived in Laois, Sean needed to travel to Dublin for treatment, including chemotherapy. His family, including his wife of 34 years, Annemarie, and his three children, Pamela, Laura and Jimmy, rallied around him and either gave up their jobs or took time off work to help look after him and support him through his treatment. Sean and his family found that traveling to and from Dublin was very expensive and they also had to cover lots of other costs associated with his cancer, such as hospital parking; medical appointments and additional household bills. As many families that are affected by cancer find, soon the additional costs began to build at the same time as Sean's family had less income coming in as Sean was unable to work given that he was so ill and the family was taking time off work to help care for him. Sean was becoming stressed about his financial situation which was not helping his health.

Jimmy's sister-in-law, who is a nurse, told the family about the Marie Keating Foundation's Comfort Fund. Sean was able to apply for the fund and was given a grant to help cover his additional household costs.

Sean's son Jimmy said, "The Comfort Fund grant meant that my dad could focus on his health at what was already a really stressful time. His health was already failing and the last thing he needed to be worrying about was bills so it meant the world to him to get a small bit of help."

After fighting the disease for nearly a year, Sean sadly passed away from lung cancer in May 2015 at the age of just 54. However, Jimmy never forgot the grant that his father had received and kindly organised the Sean Dunne Memorial Cycle in the Autumn of 2015 in honour of his father. Over 70 cyclists took part in the event, which started at the Newpark Hotel in Kilkenny city and covered 50km. The event raised over €8,300 in aid of the Marie Keating Foundation and the funds went to the Comfort Fund so that the Foundation could help other families who may find themselves in a difficult financial situation because of cancer.

As Jimmy notes, "Anyone can find themselves in financial difficulty because of cancer. We were so surprised at how much the extra expenses were and how quickly they mounted up. The Marie Keating Foundation's Comfort Fund gave my father some much needed peace when he was extremely ill and we are so thankful for that."

▶ THE AVERAGE EXTRA SPEND PER MONTH FOR A CANCER PATIENT IS €862

▶ CANCER PATIENTS CAN FACE EXTRA COSTS FOR MEDICAL FEES, TRAVELS COSTS AND HOUSEHOLD BILLS

▶ COSTS CAN RISE AT THE SAME TIME THAT INCOME DROPS DUE TO LOSS IN EARNING

▶ THE MARIE KEATING FOUNDATION'S COMFORT FUND HELPED OVER 350 FAMILIES IN 2015

▶ COMFORT FUND GRANTS GIVEN TO FAMILIES FROM 22 DIFFERENT COUNTIES

SURVIVE AND THRIVE

While more people are being diagnosed with cancer than ever before, more people are surviving the disease, and for longer. There are now over 121,000 cancer survivors in Ireland. According to the National Cancer Registry Ireland, the five-year survival rates for all invasive cancers jumped from 45 per cent for patients diagnosed between 1994 and 1999 to 59 per cent for those diagnosed between 2006 and 2011. Survival rates for breast cancer increased from 72 per cent to 81 per cent. The improvement for prostate cancer is even better, rising from 69 per cent to 91 per cent. All of this is cause for great celebration. However, it also creates new challenges.

Increasingly, it is recognised that cancer is not just a disease of the body but has an enormous impact on a person's emotions. Long after a person is given the 'all clear', the effects of the disease can be felt in ways that are both physical and emotional.

In order to help cancer survivors adjust to the 'new normal,' the Marie Keating Foundation launched its new Survive & Thrive programme in 2015. Delivered by local experts in centres all over the country for both men and women who are affected by any type of cancer, Survive & Thrive courses are intended to help people deal with many common topics that interest or concern survivors including:

- Lingering side-effects from treatment
- Coping with emotions and stress
- Nutrition after cancer
- Physical activity after cancer
- Mindfulness

The Survive & Thrive programme is delivered as either an evening workshop over the course of five weeks or as a one-day seminar. During 2015, over 450 cancer survivors attended the workshops and seminars in Cork, Dublin, Galway, Letterkenny, Limerick and Waterford.

All Survive & Thrive workshops are free to attend and are entirely supported by fundraised donations and corporate support.

Roisin Dunne, a cancer survivor who attended Marie Keating Foundation Survive and Thrive course during 2015, said, "I found the Survive and Thrive workshop to be hugely helpful. It was great to know that I wasn't

alone through meeting other survivors and hear that they were going through similar experiences. The expert advice was something that is badly needed and, in my opinion, a really necessary part of the healing process. It's important to not only survive, but thrive, after cancer, but we need to help and support each other through this so I would encourage anyone who is struggling in any area post-treatment to get in touch with the Marie Keating Foundation about the Survive and Thrive programme."

Each Survive & Thrive course has been attended by people who have survived many different types of cancers at various stages, of both genders and of different ages and backgrounds. Each course is evaluated by participants. Below is just some of the feedback we received in 2015:

"THE MEETINGS HAVE BEEN WARM AND FRIENDLY. THE GROUP OPENED UP SLOWLY. AT FIRST WE WERE ALL QUITE RESERVED, BUT AT THE WEEKS WENT BY THE GROUP FELT VERY SUPPORTIVE, AND IT WAS A VERY CARING AND POSITIVE ATMOSPHERE WHICH WAS VERY ENCOURAGING."

"THE SURVIVE & THRIVE PROGRAMME WAS SO HELPFUL. I FELT LIKE I HAD A PLACE TO MEET OTHER PEOPLE WHO KNEW WHAT I HAD GONE THROUGH AND WHERE I COULD TALK ABOUT MY EXPERIENCES AND ALSO ASK HEALTH EXPERTS QUESTIONS. IT WAS ONE OF THE BEST THINGS I HAVE DONE FOR MYSELF IN A LONG TIME. SO GLAD I SIGNED UP."

"IT WAS GREAT TO HEAR FROM OTHER PEOPLE WHO SHARED SIMILAR EXPERIENCES. THAT WAS ONE OF THE MOST IMPORTANT PARTS OF THE WHOLE EXPERIENCE. WE HAVE ALL EXCHANGED CONTACT DETAILS AND PLAN TO MEET AGAIN."



Mary Nelis, a super model and breast cancer survivor, struts her stuff on the Survive & Thrive catwalk

The Survive & Thrive Fashion Show

The annual Survive and Thrive fashion show has become one of the highlights on the Marie Keating Foundation calendar of events. Once again, this October 2015, women who have, or who have had, breast cancer, were invited to be supermodels for the night and to strut their stuff on the catwalk in celebration of survivorship.

A total of 16 supermodel survivors, mostly nominated by their breast care nurse, and ten models from Assets model agency sashayed down the runway in the Conrad Hotel, modelling stunning clothes from the new Autumn/Winter collections of Marks & Spencer and Arnott's. Stylists Clara Halpin of Arnotts and Jules Fallon of Marks & Spencer were on hand to make sure that each lady was styled to perfection. Peter Mark creative director Gary Kavanagh and a team of volunteer make-up artists from Arnott's made sure the ladies got the full VIP treatment at this unique event.

- ▶ OVER 121,000 CANCER SURVIVORS IN IRELAND
- ▶ CANCER SURVIVAL RATES FOR INVASIVE CANCERS IMPROVED OVER 20 YEARS
- ▶ FIVE-YEAR SURVIVAL RATES FOR ALL INVASIVE CANCERS NOW 59%
- ▶ CANCER NOW RECOGNISED AS HAVING AN EFFECT ON EMOTIONS, AS WELL AS BODY
- ▶ SURVIVE & THRIVE COURSES HELPED 450 CANCER SURVIVORS ADJUST TO 'NEW NORMAL' IN 2015
- ▶ COURSES HELD IN CITIES AND TOWNS ALL OVER IRELAND

OUT THE OTHER SIDE: STORIES OF BREAST CANCER SURVIVAL

Some of the brave breast cancer survivors who shared their stories as part of Out the Other Side



There are currently more than 28,000 women in Ireland who have survived breast cancer. Since 1987, the number of women who have died from breast cancer has decreased by almost a third. In women less than 50 years of age, it has dropped by almost half. Despite clinical advances, breast cancer stories are still often rooted in the diagnosis and treatment of the disease. The 'Out the Other Side' campaign was developed by Roche in partnership with the Marie Keating Foundation to highlight how advances in treatment are enabling more and more women to survive breast cancer than ever before.

The Out the Other Side campaign captures the real-life stories and photographs of ten Irish women, who have survived breast cancer. It was initially displayed through a unique exhibition installed in St. Stephen's Green Park, Dublin, during October 2015, Breast Cancer Awareness Month.

Following the success of the Dublin exhibition, it was decided to take this unique information campaign around Ireland. The hope is that the stories shared will be a source of comfort and hope to people all over the country at various stages of their cancer journey. It has since been in display in University Hospital Galway, the Mater Hospital Dublin, Cork University Hospital and Bloom. Future venues will follow. The stories and photos are also available on the Marie Keating Foundation website.

Roche and the Marie Keating Foundation hope the Out the Other Side initiative will encourage cancer survivors to seek help and support, understand how cancer has affected them and give them the tools to rebuild and enjoy their lives. If you or a loved one are a cancer survivor and would like support, please see the Survive and Thrive of the Marie Keating Foundation website for information on upcoming free survivorship courses.

All of the ten women featured in Out the Other Side have survived breast cancer and have benefited from the services offered by the Marie Keating Foundation in some way. All of the women featured are also living proof that it is possible not only to come out the other side of a breast cancer diagnosis, but to thrive and grow after it.

They participated in this initiative to help the Marie Keating Foundation highlight that beating breast cancer is not the end of the journey for survivors. Overcoming the physical threat is merely the first step. Just as important is the advancement to rise above the psychological challenge, to cement recovery and learn to once again thrive and lead a fulfilling life.

Each story captured in the exhibition comprised of three elements: a shared personal experience of surviving breast cancer; a photograph of each survivor as they are today; and a photograph shared by these women that they feel represents their 'survivorship milestone', essentially, what surviving breast cancer has meant to each of these women.

The emotional nature of the survivor's stories varied from elation to anti-climax, happiness to sadness and were infused with humour and irreverence, guilt, gratitude and confusion. This was an important factor in the concept of the campaign because just like breast cancer no survivor's journey is the same.

The striking images for the exhibition were captured by acclaimed Irish photographer Gerry Andrews, whose personal experience of losing his wife 11 years ago to this devastating disease drove him to get involved. His outstanding images proved the perfect companions for the vivid words of specialist medical writer, Dawn O'Shea, who helped bring the emotive stories to life in a compassionate manner.

FUNDRAISING A LETTER FROM LINDA KEATING, DIRECTOR OF FUNDRAISING

"THE MARIE KEATING FOUNDATION HAS A VERY SMALL FUNDRAISING TEAM OF TWO PEOPLE. THE FOUNDATION TRIES TO RAISE ENOUGH FUNDS TO KEEP THESE IMPORTANT CANCER SERVICES GOING"



As I am reflecting on all that the Marie Keating Foundation has achieved in 2015, it seems that time is going by faster and faster with each year. I feel grateful and humbled when I think of all the people, organisations and companies that have helped the Foundation through generous donations of time, energy and funds.

There are so many of you who have supported us this year that I can't name everyone but I would like to say a special thanks to M&S, Harvey Norman, Pigsback and Roche. I can't tell you how much we appreciate your on-going support for our lifesaving work.

I would also like to say an enormous thank you to our many volunteers who donate their time to support the Marie Keating Foundation at events, during our campaigns and in our office. 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 their efforts that we are able to provide free nursing advice, increase the reach of our cancer awareness campaigns and educate people about the importance of making healthy lifestyle choices. On behalf of the Foundation, thank you to everyone who has volunteered for us in 2015. Please continue to support us.

To every person who has donated change to one of our coin boxes, attended one of our events, bought a cup

cake at a bake sale held in our honour, picked us as their Charity of the Year or donated to the Foundation through our website, the programmes and services outlined at the front of this report and the audited accounts at the back give you an opportunity to see how these funds are making a difference. The Marie Keating Foundation has a very small fundraising team of two people. The Foundation tries to raise enough funds to keep these important programmes and services going in the most efficient and cost effective way possible. We appreciate every euro and cent that is donated because all of it is helping to make a difference. Each year, the Foundation is reaching more people, whether it is through our cancer awareness programmes, our Comfort Fund or our survivorship programmes. All of this work is only possible because of the funds that you donate and so we remain, as we have always been, accountable to you.

In these turbulent times for the charity sector, I hope that you will continue to trust in the transparency and honesty of the Marie Keating Foundation and in the quality of the services that we provide. Together, we are making a difference.

God bless.

Linda Keating,
Director of Fundraising

OUR SPECIAL RELATIONSHIP WITH MARKS & SPENCER



Carmel Breheny, Marketing Manager, Marks & Spencer, and Linda Keating

The Marie Keating Foundation has been fortunate to be a charity partner of Marks & Spencer Ireland for over 13 years. During this time, all 17 M&S Ireland stores, hundreds of M&S staff members and many of their customers have joined together to help raise nearly €2 million for the Marie Keating Foundation. These valuable funds have played a vital role in helping us provide our programmes and services. In 2015 alone, Marks and Spencer once again proved to be extraordinary partners when they raised €183,112. These funds helped fund our Comfort Fund, which has never been in more demand, and our new Survive & Thrive programme.

M&S Ireland staff and customers continue to support the Marie Keating Foundation at every level, in many ways big and small.

- Every till point has a Marie Keating Foundation coin collection box
- Bag packs are held in stores up and down the country
- All stores participate in a summer campaign where proceeds of specially marked packets of berries are donated to the Foundation
- Proceeds from post-surgery bras for women affected by breast cancer are donated to the Foundation

- In-store activities such as bake-sales, employee role swapping, quiz nights and bikeathons are held
- Stores participate in a fun, but highly competitive, Charity Football Cup Day. In 2015, the Dundrum store emerged victorious.

In 2015, 13 members of M&S staff joined the Peaky Biker's Challenge which entailed climbing the five highest peaks of the UK and the Republic of Ireland and cycling between each one within one epic week. This extraordinary group of people raised over €64,000 for the Foundation.

Marks & Spencer Ireland have stood by the Marie Keating Foundation as the charity was building from a small operation to one of the key voices in cancer care in Ireland today. With their help, fundraising and cheerleading, the Marie Keating Foundation now has three mobile information units, a team of seven nurses, a School's Cancer Awareness Programme, a growing Comfort Fund and a Survive & Thrive programme that is going from strength to strength. We are grateful and proud to call Marks & Spencer Ireland not only our partners but our friends and look forward to working with them again in 2016 and beyond.

Electric Ireland's Powering Kindness

2015 started off with a bang with the Foundation selected as one of three charities chosen to take part in Electric Ireland's Powering Kindness Week which took place from 17-23 January 2015. The week was all about inspiring the general public to do an act of kindness and then log it in the name of the Foundation on the Powering Kindness website or on social media. At the end of the week, the charity with the most acts of kindness logged in their name would win the grand prize. The team worked tirelessly and had amazing support from our ambassadors, our volunteers, our Board, friends of the Foundation, the media and the general public and together, we amassed over 17,000 acts of kindness in just seven days.

The Foundation was thrilled to be awarded €40,000 from Electric Ireland at the end of the amazing week and was also delighted to work alongside two amazing charities, Childline and the Irish Heart Foundation, in raising awareness for the incredible work that all three organisations are doing in Ireland every day. Our partners, Newstalk Breakfast and Her.ie worked alongside us to tell the public about all the different ways that the Foundation helps people touched by cancer. We would like to give them, and Electric Ireland our enormous thanks for this special week.

"I will not say a single negative word about Arsene Wenger for the next week. #poweringkindness @mariekeating"

Piers Morgan



"Brought our whole team for lunch yesterday - they work so hard #PoweringKindness @MarieKeating"

Pigsback



"We are #PoweringKindness today @CaratIreland by sharing kind thoughts about eachother #warmfuzzyfeeling @MarieKeating"

Claire McElligott



"Making tea, taking out the bins, cooking dinner- these are just some of the ways YOU are #PoweringKindness for #MKF- and we love u for it!"

Marie Keating Foundation



"#PoweringKindness @MarieKeating my little girl gave her pocket money to a homeless man and some of her sweeties, she is only 3 :) xx"

Tracy Telly



"Popped into Fair Oak junior school today to meet the kids answer their questions and sign some autographs #PoweringKindness @MarieKeating"

Matt Le Tissier



Belfast City Marathon

For the first time ever, Team Marie Keating took part in Belfast City Marathon in May 2015. Five members ran as part of a relay and three people ran the full course, raising €8,261 for the Foundation in the process.

Valentine Ball

The annual Marie Keating Foundation Valentine Ball took place at the Celbridge Manor Hotel in February 2015 and was attended by over 120 people who celebrated love of all kinds- family, friendship and couples. Entertainment was provided by the band SLAMM and DJ Gary from First Class Entertainment. The night raised over €4,700 for the Marie Keating Foundation's cancer programmes and services.

Skechers Go Walk

Skechers once again supported the Marie Keating Foundation in 2015 by releasing a limited edition Go Walk shoe. €10 from the sale of every pair was donated to the support the Foundation's breast cancer programmes and services, including seminars, Survive & Thrive and Comfort Fund grants. Storm Keating was on hand to help launch the shoes, which were sold in Skechers retail outlets nationwide.

In 2015, to complement the launch of the Go Walk shoes, Skechers launched a Go Walk 5k in aid of the Marie Keating Foundation which took place in the Phoenix Park in April. Over 300 people participated.

Skechers raised an amazing €21,000 for the Marie Keating Foundation in 2015.



Storm Keating at Skechers Go Walk 2 launch



Ronan and Storm at at MKF Celebrity Golf Classic

Celebrity Golf Classic sponsored by Marks & Spencer

The Marie Keating Foundation's Celebrity Golf Classic sponsored by M&S is one of the highlights of the Foundation's fundraising calendar. Held in July of 2015, 35 teams participated in the golfing event held in the prestigious K Club. The teams were joined by celebrities including Ronan Keating, Dougray Scott, Shane Byrne, Allan Lamb, Ronnie Whelan, Matt Watkins, Stan Boardman, Ian Wright, Keith Duffy, Stephen Graham, Laurence Kinlan, Mick and Catherine Kinnane to mention a few. Car sponsors Volvo ensured that the guests were transported in style and companies from all over Ireland joined us for the day and helped raise €55,800 for our cancer services.

Women's Mini Marathon

The Marie Keating Foundation has had a team participating in the Women's Mini Marathon for many years. In 2015, our 100 strong team was proudly sponsored by Glenisk and led by our ambassador Glenda Gilson who participated in the event with her mother Aileen. Team Marie Keating were hosted to a pre and post event reception by House on Leeson St. We were delighted to be joined by some of the members of Her.ie for the big day.

Tour of Kildare

The 14th annual Martin Earley Tour of Kildare in aid of the Marie Keating Foundation took place in August of 2015. This event was once again proudly supported by the Naas Cycling Club. Over 600 people, from keen cyclists to beginners and families took part in 110km, 65km and 20km tours. We are very grateful for the support of the Naas Court Hotel, Eurocycles, Premier Dairies, Ballygowan, Montagues Frozen Foods, and Farm Bake. Start and finish at Naas Court Hotel. Thanks to the cyclists and our supporters, the event raised over €12,000.



Spin 1038 Celebrity Sell Off

In September 2015, a host of celebrities including Ronan and Storm Keating, Made in Chelsea's Nicola Hughes, model Holly Carpenter and Spin 1038 presenter Daniella Moyles donated distinctive items of clothing for Spin 1038 to auction in aid of the Marie Keating Foundation.

Pigsback Run and other Pigsback Activity

Pigsback, a longtime supporter of the Marie Keating Foundation, organised the inaugural Pigsback 5k/10k Run in aid of the Marie Keating Foundation in the Phoenix Park in October 2015. Over 400 people took part and helped raise funds to support the Foundation's work in breast cancer awareness, support and survivorship services. The event was supported by the Lucan Gospel Choir and DJ Gary from First Class Entertainment. Pigsback employees and customers supported the Foundation throughout 2015 also by adding a euro when making a purchase on Pigsback.com and together helped to raise over €27,000.

A mindful walk of the Camino

In September 2015, a group of 13 people affected by cancer were led by Dr Paul D'Alton, psycho-oncologist, St Vincent's University Hospital, along the French Way of the Camino. This trip was based around mindfulness and was intended to help people who had been affected by cancer directly or indirectly learn to cope emotionally with the effects of the disease. RTE's Would You Believe followed the participants and a programme based on the Foundation's Camino trip and the effects of mindfulness on those on a cancer journey aired on RTE 1 in December 2015. Over 200,000 watched the show and the Foundation received many positive emails, tweets and facebook comments in the days and weeks after the show aired.

Nicola Hughes, Linda Keating, Jamie Crawford, Liz Yeates and Holly Carpenter at the launch of Spin 1038 Celebrity Sell Off in aid of MKF

Harvey Norman Sleep Pink

Harvey Norman's Sleep Pink campaign is now in its fourth year. This year, Harvey Norman invited its customers to get involved with the campaign by purchasing from the Sleep Pink range, donating a euro at the till, or by dropping into one of the Marie Keating Foundation's mobile information units which visited at Harvey Norman stores throughout October. Customers could also drop their unwanted bras in store as part of the Foundation's Give Your Bra for Breast Cancer campaign. Harvey Norman also raised awareness of the importance of sleep, through an Irish Daily Mail supplement featuring interviews with celebrities who frequently travel to different time zones, to cancer patients whose sleep can also be disturbed due to their treatment, to sleep specialist doctors. This year, Harvey Norman employees and staff raised an incredible €23,000 for the Foundation's programmes and services.

Fairyhouse Ladies Steeplechase

The very first Ladies Only Steeplechase in Ireland took place in November 2015 at Fairyhouse. This amazing event was held in aid of the Marie Keating Foundation and involved 18 female jockeys including top talents such as Katie Walsh, Nina Carberry and Rachael Blackmore. However it was Lorna Brooke who took home the cup when partnering Moonlone Lane to victory. Well-known Irish designer Aideen Bodkin judged best dress lady on the day and donated a dress for the winner, who also won dinner and an overnight stay for two people the luxury five star Powerscourt Hotel. The event raised €1,755 for the Marie Keating Foundation and was such a success that it is due to be held again in 2016.

Lorna Brooke who won the first ever Irish Ladies Steeple Chase



Newstalk Christmas Lunch

Over 320 guests kicked off the Christmas season at the Newstalk Christmas Lunch in aid of the Marie Keating Foundation in The Shelbourne Hotel, Dublin. The lunch raised in excess of €29,000 for the Foundation's Comfort Fund. Newstalk Breakfast presenter and cancer survivor Chris Donoghue was MC for the event, which was also attended by Majella and Daniel O'Donnell; Norah Casey, Anna Daly, Martin King and Dr Eva Orsmond. Guests enjoyed a Christmas themed meal accompanied by wine, kindly sponsored by Marks & Spencer Ireland. Entertainment for the afternoon was provided by the talented Mary Byrne. Harvey Norman laid on a Christmas-themed raffle while Coty and the Grafton Barber kindly provided gifts for the guests.

Nocturnes

Leading Irish artist Patrick Walshe has generously donated an entire collection of 15 paintings to the Marie Keating Foundation. The Nocturnes collection is inspired by the journey of Walshe's wife through chemotherapy after she was diagnosed with breast cancer. The collection is available to view on the Foundation's website – www.mariekeating.ie/nocturnes. The funds raised from the sale of the collection will be used to fund the Foundation's Survive and Thrive programme for cancer survivors. The Wicklow Hospice Foundation will also receive 5% of the funds.



Patrick Walshe and Linda Keating with a picture from the Nocturnes collection

National Lottery

In 2015, the Marie Keating Foundation received a €30,000 grant from the National Lottery to support its School Cancer Awareness Programme which was delivered in 86 post primary schools around Ireland.

OUR CORPORATE PARTNERS

Without our corporate partners, we simply would not be able to do what we do. Our nurses would not speak to over 22,750 people a year with our life-saving messages; our Schools Cancer Awareness programme could not reach students nationwide; our Comfort Fund could not provide families affected by cancer with relief when they are at their darkest hour and our Survive & Thrive programme would not be helping cancer survivors to reclaim their lives.

The generosity and tireless efforts of our corporate supporters allow us to strive to save lives and beat cancer. Through cause marketing, event sponsorship, community and employee engagement, monetary donations and donations in kind as well as the power of volunteerism, these organisations have helped us fight cancer in 2015. For this, we are extremely grateful.



AMBASSADORS AND PATRONS

The Marie Keating Foundation is very fortunate to have some wonderful patrons and ambassadors, who give their time to support our work and help us raise awareness and funds. People from the world of sport, TV, stage and beyond have lent us their energy, enthusiasm, passion and voice in aid of cancer prevention, early detection and survivorship and for that, we cannot say thank you enough. Here are just some of the amazing people who have helped us in 2015.



Clockwise from top: Glenda Gilson; Holly Carpenter and Nicola Hughes; Nina Carberry, Katie Walshe and Rachel Blackmore; Anna Daly and Martin King.

Clockwise from top right; Mike Tindal, Zara Philips Storm and Ronan Keating; Louise Heraghty; Daniel and Majella O'Donnell; Ian Wright and Tony Healy; Elaine and Ronny Whelan; Laurence Kinlan.



GOVERNANCE

The trust of our supporters is our most valuable resource. Each time we receive a donation, we understand that we are being trusted to use this donation to maximum effect in the fight against cancer and this is a responsibility we take extremely seriously. We have worked very hard to ensure that we have best in class governance in our organisation.

The Marie Keating Foundation is listed on the Charities Regulatory Authority's Register of Charities (Charity Reg. No. 20038953) in the Republic of Ireland. We are proud to be one of only a small number (less than 300) among the thousands of charitable organisations in Ireland that is in full compliance with the Governance Code for Community and Voluntary Organisations in Ireland. We are also fully subscribed to the Statement of Guiding Principles for Fundraising and this year, our annual accounts have been presented according to the Statement of Recommended Practice (SORP). These three steps have ensured that the Marie Keating Foundation now has the so called Triple Lock of good governance in place.

All our finances, including detailed accounts, breakdowns of how any donated funds are spent and salary information is available within this report. You can also review annual accounts for previous years on our website.

Board of Directors:

All board members are volunteers and do not receive any expenses. Our board members bring a wide range of experience, skills and knowledge and volunteer their time, energy and expertise to help the Marie Keating Foundation in the fight against cancer. Members of the board serve a maximum of two three year terms, to constantly refresh ideas and skills. Biographies for all board members can be viewed on our website. The board of directors meets bi-monthly to review the strategic direction of the Foundation and to receive an update on the performance of ongoing programmes. The Board also appoints the Chief Executive, sets pay rates for the Chief Executive and senior staff.

How funds are spent

For every euro that was donated to the Marie Keating Foundation in 2015, 75% was spent on our core nursing services and programme work, 16% was spent generating future funds and 5.5% was spent on administration and governance.

Spending €1,001,872 on charitable activities ensures that we can provide:

- (i) Community information services through three mobile information units and our nursing team
- (ii) Public awareness campaigns on topics such as healthy lifestyle choices, breast cancer, men's health and skin cancer
- (iii) Comfort Fund grants to over 345 families
- (iv) Survive & Thrive programmes for cancer survivors
- (v) Schools Cancer Awareness Programme for secondary school and YouthReach students nationwide

We spend 16% of our income, or €214,155, to ensure that we are doing everything we can to raise funds from a diverse range of donors and to let the public know about our work. This has a high return on investment because it inspires people to support what we do, meaning we can reach even more people with our life-saving message. As we do not receive government funding (with the exception of a National Lottery Grant of €30,000), we need to invest some resources in fundraising campaigns and events which will recruit new donors and raise funds for the work of the Foundation.

By spending 5.5% of our income or €72,402 on administration and governance costs, the Foundation ensures that we work in the most effective and efficient way, and that donated funds are spent wisely. Donations are managed with the highest level of professionalism and accountability. The organisation prepares its financial statements according to the statement of Recommended Practice for Charities (SORP), which is recommended best practice by the Accounting Standards Board (ASB). A full set of our independently audited accounts is available at the back of this report.

The Marie Keating Foundation does not pay any 'top ups' or bonuses to any member of staff.

REPORT AND FINANCIAL STATEMENTS



**“THE TRUST
OF OUR
SUPPORTERS
IS OUR MORE
VALUABLE
RESOURCE.”**

DIRECTORS AND OTHER INFORMATION

BOARD OF DIRECTORS

Therese Rochford (Chairperson)

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

COMPANY NUMBER

342695

AUDITORS

Mazars
Chartered Accountants & Statutory Audit Firm
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 REPORT

The directors present their report together with the audited financial statements for the year ended 31 December 2015.

1. Companies Act 2014

The Companies Act 2014 commenced on 1 June 2015. As the company is exempt from using 'Limited' under Section 1180 of the Act, no name change is required. However, the directors will complete the necessary amendments to the company constitution, as required by the Companies Act 2014, within the transition period.

2. Objectives and Activities

The mission of the Foundation is "to make cancer less frightening by enlightening". The principal activities of the organisation consist of the following:

Cancer information and services

The Marie Keating Foundation has three mobile information units which travel around Ireland to spread the message about cancer prevention and early detection.

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, are in financial difficulty.

The main areas of attention will be the development of the company's existing activities, securing adequate financial and human resources to make these sustainable, and achieving the highest standards of corporate governance.

The key strategic objectives agreed by the Board are:

- to strengthen corporate governance
- to sustain fundraising growth and
- to assure focus on the core cancer awareness and support services provided throughout Ireland by the Foundation.

3. Financial Review, Achievements and Performance

In 2015, the Marie Keating Foundation continued to expand its reach and impact throughout communities in Ireland. In addition to our core nursing activity, the Foundation's key cancer awareness message was enforced by organising a series of multidimensional campaigns on skin cancer; breast cancer and men's cancers in particular.

As regards Fundraising, 2015 showed a further improvement in income generated reflecting the diversification of fundraising tactics and new income sources. In addition to a number of successful fundraising events and campaigns, the Foundation further consolidated its relationship with some key corporate partners, particularly in the pharmaceutical and retail sector reflecting the close alignment of key strategic objectives in the area of health promotion.

Total income for the year amounted to €1,327,782, representing an increase of 18.7% over the prior year which is a tremendous achievement despite the modest

improvement in the economy. 2015 saw the Foundation being awarded some National Lottery funding from the Department of Health (€30,000 in support of the Foundation's Schools Cancer Awareness Programme). The Foundation was delighted to be selected as one of the charity partners for the Powering Kindness campaign which also gave the Foundation an excellent platform to promote its *raison d'être*.

As regards the core mission of the Foundation, "to make cancer less frightening by enlightening", 2015 was another energetic year in pursuit of this goal. During the year, the Foundation's nursing team completed 447 community and workplace visits, reaching a total of 22,798 people around the country, representing an increase of 36% on 2014. 432 people were referred to their GPs as a result of these visits.

The Foundation also promoted a number of key Cancer Awareness campaigns raising public awareness of the risk factors, signs and symptoms associated with each of the key cancers. Full blown campaigns were conducted on 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 (MSD for Spot the Difference / 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, through a series of health seminars 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). Our Breast Cancer Campaign won both the Most Innovative Fundraising Campaign at the National Awards for Fundraising as well as two Healthcare Ireland awards in health education and health promotion.

2015 is the first year when the Marie Keating Foundation ran a series of Survive & Thrive workshops and seminars – providing support to cancer survivors following their treatment. The 5 week programmes were held in Dublin, Galway and Cork and the seminars were held in Dublin, Cork, Galway, Letterkenny, Limerick and Waterford.

We continued the roll out of our School's Cancer Awareness Programme and ran a series of train the trainer workshops with SPHE (Social, Personal and Health Education) teachers in secondary schools around the country. 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 schools.

Through our Comfort Fund, we increased the number of grants being issued to needy families. A total of €144,842 was distributed to 345 families in need of financial support as they went through their cancer treatment.

DIRECTORS REPORT (CONT'D.)

The total cost of charitable activities amounted to €1,001,872 or 75% of total income. Overheads were well managed at €72,402 or 5.4% of turnover. Overall, the Foundation recorded a surplus before depreciation of €53,245. After charging depreciation of €13,892, the net surplus was €39,353.

The Foundation is very fortunate to have several key corporate partners, most notably Marks & Spencer, which continues its longstanding support and fundraising activities. Other partnerships such as The Irish Daily Mail Group, Communicorp, Harvey Norman, Skechers, Lantz continue to play an important role. In 2015, 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 2015 by the board and management has set in place key strategic objectives to strengthen corporate governance, sustain fundraising growth and to assure a focus on the core cancer awareness and support services provided throughout Ireland by the Foundation.

The Foundation is in full compliance with the Governance Code for the Voluntary and Charity Sector. The Foundation is also listed on the Register of the Charities Regulatory Authority.

4. Structure, Governance and Management

The company is governed by a Memorandum and Articles of Association. The company is limited by guarantee and does not have any 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.

Decisions regarding the pay and remuneration of key management personnel and the senior management team are made by the Board.

The Board met on a regular basis during the year. It continued to give priority to achieving the highest standards of corporate governance, including strategic planning, financial management and fundraising. In 2015, 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 common with many charities, the organisation must maintain and develop its income sources to ensure the continuation of its work. In order to mitigate this risk, the directors review the sources of income on an on-going basis. In addition, reserve levels are monitored to ensure that they are maintained at a reasonable level in the context of planned expenditure and future commitments.

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.

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. Events Subsequent to the Year End

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

6. Directors

The names of the individuals who are directors at any time during the year ended 31 December 2015 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 (resigned 31 December 2015)
 Therese Rochford
 Michael O'Reilly
 Edel Creely
 Gary Keating (appointed 16 February 2015)

7. Accounting Records

The measures taken by the directors 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 implementation of necessary policies and procedures for recording transactions, the employment of competent accounting personnel with appropriate expertise and the provision of adequate resources to the financial function. The company's accounting records are maintained at the company's registered office at Unit 9, Millbank Business Park, Lower Road, Lucan, Co. Dublin.

8. Auditors

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

DIRECTORS' RESPONSIBILITIES STATEMENT

On behalf of the Board

Therese Rochford
 Michael O'Reilly
 6 July 2016

The directors are responsible for preparing the directors' 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 Companies Act 2014 and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" issued by the Financial Reporting Council, and promulgated by the Institute of Chartered Accountants in Ireland. Under the law, the directors must not approve the financial statements unless they are satisfied they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end 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; identify those standards, and note the effect and the reasons for any material departure from those standards; and
- make judgements and estimates that are reasonable and prudent;
- state whether the financial statements have been prepared in accordance with applicable accounting standards, prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

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 directors' 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.

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

INDEPENDENT AUDITORS REPORT TO THE MEMBERS OF THE MARIE KEATING FOUNDATION

We have audited the financial statements of Marie Keating Foundation for the year ended 31 December 2015 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes. The financial reporting framework that has been applied in their preparation is the Companies Act 2014 and FRS 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland issued by the Financial Reporting Council.

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 2015 and of its net income for the year then ended; and
- have been properly prepared in accordance with the relevant financial reporting framework and in particular, with the requirements of the Companies Act 2014.

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 our obligation under the Companies Acts 2014 to report to you if, in our opinion, the disclosures of directors' remuneration and transactions specified by Sections 305 to 312 of the Act are not made.

Mairéad Divilly

For and on behalf of Mazars
Chartered Accountants & Statutory Audit Firm
Harcourt Centre, Block 3,
Harcourt Road, Dublin 2
6 July 2016

STATEMENT OF FINANCIAL ACTIVITIES

	Notes	Unrestricted Funds	Restricted Funds	Year ended 31 December 2015	Unrestricted Funds	Restricted Funds	Year ended 31 December 2014
		€	€	€	€	€	€
Income							
Charitable activities							
Grants		-	47,436	47,436	-	65,000	65,000
Donations and legacies							
Donations and gifts		725,295	106,124	831,419	512,989	71,650	584,639
Donations in Kind		150,000	-	150,000	188,000	-	188,000
Other trading activities							
Fundraising events		287,734	-	287,734	272,210	-	272,210
Merchandise		11,193	-	11,193	8,703	-	8,703
Total income		1,174,222	153,560	1,327,782	981,902	136,650	1,118,552
Expenditure							
Charitable activities							
Project and programme costs		865,748	136,124	1,001,872	748,911	136,650	885,561
Project overheads		72,402	-	72,402	57,527	-	57,527
		938,150	136,124	1,074,274	806,438	136,650	943,088
On raising funds							
Expenditure on raising funds		214,155	-	214,155	185,471	-	185,471
Total expenditure		1,152,305	136,124	1,288,429	991,909	136,650	1,128,559
Net income/(expenditure)		21,917	17,436	39,353	(10,007)	-	(10,007)
Funds brought forward		377,331	-	377,331	387,338	-	387,338
Transfer from unrestricted funds		-	-	-	-	-	-
Funds carried forward		399,248	17,436	416,684	377,331	-	377,331

BALANCE SHEET

	Notes	Year ended 31 December 2015	Year ended 31 December 2014
		€	€
FIXED ASSETS			
Tangible assets	9	59,163	24,577
CURRENT ASSETS			
Debtors	10	326,200	278,567
Stock	11	18,856	19,794
Cash and cash equivalents		122,032	184,277
		467,088	482,638
CREDITORS			
Amounts falling due within one year	12	(109,567)	(129,884)
NET CURRENT ASSETS		357,521	352,754
TOTAL ASSETS LESS CURRENT LIABILITIES		416,684	377,331
FUNDS OF THE CHARITY			
Restricted funds	14	17,436	-
Unrestricted funds	14	399,248	377,331
		416,684	377,331

On behalf of the Board

Therese Rochford
Michael O'Reilly

6 July 2016

STATEMENT OF CASH FLOWS

	Notes	Year ended 31 December 2015	Year ended 31 December 2014
		€	€
Cash flow from operating activities:			
Net income/(expenditure) for the year		39,353	(10,007)
Adjusted for:			
Depreciation		13,892	8,895
Movement in stock		938	2,754
Movement in debtors		(47,633)	(202,325)
Movement in creditors		(20,317)	41,140
Net cash outflow from operating activities		(13,767)	(159,543)
Cash flow from investing activities:			
Purchase of fixed assets		(48,478)	(7,328)
Decrease in cash in the year	13	(62,245)	(166,871)
Cash and cash equivalent at the beginning of the year		184,277	351,148
Cash and cash equivalent at the end of the year		122,032	184,277

NOTES TO THE FINANCIAL STATEMENTS

1. General Information

These financial statements comprising the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes constitute the individual financial statements of The Marie Keating Foundation for the year ended 31 December 2015.

The Marie Keating Foundation is incorporated in the Republic of Ireland. The Registered Office is Unit 9, Millbank Business Park, Lower Road, Lucan, Co. Dublin, which is also the principal place of business of the company. The nature of the company's operations and its principal activities are set out in the directors' report.

2. Statement of Compliance

Marie Keating Foundation is constituted under Irish company law as a company limited by guarantee and is a registered charity. Up to 1 June 2015, company law scoped out companies not trading for gain for the members from the requirements with regard to format and content of financial statements which applied to for profit companies thus permitting the adoption of a format appropriate to a charity. Accordingly the directors of Marie Keating Foundation previously adopted the format of the Charities Statement of Recommended Practice (SORP) in the preparation of the financial statements. Accordingly Marie Keating Foundation 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.

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 has prepared its financial statements in accordance with the formats provided for in the Statement of Recommended Practice (SORP) (Revised 2015) "Accounting and Reporting by Charities" and has restated its prior year comparative figures accordingly. 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.

3. Summary of Significant Accounting Policies

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

a) Basis of preparation

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 2015) "Accounting and Reporting by Charities" as published by the Charity Commission for England and Wales, who are recognised by the UK Financial Reporting Council (FRC) as the appropriate body to issue SORPs 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.

This is the first year in which the financial statements have been prepared under Statement of Recommended Practice (SORP) (Revised 2015) "Accounting and Reporting by Charities". Refer to Note 23 for an explanation of the transition.

b) Income

All income is recognised in the Statement of Financial Activities ("SOFA") when the company is entitled to the income, any performance related conditions have been met, receipt is probable and the amount can be quantified with reasonable accuracy. Income comprises grants for charitable activities, donations and legacies, and other trading activities.

Monies received in respect of expenditure that must take place in a future accounting period is accounted for as deferred income and recognised as a liability up until the accounting period allowed by the condition to expend the resource.

Donated goods are recognised as income when sold. The value is derived from the resale value after deducting the cost to sell the goods. Donated services are measured and included in the financial statements on the basis of the value of the gift to the charity, a corresponding amount is then recognised in expenditure in the period of receipt.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity.

Income is 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.

c) Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related thereto. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of the resources.

d) Employee benefits

The charity provides a range of benefits to employees, including paid holiday pay arrangements and contributions to a company facilitated Personal Retirement Saving Account (PRSA).

Short term benefits

Short term benefits, including holiday pay and other similar non-monetary benefits, are recognised as an expense in the period in which the service is received. A provision is made for the estimated liability for annual leave as a result of services rendered by employees up to the end of the financial year.

Pensions

Pension costs arising under the company facilitated Personal Retirement Savings Account (PRSA) scheme are charged to the Statement of Financial Activities as incurred.

e) Operating leases

Operating lease payments are charged to the Statement of Financial Activities in the period to which they relate.

f) Functional currency and presentation currency

The financial statements are measured and presented in the currency of the primary economic environment in which the entity operates (its functional currency). The financial statements are presented in Euro ("€") which is also the functional currency of the company.

g) Tangible fixed assets

Tangible fixed assets are stated at cost less accumulated depreciation.

Depreciation is provided at rates to write off the cost of each asset over its expected useful life as follows:

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

h) Stock

Stock is stated at the lower of cost and estimated selling price. Cost represents invoiced value. Estimated selling price comprises the actual or estimated selling price less all

costs to be incurred in selling and distribution.

i) Cash and cash equivalents

Cash consists of cash on hand and demand deposits. Cash equivalents consist of short term highly liquid investments that are readily convertible to known amounts of cash that are subject to an insignificant risk of change in value.

j) Financial instruments

Financial assets

Basic financial assets, including other receivables, and cash and bank balances are initially recognised at transaction price, unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Such assets are subsequently carried at amortised cost using the effective interest method.

At the end of each reporting period financial assets measured at amortised cost are assessed for objective evidence of impairment. The impairment loss is recognised in the statement of financial activities.

Financial assets are derecognised when the contractual rights to the cash flows from the asset expire or are settled; or substantially all the risks and rewards of the ownership of the asset are transferred to another party; or control of the asset has been transferred to another party who has the practical ability to unilaterally sell the asset to an unrelated third party without imposing additional restrictions on transfer.

Financial liabilities

Basic financial liabilities, including trade and other payables are initially recognised at transaction price, unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest.

Trade payables are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade payables are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Financial liabilities are derecognised when the liability is extinguished, that is when the contractual obligation is discharged, cancelled or expires.

Offsetting

Financial assets and liabilities are offset and the net amounts presented in the financial statements when there

NOTES TO THE FINANCIAL STATEMENTS (CONT'D.)

is an enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle to liability simultaneously.

4. Critical accounting estimates and judgements

The charity made judgements, estimates and assumptions about the carrying amounts of assets and liabilities that were not readily apparent from other sources in the application of the charity's accounting policies. Estimates and judgements are continually evaluated and are based on historical experience and other factors that are considered to be reasonable under the circumstances. Actual results may differ from the estimates.

a) Critical judgements made in applying the company's accounting policies

Management is of the opinion that there are no critical judgements (other than those involving estimates) that have a significant effect on the amounts recognised in the financial statements.

b) Key sources of estimation uncertainty

The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below:

Useful Lives of Tangible Fixed Assets

Tangible fixed assets comprise office equipment, motor vehicles, leasehold premises and fittings. The annual depreciation charge depends primarily on the estimated lives of each type of asset. The directors regularly review these useful lives and change them if necessary to reflect current conditions. In determining these useful lives management consider technological change, patterns of consumption, physical condition and expected economic utilisation of the assets. Changes in the useful lives can have a significant impact on the depreciation charge for the financial year.

5. Net income/(expenditure)	2015	2014
	€	€
Net outgoing resources is stated after charging: Depreciation	13,892	8,895
Directors' remuneration	-	-
Auditors' remuneration (net of value added tax)	3,000	3,000

6. Taxation

Marie Keating Foundation 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.

7. Staff Costs	2015	2014
	€	€
Wages and salaries	509,264	353,880
Social welfare costs	50,491	41,780
Restructuring costs	-	70,000
Other retirement benefit costs	6,885	2,929
	566,640	468,589

The average monthly number of persons employed by the company during the year was 16 (2014: 14) analysed as follows:

	2015	2014
	No.	No.
Administration	6	5
Services	10	9
	16	14

The number of employees, whose remuneration was greater than €50,000 during the year, is as follows:

Salary range	2015	2014
€50,000 - €60,000	-	1
€60,000 - €70,000	1	2
€70,000 - €80,000	1	-
€80,000 - €90,000	1	-

Emoluments include salaries and employer PRSI costs. No benefits in kind are payable by the company.

The remuneration paid to the senior management team in respect of qualifying services amounted to €224k (2014: €192k).

Directors' remuneration and transactions

No remuneration or other benefits have been paid or are payable to any directors directly or indirectly from the funds of the charity.

No expenses were incurred by the directors.

Key management personnel

All directors and certain senior employees who have authority and responsibility for planning, directing and controlling the activities of the company are considered to be key management personnel. Total remuneration in respect of these individuals is €89,689 (including employer social insurance contributions and employer pension contributions).

Board members operate in a voluntary capacity.

The remuneration of key management personnel is determined by the Board.

8. Pension

The company facilitates a Personal Retirement Savings Account (PRSA) scheme for its employees, the contributions to which are paid to an independently administered fund. The retirement benefit cost for the year represents contributions payable to the fund.

9. Tangible assets

	Leasehold Buildings	Fixtures & Fittings	Mobile Units	Computer Equipment	Coin Boxes	Total
Cost		€	€	€	€	€
At 31 December 2014	81,878	8,917	421,857	72,127	-	584,779
Additions	-	-	5,879	31,112	11,487	48,478
At 31 December 2015	81,878	8,917	427,736	103,239	11,487	633,257
Accumulated Depreciation						
At 31 December 2014	63,991	5,742	421,857	68,612	-	560,202
Charge for year	8,257	704	668	3,289	974	13,892
At 31 December 2015	72,248	6,446	422,525	71,901	974	574,094
Net Book Amount						
At 31 December 2014	17,887	3,175	-	3,515	-	24,577
At 31 December 2015	9,630	2,471	5,211	31,338	10,513	59,163

In respect of prior year:

	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
Disposal	-	-	-	-	(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

NOTES TO THE FINANCIAL STATEMENTS (CONT'D.)

10. Debtors	2015	2014
	€	€
Debtors	320,434	265,716
Prepayments	5,766	12,851
	<u>326,200</u>	<u>278,567</u>

All debtors are due within one year. All trade debtors are due within 30 days. Debtors are shown net of impairment in respect of doubtful debts.

11. Stock	2015	2014
	€	€
Promotional stock	18,856	19,794

The replacement costs of stock does not differ materially from the amount as stated above.

12. Creditors	2015	2014
	€	€
Amounts falling due within one year		
Trade creditors	40,651	38,490
Accruals	6,440	76,668
Deferred income (Note 13)	46,000	-
Paye/Prsi	15,843	14,726
Pension	633	-
	<u>109,567</u>	<u>129,884</u>

Trade creditors

The repayment terms of trade creditors vary between on demand and 30 days. No interest is payable on trade creditors.

13. Deferred Income	Opening deferred income 1 January 2015	Amounts received during the year	Amounts released during the year	Closing deferred income 31 December 2015
	€	€	€	€
Donations and legacies	-	46,000	-	46,000

14. Movement of Funds

	Unrestricted funds €	Restricted funds €	Total 2015 €	Unrestricted funds €	Restricted funds €	Total 2014 €
Opening balance	377,331	-	377,331	387,338	-	387,338
Net movement	21,917	17,436	39,353	(10,007)	-	(10,007)
Closing balance	<u>399,248</u>	<u>17,436</u>	<u>416,684</u>	<u>377,331</u>	<u>-</u>	<u>377,331</u>

Represented by:

Fixed assets	59,163	-	59,163	24,577	-	24,577
Current assets	449,652	17,436	467,088	482,638	-	482,638
Current liability	(109,567)	-	(109,567)	(129,884)	-	(129,884)
Net assets/(liabilities)	<u>399,248</u>	<u>17,436</u>	<u>416,684</u>	<u>377,331</u>	<u>-</u>	<u>377,331</u>

15. Statement of Funds

Restricted Funds	Balance 31 December 2014 €	Income €	Expenditure €	Balance 31 December 2015 €
Men's Health Awareness	-	28,124	28,124	-
Breast Cancer Awareness	-	45,000	45,000	-
Schools Cancer Awareness	-	30,000	30,000	-
Survivorship and Wellness	-	15,000	15,000	-
Cancer/Health Awareness	-	35,436	18,000	17,436
	-	153,560	(136,124)	17,436
Unrestricted funds	377,331	1,174,222	(1,152,305)	399,248
Total funds	<u>377,331</u>	<u>1,317,782</u>	<u>(1,288,429)</u>	<u>416,684</u>

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.

In respect of prior year:

Restricted Funds	Balance 31 December 2013 €	Incoming Resources €	Resources Expended €	Balance 31 December 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	<u>387,338</u>	<u>1,118,552</u>	<u>(1,128,559)</u>	<u>377,331</u>

NOTES TO THE FINANCIAL STATEMENTS (CONT'D.)

16. Financial instruments

The analysis of the carrying amounts of the financial instruments of the charity required under Section 11 of FRS 102 is as follows:

	2015 €	2014 €
<i>Financial assets at amortised cost</i>		
Debtors	320,434	265,716
<i>Financial liabilities at amortised cost</i>		
Trade creditors	40,651	38,490

17. Financial Commitments

Total future minimum lease payments under non-cancellable operating leases are as follows:

	2015 €	2014 €
Within one year	30,659	30,659
Within two and five years	5,310	35,969
	35,969	66,628

18. Transition to FRS 102

This is the first year that Marie Keating Foundation has presented its results under Statement of Recommended Practice for charities, Charities SORP 2015 which includes requirements of FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland". The last financial statements under Irish GAAP were for the year ended 31 December 2014. The date of transition to FRS 102 was 1 January 2014. The policies applied under the entity's previous accounting framework are not materially different to Charities SORP FRS102 and have not impacted on the statement of financial activity or funds of the charity.

19. Events subsequent to the Year End

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

20. Related Party Transactions

There were no related party transactions during the year.

21. Comparatives

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

22. Approval of Financial Statements

The financial statements were approved by the directors on 6 July 2016.

THE MARIE KEATING
FOUNDATION'S
COMFORT FUND
HELPED OVER 345
FAMILIES IN 2015.
THANK YOU FOR YOUR
CONTINUED SUPPORT.





Marie Keating
FOUNDATION

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